



Snohomish County Council

Legislation Details (With Text)

File #: 2023-0064 **Version:** 1

Type: Motion **Status:** Approved

File created: 1/11/2023 **In control:** General Legislative Session

On agenda: 2/1/2023 **Final action:** 2/1/2023

Title: Motion 23-025, approving Snohomish County Tourism Promotion Area 2023 Snohomish Running Company Marketing Campaign

Sponsors:

Indexes:

Code sections:

Attachments: 1. Motion 23-025, 2. Staff Report, 3. Agreement - SIGNED, 4. Business Plan, 5. Grant Application, 6. Certificate of Liability Insurance, 7. Snohomish Running Company W9, 8. Motion Assignment Slip

Date	Ver.	Action By	Action	Result
2/1/2023	1	General Legislative Session	Approved	Pass
1/24/2023	1	Finance and Economic Development Committee	Moved to the GLS Consent Agenda	
1/17/2023	1	Administrative Session	Assigned	

Executive/Council Action Form (ECAF)

ITEM TITLE:

Motion 23-025, approving Snohomish County Tourism Promotion Area 2023 Snohomish Running Company Marketing Campaign

DEPARTMENT: Executive

ORIGINATOR: Trudy Soriano

EXECUTIVE RECOMMENDATION: Approved by Neepaporn Boungjaktha

PURPOSE: Authorize the Tourism Promotion Area Funding Agreement between Snohomish County and the TPA endorsed project, Snohomish Running Company - 2023 SNC Marketing, not to exceed \$30,000.

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. SCC 4.118.070 authorizes the County to create the Tourism Promotion Area fund and administer a program to allocate revenues accruing to it under provisions of RCW 35.101.05. These funds are reserved for support of tourism development and promotion projects. On December 14, 2022 the County Council approved the 2023 TPA Business Plan. The Plan provides for applications to be received, evaluated, and considered for recommendation to Council throughout the year. Included in the Plan were the eleven (11) to-date projects. This project has a total value of \$30,000.

FISCAL IMPLICATIONS:

EXPEND: FUND, AGY, ORG, ACTY, OBJ, AU	CURRENT YR	2ND YR	1ST 6 YRS
100.515014105204	\$30,000.00		
TOTAL	\$30,000.00		

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 January 1, 2023 END December 31, 2023
 AMENDMENT START _____ END _____

OTHER DEPARTMENTAL REVIEW/COMMENTS: Reviewed/approved by Risk - Shelia Barker 1/11/23 and Finance - Nathan Kennedy 1/12/23