



Snohomish County Council

Legislation Details (With Text)

File #: 2023-1373 **Version:** 1

Type: Motion **Status:** Approved

File created: 11/14/2023 **In control:** General Legislative Session

On agenda: 11/29/2023 **Final action:** 11/29/2023

Title: Motion 23-509, approving 2023 local hotel/motel seasonal marketing campaign

Sponsors:

Indexes:

Code sections:

Attachments: 1. Motion 23-509, 2. Staff Report, 3. Agreement - SIGNED, 4. Certificate of Liability Insurance, 5. W9 Form, 6. Motion Assignment Slip

Date	Ver.	Action By	Action	Result
11/29/2023	1	General Legislative Session	Approved	Pass
11/28/2023	1	Finance, Budget and Administration Committee	Moved to the GLS Consent Agenda	
11/21/2023	1	Administrative Session	Assigned	

Executive/Council Action Form (ECAF)

ITEM TITLE:

Motion 23-509, approving 2023 local hotel/motel seasonal marketing campaign

DEPARTMENT: Executive

ORIGINATOR: Trudy Soriano

EXECUTIVE RECOMMENDATION: A. Boungjaktha 11/17/23

PURPOSE: Authorize the lodging-tax Hotel-Motel Funding Agreement between Snohomish County and the Lodging Tax Advisory Committee (LTAC) endorsed project, DVA Marketing & PR - 2023 Seasonal Marketing Campaign at an amount of not to exceed \$29,937.50.

BACKGROUND: On December 14, 2022 Snohomish County Council approved the 2023 Local Hotel/Motel Fund Grants Expenditure Plan, and the funding of thirty-four projects at the recommended levels, and authorized Executive Directors' signature authority to sign the agreements on behalf of Snohomish County and any other documents necessary to effectuate all the terms and conditions of said agreements; and further authorized the Executive to approve and execute additional 2023 Hotel Motel contracts under \$25,000; Now, upon Motion the Snohomish County Council approves 2023 Seasonal Marketing Campaign with Day Vengley & Associates Marketing and Public Relations at a contracted amount of \$29,937.50, to promote local holiday events during the months of November and December 2023.

FISCAL IMPLICATIONS:

EXPEND: FUND, AGY, ORG, ACTY, OBJ, AU	CURRENT YR	2ND YR	1ST 6 YRS
116.501014105205	\$29,937.50		
TOTAL	\$29,937.50		

REVENUE: FUND, AGY, ORG, REV, SOURCE	CURRENT YR	2ND YR	1ST 6 YRS
TOTAL			

DEPARTMENT FISCAL IMPACT NOTES: Click or tap here to enter text.

CONTRACT INFORMATION:

ORIGINAL x CONTRACT# _____ AMOUNT _____
 AMENDMENT _____ CONTRACT# _____ AMOUNT _____

Contract Period

ORIGINAL START Upon Execution END 12-31-2023
 AMENDMENT START _____ END _____

OTHER DEPARTMENTAL REVIEW/COMMENTS: Reviewed/approved by Risk Management (Diane Baer 11/17/23), Prosecuting Attorney as to form (Rebecca Wendling 11/13/23), and Finance (Nathan Kennedy 11/17/23)