

MEMORANDUM

DATE: January 25, 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 January 2022 the TPA Advisory Board voted to elect Allen Oakley to its membership as a District 3 - Lodging member. This new member will fill a vacant position starting February 15, 2022. The applicant represents extensive experience in the tourism and hospitality industry.

Mr. Allen Oakley is the Director of Sales and Marketing for the Lynnwood Courtyard by Marriot. Allen has over fifteen years of experience in events and hospitality. Before his position with the Lynnwood Courtyard, Mr. Oakley worked in the Las Vegas Hotel Sales Industry. Allen has been a successful entrepreneur for 10 years operating two businesses on the coast where he was elected as the Treasurer for the Chamber of Commerce. Allen is a Veteran of the U.S. Navy having served as an Aviation Administrator with tours in the Persian Gulf and Japan while completing his Bachelor's Degree. On his last tour, Allen was selected to serve on the maintenance team with the U.S. Navy Flight Demonstration team better known as the Blue Angels.

Pursuant to SCC 4.118.080, I hereby nominate to the Tourism Promotion Area Advisory Board Mr. Allen Oakley, District 3 - Lodging member, to a vacant position for a term ending December 31, 2024.