

**TO:** Tourism Advisory Committee

**FROM:** David Kleitsch, Economic Development Director

**DATE:** May 2, 2014

**SUBJECT:** Director's Report

**Committee Membership**

On April 21, 2014, the City Council unanimously confirmed the Mayor's appointment of Georgia Borg-Leon, General Manager of the Residence Inn by Marriott, to Position 3, Lodging Tax Collector, on the Lynnwood Lodging Tax Advisory Committee (LTAC). Welcome Georgia! We are still seeking a restaurant representative to fill Position 6 on the Tourism Advisory Committee.

**Tax Revenues**

Through March 2014, we have received \$112,351 in lodging tax revenues. This is \$27,677 less than 2013 but \$9,291 more than March 2012. Distributions in 2013 were unprecedented, and those in 2014 so far have been more typical when compared to past years.

**Smith Travel Report**

Through March 2014, Occupancy in Snohomish County is up 1.1% compared to STLY. ADR is up 2.9% and RevPar is up 4.0%. For the month of March 2014, Occupancy in Snohomish County was up 5.6% and revenue increased 8.5%.

**Homewood Suites**

Homewood Suites is taking reservations starting May 12, 2014. Rack rates for a fully refundable reservation for a studio suite are advertised at \$139. We are pleased to welcome the Homewood Suites to Lynnwood.

**Next meeting is scheduled for June 12, 2014**