



Snohomish County Council

Legislation Text

File #: 2023-0768, Version: 1

Executive/Council Action Form (ECAF)

ITEM TITLE:

Motion 23-280, approving the Snohomish County Tourism Promotion Area - DVA Connected TV Project

DEPARTMENT: Executive

ORIGINATOR: Simreet Dhaliwal

EXECUTIVE RECOMMENDATION: Approved by Neepaporn Bounjaktha 6/27/23

PURPOSE: Authorize the Tourism Promotion Area Funding Agreement between Snohomish County and the TPA endorsed project, Day Vengley & Associates LLC - Connected TV, not to exceed \$78,000.

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. This project will draw from the Opportunity Fund as outlined in the Business Plan for countywide marketing efforts. This project has been approved by the TPA Board and is within the Executive’s authority to execute as outline in Motion 22-008 and per SCC 3.04.140 (2). This project has a total value of \$78,000.

FISCAL IMPLICATIONS:

EXPEND: FUND, AGY, ORG, ACTY, OBJ, AU	CURRENT YR	2ND YR	1ST 6 YRS
100.515014105204	\$78,000.00		
TOTAL	\$78,000.00		

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

TOTAL			
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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	01-01- 2023	END	12-31-2023
AMENDMENT	START		END	

OTHER DEPARTMENTAL REVIEW/COMMENTS: 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. This specific project will be included in the Opportunity allocation in the Business Plan. This project, TPA 23-25, has been approved by the TPA Advisory Board with a not-to-exceed total value of \$78,000.

Reviewed/approved by Risk - Shelia Barker 6/26/23 and Finance - Nathan Kennedy 6/27/23