

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 Teresa Bitner to its membership as a District 5 - 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. Teresa Bitner is the Director of Sales for the Embassy Suites by Hilton Seattle North Lynnwood. Teresa has worked with Embassy Suites for over 10 years, beginning her career as the Convergence Service Manager, then moving her way up in Catering Sales, before her recent promotion to Director of Sales. Teresa lives in the Lakes Stevens area, which qualifies her to serve for District 5 – Lodging. During her time with Embassy Suites by Hilton Seattle North Lynnwood, Teresa has led a number of events that have drawn overnights to Snohomish County.

Pursuant to SCC 4.118.080, I hereby nominate to the Tourism Promotion Area Advisory Board Ms. Teresa Bitner, District 5 - Lodging member, to a vacant position for a term ending December 31, 2023.