



Community Development

# Agenda

# Agenda

Tuesday, May 28, 2024, 10:00 am

Bellevue-Redmond Tourism Promotion Area Advisory Board

1E-113 or Zoom meeting

City of Bellevue, WA

The Bellevue-Redmond Tourism Promotion Area Advisory Board (Tourism Board) meetings are conducted in a hybrid manner with both in-person and virtual options. You may attend the meeting:

- In-person
- By calling (253) 215-8782 and entering Webinar ID: 828 7792 1798
- [www.zoom.us](https://www.zoom.us/j/82877921798) and entering Webinar ID: 828 7792 1798 Password: 218536

<https://cityofbellevue.zoom.us/j/82877921798>

- 1. CALL TO ORDER** 10:00 am  
The Chair will call the meeting to order.
- 2. APPROVAL OF AGENDA AND MINUTES** 10:00 – 10:05
  - A. The Chair will ask for approval of the agenda.
  - B. The Chair will ask for approval of the April meeting minutes.
- 3. ORAL COMMUNICATIONS** 10:05 – 10:15  
The time allowed for Oral Communications shall not exceed 30 minutes.  
Persons wishing to speak will be called to speak in the order in which they signed in. Speakers will be allowed to speak for three minutes. Additional time will not be allowed unless the Chair or a majority of the Board allows additional time.
- 4. ACTION, DISCUSSION, AND INFORMATION ITEMS**
  - A. TPA 2025 Budget and Scope of Work 10:15 – 10:45
  - B. Staff Update 10:45 – 11:00
- 5. COMMISSION QUICK BUSINESS**
  - A. Time and date for next meeting 11:00 – 11:15
- 6. REPORTS**  
No Reports
- 7. ADJOURNMENT** 11:15 am  
The Chair will adjourn the meeting.

Tourism Board meetings are wheelchair accessible. Captioning, American Sign Language (ASL), or language interpreters are available upon request. Please phone at least 48 hours in advance 425-452-6168 (VOICE) for ADA accommodations. If you are hearing impaired, please dial 711 (TR). Please contact the Arts Program at least two days in advance at [lflores@bellevuewa.gov](mailto:lflores@bellevuewa.gov) or call 425-452-4869 if you

have questions about accommodations.

Rules of decorum for public communication and conduct at meetings were adopted by the City Council in Ordinance 6752. Copies of this ordinance can be found on the city's website and are also available from the City Clerk's Office.

**TOURISM BOARD MEMBERS**

Caroline Dermarkarian (Chair)

Wade Hashimoto (Vice Chair)

Rashed Kanaan

Melody Lanthorn

Cassandra Lieberman

Kim Saunderson

David Nadelman

Rocky Rosenbach

**STAFF CONTACTS**

Lizzette Flores, Cultural Tourism Specialist, 425-452-4869

Lorie Hoffman, Arts & Creative Economy Manager, 425-452-4246



Community Development

# Minutes

BELLEVUE-REDMOND TOURISM PROMOTION AREA ADVISORY BOARD  
MEETING MINUTES

April 25, 2024  
10:00 a.m.

Bellevue City Hall  
Room 1E-113 / Virtual

MEMBERS PRESENT: Chairperson Dermarkarian, Wade Hashimoto, Rocky Rosenbach

MEMBERS REMOTE: Melody Lanthorn, Kim Saunderson

MEMBERS ABSENT: David Nadelman, Cassandra Leiberman, Rashed Kanaan,

STAFF PRESENT: Manette Stamm, Lorie Hoffman, Lizzette Flores, Department of Community Development

OTHERS PRESENT: Brad Jones, Meredith Langridge, Jane Kantor, Sheila Freeman, Visit Bellevue; Kristina Hudson, Audrey Fan, OneRedmond

MINUTES SECRETARY: Gerry Lindsay

I. CALL TO ORDER

The meeting was called to order at 10:03 a.m. by Caroline Dermarkarian who presided.

2. APPROVAL OF AGENDA AND MINUTES

A. Approval of Agenda

Motion to approve the agenda was made by Wade Hashimoto. The motion was seconded was by Rocky Rosenbach and the motion carried unanimously.

B. Approval of Minutes

Motion to approve the January 30, 2024, minutes as submitted was made by Wade Hashimoto. The motion was seconded was by Rocky Rosenbach and the motion carried unanimously.

3. ORAL COMMUNICATIONS – None

4. ACTION, DISCUSSION AND INFORMATION ITEMS

A. Bylaws

Cultural Tourism Specialist Lizzette Flores reminded the Board members that the proposed bylaws had been presented at the January 30 for review and comment. Once the bylaws are approved, the Board will be in compliance with the Bellevue city code BCC 3.100.050. The recommendation of the staff was to approve the bylaws as proposed.

A motion to approve the bylaws was made by Wade Hashimoto. The motion was seconded by Rocky Rosenbach and the motion carried unanimously.

B. Staff Update – Finance, Yearly Update, Special Meeting

Lizzette Flores noted that according to the bylaws, Board meetings are held on the fourth Thursday of every January, April, July and October. The Board is charged with reviewing the budgets and workplans for the following fiscal year that will be presented annually at the April meeting; a special meeting will be called for May for the Board to approve them and forward them to the Council. The Board will also receive each January a report to the city of Redmond; once approved it will be forwarded to the city of Redmond.

With regard to legislative changes to the collection exemptions, Lizzette Flores reminded the Board that in January it reviewed a state bill regarding TPA boards across the state. The bill as drafted allowed the legislative authority to make any changes deemed to be needed. The legislature passed the bill and now city staff will work with the Department of Revenue to execute a new contract that removes the provisional language included in the first contract.

Turning to the revenue report, Lizzette Flores shared that the Bellevue TPA has received a little over \$1.4 million, and Redmond has received close to \$430,000. Interest has been received by each account and added back to the respective accounts for each zone. The administrative costs equally about five percent have been kept back in accordance with the legislative authority. For the first quarter of 2024, some \$723,000 was received for both zones, with Bellevue collecting \$570,000 and Redmond collecting \$153,000.

Lizzette Flores noted the Board received a public records request and complied accordingly.

C. 2025 Budget/Scope of Work Presentation – Bellevue Zone

Brad Jones, executive director of Visit Bellevue, submitted to the Board a draft of 2025 scope of work, the general them and scope of which is continued growth. The gap with the pre-pandemic levels and where the city should be is continuing to close, but there is still some projected growth in subsegments, including international travel, group meetings and business travel. The projection is that the pre-pandemic levels will be reached during the year. In 2025 the focus will be on building the incremental business growth.

Visit Bellevue tends to be very data and trends driven. Trends tend to change quickly in the market so the overview of the scope of work is somewhat general, allowing for the ability to tactically change in the sales and marketing departments as needed and as the market dictates.

Brad Jones said Visit Bellevue is Bellevue's official destination management organization and it is a division of the Bellevue Convention Center Authority (BCCA), which is a public development authority. The BCCA gets a hundred percent of the lodging tax that is collected and Visit Bellevue gets a portion of it, which in 2025 the maximized share will be \$2.5 million. In subsequent years the organization will get the amount the lodging tax goes up in percentage.

The Visit Bellevue organization is one of three operating divisions under the BCCA, and comes to the BRTPA for TPA governance and oversight. The organization is fully funded from a staffing perspective. In 2025 the organization is slated to only add one additional FTE, a visitor experience manager.

With regard to the strategic plan and vision, Brad Jones allowed that Visit Bellevue is guided by a strategic plan called the Bellevue Destination Development Plan. It includes the 18 current priorities, all of which are embedded in the strategic plan with the intent of keeping

the arms and legs of Visit Bellevue connected to one strategic plan. An update to the plan is actively being worked on; it should be completed by September.

Visit Bellevue wants to be part of the community in innovative ways. The organization does not want to just do what it has always done or even what everyone is doing. The team looks for and acts on new ideas.

In 2025 Visit Bellevue will revise its destination brand strategy. In addition, an RFP will be put out in 2024 for a marketing agency. Those actions lean into the organization's communications and storytelling as positions Bellevue as a destination city. The move to get involved in culinary tourism will be an important part of the brand. Shopping, restaurants and hotels will continue to be focused on, as will business travel and meetings. Future considerations and opportunities lean into the city's technology, virtual reality and e-gaming and e-sports arena. Culture, the arts, entertainment and nightlife will continue to be given focus. Transportation continues to be a key part of the strategy moving forward, with sustainability high on the list.

More will be heard in 2025 about Meydenbauer Center expansion programs and how the Visit Bellevue sales teams will align with that work. Festivals and events will continue to be important for building weekend tourism. The Grand Connection, Eastrail activation and expanding business relationships are other opportunities the organization has its eye on for 2025.

Jane Kantor, director of destination sales for Visit Bellevue, said an analysis of 2024 will occur in 2025 with an eye on the programs that could not have been implemented prior to having the TPA funding. Destination sales saw an expansion in the verticals looked at, including things like festivals and events and e-sports. Because of the additional programmatic funding, the organization has the ability to have shows and travel in support of each of the verticals. As the year progresses, the functionality of the shows will be looked at along with their returns on investment, and adjustments will be made accordingly for 2025.

Each of the third-party partnerships, Conference Direct, Helms Briscoe and Lamont, has its own particular focus. Lamont is a smaller up and coming firm, but the other two are very well known. Expanding the partnerships will be fruitful, but what they will look like and how they will manifest are not yet known. The expansion of the show schedule, the travel schedule and the partnerships are the big boulders in place.

Brad Jones said Jane Kantor does a great job of making sure the work of the departments is well connected to the work of the Board. Quarterly DOS meetings are held with all of the sales folks and that is where a lot of the ideation happens.

The great thing about the 2025 goals is that they do not change given that multi-year goals were set at the beginning. There are a couple of changes relating to communications goals, but everything else is the same.

Sheila Freeman, marketing and communications director for Visit Bellevue, said the department exists to bring awareness of and to market Bellevue as a destination. There are still a lot of people who do not know where Bellevue is; the city is often associated with Seattle. The job of the department is to differentiate Bellevue and to bring awareness of the city as a desirable destination to come visit. The work is done in many different ways, including social media, paid marketing, public relations, web presence, overseas marketing, and communications. For 2025, there will be a new marketing strategy put into play aimed at redefining and optimizing how Bellevue is positioned to prospective visitors by working with the tried and true agencies as well as new agencies.

Brad Jones said the organization strives for at least a 28:1 ROI on all spends. Currently it is well above that. It is poised to be over ten million social media impressions and over 475,000 website visits. The public relations media value has exceeded \$750,000 and is already over \$1.5 million. Paid media is always a wild card in terms of where the digital environment is headed. It is always being monitored with an eye on optimizing it tactically.

Sheila Freeman said domestic travel is booming, but international travel continues to creep along and stands at about 60 percent of the pre-pandemic levels. A strategic partnership has been formed with an amazing agency that specializes in overseas markets; the goal is to market to and welcome potential Japanese visitors in a culturally competent way. The work is very data driven and strategic.

Brad Jones said one tactic being tried involves a relationship with a company called Epsilon to market using first-party data. The data is highly trackable, making it possible to market to people who have shown intent to visit.

Wade Hashimoto asked if there is a specific yuru-chara or logo for every destination and if they play a big role in marketing. Brad Jones said from a marketing perspective in Japan, yuru-chara is a way to communicate brand loyalty and social media tactics. It is embedded in the Japanese culture. A handful of large tourism destinations have a urachara. Bellevue has one but Seattle does not.

Brad Jones said the list of programs brought online in 2023 as part of the visitor experience included the BellHop shuttle, the mobile concierge, the festivals and events incubator, and the mobile welcome center. Those programs are being carried forward in 2024 and will continue on into 2025.

Meredith Langridge said the TPA has helped to inform the visitor experience element. The ideas discussed with the hotels include building tourist events and festivals, and bringing culinary initiatives to town. Also discussed have been land tours, water tours, and walking city tours. Things are at the building stage but people are interested and they want to grow in partnership. The festivals and events incubators are huge and are focused on drawing more events to Bellevue.

Brad Jones said the visitor experience team is doing yeoman's work. There will be some new programs emerging in 2025. Bellevue has always struggled to have tourism programs that build weekend occupancy while also serving a blended leisure and business travel. There are some pilot programs in place, including a Lake Washington tour, and a waterfall and wine tasting tour. Work is under way to develop some food walking tours to happen on a daily basis; such tours are wildly popular in other destinations, and Bellevue has a great culinary scene.

Tourism development is always difficult to measure. When new programs are incubated, specific KPIs are developed around them. Every festival and event partnered with has to have a minimum room block and venue contract. That is how it is ensured that the events are creating overnight room visitation for the market.

Brad Jones said TPA dollars fund the relationship with Zartico, which provides geolocation data. Through a combination of TOT and TPA the organization garners VISA insights that indicate where spending is happening and where the visitors are from, both domestically and internationally.



Visit Bellevue operates on a traditional calendar year and quarterly updates are provided by all subcommittees. The budget assumptions for 2025 are based on the last couple of years trend. The biggest movement is in quarter one. In quarters two, three and four a lodging tax study is conducted to forecast future projections of occupancy and the lodging tax. The spending side is based on the hotel percentages for each of the functional areas.

#### D. 2025 Budget/Scope of Work Presentation – Redmond Zone

Kristina Hudson, CEO of OneRedmond, reported that the organization is still building the footings for the foundation of its program.

Audrey Fan, program lead for OneRedmond, reminded the Board that OneRedmond does not have an official destination management organization. It is focused on data and trends. The budget cycle for 2025 is different from the typical, with 2024 starting at the beginning stages. OneRedmond is also at the beginning stages of finalizing a strategic tourism plan with the city of Redmond. Once confirmed and adopted, the findings will be incorporated into the overall plan. Because all of the stakeholders within the TPA Redmond and OneRedmond have been actively involved in the workshops and meetings for the strategic plan, there is every intent of incorporating those finalized approved items into the initiative and strategic goals and made ready for implementation.

With regard to staffing, Audrey Fan said the team is small but mighty. The organization partners with the city of Redmond and Experience Redmond, the city's marketing arm for tourism. The organization's priorities for 2025 funding includes procuring tourism Crossroads Mall platform and data collection tools; continuing to organize the master plan with short-term, medium-term and long-term strategies; looking into the implementation of a shuttle program; the creation of a strategic position to capitalize on FIFA 2026 to be hosted by Seattle; implementation of a destination sales program complete with targeted travel; the general promotion of tourism and group business; advertising, marketing and public relations and communication programs designed to attract overnight visitors; and developing tourism programs, corporate visitation, meetings, conventions, festivals and event to promote overnight stays.

The budget outline for the first quarter of 2025 includes continued master planning and development and adding in data relative to event impact and geolocation. For destination development, the focus will be on special events shuttle transportation; concierge program development; and program research and development. For destination sales, the focus will be on sales and prospecting for appropriate group business; participation in targeted meetings and trade shows; professional memberships; ad hoc citywide site inspections; and implementing a CRM platform and lead generation and sales tools.

For the second quarter of 2025, master planning development will continue, along with planning for a special event shuttle, the concierge program, program research and development. For destination sales, the focus will be the same as for the first quarter. The third quarter work will mirror the second quarter, and the fourth quarter will be the same with the exception of adding a customer focus group.

The 2025 budget is predicated on the 2024 submissions. A total of net revenue of \$828,417 is projected. The budget includes a TPA remittance draw of \$136,212 from the reserve funding from 2024 to fully implement the event shuttle program. The projected expenses include marketing and communication; administration and research data covering staffing, consultants and any contract expenses, the geolocating data collection tools, and event impact calculations; destination development, which includes the master planning and aligns, organizes, and prioritizes tourism efforts, including the creation of strategies to position and

capitalize on FIFA 2026, the special event shuttle and concierge program; destination sales, which includes tracking marketing efforts to actualize booked rooms, professional memberships relating to sales opportunities, and CRM regeneration and sales tool platforms; and a contingency of ten percent, for a total of \$964,630.

## 5. COMMISSION QUICK BUSINESS

### A. Time and Date for Next Meeting

Lizzette Flores said at the next meeting the staff will put together the information for presentation to the Bellevue City Council. That will require scheduling a special meeting in order to have the information ahead of the July Council meeting.

There was agreement to poll all the Board members offline and publish the date of the special meeting once it is determined.

## 6. REPORTS

### A. OneRedmond Quarterly Update

Audrey Fan said Redmond's stakeholders are ten hotels with a total of just under 1600 total room nights. Occupancy data for the first quarter of 2024 was shared; the data included the total rooms, occupancies and the rooms sold. With regard to events, recruitment and strategy in the first quarter, the highlights were ongoing efforts to development a partnership with Woodinville Wine Country, and with the Seattle Theater Group for its 2024 concert series. Additional strategies being worked on include research on a CRM and lead generation platform; looking into shuttle transportation to area attractions; a concierge program for Redmond to support the hotels; and building on researching venues and facilities in Redmond that could assist in generating overnight accommodations.

The members who have joined in the first quarter include the State of Washington Tourism, Seattle Sports Commission, Washington Festivals and Events Association, the Washington State Chapter of Meeting Professionals International, and the Puget Sound Business Travelers Association.

With regard to tourism networking, Audrey Fan highlighted having participated in an international inbound travelers workshop that was hosted by the State of Washington Tourism and conducted by the International Inbound Travel Association. Work is underway on some international inbound traveler packages. Also in the networking category, Redmond is participating in the *Puget Sound Business Journal*, Port of Seattle Business and Travel, and the Visit Seattle annual meeting.

The list of strategic marketing initiatives includes research and cost analysis of each of the initiatives being presented to each stakeholder. The selection of the initiatives will be based on the alignment of the tourism strategic plan, which should be finalized and approved in the second or third quarter. The group is engaging with industry membership events; is continuing to build out a venue and facilities list of sites in Redmond; is working to develop relationships and identify partnerships that drive overnight hotel accommodations.

The master planning efforts include the creation and establishment of a new tourism line of business. The work includes the adoption of a charter setting up the ongoing operation, communication and action items relating to Redmond stakeholders, a Redmond tourism strategic plan, developing a meeting planner focus group, networking with industry memberships, and initiative active lead generation for the hotel partners.

## B. Visit Bellevue Quarterly Update

Brad Jones said there are five strategic pillars under the TPA, each with their goals and programs. It was noted that in March there were almost 170,000 visitors, and the January visits were above the 2019 levels. In all, the first quarter saw about 470,000 overnight visitors. Citywide hotel occupancy is lowest in January, but the first quarter level was within two percent of 2019 at 55 percent; February's 62 percent was on par with pre-pandemic levels; and March saw 66 percent in the first quarter. Hotel occupancy on the weekends, which is a strategic priority, surpassed the 2019 levels in both February and March. The first quarter average citywide weekend occupancy came in at 54 percent.

The economic impact is what it is really all about. The combination of spending and a multiplier was over \$100 million for each month for a total of \$366.1 million in the first quarter. If the trends continue, Visit Bellevue will be in a really good place by the end of the year.

With regard to the Bellevue destination development plan, Brad Jones shared that during the first quarter the consultants conducted one-on-one interviews with 28 stakeholders. There has been good input from the stakeholder base. Over the summer months they will be developing specific recommendations based on each of the trends, and will conduct a prioritization exercise.

Jane Kantor shared with the Board the leads generated in the first quarter of the year and noted being ahead in that category. The room nights booked quarterly goal was not met, largely for timing reasons, but things are on track to meet the annual goals. A detailed report on room nights lost will be presented to the Board at a future meeting, broken down by day of the week. There are three full-time sales persons working to generate leads. The conversion ratio is 20 percent for the quarter but it fluctuates quite a bit; it is slightly behind quarter one in 2023, but it is tracking to meet the annual goal.

There have been great opportunities to be out and about. The team attended PCMA in San Diego, and completed the first sales mission to Denver. The team is finding while out and about that Bellevue is becoming more and more familiar as a standalone. The team also attended Conference Direct which was in Texas, and they will be going to Las Vegas in the second quarter.

Sheila Freeman reported on marketing and communication progress for the first quarter. With regard to paid media, the always on campaign ran while the creative concepting was being ramped for an update on the paid media creative. Impressive results were seen for just using a tenth of the budget. All is on track to meet the projected 2,000,650 impressions and an impressive 85,000 clicks at a cost of 16 cents per click, and a 3.21 clickthrough rate. With regard to organic non-paid social media, all is on track with an impressive 2.3 million impressions and 110,000 engagements, and 65,000 clicks, an audience of 25,000, and 1300 messages. Web traffic is doing great, and sessions are also performing well.

With regard to public relations, strong relations were forged at the LA media event with prominent travel writers to build a pipeline for visits and fans to have media placement. To date there have been 16 placements, 178 million engagements, and \$1.6 million in media value. With respect to communications, the annual goal has almost been reached. Some of the KPIs appear to be a little out of alignment with the formulas used to calculate them, thus a review is warranted. Great progress has been made and there is nothing to be concerned about. Engagements are a third of way to the annual goal; the open rate annual goal has been reached, and the clickthrough rate at 8.24 has reached the goal. The areas of pause include

new subscriptions, for which campaigns are under way to boost them; and website referrals, which is always difficult to obtain.

Brad Jones explained that subscriptions are difficult in the travel and tourism destination business. The tendency is for people to add a subscription, only to drop it after visiting. There are currently more than 25,000 subscriptions and an effort is being put into determining what the turn rate equates to.

Sheila Freeman reported in regard to the overseas marketing campaign that the Japanese micro site is up and running. Paid media for overseas marketing is also running. A Japanese Instagram has been established, and Belle the Bobcat is designed and ready. There is also coordination with the culinary tourism program, and to that end Chef Shota has been selected as a culinary ambassador to help promote the program, including through PR events in Japan and by hosting a foodie influencer tour.

Going forward, the second quarter media campaign is about to be launched. The overseas marketing is continuing, and the communications manager will be going to IPW along with the destination sales team to help connect with international travel writers. The spring summer visitor guide has been printed and delivered to all partners. It will be inserted in Houston Magazine and Denver. New content is constantly being created.

Brad Jones said culinary tourism is about storytelling, marketing and communications. A marque culinary event will come about in the fourth quarter.

Meredith Langridge said there is still a month in which to find the rest of the funding for the BellHop program. There is a great deal of interest in the program from the public and from the partners. To date a little over 56,000 have been served. All sustainability efforts are right on goal. While the wait times are somewhat all over the place, the issues are being addressed. Use of the service wanes in the mornings and evenings, but builds during meal times and when people need to get to meetings and when visitors want to get to attractions.

The kiosk program was started near the end of 2023 and it is doing very well. It is sited at the Hyatt, Hilton and Marriot hotels, and hopefully by next month it will be in three new hotels. The kiosks are getting used, and what people are looking at is being tracked.

Work is under way with a production company on the culinary tourism program. The focus is on putting together a proposal of some type of food or beverage experience in Bellevue. The desire is to pull off something big but the work is focusing on what is realistic.

The hotel partners have been clear about the need to have more Bellevue tours. The team is looking into all possibilities, particularly utilizing the lake and getting people out onto it. The wine and waterfall tour will be kicked off soon, and it will come with transportation. Serious discussions are also under way about a walking tour. Each tour is expected to be popular but they will need some time to grow.

The bike hop program is aimed at pushing Bellevue as a destination. While it is not top of mind for all the hotels, it is an important element of what is being done in Bellevue at the hotels. The program is a complimentary e-bike program system in partnership with REI.

The mobile welcome center is doing very well. The representative does a lot of events and the team is constantly working to support the events. During 2024 there will be visits with about double the number of events.

Festivals and events continue to grow, and to really be successful BellHop has to happen. The team has been working on initiatives to bring Japanese visitors to Bellevue.

Brad Jones reported that revenues were about \$60,000 over in January and \$50,000 over in March. The needed contingencies are being built in line with the notion of conservative planning and budgeting. On the expenses side, spending is trailing where it was projected to be, but it will ramp up. With regard to research and data, visitor origins are shifting somewhat, with some new states emerging and other states remaining strong. The high-value markets, a combination of origin, spending and length of stay, continue to be Los Angeles, Maricopa County, Arizona, Cook County, Illinois, King County, Washington, Harris County, Texas, and San Diego.

The VISA spending data for domestic visitors for January and February showed the hotel and lodging segment leading the pack with a 26 percent increase. All other segments were fairly stagnant. Hotels were up 50 percent in terms of international spending for January and February; all other segments were also up. Dining was up 18 percent for international but down six percent for domestic.

China continues to be the top international visitor origin market leader with half the number of visitors but twice the spending of Canada. Canada will be interesting to watch for the rest of the year because of the dollar value. India, the United Kingdom, Taiwan, Korea and Japan are also major visitor origins.

Brad Jones explained that with Zardaco the city has been split up into six distinct regions. A slide was shared with the Board that showed overall visitorship and the visitor/resident ratio. It was noted that there was a very high visitor/resident ratio in the Downtown, but interestingly other districts are growing that category. All of the regional data can be broken down into points of interest. The number one destination is the Bellevue Collection in the downtown; second is Downtown Park. The Botanical Garden is a huge visitor destination, as is the Spring District. Development in Factoria will be growing that area as a destination.

Wade Hashimoto asked how the data is collected. Brad Jones said it is drawn from geolocation data. Anyone carrying a cellphone who actively uses apps is pinged. Zardaco gathers the information and anonymizes it.

## 7. ADJOURNMENT

Caroline Dermarkarian adjourned the meeting at 11:33 p.m.



Community Development

# Action & Discussion

# Action

Tuesday, May 28, 2024, 10:00 am

Bellevue-Redmond Tourism Promotion Area Advisory Board

1E-113 or Zoom Meeting

City of Bellevue, WA

## 2025 Budget and Strategic Plan

At today's meeting, staff will present an annual budget and strategic plan, detailing the use of Bellevue-Redmond Tourism Promotion Area (BRTPA) revenue.

**Motion:** A motion to recommend the 2025 BRTPA Annual Budget and Strategic Plan to Bellevue City Council.

**Code/Bylaw support:** This item is presented to the Advisory Board today in line with the roles and responsibilities outlined in Bellevue City Code 3.100.070

*3.100.070 D. Develop and recommend an annual strategic/business plan for use of lodging charge revenue to be submitted to the legislative authority no later than July 30th of each year. An exception shall be made for the first year of the BRTPA, during which the annual strategic/business plan shall be submitted no later than December 31st.*

*3.100.070 E. Develop and recommend an annual budget, to be submitted to the legislative authority no later than July 30th of each year. An exception shall be made for the first year of the BRTPA, during which the annual budget shall be submitted no later than December 31st.*

### BACKGROUND

The BRTPA Advisory Board makes recommendations to the Bellevue City Council regarding the use of revenue from the TPA fee.

Washington State RCW 35.101.010 concerning Tourism Promotion Areas defines Tourism Promotion as:

RCW 35.101.010 (4) "Tourism promotion" means activities and expenditures designed to increase tourism and convention business, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists, and operating tourism destination marketing organizations.

The Interlocal Agreement between the Cities of Bellevue and Redmond for the Joint Establishment of a Tourism Promotion Area gives additional guidance for revenues in Section X: Use of Revenues for Tourism Promotion. The annual budget presented will adhere to these guidelines, with planned administration to be carried out by Visit Bellevue, a Destination Management Organization (DMO) and OneRedmond.

While all BRTPA revenue will be remitted to the City of Bellevue as the Legislative Authority, in adherence to the Interlocal Agreement between the two cities, revenues will be accounted for separately by the City. Revenue collected in the Redmond Zone will be used for tourism promotion in Redmond, and revenue collected in the Bellevue Zone will be used for tourism promotion in

Bellevue. The 2025 Annual Budget and Strategic Plan can be found in Attachment A. Further details from the TPA funds administrators, Visit Bellevue and OneRedmond, can be found in their scope of work documents, attachments B and C, respectively.

**STAFF RECOMMENDATION**

Staff recommends the approval of the 2025 Annual Budget and Strategic Plan.

**NEXT STEPS**

If approved, the 2025 BRTPA Annual Budget and Strategic Plan will be presented to City Council at the next meeting.

**OPTIONS**

Option 1: Approve 2025 BRTPA Annual Budget and Strategic Plan and recommend to City Council.

Option 2: Do not approve annual budget and strategic plan and make an alternative recommendation

**ATTACHMENTS**

Attachment A: Annual Budget and Strategic Plan

Attachment B: Visit Bellevue Scope of Work

Attachment C: OneRedmond Scope of Work

**STAFF CONTACT**

Lizzette Flores, Cultural Tourism Specialist

425-452-4869, [lflores@bellevuewa.gov](mailto:lflores@bellevuewa.gov)





Community Development

# Information

# Information

Tuesday, May 28, 2024, 10:00 am

Bellevue-Redmond Tourism Promotion Area  
Advisory Board  
City of Bellevue, WA

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## Staff Update

At today's meeting, staff would like to formally thank two board members for their service on the TPA board.

### Background

Today will be the last meeting for David Nadelman and Melody Lanthorn. Staff would like to thank them both for serving on the TPA Advisory Board. Their expertise and input was greatly appreciated this inaugural year. We wish them the best in their future endeavors.

### Staff Contact

Lizzette Flores, Cultural Tourism Specialist  
425-452-4869, [lflores@bellevuewa.gov](mailto:lflores@bellevuewa.gov)



Community Development

# Attachment A

# Bellevue-Redmond Tourism Promotion Area 2025 Budget & Strategic Plan

## Background

Washington State Legislature has authorized local governments to establish Tourism Promotion Areas (TPAs), recognizing the significant impact that the tourism industry can have region's economy. The Bellevue-Redmond Tourism Promotion Area (BRTPA), aims to boost local economy through tourism. Under Washington state ordinance no. 6724, lodging businesses in Bellevue and Redmond will impose a \$2.00 base charge and a \$0.50 additional nightly charge.

In agreement with the Interlocal Agreement between the two cities, two organizations are currently contracted to administer TPA funds to promote tourism in their respective cities. Visit Bellevue promotes tourism in the City of Bellevue, and OneRedmond promotes tourism in the City of Redmond.

## 2025 Budget

Under the interlocal agreement for the joint establishment of the BRTPA, the Advisory Board is required to develop and recommend an Annual Budget, to be submitted to Bellevue City Council by no later than July 30<sup>th</sup> of each year.

Following the same format as the 2023-2024 budget, 2025's budgets adhere to allowable uses as outlined in the TPA's interlocal agreement.

The uses described in this section may include payment of administrative costs associated with the operation and management of the BRTPA. The City of Bellevue is authorized to retain charges limited to a total of 5% that is proportional to each zone's revenue for administrative cost recovery of BRTPA management.

Currently, 1% of all revenues are being retained by Department of Revenue and are not remitted to City of Bellevue.

## Uses

Both BRTPA Zone administering organizations have adhered to the allowable uses in the Interlocal Agreement and have created their own areas of focus ("buckets"). We list these below, along with the category under which they may fall, within the Interlocal Agreement. These categories are identical to the 2023-2024 Budget. The scopes of work for Visit Bellevue and OneRedmond are attached to this document as attachments B and C, respectively.

### **Marketing and Communications** *(Advertising, Marketing, and Public Relations)*

Expenses may include Advertising, Paid Marketing, Public Relations, Trade Shows, Content Development, social media, Collateral, and Professional Agencies.

**Destination sales** *(General Promotion of Tourism)*

Expenses may include Trade Shows, Sales Missions, Site Inspections, Collateral, Memberships, Marketing, and Communications.

**Tourism Development** *(General Promotion of Tourism)*

Expenses may include welcome center, visitor services, Tourism development grants, wayfinding & multicultural promotion.

**Festivals, Events, and Programming** *(Tourism Development Programs)*

Expenses may include festival grants, event sponsorships, convention & meetings sponsorships.

**Administration and Research** *(Tourism and Visitation Research and Data)*

Expenses may include research, consulting, data collection, & indirect allocation.

**Contingency**

The contingency budget will cover any unexpected costs that may arise throughout the year.

**Reserves**

The amounts in the reserve budget are set aside for future use or significant, unexpected events or expenses. Reserves will be held in separate accounts for the Bellevue and Redmond Zones with the Legislative Authority.

*Zone Differences*

While both zones, Bellevue and Redmond, have similar areas of focus in their budgets, the amounts allotted to each bucket will differ because of the varying tourism needs of the community.

## 2025 Strategic Plan

### Bellevue Zone

Visit Bellevue's Strategic Plan includes updating Bellevue's Destination Development Plan. The organization has enlisted Resonance Consultancy to craft the Bellevue Destination Development Plan (DDP) aimed at bolstering tourism and economic growth. The DDP aims to enhance the visitor experience, spur economic and employment growth, and improve infrastructure. Progress has been made since 2017 in implementing DDP priorities, and efforts continue to update and refine strategies with an anticipated completion of the revised plan in Q3 2024.

Visit Bellevue's Destination Development initiatives, such as the BellHop shuttle service, Mobile Welcome Center "Scout," and Mobile Concierge web-based app, have aimed to enhance the visitor experience and stimulate tourism growth. Additionally, the Festivals and Events Incubator Program supports local events, while the Multicultural Tourism Council promotes diversity and

inclusion in Bellevue's hospitality sector. Through regional collaboration efforts with neighboring cities, Visit Bellevue aims to expand the tourism portfolio and boost the collective economic impact of tourism in the Greater Seattle region.

In 2024, Bellevue aims to establish Bellevue-centric tour options, partnering with or developing a tour operator to offer ongoing, mid-week, and weekend experiences connected to Bellevue hotels, including transportation packages to local attractions and experiences.

Visit Bellevue has launched a marketing campaign, focusing on Japanese tourism using traditional PR, media relations, and social media, including the creation of an authentic yuru-chara named Belle the Bobcat to engage Japanese visitors.

More information is available in attachment B.

## Redmond Zone

Redmond zone's Strategic Plan uses TPA funds on expanding its tourism development, including developing its marketing and contracting data management tools. Because the Redmond Zone is still in its nascent stages, the focus continues to be on growing organizational capacity, which is reflected in the budget in a strong allocation to administration and research. Destination development initiatives include master planning, an exciting pilot of special events shuttle, and the development of the city's first concierge program. Additionally, resources are directed towards destination sales strategies including book direct initiatives, professional memberships, and CRM tools to optimize sales opportunities and track marketing efficacy. With these focuses, the intention is to grow and strengthen tourism economy in Redmond.

More information is available in attachment C.

## 2025 Bellevue Zone Budget

<b>Projected TPA Revenue (based on 2023 lodging)</b>					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	TOTAL
Projected TPA Collections	\$600,000	\$765,000	\$910,000	\$825,000	\$3,100,000
Department of Revenue Fee 1%	6000	7650	9100	8250	\$31,000
Legislative Authority Fee 5%	30000	38250	45500	41250	\$155,000
<b>Total</b>	<b>\$564,000</b>	<b>\$719,100</b>	<b>\$855,400</b>	<b>\$775,500</b>	<b>\$2,914,000</b>
<b>Marketing and Communication</b>					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$259,138	\$206,868	\$184,368	\$192,868	\$843,242
<b>Destination Sales</b>					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$249,500	\$160,200	\$188,500	\$149,500	\$747,700
<b>Tourism Development</b>					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$113,000	\$175,558	\$190,000	\$138,500	\$617,058
<b>Festivals and events</b>					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$49,000	\$107,500	\$16,500	\$143,000	\$316,000
<b>Administration and Research</b>					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$65,500	\$25,500	\$25,500	\$25,500	\$142,000
<b>Contingency (8%)</b>					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$48,000	\$61,200	\$72,800	\$66,000	\$248,000
<b>Reserves</b>					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
	\$0	\$0	\$0	\$0	\$0
<b>Total</b>					<b>\$2,914,000</b>

# 2025 Redmond Zone Budget

<b>Projected TPA Revenue (based on 2022 lodging)</b>					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	TOTALS
Estimated Revenue	\$193,523	\$248,113	\$260,948	\$178,712	\$881,296
1% DOR Fee	1935.23	2481.13	2609.48	1787.12	\$8,813
5% Legislative Authority Fee	9676.15	12405.65	13047.4	8935.6	\$44,065
<b>Totals</b>	<b>\$181,912</b>	<b>\$233,226</b>	<b>\$245,291</b>	<b>\$167,989</b>	<b>\$828,418</b>
<b>Marketing and Communication*</b>					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$6,000	\$6,000	\$6,000	\$6,000	\$24,000
<b>Destination Sales</b>					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$29,500	\$0	\$0		\$29,500
<b>Tourism Development</b>					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$22,500	\$237,500	\$262,500	\$87,500	\$610,000
<b>Festivals and events</b>					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$0	\$0	\$0	\$0	\$0
<b>Administration and Research</b>					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$84,000	\$51,000	\$51,000	\$51,000	\$237,000
<b>Contingency (10%)</b>					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
	\$19,353	\$24,811	\$26,095	\$17,871	\$88,130
<b>Reserves</b>					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
	\$0	\$0	\$0	\$0	\$0
				<b>TOTAL</b>	<b>\$988,630</b>
<b>*Withdrawal from Reserves</b>	\$160,212				
<b>2025 Projected Revenue</b>	\$828,418				
<b>Total</b>	\$988,630				





Community Development

# Attachment B

**DRAFT**



***BELLEVUE TOURISM  
PROMOTION AREA***

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**2025 SCOPE OF WORK**

# EXECUTIVE SUMMARY

This Scope of Work outlines the Bellevue Tourism Promotion Area (TPA) administered by Visit Bellevue, the official Destination Marketing and Management Organization for Bellevue, Washington. Visit Bellevue's primary objective is to stimulate economic growth and development in Bellevue's visitor economy and curate memorable visitor experiences.

2023 and early months of 2024 have been an important recovery transition from the pandemic. The added investment from the new TPA program has fueled new marketing, sales, and tourism development programs that have directly contributed to increased hotel occupancy and revenue matching or in some instances surpassing pre-pandemic levels.

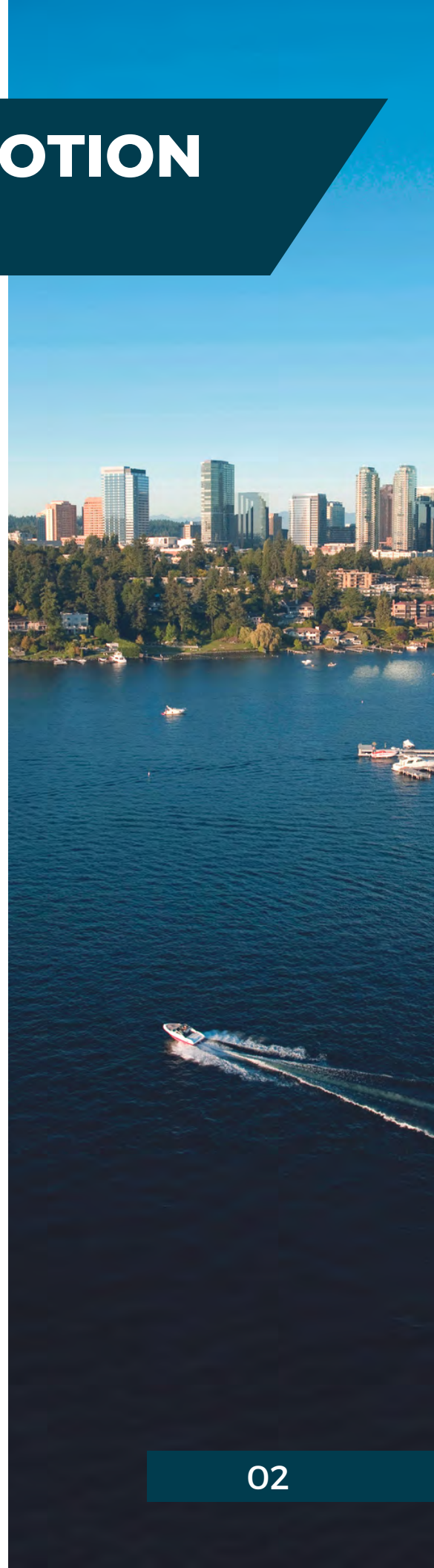
Our continued growth strategy for destination sales, marketing and communications, visitor experience, and tourism development includes further optimization including the implementation of our newly revised (Q3 2024) Bellevue Destination Development Plan which will establish our future strategies and priorities as identified and validated by our industry partners and community stakeholders.

We aim to increase overnight annual visitors to 2.4 million by the end of 2025. Our marketing strategy includes a robust paid media campaign, content development, public relations, and targeted international overseas marketing campaign. Visit Bellevue is poised to leverage the TPA investment driving programs to fuel ongoing recovery and growth in the tourism industry, positioning Bellevue as a top-of-mind destination in the Seattle and Pacific Northwest Region. Our Destination Sales programs will continue expanding our relationships to achieve 300,000 leads and 65,000 room night sales. Visitor Experience initiatives will lead us in improving guest satisfaction and in the development of tourism offerings.

# THE TOURISM PROMOTION AREA

The TPA has been strategically established to fuel destination marketing, sales, and tourism development initiatives, aimed at driving incremental overnight visitor demand and fostering future growth within the city's thriving tourism industry. Visit Bellevue, a specialized division of the Bellevue Convention Center Authority (BCCA), plays a pivotal role in crafting and executing Destination Sales, marketing, and visitor experience programs. These programs are designed to elevate Bellevue's status as a premier destination for leisure, meetings, convention, and corporate tourism. In close collaboration with Bellevue's diverse tourism industry partners, Visit Bellevue acts as the unified voice of the destination, positioning Bellevue as a top-of-mind destination in the Seattle and Pacific Northwest region.

Partnership plays a key role in ensuring alignment and effectiveness. Visit Bellevue operates under the guidance of the Bellevue Convention Center Authority, a public development authority steered by a 7-member board of directors. Additionally, the appointed 22-member Visit Bellevue Advisory Board, and various tourism councils comprising of both industry experts and non-industry community representatives provides valuable insights and direction. The TPA's role extends to providing oversight and strategic direction, ensuring that investments and programs are seamlessly integrated to enhance Visit Bellevue's initiatives. This collaborative approach ensures that our collective efforts translate into tangible results, contributing to Bellevue's vibrant future as a sought-after travel destination.



# VISIT BELLEVUE

Visit Bellevue serves as the official Destination Marketing and Management Organization for Bellevue, Washington. Our mission is to stimulate economic growth and development in Bellevue's visitor economy and inspire memorable visitor experiences. We strive to be a collective voice to develop, grow, and manage Bellevue's hospitality and tourism community.

Our dedicated and passionate team, guided by an advisory board comprised of civic and travel industry leaders, is eager to engage with you. Visit Bellevue is not just an organization, but a collective effort to make Bellevue a premier destination for visitors, providing them with meaningful experiences while contributing to the city's economic growth and development.



## Destination Sales

Drives overnight visitation by promoting Bellevue for conventions, meetings, events, and corporate travel



## Marketing & Communications

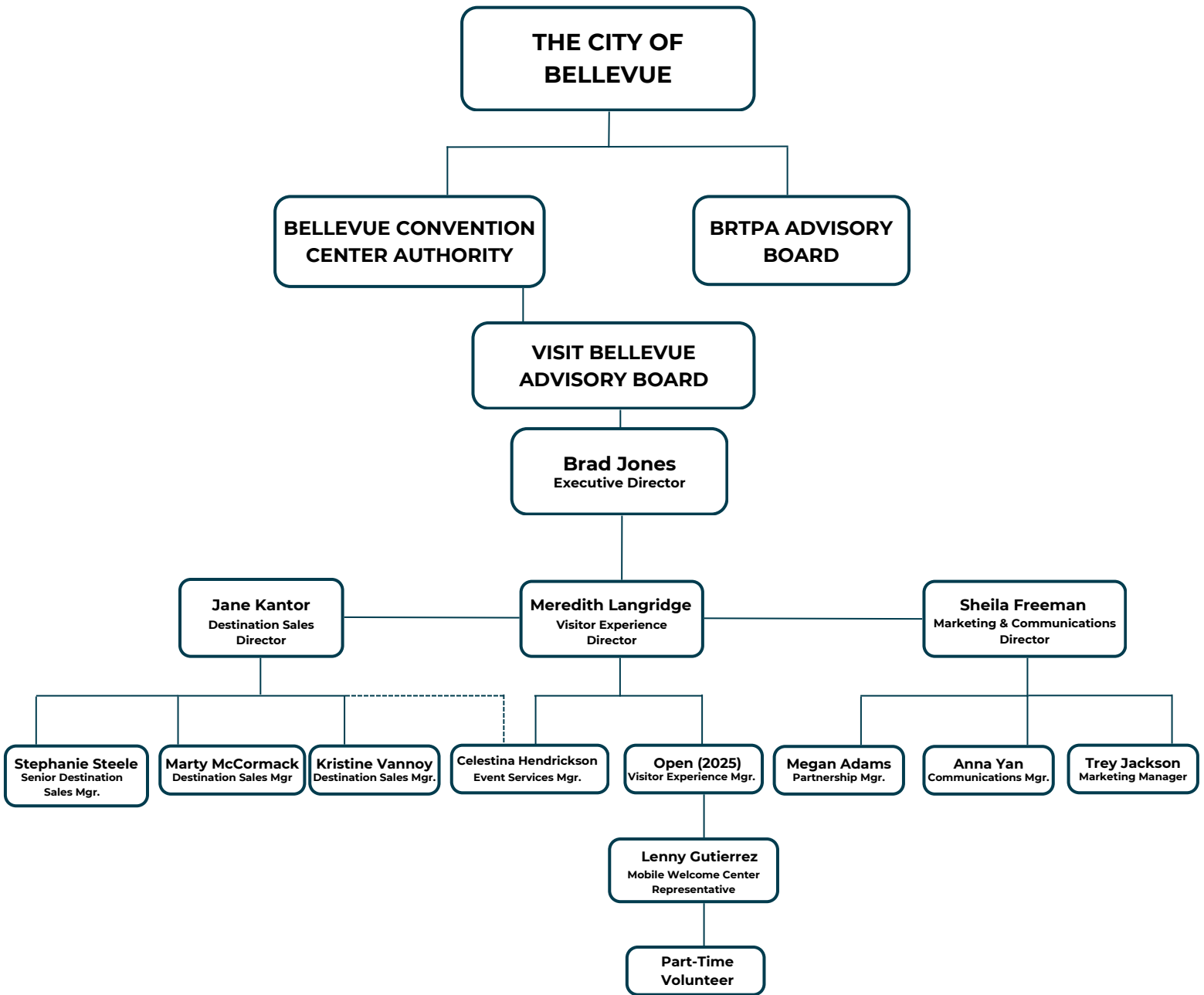
Elevates Bellevue's brand by creating awareness, visibility, strategic content, public relations, and targeted paid media campaigns



## Visitor Experience

Enhances visitor experience through training, coordination, visitor services, festivals, and tourism development

# MEET OUR TEAM



# DESTINATION DEVELOPMENT PLAN

Seeking to improve Bellevue's ability to attract overnight visitors and bring new business, the City of Bellevue through its strategic partnership with Visit Bellevue engaged Resonance Consultancy to develop the Bellevue Destination Development Plan (DDP), a strategic roadmap for future success.

The objectives of the DDP are to organize, grow, and professionalize Visit Bellevue and our industry to establish a competitive destination program to grow and enhance the existing visitor economy environment in Bellevue with four overarching goals: enhancing the visitor experience, economic growth, infrastructure improvement, and employment growth.

In 2017, Resonance Consultancy brought together Bellevue's tourism and hospitality partners and stakeholders to establish situational analysis together with the identification of the needed DDP priorities to establish a forward-looking vision for Bellevue tourism and to set forth a vision for plans, actions, programs, and activities.

Visit Bellevue and the City of Bellevue have made substantial achievements in the implementation of these priorities and continue to partner on areas of common interest between economic development and visitor economy development.

Beginning in January 2024, we are actively working with Resonance Consultancy on an update to the Bellevue Destination Development Plan. The plan is slated to be completed in Q3 2024 and we will be ready to implement the new revised strategies and priorities.

# FUNDING & PRIORITIES

Visit Bellevue's funding is derived from a portion of the City of Bellevue lodging tax and the Bellevue TPA service fee. By adding the new TPA service fee in 2023 Bellevue has an established competitive funding level which is working to create destination awareness, fuel new sales, marketing and increasing our market share of visitors and hotel revenue.

The strategic imperatives of the BRTPA include:

- Advocating, informing, and educating on behalf of our lodging and tourism industry
- Rebuilding and recovering Bellevue's tourism and lodging economy
- Full implementation of the Bellevue Destination Development Plan
- Driving overnight visitation and increasing overnight visitor market share through destination sales and destination marketing programs
- Tourism development to drive future overnight visitors to Bellevue, including events, conventions, festivals, attractions, activities, and tour programs.
- Improving and elevating the Bellevue visitor experience
- Delivering value for hotel industry stakeholders

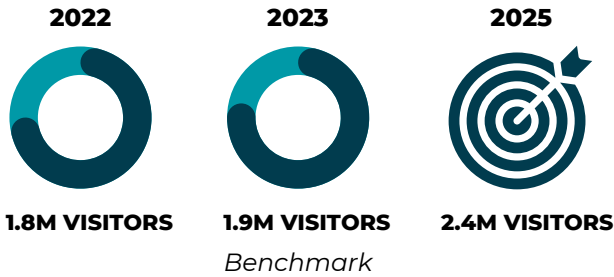
Visit Bellevue's innovative funding strategies, drawing from the City lodging tax and TPA service fee, will serve as a crucial catalyst for community vitality, initiating a chain reaction that benefits the economy, enhances quality of life, and promotes overall community well-being.



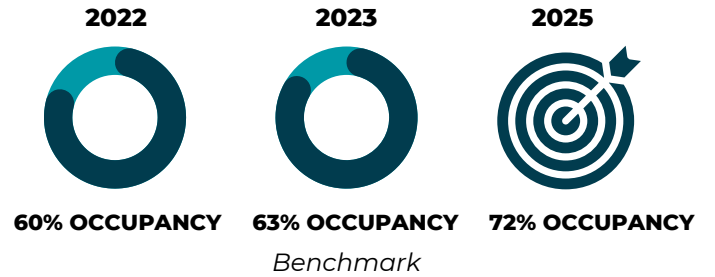


# OVERALL GOALS

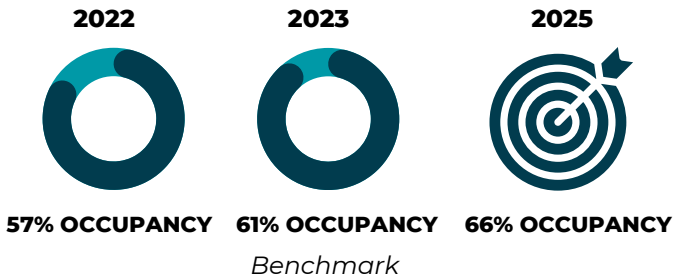
## OVERNIGHT VISITORS



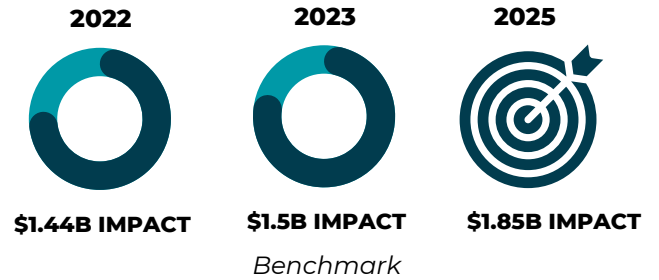
## CITYWIDE HOTEL OCCUPANCY



## WEEKEND HOTEL OCCUPANCY



## ECONOMIC IMPACT



## PROJECTED TPA IMPACT SUMMARY

- Attract 600K new overnight visitors
- Improve citywide hotel occupancy by 12% and weekend occupancy by 9%
- Increase visitor spending by \$147M and overall economic impact by \$402M

# DESTINATION SALES

For Destination Sales to grow in Bellevue, the focus will be on creating incremental business activity that goes beyond Bellevue's base visitor economy. By targeting group and event business, we aim to bring business to the city that wouldn't normally occur, enhancing Bellevue's economic vitality.

Our strategy emphasizes the importance of placing groups and events on top of the existing visitor flow, creating a seven-day-a-week business model that contributes to a robust and well-rounded visitor experience. This approach is integral to our mission, as it not only increases the number of room nights but also fosters a sustainable growth model for Bellevue's tourism and lodging industry. Some of our Destination Sales goals include:

- Increase overnight visitors to 2.2 million
- Contribute 65,000 contracted room nights, reflecting the incremental business that enhances Bellevue's base visitor economy
- Generate 300,000 room night leads, focusing on groups and events that wouldn't normally be in the City
- Increase city-wide hotel occupancy to 70%, creating a seven-day-a-week business model as a vital part of this work

Our Destination Sales Team, acting as the spokes of our plan, will work in tandem with the staff of Bellevue's hotels and convention center, the hub of the plan. This collaboration will focus on the features and benefits of Bellevue as a destination, maximizing the economic impact of each group. Our team will attend tradeshows, execute sales calls, conduct sales missions, and organize site inspections, all aimed at promoting Bellevue as a premier destination.



# TASKS & TACTICS

Bellevue is a destination that offers unique opportunities for meeting planners. Its status as a tech hub, proximity to nature, and closeness to Seattle, combined with the compact downtown core and surrounding neighborhoods, parks, and attractions, make it an attractive choice for businesses looking at second and third-tier cities with first-tier city amenities.

## **SALES AND MARKETING PLANS**

Our comprehensive sales plan is designed to introduce and re-introduce meeting planners to Bellevue. It includes a robust travel and tradeshow schedule, an array of thoughtful site inspections tailored to each group and meeting planner, sales missions that activate feeder markets, and sales calls executed within the region, state, and across the country. These efforts are focused on particular verticals including corporate, association, and SMERF, along with new areas like business travel, festivals and events, cruise, incentive, and esports.

Our marketing plan is carefully constructed with messaging specific to meeting planners, illuminating the possibility of reducing friction to book conventions, meetings, and events in Bellevue across all channels. The Destination Sales infrastructure will include a full complement of tradeshows, sales calls, sales missions, site inspections, and paid marketing, each focused on the features and benefits of Bellevue as a destination.



# STRATEGY & GOALS

## PROSPECTING & SALES MISSIONS

Our Destination Sales Team is committed to creating, maintaining, and augmenting a comprehensive database of clients and potential clients. Sales calls provide an opportunity for one-on-one interaction with planners and can take the form of dynamic presentations, sales proposals, and networking events. Sales missions, on the other hand, allow us to execute an in-market brand activation, bringing the unique traits of Bellevue to the destination to create a memorable experience.

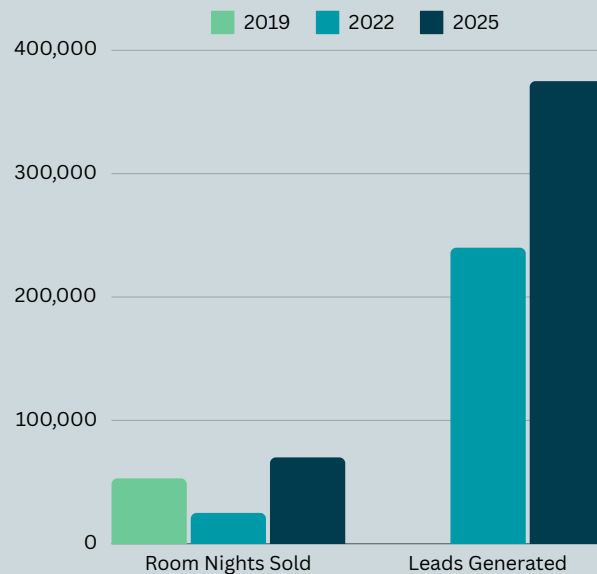
## SITE INSPECTIONS

Seeing is believing. Bringing meeting planners with viable RFPs to Bellevue expedites conversion of those groups. When meeting planners are brought to Bellevue for a site inspection, they get a firsthand experience of what the city has to offer.



### PROJECTED TPA IMPACT SUMMARY

- Improve weekend and off-season hotel occupancy
- 85% pick up of room blocks.
- Increase of 15k room nights
- Increase of 75k room night leads
- Establish relationships with new annual events for Bellevue.



# MARKETING & COMMUNICATIONS

Our marketing and communications strategy is designed to elevate Bellevue's brand and position it as a premier visitor destination. We aim to welcome the world with a powerful website, a strategic content marketing approach, proactive public relations, engaging social media, targeted paid media, and innovative intercept marketing programs. These tools work in synergy to inspire potential visitors and raise the visibility, awareness, and perception of Bellevue.

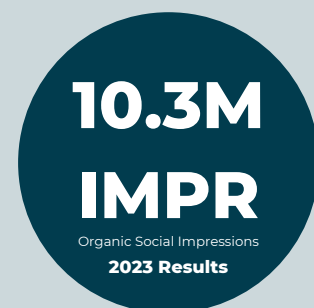
## Paid Marketing



Our paid marketing plan for 2025 will build on significant learnings from previous campaigns. We're planning a dynamic ad format on the META platform and an intercept approach on leading OTA's like Expedia.com and Hotels.com. This strategy targets travelers searching for Seattle, Bellevue, and other Washington destinations. Our programmatic campaign, YouTube, and Adara have significantly contributed to our website traffic, and we plan to continue refining our creative messaging to optimize this strategy.

## Social Media & Content

In terms of organic social media and content development, we have established meaningful programs with content creators and weekly videos to highlight and showcase Bellevue's visitor experiences. Our owned media properties include Aspire, Insider's Edge, The Buzz, Rush Hour Alerts, and Media Alerts, as well as our organic social media channels. We aim to generate more impressions, engagements, clicks, and messages through our organic and boosted social media.





## WEBSITE

Our website, [visitbellevuewa.com](http://visitbellevuewa.com), is a key tool in our marketing strategy. We aim to increase website traffic by 100% in the next three years, reaching 410,000 annual unique users and 520,000 website sessions per year by the end of 2025.

## PUBLIC RELATIONS

Our public relations representation and programming are also a crucial part of our marketing and communications strategy. We have professional representation to pitch and represent Bellevue to the national media, press, and content creators focusing on pitching story ideas, media relations, newsletters, and facilitating familiarization trips.

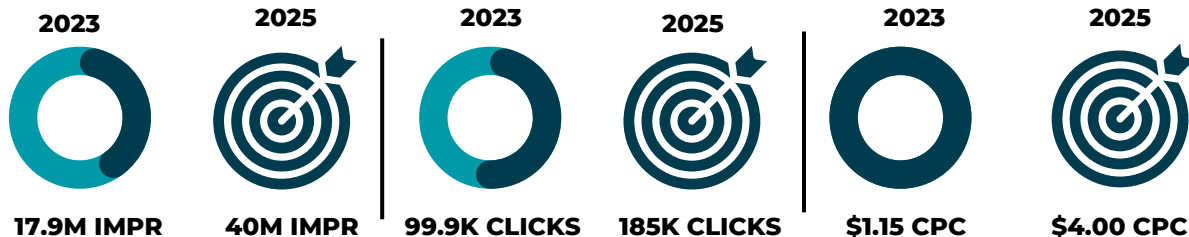


## JAPAN MARKETING CAMPAIGN

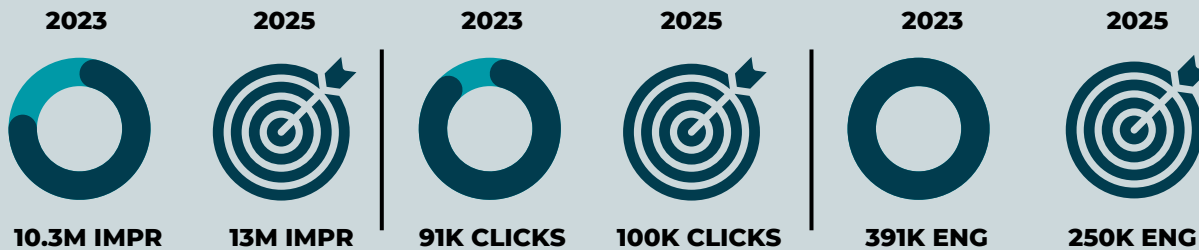
We've partnered with PacRim, a marketing agency that specializes in ushering stateside businesses into the Asian economy. They will represent Visit Bellevue for an initial 6-month pilot program. They will arrange foreign journalist visits or FAMs, perform traditional PR and media relations, and manage organic and paid social media. They have also created an authentic yuru-chara, Belle the Bobcat, to represent Bellevue to our Japanese visitors.

# MARKETING & COMMUNICATIONS GOALS

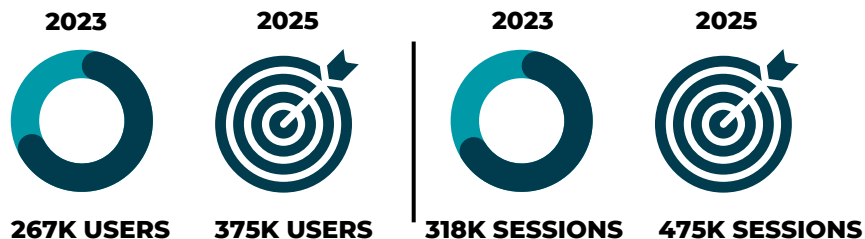
## PAID MEDIA GOALS



## SOCIAL MEDIA GOALS

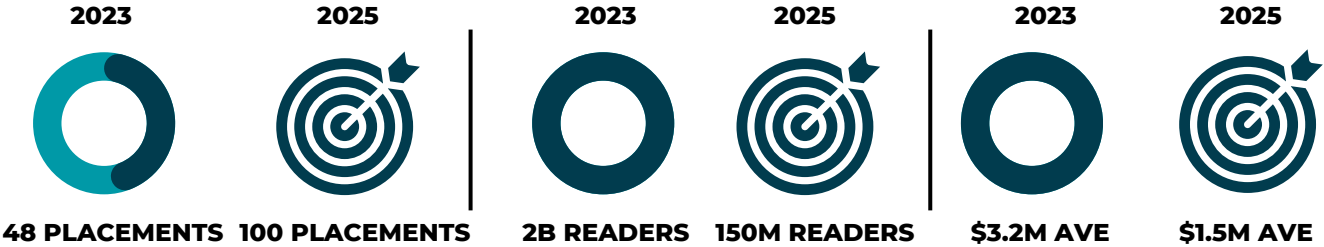


## WEBSITE GOALS



\*Impressions (IMPR), Cost Per Click (CPC), Engagements (ENG)

### PUBLIC RELATIONS GOALS



### PROJECTED TPA IMPACT SUMMARY

- Create 25.2M new impressions
- Create 226K Clicks
- Improve CPC by \$1.81
- Create 5m more social media impressions 96K engagements, 28K clicks
- Generate \$750K in earned media coverage



# VISITOR EXPERIENCE & TOURISM DEVELOPMENT

Our visitor experience and tourism development initiatives are designed to enhance the Bellevue experience and stimulate tourism growth. We have implemented innovative solutions to address the challenges faced by visitors and to provide them with memorable experiences.

## BELLHOP

Our BellHop service is a prime example of this innovation. This free, electric, on-demand shuttle service is designed to solve the first mile – last mile challenges in Bellevue. By providing a convenient and eco-friendly transportation option, we are enhancing the visitor experience and making it easier for tourists to explore the city. BellHop's pilot phase was scheduled for August 1 to December 31, 2023 and the service proved concept. Visit Bellevue is committed to fully funding the program through May 31, 2024. Currently, Visit Bellevue is working with Circuit to find additional funding from community partners to continue the service.

## MOBILE WELCOME CENTER

Complementing the BellHop service is our Mobile Welcome Center, "Scout." Scout is an all-electric traveling welcome center that provides visitor services and information. It is strategically located at popular spots throughout the week, including Bellevue Downtown Park, Bellevue Arts Museum, Bellevue Botanical Garden, Sound Transit Link Downtown Station, area hotels and shopping areas. Scout also attends monthly area events to interact with visitors, providing them with valuable information and enhancing their experience in Bellevue.



## **MOBILE CONCIERGE WEB-BASED APP AND FREESTANDING INTERACTIVE KIOSK**

This progressive web app serves as an essential tool for attendees and visitors, offering real-time information on dining, attractions, shopping, events, and nightlife in Bellevue. With features like personalized itinerary building, online reservations, interactive mapping, wayfinding, live-chat attendee services, and social media integrations, Bellevue's offerings are conveniently accessible in the palm of your hand.

## **FESTIVALS AND EVENTS INCUBATOR PROGRAM**

In collaboration with the city of Bellevue and key partners of Bellevue's hospitality industry, Visit Bellevue is proud to support local festivals and events. This funding and support program aims to attract, incubate, and grow Bellevue festivals and events that celebrate and enhance the quality of life for visitors and residents. By fostering a positive image and enriching the Bellevue visitor experience, this initiative contributes to the city's vibrant cultural landscape.

## **MULTICULTURAL TOURISM COUNCIL**

Bellevue's Multicultural Council is a vital force in preparing the city to welcome the world with open arms. As a city that values hospitality, diversity, inclusion, and equity, Bellevue strives to create an environment where everyone feels welcome. The Council's efforts extend to promoting minority-owned businesses and providing resources to explore and appreciate the diverse cultures that comprise Bellevue. Since its establishment, Visit Bellevue has created a robust visitor resource hub that reflects the city's commitment to excellence in multicultural hospitality and tourism.

## **REGIONAL COLLABORATION**

Visit Bellevue has successfully established the Greater Seattle Regional Tourism Council (RTC), actively working with neighboring cities such as Woodinville, Redmond, and Issaquah to enhance our regional appeal. Our aim is to encourage longer-stay visitors by expanding the portfolio of tourism activities and attractions, thereby increasing the collective economic impact of tourism across the region.

# TOURISM DEVELOPMENT PROGRAM

The Bellevue Tourism Development will begin in 2024. Our visitors desire Bellevue-centric tour options offered on an ongoing basis. Our goal is to work with an existing operator or develop a new business to create and build a tour business plan for Bellevue that highlights Bellevue as its urban Basecamp.

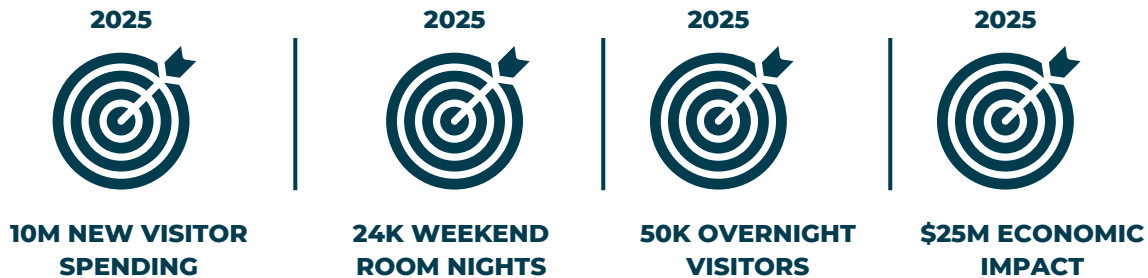
Our partnership strategy is to operate land and water tours from Bellevue. The program needs to be Bellevue-centric and offer daily tours to area attractions and experiences with Bellevue Lodging at its core. We want to connect visitors with local guides to provide authentic experiences in the Northwest and with direct multiple connections to the Downtown Seattle tourism district. Bellevue lacks a dedicated tour agency that currently offers ongoing, mid-week and weekend experiences to travelers. We are interested in tours that provide transportation to individuals and/or groups staying at Bellevue hotels. The tours could include transportation packages from Bellevue such as Snoqualmie Falls & Casinos Day Trip, Snoqualmie Pass Ski Bus, Woodinville Wine Tours, or a Seattle Grunge Music Package.

Visit Bellevue would create a set of criteria to evaluate the tour operator(s). Based on the timing, expenses, transportation, and tour options we will build a funding and evaluation model. To encourage overnight visitors, we need to invest in tour packages based out of Bellevue.



# VISITOR EXPERIENCE GOALS

## FESTIVALS AND EVENTS



### PROJECTED TPA IMPACT SUMMARY

- Promote Multicultural Tourism
- Improve visitor transportation
- Develop culinary tourism programs
- Support keeping Bellevue clean & safe
- Develop new Bellevue tours and attractions
- Improve nightlife



Our robust roster of Visitor Experience programs collectively contribute to Bellevue's competitive edge as a destination, ensuring that visitors enjoy a rich, diverse, and convenient experience. From leveraging technology to enhance accessibility, to celebrating cultural diversity and supporting local events, Bellevue's Visitor Experience programs are at the forefront of innovative tourism development.

# ADVANCED TOOLS & INDUSTRY SUPPORT

Visit Bellevue is steadfast in its commitment to delivering unparalleled quality for the City of Bellevue. Our strategy extends beyond the creation of an exceptional professional team; we have also invested in state-of-the-art tools and sought the expertise of industry leaders to help us realize our ambitious objectives. These external resources are integral to our operations, and we are proud to consider them as extensions of our team.

## INNOVATIVE REASEARCH & INSIGHTS DASHBOARD

We've invested in multiple data analytics platforms to provide us with the most accurate visitor insights. We use Zartico, Voyage, and Visa Destinations to collect invaluable data on our visitors' origin and habits during their stay. Voyage Dashboard technology underscores our commitment to data-driven decision making. This industry-leading platform by Madden offers destination intelligence that empowers DMOs to strategize effectively, measure impact accurately, and fulfill fiduciary responsibilities efficiently.

Voyage is more than a tool; it's a catalyst for change. It uncovers previously unseen insights, revealing new origin markets or popular points of interest that can inspire fresh marketing opportunities. Moreover, it encourages us to evolve beyond traditional KPIs, focusing instead on key performance impacts such as visits from key markets and tourism-related revenue.



# MEET OUR AGENCIES

We have enlisted the assistance of top-tier agencies in the travel and tourism industry. Their support ensures that our team stays abreast of the latest trends and is equipped to achieve our goals for Bellevue.



## MADDEN MEDIA

Engaged for PR, digital content, analytics dashboard, and visitor guide production, Madden Media leverages innovative, technology-driven marketing strategies to provide solutions. Their team enhances community growth by crafting personalized, immersive content that forges connections between people and places.



## SIMPLEVIEW

Our partner for CRM, CMS, website support, and SEO support, is part of a global force working to elevate the relevance of travel and tourism. Their network includes partners specializing in solutions ranging from reservations to research, as well as industry associations addressing policy and public relations.



## MEDIUM GIANT

Our partner for digital marketing & graphic design, Medium Giant, thrives on curiosity. They delve deeper, investigate further, and challenge the status quo. Their relentless pursuit of answers fuels the creation of strategies and action plans that deepen connections, expand influence, and drive success.



## PACRIM

We have selected PacRim, with offices and experienced representatives worldwide to deliver and advise Visit Bellevue on the most effective and relevant strategies to reach our key markets and audiences in Asia.

# TIMELINE

As we enter our 2nd year of TPA programming, it is crucial to have a clear understanding of our budget and timeline. These elements are the backbone of our strategic planning, ensuring we allocate resources effectively and achieve our goals within the set timeframe. The following section provides an overview of our budgetary considerations and projected timeline, outlining our commitment to transparency, efficiency, and accountability in managing the newly instated TPA funds.

	Q1 2025	Q2 2025	Q3 2025	Q4 2025
<b>Destination Sales</b>	<ul style="list-style-type: none"> <li>Sales &amp; Prospecting</li> <li>PCMA &amp; Destinations Showcase</li> <li>Conference Direct &amp; MPI</li> <li>Ongoing Site Inspections</li> </ul>	<ul style="list-style-type: none"> <li>Sales &amp; Prospecting</li> <li>Q2 Sales Mission</li> <li>Helms Briscoe &amp; Cruise 360</li> <li>IPW &amp; WSAE</li> <li>Ongoing Site Inspections</li> </ul>	<ul style="list-style-type: none"> <li>Sales &amp; Prospecting</li> <li>Regional Sales Mission</li> <li>Small Market Meetings</li> <li>eSports Summit</li> <li>Ongoing Site Inspections</li> </ul>	<ul style="list-style-type: none"> <li>Sales &amp; Prospecting</li> <li>Q4 Sales Mission</li> <li>Lamont &amp; Assoc</li> <li>Connect West</li> <li>Ongoing Site Inspections</li> </ul>
<b>Marketing &amp; Coms</b>	<ul style="list-style-type: none"> <li>Paid Marketing Campaign</li> <li>Ongoing Public Relations</li> <li>Paid &amp; Organic Social</li> <li>Destination Brand Updating</li> <li>Culinary Tourism Planning</li> </ul>	<ul style="list-style-type: none"> <li>Paid Marketing Campaign</li> <li>Ongoing Public Relations</li> <li>Paid &amp; Organic Social</li> <li>New Website Launch</li> <li>In-Market PR Event</li> <li>Overseas Marketing</li> <li>Spring / Summer Visitor Guide</li> </ul>	<ul style="list-style-type: none"> <li>Paid Marketing Campaign</li> <li>Ongoing Public Relations</li> <li>Paid &amp; Organic Social</li> <li>Fall / Winter Visitor Guide</li> <li>In-Market PR Event</li> <li>Overseas Marketing</li> </ul>	<ul style="list-style-type: none"> <li>Paid Marketing Campaign</li> <li>Ongoing Public Relations</li> <li>Paid &amp; Organic Social</li> <li>Holiday Campaigns</li> <li>2026 Paid Media Develop</li> </ul>
<b>Tourism Development &amp; Festivals</b>	<ul style="list-style-type: none"> <li>Mobile Welcome Center</li> <li>BellHop Program</li> <li>Festivals &amp; Events</li> <li>Tourism Grants</li> <li>Culinary Tourism Programs</li> <li>Kiosk Management</li> </ul>	<ul style="list-style-type: none"> <li>Mobile Welcome Center</li> <li>BellHop Program</li> <li>Festivals &amp; Events</li> <li>Tourism Grants</li> <li>Culinary Tourism Programs</li> <li>Kiosk Management</li> </ul>	<ul style="list-style-type: none"> <li>Mobile Welcome Center</li> <li>BellHop Program</li> <li>Festivals &amp; Events</li> <li>Tourism Grants</li> <li>Culinary Tourism Programs</li> <li>Kiosk Management</li> </ul>	<ul style="list-style-type: none"> <li>Mobile Welcome Center</li> <li>BellHop Program</li> <li>Festival &amp; Events</li> <li>Tourism Grants</li> <li>Culinary Tourism Programs</li> <li>Kiosk Management</li> </ul>

# TPA BUDGET

<b>Projected TPA Revenue</b>	<u>Q1 '25</u>	<u>Q2 '25</u>	<u>Q3'25</u>	<u>Q4 '25</u>	<b>Total</b>
TPA Collections (\$2.50 Per Room)	\$600,000	\$ 765,000	\$ 910,000	\$825,000	\$3,100,000
DOR (1% Fee)	\$ 6,000	\$ 7,650	\$ 9,100	\$ 8,250	\$ 31,000
Legislative Authority (up to 5%Fee)	\$ 30,000	\$ 38,250	\$ 45,500	\$ 41,250	\$ 155,000
<b>Net Revenue</b>	<b>\$564,000</b>	<b>\$ 719,100</b>	<b>\$ 855,400</b>	<b>\$ 775,500</b>	<b>\$2,914,000</b>

<b>Marketing &amp; Communication</b>	<u>Q1 '25</u>	<u>Q2 '25</u>	<u>Q3'25</u>	<u>Q4 '25</u>	<b>Total</b>
Expenses*	\$259,138	\$206,868	\$184,368	\$192,868	<b>\$843,242</b>
*Expenses include advertising, Paid Marketing, Public Relations, Trade Shows, Content Development, social media, Collateral, & Professional Agencies.					

<b>Destination Sales</b>	<u>Q1 '25</u>	<u>Q2 '25</u>	<u>Q3'25</u>	<u>Q4 '25</u>	<b>Total</b>
Expenses*	\$249,500	\$160,200	\$188,500	\$149,500	<b>\$747,700</b>
*Expenses include Trade Shows, Sales Missions, Site Inspections, Collateral, Memberships, & Paid Marketing.					

<b>Tourism Development</b>	<u>Q1 '25</u>	<u>Q2 '25</u>	<u>Q3'25</u>	<u>Q4 '25</u>	<b>Total</b>
Expenses*	\$113,000	\$175,558	\$190,000	\$138,500	<b>\$617,058</b>
*Expenses include welcome center, visitor services, BellHop, Tourism development grants, & multicultural promotion.					

<b>Festivals &amp; Events</b>	<u>Q1 '25</u>	<u>Q2 '25</u>	<u>Q3'25</u>	<u>Q4 '25</u>	<b>Total</b>
Expenses*	\$49,000	\$107,500	\$16,500	\$143,000	<b>\$316,000</b>
*Expenses include festival grants, event sponsorships, convention & meetings sponsorships.					

<b>Administration &amp; Research</b>	<u>Q1 '25</u>	<u>Q2 '25</u>	<u>Q3'25</u>	<u>Q4 '25</u>	<b>Total</b>
Expenses	\$ 65,500	\$ 25,500	\$ 25,500	\$ 25,500	<b>\$142,000</b>
*Expenses include research, consulting, data collection, & indirect allocation (BCCA).					

<b>Contingency</b>	<u>Q1 '25</u>	<u>Q2 '25</u>	<u>Q3'25</u>	<u>Q4 '25</u>	<b>Total</b>
Contingency (8%)	\$ 48,000	\$ 61,200	\$ 72,800	\$ 66,000	<b>\$248,000</b>

<b>Total Expenses &amp; Contingency</b>					<b>\$2,914,000</b>
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# THANK YOU



Visit Bellevue, as Bellevue's Official Destination Marketing and Management Organization, is ideally positioned to manage the newly instated TPA funds. Our mission to stimulate economic growth and inspire memorable visitor experiences is backed by a proven track record and a commitment to elevating the visitor experience while increasing visitor spending and overall economic impact.

Our dedicated team, innovative initiatives, and comprehensive approach to destination marketing and management will be able to successfully invest the TPA fund to improve Bellevue's attractiveness as a travel destination. We are excited about the potential of the new TPA and are committed to using these funds to enhance Bellevue's position as a premier leisure, meetings, and corporate destination. We look forward to working with our partners and stakeholders to achieve our shared goals and contribute to Bellevue's vibrant future.



Community Development

# Attachment C



# REDMOND TOURISM & HOTEL COMMITTEE

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Scope of Work  
2025

# Executive Summary

This Scope of work will be administered by OneRedmond under the direction of the Hotel and Tourism Committee of which every hotel in Redmond is a member of this committee. The primary objective of this committee is to be laser focused on supporting the tourism and hotel industry in Redmond.

Through this committee, OneRedmond is dedicated to respond to and support the needs of Redmond's Tourism and Hotel industry in a timely and efficient manner. These needs include the creation and marketing of programs and events that drive overnight stays. The committee is committed to collaborating with all stakeholders to work for adoption of policies that support success.

Redmond has not had an external Direct Marketing Organization (DMO) representing the interests of the lodging and tourism community. The City of Redmond has been operating as the DMO for the lodging industry. This includes the City of Redmond's Lodging Tax Advisory Committee and the use of the brand Experience Redmond. Through the work and representation of this committee and the approved bylaws and resolutions in July of 2023, OneRedmond is the organization administering the Tourism Promotion Area program for the City of Redmond Hotels.

The second year of work will continue to focus on the master planning of Redmond's tourism program incorporating the results of the upcoming City of Redmond Tourism Strategic Plan. With the final plan, there will be clarity and unity on Redmond's tourism program vision, and the coordination that will be necessary to identify and win opportunities for Redmond tourism. This will be a holistic body of work that will also include contracted sales assistance and identifying and capitalizing on opportunities as they are discovered.

By the end of 2025, our aim is to increase overnight visitors by 8% based on 2024's annual occupancy.

## Background

Redmond, Washington has a diverse and eclectic culture full of an endless array of events, attractions, restaurants, parks, trails, and more. Home to Microsoft, Nintendo of America, and SpaceX, Redmond is world-renowned as the region's hub for technological and now space innovations through the new brand the Redmond Space District.

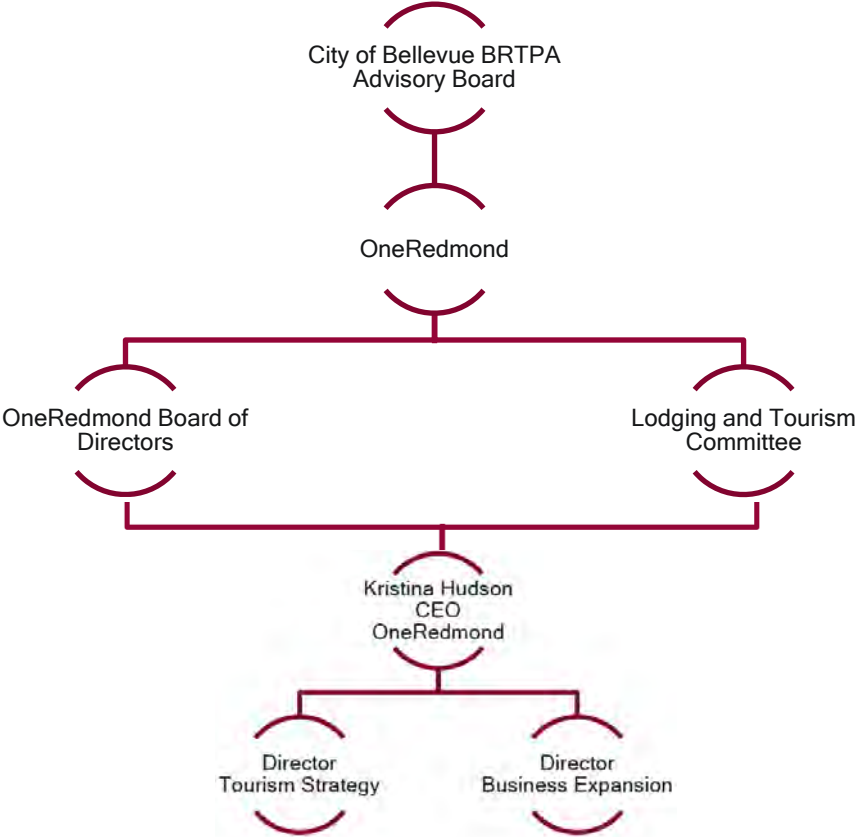
The city itself encompasses an area of over 17 square miles and is located less than 20 miles east of downtown Seattle. Redmond has two designated growth centers (Downtown and Overlake) and a candidate growth center (Marymoor Village), which will grow significantly in the next 20 years. Today, Redmond has about 75,000 residents and 95,000 jobs and by 2050, it is expected to have approximately 118,000 residents and 128,000 jobs. Sound Transit 2Line Light Rail opened in April 2024 with two Redmond stations to better connect the region with reliable, fast service. Two additional stations will be coming online in the next couple of years.

### TOURISM PROMOTION AREA (TPA) OVERVIEW

The TPA has been strategically established to fuel destination marketing, sales, and tourism development initiatives, aimed at driving incremental overnight visitor demand and fostering future growth within the tourism industry.

The City of Redmond and Bellevue established a Tourism Promotion Area (TPA) on July 1, 2023, to boost the region's tourism economy. Collection of these funds is kept separate between the two cities. The agreement also stipulates the TPA will have an advisory board made up of hotelier stakeholders. The TPA is anticipated to generate over \$800,000 for Redmond tourism annually and the funds can only be spent on tourism promotion efforts, such as promotion for events and cultural activities, outdoor recreation opportunities, culinary destinations and other activities that help generate additional hotel room nights.

# Meet Our Team



## Funding and Priorities

The establishment of the TPA is designed to provide additional, ongoing funds to drive a Redmond program to increase overnight stays. The investment by the new TPA will assist in the master planning, sales, marketing, and the creation of programs will enhance Redmond's destination awareness.

The strategic imperatives for Redmond include:

- Procure tourism CRM and data collection tools.
- The continuing development of a master plan that aligns, organizes, prioritizes, and sequences tourism efforts in a series of program chapters with short-term, medium-term, and long-term strategies.
- The implementation of a shuttle program.
- The creation of strategies to position and capitalize on FIFA 2026 hosted in Seattle.
- The implementation of a destination sales program complete with targeted travel.
- The general promotion of tourism and group business.
- Support advertising, marketing, public relations, and communications programs designed to attract overnight visitors.
- Tourism development programs, corporate visitation, meetings, conventions, festivals, events programs to promote and increase local tourism resulting in overnight stays within the BRTPA.

## Budget and Timeline

As work begins to build Redmond's DMO, the following are the budget and timeline:

## Proposed Timeline

	Q1 '25	Q2 '25	Q3 '25	Q4 '25
<b>Research and Data</b>	Master Plan Development Event Impact Calculators, Geolocation	Master Plan Development	Master Plan Development	Master Plan Strategy Finalized Customer Focus Group
<b>Destination Development</b>	Special Events Shuttle Concierge Program Development Program research & development	Special Events Shuttle Concierge Program Development Program research & development	Special Events Shuttle Concierge Program Development Program research & development	Special Events Shuttle Concierge Program Development Program research & development
<b>Destination Sales</b>	Sales & Prospecting Meetings and Trade Show Participation Professional Memberships Ad hoc Citywide Site Inspections CRM, Lead Generation and Sales tools	Sales & Prospecting Meetings and Trade Show Participation 2026 Meetings & Tradeshow Evaluation Ad hoc Citywide Site Inspections	Sales and Prospecting Meetings and Trade Show Participation 2026 Meetings & Tradeshow Evaluation Ad hoc Citywide Site Inspections	Sales and Prospecting Meetings and Trade Show Participation Ad hoc Citywide Site Inspections

## Proposed Budget

### Projected Revenue:

	Q1 '25	Q2 '25	Q3 '25	Q4 '25	Total
Revenue (Based on previous year occupancy)	\$ 193,523	\$ 248,113	\$ 260,948	\$ 178,711	\$ 881,295
Department of Revenue (1%)	\$ 1,935	\$ 2,481	\$ 2,609	\$ 1,787	\$ 8,813
Legislative Authority Fee (Up to 5%)	\$ 9,676	\$ 12,406	\$ 13,047	\$ 8,936	\$ 44,065
<b>Net Revenue</b>	<b>\$ 181,912</b>	<b>\$ 233,226</b>	<b>\$ 245,291</b>	<b>\$ 167,988</b>	<b>\$ 828,417</b>

### Budget Includes:

TPA remittances and a draw of \$160,212 from the reserve funding to fully implement the event shuttle program for 2025.

### Projected Expenses:

	Q1 '25	Q2 '25	Q3 '25	Q4 '25	Total
<b>Marketing &amp; Communications</b>	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 24,000
<b>Administrative/Research/Data</b>	\$ 84,000	\$ 51,000	\$ 51,000	\$ 51,000	\$ 237,000
<b>Destination Development</b>	\$ 22,500	\$ 237,500	\$ 262,500	\$ 87,500	\$ 610,000
<b>Destination Sales</b>	\$ 29,500	\$ -	\$ -	\$ -	\$ 29,500
<b>Contingency (10%)</b>	\$ 19,352	\$ 24,811	\$ 26,095	\$ 17,871	\$ 88,130
<b>Total Expenses</b>	<b>\$ 161,352</b>	<b>\$ 319,311</b>	<b>\$ 345,595</b>	<b>\$ 162,371</b>	<b>\$ 988,630</b>

Difference revenue vs Spending \$ (160,212)

### Expenses include:



- Marketing & Communications:
  - Agency Fees Marketing and PR
  
- Administrative/Research/Data:
  - Staffing and Consultants and Contract Expenses
  - Geolocation data collection tool
  - Event Impact calculator
  
- Destination Development:
  - Master Planning that aligns, organizes, prioritizes, and sequences tourism efforts including the creation of strategies to position and capitalize on FIFA 2026 hosted in Seattle.
  - Special Events Shuttle
  - Concierge Program to support hotel guests
  
- Destination Sales:
  - Book Direct to track efficacy of marketing to actual booked rooms
  - Professional Memberships related to sales opportunities
  - CRM, Lead Generation, Sales Tools