

MEMORANDUM

DATE: November 5, 2021
TO: Stephanie Wright, 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 October 2021 the TPA Advisory Board voted to elect Mike West to its membership as a District 2 - Lodging member. This new member will fill a vacant position starting January 1, 2022. The applicant represents extensive experience in the tourism and hospitality industry.

Mr. Mike West is the General Manager for the Hotel Indigo in the Port of Everett. With over twenty years of experience in the hotel industry, Mr. West has worked in both luxury destination resorts and downtown convention hotels. Mike West will bring beneficial insight to the TPA Board on how to increase overnights to Snohomish County. During his previous role, Mike West also served on the Lodging Tax Advisory Council for the City of Tukwila.

Pursuant to SCC 4.118.080, I hereby nominate to the Tourism Promotion Area Advisory Board Mr. Mike West, District 2 - Lodging member, to a vacant position for a term ending December 31, 2024.