

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 Lindsey Machon to its membership as an At Large - 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. Lindsey Machon is the General Manager for the Courtyard by Marriott in downtown Everett. Prior to the General Manager position in Everett, Lindsey worked as a General Manager for Puget Sound Hospitality as well as Assistant General Manager for the Courtyard by Marriott Bellevue location. Lindsey has worked in the hospitality industry for 12 years and received a degree in Hospitality Business Management. Lindsey is new to the Everett area, and looks forward to becoming more involved in her surrounding community.

Pursuant to SCC 4.118.080, I hereby nominate to the Tourism Promotion Area Advisory Board Ms. Lindsey Machon, At Large - Lodging member, to a vacant position for a term ending December 31, 2023.