



Finance, Budget and Administration

Jim Martin

Council Initiated:

Yes

No

ECAF: 2026-0352

Motion: 26-084

Type:

- Contract
- Board Appt.
- Code Amendment
- Budget Action
- Other

Requested Handling:

- Normal
- Expedite
- Urgent

Fund Source:

- General Fund
- Other
- N/A

Executive Rec:

- Approve
- Do Not Approve
- N/A

Approved as to

Form:

- Yes
- No
- N/A

Subject: Approving and authorizing the Executive to sign the Snohomish County Tourism Promotion Area agreement with DVA.

Scope: This motion approves the 2026 Tourism Promotion Area agreement between Snohomish County and Day Vengley & Associates Marketing and Public Relations. Scope of work includes create and maintain media strategy, project management, administration and account management; implement digital media management, optimization, and reporting, full FIFA campaign report production, development messaging, creative concepts, and marketing assets, deploy marketing using Meta and programmatic marketing campaigns. Contract is for a note to exceed amount of \$244,100.

Duration: Execution through December 31, 2026.

Fiscal Impact: Current Year Multi-Year N/A

Expenditures	Current Year	2027	2028	2029	2030	Total
100.515014105204	\$244,100					\$244,100
						0
Total's	\$244,100	0	0	0	0	\$244,100

Revenue	Current Year	2027	2028	2029	2030	Total
						0
						0
Total's	0	0	0	0	0	0

Authority Granted: N/A.

Background: 4.118.010 establishes the Tourism Promotion Area pursuant to RCW 35.101.080. The Tourism Promotion Area (TPA) includes the areas within the city limits of the City of Arlington, the Snohomish County portion of the City of Bothell, the City of Everett, the City of Edmonds, the City of Lynnwood, the City of Marysville, the City of Monroe, the City of Mountlake Terrace, and the City of Mukilteo as well as the unincorporated area of Snohomish County. These funds are reserved for support of tourism development and promotion projects. On February 4, 2026, the County Council approved the 2026 TPA Business Plan. The Plan provides for applications to be received, evaluated, and considered for recommendation to Council throughout the year. This project has been approved by the TPA Board and is within the Executive's authority to execute as outline in Motion 25-003 and per SCC 3.04.140 (2).

Requested Action: Move to GLS on March 18th for consideration.