



Snohomish County

Dave Somers
County Executive

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MEMORANDUM

DATE: April 10, 2026
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 March 2026 the TPA Advisory Board voted leadership approved Ryan Bush to its membership as a District 4 –Non-Lodging member. This new member will fill a vacant position starting May 1, 2026. The applicant represents extensive experience in the tourism and hospitality industry.

Mr. Ryan Bush has four years of experience as the Tourism Project Manager for the City of Lynnwood, where he worked directly with tourism initiatives and visitor engagement. He has experience applying for grant funding and strategically using TPA funds to enhance tourism and visitor experiences. Through navigating challenges and researching other TPA programs, he has developed a strong understanding of effective tourism funding strategies. He now brings this knowledge to support thoughtful and strategic decision-making for the committee.

Pursuant to SCC 4.118.080, I hereby nominate to the Tourism Promotion Area Advisory Board Mr. Ryan Bush, District 4 – Non-Lodging member, to a vacant position for a term ending December 31, 2028.