

Initial Ratepayer Board Application

Under ESHB 2325, the Washington Tourism Marketing Authority (WTMA) is establishing an initial Ratepayer Oversight Board to guide the development of a statewide Tourism Assessment Program. The initial board will consist of at least 10 members — with at least two representatives from each eligible tourism business sector — who are employees or officers of businesses proposed to be subject to the assessment. Initial board members will serve for six months or until completion of the first ratification referendum, during which time the board will be responsible for designing the assessment structure, developing an annual budget, and recommending program adjustments.

Qualifications

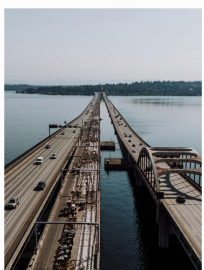
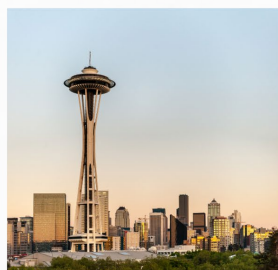
- *Must be an employee or officer of a tourism business from one of the seven applicable industry sectors in the assessment program;*
- *Member of an industry business that derives a meaningful share of its business from non-local visitors;*
- *Actively engaged in the Washington tourism industry;*
- *An industry leader with senior-level decision-making responsibilities within your organization;*
- *Willingness to serve in the best interests of the Board and the statewide tourism industry by putting the interests of the industry above your personal interests;*
- *Willing to create availability and dedicate the time necessary to be an effective Board member; and*
- *Resident of Washington or owner/senior-level executive of an organization with significant business within the State of Washington.*

Time Commitment

Expected time commitments from board members: 20-40 hours for initial board term, including board meetings, strategic planning sessions, and committee participation as needed. Time commitment may adjust depending on the referendum timeline.

Application Timeline

Nominations will be open from July 1 – 31, and the WTMA will vote to approve the initial ratepayer board at its August 12 meeting.



Basic Info

Name:

Business:

Which statutory sector(s) do you represent (lodging, travel services, attractions, recreation, beverage producers >\$1M, restaurants >\$5M, and retailers >\$5M):

Can you make decisions on behalf of your business? Yes: No:

Location (city, state):

Are you a Washington State Resident? Yes: No:

Required Materials

Please include with your application as attachments:

Resume

Letter of interest

Experience Details

Please provide a brief (1-4 paragraph) summary of your leadership experience in the tourism industry:



Are you a part of any industry groups or associations (please list)?

Is your nomination officially endorsed by any tourism industry associations, local governments, or individuals in the industry (please list)?

Why are you interested in being on the ratepayer board?

What do you currently know about the assessment legislation, and are you supportive of a self-supported assessment?

How will you represent the entire sector you represent, beyond your individual business?

Confirmations

Do you have any potential conflicts of interest in participating in this board? If so, please disclose:

☐ I confirm I am an employee or officer of a tourism business proposed to be subject to the assessment.

Email completed applications to washingtontourismadvisorygroup@gmail.com.

