

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 Rashed Kanaan to its membership as a At Large - 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. Rashed Kanaan is the General Manager for Homewood Suites by Hilton (Innventures) in the City of Lynnwood. With over 20 years of experience in hospitality, Mr. Kanaan is a dedicated and creative leader in the industry. Mr. Kanaan has worked with a range of destinations, from Mandalay Bay in Las Vegas to the Crowne Plaza in Seattle. Rashed Kanaan also received a Bachelor of Science in Marketing with a Minor in Hospitality Management.

Pursuant to SCC 4.118.080, I hereby nominate to the Tourism Promotion Area Advisory Board Mr. Rashed Kanaan, At Large - Lodging member, to a vacant position for a term ending December 31, 2024.