

MEMORANDUM

DATE: April 26, 2021
TO: Stephanie Wright, Chair, Snohomish County Council
FROM: Dave Somers, Snohomish County Executive
RE: Tourism Promotion Area (TPA) Advisory Board Nomination

The Tourism Promotion Area (TPA) Advisory Board was created to serve in an advisory capacity to make use of lodging charges collected under Chapter 4.118 SCC. The Advisory Board is comprised of 14 members: five (5) lodging members, one from each of the five Snohomish County Council Districts; four (4) at-large lodging members; and five (5) non-lodging members, one from each of the five Districts. The purpose of the TPA is to increase overnight stays in Snohomish County. Additional considerations include: the improvement and development of tourism attractions, allowing for tourism marketing in new markets, increased advertising and trade show attendance and other marketing promotions.

Pursuant to SCC 4.118.080, the members of the advisory board may serve up to three consecutive, three year terms. In April 2021 the TPA Advisory Board voted to elect Emily Maxwell to its membership as a District 4 - Lodging member. This new member will fill a vacant position starting May 18, 2021. The applicant represents extensive experience in the tourism and hospitality industry.

Ms. Emily Maxwell is the new Director of Sales for the Hilton Garden Inn Bothell/Seattle. Emily has over six years of experience in events and hospitality. Before her position with Hilton Garden Inn, Emily Maxwell worked for Arctic Club Seattle, Silverdale Beach Hotel, 360 Hotel Group, and Marriott International. Emily Maxwell received a Bachelor of Arts in Business Communication and Event Management from Western Washington University.

Pursuant to SCC 4.118.080, I hereby nominate to the Tourism Promotion Area Advisory Board Ms. Emily Maxwell, District 4 - Lodging member, to a vacant position for a term ending December 31, 2023.