



# Snohomish County Council

## Legislation Text

---

File #: 2022-1225, Version: 1

---

### Executive/Council Action Form (ECAF)

**ITEM TITLE:**

Motion 22-517, authorizing approval of Amendment No. 8 to the Professional Services Agreement with Day Vengley & Associates, D.B.A. DVA Advertising & Public Relations, for Destination Marketing & Management Organizational (DMO) Services

**DEPARTMENT:** Executive

**ORIGINATOR:** Trudy Soriano

**EXECUTIVE RECOMMENDATION:** Approved by Neepaporn Bounjaktha 11/29/22

**PURPOSE:** Snohomish County Council approval of Amendment No. 8 to an Agreement for Professional Services with Day Vengley & Associates, d.b.a. DVA Advertising & Public Relations, for Destination Marketing & Management Organizational (DMO) Services at a contracted amount of \$450,000, and authorizing the County Executive to execute the amended contract on behalf of Snohomish County.

**BACKGROUND:** The County, through its Department of Parks, Recreation and Tourism ("SCPRT"), issued RFP 30-19JR, seeking a consultant firm to provide Destination Marketing & Management Organizational (DMO) Services; such services had been provided since 1994 by the Snohomish County Tourism Bureau (SCTB), which chose not to respond to the RFP. Six (6) firms did respond to the RFP, two of which were interviewed and DVA Advertising & Public Relations ("DVA") was selected. At its September 17, 2018 meeting, the Snohomish County Lodging Tax Advisory Committee (LTAC) approved a 2019 grant of \$20,000 to SCPRT for a Commercial Air Service Value Chain Strategy. This project was cancelled, and at its September 11, 2019 meeting, LTAC approved a reallocation of the grant to allow SCPRT to contract with DVA for a first phase of the DMO Services work; in conjunction with other cost savings identified in the County's Large Fund programmatic budget, an Agreement for Professional Services with DVA was executed on October 30, 2019 by the County Executive, pursuant to his authority under Snohomish County Code (SCC) 3.04.140(2), at a contracted amount of \$24,480. That agreement was later amended on December 12, 2019, extending the expiration date to January 31, 2020 and shifting work and billables totaling \$1,800.00 to that month, but adding no new expenditures. Amendment No. 2 of the Agreement for Professional Services was executed by Motion on January 23, 2020 by the County Council at a contracted amount of \$338,473. That agreement was time-extended on April 24, 2020, June 23, 2020, and July 22, 2020, ultimately extending the expiration date to August 31, 2020 with no new expenditures. Amendment No. 3 of the Agreement for Professional Services was executed by Motion on August 12, 2020 by the County Council at a contracted amount of \$455,637. That agreement was amended on December 12, 2020 and December 22, 2020, ultimately extending the expiration date to February 15, 2021 with no new expenditures. Amendment No. 4 of the Agreement for Professional Services was executed by Motion on February 3, 2021 by the County Council at a contracted amount of \$623,217. Amendment No. 5 of the Agreement for Professional Services was executed by Motion on April 28, 2021 by the County Council at a contracted amount of \$795,121. Amendment No. 6 of the Agreement for Professional Services included DVA contracted work for the remainder of 2021 at a designated amount of not to exceed \$1,075,111. That agreement was time-extended on December 2, 2021 extending the expiration date to January 31, 2022 with no new expenditures. In response to COVID-19 phase-restrictions, the Lodging Tax Advisory Committee (LTAC) has recommended unused fund balance from the 2020 and 2021 Hotel/Motel Small Fund Grant be added to the County Large Fund Destination Marketing and Operations (DMO) budget established in Amendment No. 4. Amendment No. 5

and No. 6 close the DMO budgetary gap resulting from the pandemic to stabilize tourism recovery promotions. As of January 1, 2022 Tourism moved from SCPRT to the Executive’s Office. Amendment No. 7 of the Agreement for Professional Services was executed by Motion on January 26, 2022 by the County Council at a contracted amount of \$730,000. The attached Motion includes Amendment No.8 to the Agreement for Professional Services with DVA Advertising & Public Relations at a contracted amount of \$450,000 and authorizes the County Executive to execute the Amendment

**FISCAL IMPLICATIONS:**

<b>EXPEND:</b> FUND, AGY, ORG, ACTY, OBJ, AU	CURRENT YR	2ND YR	1ST 6 YRS
116.502014104101	\$450,000.00		
<b>TOTAL</b>	\$450,000.00		

<b>REVENUE:</b> FUND, AGY, ORG, REV, SOURCE	CURRENT YR	2ND YR	1ST 6 YRS
<b>TOTAL</b>			

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

**CONTRACT INFORMATION:**

ORIGINAL	CONTRACT#	AMOUNT	<b>\$ 24,480</b>
AMENDMENT 2	CONTRACT#	AMOUNT	<b>\$ 336,643</b>
AMENDMENT 3	CONTRACT#	AMOUNT	<b>\$ 455,637</b>
AMENDMENT 4	CONTRACT#	AMOUNT	<b>\$ 623,217</b>
AMENDMENT 5	CONTRACT#	AMOUNT	<b>\$795,121</b>
AMENDMENT 6	CONTRACT#	AMOUNT	<b>\$1,075,111</b>
AMENDMENT 7	CONTRACT#	AMOUNT	<b>\$730,000</b>
AMENDMENT 8	x CONTRACT#	AMOUNT	<b>\$450,000</b>

**Contract Period**

ORIGINAL	START	<b>10/30/19</b>	END	<b>12/31/19</b>
AMENDMENT 2	START	<b>12/31/19</b>	END	<b>1/31/20</b>
	START	<b>1/31/20</b>	END	<b>4/30/20</b>
	START	<b>4/30/20</b>	END	<b>6/30/20</b>
	START	<b>6/30/20</b>	END	<b>8/31/20</b>
AMENDMENT 3	START	<b>8/31/20</b>	END	<b>12/31/20</b>
	START	<b>12/31/20</b>	END	<b>1/31/21</b>
	START	<b>1/31/21</b>	END	<b>2/15/21</b>
AMENDMENT 4	START	<b>2/15/21</b>	END	<b>5/1/21</b>

AMENDMENT 5	START	<u>5/1/21</u>	END	<u>6/15/21</u>
AMENDMENT 6	START	<u>6/15/21</u>	END	<u>12/31/21</u>
	START	<u>12/31/21</u>	END	<u>1/31/2022</u>
AMENDMENT 7	START	<u>1/31/22</u>	END	<u>12/31/22</u>
AMENDMENT 8	START	<u>1/1/23</u>	END	<u>12/31/23</u>

**OTHER DEPARTMENTAL REVIEW/COMMENTS:** Reviewed/approved by Risk - Shelia Barker 11/29/22 and Finance - Nathan Kennedy 11/29/22