



# Snohomish County Council

## Legislation Text

File #: 2023-0214, Version: 1

### Executive/Council Action Form (ECAF)

**ITEM TITLE:**

Motion 23-099, approval of Professional Marketing Services with Ventures, for Small Business Innovation Assistance through the American Rescue Plan Act (ARPA)

**DEPARTMENT:** Executive

**ORIGINATOR:** Trudy Soriano

**EXECUTIVE RECOMMENDATION:** Approved by Neepaporn Bounjaktha 2/28/23

**PURPOSE:** APPROVAL OF PROFESSIONAL MARKETING SERVICES WITH VENTURES, FOR SMALL BUSINESS INNOVATION ASSISTANCE THROUGH THE AMERICAN RESCUE PLAN ACT (ARPA)

**BACKGROUND:** The COVID-19 public health emergency began on January 27, 2020, negatively impacting business across the nation. Target industries were identified as being disproportionately impacted by the COVID-19 pandemic. These target industries include micro-businesses and small businesses in sectors such as tourism, travel, and hospitality. In Snohomish County, based on data from November 2021, the list of impacted industries includes: Manufacturing, in particular Aerospace Products and Parts Manufacturing. Snohomish County has secured Coronavirus Local Fiscal Recovery (CLFR) grant funds under the federal American Rescue Plan Act (ARPA). The County, through the Executive’s Office Economic Development Division, advertised Request for Proposal (RFP) 22-019SB for the purpose of selecting a professional marketing services consultant to design and implement a small business innovation assistance program to support the establishment of new businesses and the recovery of existing small businesses. which were negatively impacted during the coronavirus pandemic. Ventures was selected by the review committee from three (3) competing firms to perform the work based on their proposal, previous comparable experience, and competitive fee schedule. Now therefore, on motion the Snohomish County Council approves the 2023-2024 Small Business Innovation Assistance (SBIA) Program at a contracted amount of \$2,000,000.

**FISCAL IMPLICATIONS:**

EXPEND: FUND, AGY, ORG, ACTY, OBJ, AU	CURRENT YR	2ND YR	1ST 6 YRS
130.57516505784101	\$2,000,000.00		
<b>TOTAL</b>	<b>\$2,000,000.00</b>		

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

