



Snohomish County

Dave Somers
County Executive

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MEMORANDUM

DATE: May 6, 2024
TO: 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 2024, the TPA Advisory Board voted to elect Savannah Fabroa to its membership as a District 5- Lodging member. This new member will fill a vacant position starting June 18, 2024. The applicant represents extensive experience in the tourism and hospitality industry.

Ms. Fabroa is the Director of Sales and Marketing at Hilton Garden Inn in Lynnwood. She has over 11 years of experience in the hospitality and tourism industry with her career starting with an internship in the Disney College Program. Ms. Fabroa has a certificate of event planning from Edmonds College and a Bachelors in Hospitality and Tourism Management from South Seattle College.

Pursuant to SCC 4.118.080, I hereby nominate to the Tourism Promotion Area Advisory Board Ms. Savannah Fabroa, District 5 - Lodging, to a vacant position for a term ending December 31, 2026.