

Contact:

Kent Patton
Kent.Patton@snoco.org
425-388-3883

Snohomish County Partners with Marketing Experts DVA Advertising & Public Relations to Promote Sustainable Tourism

As county's tourism effort evolves, so does the need to re-imagine the tools, tactics, and timing for promoting Snohomish County

EVERETT, Wash., February 18, 2020 – The Snohomish County Department of Parks, Recreation, and Tourism (SCPRT) announces DVA Advertising and Public Relations of Bend, Ore., as the agency of record to assist the county with Destination Marketing and Management Organizational (DMO) services. Funded with county Lodging Taxes, and under an annually renewed contract spanning up to four years, DVA senior partners and staff will provide the SCPRT with high-profile full-service destination marketing, public relations, and brand management.

Following an extensive RFP process, the SCPRT chose DVA for its experience and success working with other DMO clients throughout the West, including Walla Walla and Leavenworth in Washington, as well as clients throughout Oregon, California, and Montana. DVA's proven expertise promoting sports teams, events, and destinations like the Portland Timbers and Chambers Bay Golf Course – the site of the 2015 U.S. Open Championship – is expected to strengthen Snohomish County as a sports destination.

The SCPRT also announces a new partnership with the Snohomish County Sports Commission (SCSC), which recently became an independent 501(c)3 nonprofit organization. Fully funded by the county Tourism Promotion Area Fund, the SCSC works to enhance Snohomish County's economy and image as a premier sports destination by attracting diverse regional, national, and international athletic events. SCSC and DVA are partnering to attract and market sports events in Snohomish County, as well as providing valuable marketing assistance and resources to promote spectator sports within the county.

To ensure the SCPRT receives robust local connectivity from DVA, the firm hired local professionals to assist with content development and digital marketing, as well as lodging and convention sales.

“DVA has extensive experience and a tremendous reputation marketing to visitors while representing, respecting, and valuing communities,” said SCPRT Director Tom Teigen. “Like Oregon, and many of our European DMO counterparts, the Snohomish County Department of Parks Recreation and Tourism seeks to enhance the connectivity and sustainability of tourism. We are looking at the big picture, long term, and building a toolbox of professionals to help us expand this critical sector of our economy.”

In recent years, the SCPRT has championed a non-traditional DMO model for its destination marketing and management. In 2019, SCPRT launched the Snohomish County Destination Alliance (SCDA) to “connect visitors and communities through love of place.” DVA leaders have seen this approach bring success to other clients. Under the leadership of the county, DVA and its local associates will contribute to supporting destination development planning and educational programming and work with local partners to increase awareness and participation of the local tourism industry.

“Tourism, hospitality and outdoor recreation account for more than \$2 billion annually for our local economy,” said Dave Somers, Snohomish County Executive. “We must use data and sustainable practices to ensure we are protecting jobs and our natural assets. Our partnership with DVA will help us wisely grow tourism, while ensuring our quality of life is enhanced.”

“We are excited for the partnership with DVA and the opportunity to build more sustainable tourism,” said Snohomish County Council Vice Chair Stephanie Wright. “Many of our hotels, restaurants, and outdoor recreation businesses will benefit as more tourists visit Snohomish County. We want to encourage more visitors while also doing everything possible to protect our beautiful mountains, water, and forests.”

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