



# Snohomish County Council

## Legislation Text

File #: 2023-0064, Version: 1

### Executive/Council Action Form (ECAF)

**ITEM TITLE:**

Motion 23-025, approving Snohomish County Tourism Promotion Area 2023 Snohomish Running Company Marketing Campaign

**DEPARTMENT:** Executive

**ORIGINATOR:** Trudy Soriano

**EXECUTIVE RECOMMENDATION:** Approved by Neepaporn Bounjaktha

**PURPOSE:** Authorize the Tourism Promotion Area Funding Agreement between Snohomish County and the TPA endorsed project, Snohomish Running Company - 2023 SNC Marketing, not to exceed \$30,000.

**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. On December 14, 2022 the County Council approved the 2023 TPA Business Plan. The Plan provides for applications to be received, evaluated, and considered for recommendation to Council throughout the year. Included in the Plan were the eleven (11) to-date projects. This project has a total value of \$30,000.

**FISCAL IMPLICATIONS:**

<b>EXPEND:</b> FUND, AGY, ORG, ACTY, OBJ, AU	CURRENT YR	2ND YR	1ST 6 YRS
100.515014105204	\$30,000.00		
<b>TOTAL</b>	\$30,000.00		

<b>REVENUE:</b> 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	January 1, 2023	END	December 31, 2023
AMENDMENT	START		END	

**OTHER DEPARTMENTAL REVIEW/COMMENTS:** Reviewed/approved by Risk - Shelia Barker 1/11/23 and Finance - Nathan Kennedy 1/12/23