

**MEMORANDUM**

**DATE:** March 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 February 2022 the TPA Advisory Board voted to elect Tyler Chism to its membership as a District 2 – Non-Lodging member. This new member will fill a vacant position starting April 1, 2022. The applicant represents extensive experience in the tourism and marketing industry.

Mr. Tyler Chism is the Director of Placemaking and Tourism for the City of Everett, and has over ten years working in the tourism and marketing industry. Prior to working with the City of Everett, Tyler owned and ran his own local marketing firm. Mr. Chism also has experience running large tourist events professionally. Tyler brings extensive grants administration experience to the table, as well as direct experience with Snohomish County tourism promotion and lodging tax grant programs. Mr. Chism is an active member of the Snohomish County community, and volunteers his time with Volunteers of America, Live in Everett.com, the Everett Food Truck Festival, and the Edmonds Center for the Arts.

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