



# Snohomish County Council

## Legislation Text

File #: 2023-1373, Version: 1

### 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. Bounjaktha 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		
<b>TOTAL</b>	\$29,937.50		

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

<b>TOTAL</b>			
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**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)