



Snohomish County Council

Legislation Text

File #: 2023-0073, Version: 1

Executive/Council Action Form (ECAF)

ITEM TITLE:

Motion 23-045, authorizing approval of the Snohomish County Strategic Tourism Plan Updated with Otak, Inc.

DEPARTMENT: Executive

ORIGINATOR: Trudy Soriano

EXECUTIVE RECOMMENDATION: Neepaporn Bounjaktha (1/17/23)

PURPOSE: AUTHORIZING APPROVAL OF 2023 SNOHOMISH COUNTY STRATEGIC TOURISM PLAN UPDATED WITH OTAK, INC.

BACKGROUND: In accordance with SCC 4.41.040, Snohomish County Hotel-Motel funds may be used to develop strategies to expand tourism within the county and to support comprehensive regional marketing for Snohomish County tourism. Now, every four years the Strategic Tourism Plan is revisited to outline specific objectives, tasks, and spending plan for the Snohomish County tourism industry. On December 31, 2022, the 2018-2022 Strategic Tourism Plan, was up for renewal/ The County, through the Executive’s Office, advertised Request for Proposal (RFP) 22-047TB for the purpose of selecting a strategic planning services consultant to help facility and write an updated Strategic Tourism Plan. Otak, Inc. was selected by the review committee from five (5) competing firms to perform the work based on their proposal, previous comparable experience and competitive fee schedule. Funding for the updated Strategic Tourism Plan was recommended by the Lodging Tax Advisory Committee (LTAC) on April 26, 2022 at its scheduled meeting, and now, therefore on Motion, the Snohomish County Council approves 2023 Strategic Tourism Plan Update with Otak, Inc. at a contracted amount of \$114,850.

FISCAL IMPLICATIONS:

EXPEND: FUND, AGY, ORG, ACTY, OBJ, AU	CURRENT YR	2ND YR	1ST 6 YRS
116.502014104102	\$114,850.00		
TOTAL	\$114,850.00		

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 Management (Sheila Barker 1/12/23) and Finance (Nathan Kennedy 1/17/23)