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Snohomish County Seeks Contractor For Revised Strategic Tourism Plan

Request for proposal applications due on September 8

SNOHOMISH COUNTY, Wash. August 24, 2021 – Snohomish County is seeking a contractor to help collaborate on a four-year Strategic Tourism Plan. The Strategic Tourism Plan (STP) provides the county with a clear marketing strategy and management structure to grow and optimize sustainable tourism within Snohomish County.

The updated STP will build upon the existing Plan by:

- renewing key performance indicators (KPIs);
- reviewing the destination marketing brand;
- revamping the marketing strategy; and
- creating a plan for tourism partner engagement.

Contractors will also conduct research, produce a written strategic tourism plan, recommend marketing messaging and strategy, and create metrics for monitoring and evaluation, branding, and community engagement. The revised STP will closely align with the County's post-pandemic economic recovery plan.

The County will provide the contractor with access to current tourism memberships, subscription, and data metrics.

Contractor applications to the request for proposal must be submitted by September 8, 2022 at 5:00 p.m. The Tourism team plans to select a contractor by the end of September.

To apply to the RFP, please submit a completed contractor proposal to Purchasing@snoco.org by 5:00 p.m. on September 8, 2022.

For additional questions, please contact Molly Spector, Tourism Projects Coordinator at Molly.Spector@snoco.org or 425-262-2470.

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