

MEMORANDUM

DATE: July 20, 2026
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 March 2026 the TPA Advisory Board voted leadership approved Taylor Montanye to its membership as a At-Large – Lodging member. This new member will fill a vacant position starting August 1, 2026. The applicant represents extensive experience in the tourism and hospitality industry.

Ms. Taylor Montanye has over ten years of experience in the hotel industry and is currently the Director of Sales for Delta Hotels by Marriott Seattle/Everett. Ms. Montanye is passionate about the continued growth of tourism, hospitality, and community engagement throughout Snohomish County. She works closely with event organizers, sports teams, corporate clients, and community partners, she believes strongly in the importance of strategic tourism investment and collaboration.

Pursuant to SCC 4.118.080, I hereby nominate to the Tourism Promotion Area Advisory Board Ms. Taylor Montanye, At-Large – Lodging member, to a vacant position for a term ending December 31, 2028.