



Snohomish County

Dave Somers
County Executive

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MEMORANDUM

DATE: November 29, 2022
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 2022 the TPA Advisory Board voted to elect Danielle Cavoto to its membership as a At-Large – Lodging member. This new member will fill a vacant position starting December 31, 2022. The applicant represents extensive experience in the tourism and hospitality industry.

Ms. Danielle Cavoto is currently a General Manager at the Delta Marriott Seattle-Everett. Ms. Cavoto has experience serving on a Tourism Promotion Area Advisory Board in the region and has participated in other community engagements.

Pursuant to SCC 4.118.080, I hereby nominate to the Tourism Promotion Area Advisory Board Ms. Danielle Cavoto, At-Large – Lodging member, to a vacant position for a term ending December 31, 2025.