



Finance, Budget and Administration

Jim Martin

Council Initiated:

Yes

No

ECAF: 2025-0539

Motion: 25-087

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 the agreement for the 2025 operating budget with Amateur Athletics Commission of Snohomish County DBA Snohomish County Sports Commission.

Scope: This motion approves the 2025 Tourism Promotion Area agreement between Snohomish County and Amateur Athletics Commission of Snohomish County, dba Snohomish County Sports Commission. Scope of work includes marketing Snohomish County as a premier destination (state, regional, national, and international) for amateur, collegiate, and professional sports events and tournaments. Marketing shall include advertisements in national sports publications; maintaining & developing new relationships with local, state, regional, and national sports organizations to promote Snohomish County as a location; identify and attend a minimum of 10 sporting events, regionally and nationally, to explore and evaluate the viability of and operational details of hosting these sporting events in Snohomish County; participate in sports tradeshows, conferences, and sales missions to promote Snohomish County. The not to exceed amount of the agreement is \$647,130, and the agreement is through December 31, 2025.

Duration: Execution through December 31, 2025.

Fiscal Impact: Current Year Multi-Year N/A

Expenditures	Current Year	2026	2027	2028	2029	Total
100.515014105204	\$647,130					\$647,130
						0
Total's	\$647,130	0	0	0	0	\$647,130

Revenue	Current Year	2026	2027	2028	2029	Total
						0
						0
Total's	0	0	0	0	0	0

Authority Granted: N/A.

Background: On January 22, 2025, Snohomish County Council approved the 2025 TPA Business Plan, providing for applications to be received, evaluated, and considered for recommendation to Council throughout the year.

Requested Action: Approval of the 2025 Tourism Promotion Area agreement with Amateur Athletics of Snohomish County, dba Snohomish County Sports Commission at a contracted amount of \$647,130. Requested action is to move to GLS on February 19th for consideration.