

MEMORANDUM

DATE: May 15, 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 Jennifer Caveny to its membership as a District 1 – Lodging member. This new member will fill a vacant position starting June 1, 2022. The applicant represents extensive experience in the tourism and hospitality industry.

Ms. Jennifer Caveny is currently the General Manager of the Home2Suites, Hotel Services Group's newest construction in the City of Marysville. Ms. Caveny has been in the hospitality industry since 2006 and has worked for Hotel Services Group since 2008. Jennifer Caveny has served on the Snohomish County TPA Board previously as well as served on the Snohomish County Sports Commission Board, Marysville LTAC, and the Snohomish County Lodging Association.

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