



Snohomish County Council

Legislation Text

File #: 2023-1486, Version: 1

Executive/Council Action Form (ECAF)

ITEM TITLE:

Motion 23-568, approving the Snohomish County Tourism Promotion Area Business Plan 2024

DEPARTMENT: Executive

ORIGINATOR: Simreet Dhaliwal

EXECUTIVE RECOMMENDATION: Approved by A Boungjaktha 12/15/23

PURPOSE: To request Council authorization of the 2024 Tourism Promotion Area Business Plan.

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. Pursuant to procedures mandated in SCC 4.118, attached is the Tourism Promotion Area business plan and project commitments to date for the 2024 program.

FISCAL IMPLICATIONS:

EXPEND: FUND, AGY, ORG, ACTY, OBJ, AU	CURRENT YR	2ND YR	1ST 6 YRS
100.515094105204	\$2,370,336.00		
TOTAL	\$2,370,336.00		

REVENUE: FUND, AGY, ORG, REV, SOURCE	CURRENT YR	2ND YR	1ST 6 YRS
100.515094105204	\$2,370,336.00		
TOTAL	\$2,370,336.00		

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

CONTRACT INFORMATION:

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

Contract Period

ORIGINAL	START	1-1-2024	END	12-31-2024
AMENDMENT	START	_____	END	_____

OTHER DEPARTMENTAL REVIEW/COMMENTS: Reviewed/approved by Finance - Nathan Kennedy
12/14/23