



Snohomish County Council

Legislation Text

File #: 2022-0278, Version: 1

Executive/Council Action Form (ECAF)

ITEM TITLE:

Motion 22-150, approving the Snohomish County Tourism Promotion Area 2022 Snohomish Running Company Regional Marketing Campaign

DEPARTMENT: Executive

ORIGINATOR: Trudy Soriano

EXECUTIVE RECOMMENDATION: Approve - Lacey Harper

PURPOSE: Authorize the Tourism Promotion Area full funding Promotional Services Agreement between Snohomish County and the TPA-endorsed project, Snohomish Running Company / 2022 Regional Marketing Campaign, not to exceed \$50,000 for sports marketing and tourism promotion.

BACKGROUND: Snohomish County Code (SCC) 4.118.010 establishes the Tourism Promotion Area (TPA) pursuant to Revised Code of Washington (RCW) 35.101.080. The TPA includes the areas within the Snohomish County portion of the City of Bothell, the city limits of the Cities of Arlington, Edmonds, Everett, Lynnwood, Marysville, Monroe, Mountlake Terrace and Mukilteo, and 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 35.101.050. These funds are reserved for support of tourism development and promotion projects. On January 19, 2022, the County Council approved the 2022 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 twenty-one (21) to-date projects. This project, TPA 22-25, has been approved by the TPA Advisory Board with a not-to-exceed total value of \$50,000.

FISCAL IMPLICATIONS:

EXPEND: FUND, AGY, ORG, ACTY, OBJ, AU	CURRENT YR	2ND YR	1ST 6 YRS
100.515014105204	\$50,000.00		
TOTAL	\$50,000.00		

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

TOTAL			

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 12-31-2022
AMENDMENT START _____ END _____

OTHER DEPARTMENTAL REVIEW/COMMENTS: Reviewed/approved by Risk and Finance