

MEMORANDUM

DATE: June 1, 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 May 2022 the TPA Advisory Board voted to elect Sarah Cho to its membership as a District 1 – Non-Lodging member. This new member will fill a vacant position starting July 1, 2022. The applicant represents regional experience in the tourism and marketing industry.

Ms. Sarah Cho is the Economic Development and Marketing Manager for the City of Stanwood. Prior to working with the City of Stanwood, Ms. Cho worked as the Sales and Marketing Manager for the Federal Way Performing Arts and Event Center, as well as for the City of Federal Way under the Mayor's Office with the Director of Economic Development. Sarah Cho is a member of the Stanwood Chamber, Camano Chamber, and oversees the partnership of the Stanwood Camano Arts Advocacy Commission and the City of Stanwood. Ms. Cho's will bring valuable insight to the TPA Board in the coming years.

Pursuant to SCC 4.118.080, I hereby nominate to the Tourism Promotion Area Advisory Board Ms. Sarah Cho, District 1 – Non-Lodging member, to a vacant position for a term ending December 31, 2024.