



Snohomish County Council

Committee: Finance
ECAF: 2021-1087
Proposal: Mot. 22-007

Analyst: Jim Martin
Date: January 13, 2022

Consideration:

Snohomish County Council approval of Amendment #7 to the Professional Services Agreement with Day Vengley & Associates, D.B.A. DVA Advertising & Public Relations, for Destination Marketing & Management Organizational (DMO) Services and authorizing the County Executive to execute the amended contract on behalf of Snohomish County.

Background

Snohomish County, through its Department of Parks, Recreation and Tourism, issued RFP 30-19JR, seeking a consultant firm to provide Destination Marketing & Management Organizational (DMO) Services. Six firms responded to the RFP, two of which were interviewed and DVA Advertising & Public Relations (DVA) was selected.

At its September 11, 2019 meeting, LTAC approved the reallocation of a grant to allow SCPRT to contract with DVA for a first phase of the DMO Services work; an agreement for Professional Services with DVS was executed on October 30, 2019 by the County Executive, pursuant to his authority under Snohomish County Code 3.04.140(2) at a contracted amount of \$24,480. That agreement has been amended 6 times to date, extending the agreement through December 31, 2021 and adjusting the not to exceed amount to a total of \$1,891,997, while also amending the scope of services.

Proposed amendment No. 7 extends the contract through December 31, 2022 and defines the 2022 scope of services. This amendment also adjusts the not to exceed amount to \$2,621,997, an increase of \$730,000.

Current Proposal

This motion approves Amendment No. 7 to the agreement for professional services with DVA Advertising & Public Relations, and authorizes the County Executive to execute the Amendment.

Duration: Through December 31, 2022

Fiscal Implications: \$730,000

2022 Budget: Yes

Future Budget Impacts: None.

Handling: Expedite

Approved-as-to-form: N/A.

Risk Management: N/A.

Executive Recommendation: APPROVE.

Attachments: See ECAF packet.

Amendments: NONE.

Request: Move to General Legislative Session on January 26th for consideration.