

BELLEVUE-REDMOND TOURISM PROMOTION AREA ADVISORY BOARD



The Erratic by John Fleming in Redmond Central Connector park, a salvaged artwork made from 3,000 steel plates harkening back to the area's history of being buried under ice 5,000 years ago.



City of Bellevue



Redmond
WASHINGTON

August 29, 2023
1E-113 or Zoom

Agenda

Agenda

Tuesday, August 29, 2023, 9 am

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

1E-113 or Zoom meeting

The Bellevue-Redmond Tourism Promotion Area Advisory Board (TPA Advisory 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: 835 7514 8619
- www.zoom.us and entering Webinar ID: 835 7514 8619 Password: 008348

<https://cityofbellevue.zoom.us/j/83575148619>

- | | |
|---|---------------|
| 1. CALL TO ORDER | 9:00 am |
| The Chair will call the meeting to order. | |
| 2. APPROVAL OF AGENDA AND MINUTES | 9:00 – 9:10 |
| A. The Chair will ask for approval of the agenda. | |
| B. Approval of minutes | |
| 3. ORAL COMMUNICATIONS | 9:10 – 9:20 |
| 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 Commission determines to allow additional time. | |
| 4. ACTION, DISCUSSION, AND INFORMATION ITEMS | |
| A. Action – Advisory Board Member Application Review | 9:20 – 9:35 |
| B. Info – Visit Bellevue | 9:35 – 9:55 |
| C. Info – One Redmond | 9:55 – 10:00 |
| D. Info – Strategic Plan and Budget | 10:00 – 10:25 |
| 5. COMMISSION QUICK BUSINESS | 10:25–10:55 |
| A. Time for next meeting | |
| 6. ADJOURNMENT | 11:00 am |
| The Chair will adjourn the meeting. | |

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TPA ADVISORY BOARD MEMBERS

Caroline Dermarkarian (Chair)

Wade Hashimoto (Vice Chair)

Melody Lanthorn

Cassandra Lieberman

Kim Saunderson

David Nadelman

Rocky Rosenbach

STAFF CONTACTS

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

Lorie Hoffman, Arts Community Manager, 425-452-4246

Manette Stamm, Arts Program Analyst, 425-452-4064

Minutes

BELLEVUE-REDMOND TOURISM PROMOTION AREA ADVISORY BOARD
SPECIAL MEETING
MINUTES

August 17, 2023
4:30 p.m.

Bellevue City Hall
Room 1E-113 / Virtual

MEMBERS PRESENT: Chairperson Dermarkarian, Melody Lanthorn, Cassandra Leiberman, David Nadelman, Rocky Rosenbach, Kim Saunderson

MEMBERS REMOTE: Wade Hashimoto

MEMBERS ABSENT: None

STAFF PRESENT: Manette Stamm, Lorie Hoffman, Lizzette Flores, Department of Planning and Community Development; Brian Wendt, City Attorney's Office

OTHERS PRESENT:

MINUTES SECRETARY: Gerry Lindsay

I. CALL TO ORDER

A. Call to Order

The meeting was called to order at 9:00 p.m. by Cassandra Leiberman who presided. All members were present with the exception of Wade Hashimoto.

B. Election of Chair and Vice Chair

David Nadelman nominated Caroline Dermarkarian to serve as Chair.

Caroline Dermarkarian nominated David Nadelman to serve as Chair.

By a vote of 4-1, Caroline Dermarkarian was elected to serve as Chair.

David Nadelman nominated Wade Hashimoto to serve as Vice Chair.

Absent additional nominations, on a vote of 3-0 Wade Hashimoto was elected to serve as Vice Chair.

2. APPROVAL OF AGENDA AND MINUTES

A. Approval of Agenda

Motion to approve the agenda was made by David Nadelman. The motion was seconded was by Melody Lanthorn and the motion carried unanimously.

B. Approval of Minutes

There were no minutes to approve.

3. ORAL COMMUNICATIONS – None
4. ACTION, DISCUSSION AND INFORMATION ITEMS
 - A. Discussion - Governance

Assistant City Attorney Brian Wendt stated that since the establishment of a TPA was new to the residents of both Redmond and Bellevue, and since the advisory board was meeting was for the first time, a brief review of the TPA and the role of the advisory board. It was explained that a TPA is a statutory authorized mechanism by which local governments can collect revenues for the purpose of promoting tourism. Tourism is the fourth largest industry in the state and it has a vital impact on the health of the local economy. Accordingly, the state legislature has expressly authorized local governments to form tourism promotion areas to generate revenue for tourism promotion, collected from an assessment of lodging charges from lodging businesses with 40 or more units. A TPA is not, however, a separate legal entity and as such does not on its own accord have the authority to levy charges, receive or hold revenues, or enter into contracts. Those powers are entrusted to the legislative authority that supervises and administers the TPA.

A TPA can only be established after receipt of a petition from the effective lodging businesses requesting its formation, followed by a public hearing. In King County, a TPA must involve one or more jurisdictions under the interlocal agreement. Once established, however, state law allows for flexibility in administering TPAs. The legislative authority can levy charges up to a maximum of \$5 per room per night; may establish up to six zones, each of which can have its own rate; and may elect to create an advisory board and contract out its day-to-day operations to destination marketing organizations or similar entities.

Continuing, Brian Wendt explained that the Bellevue-Redmond TPA currently only allows for two zones: a Bellevue zone and a Redmond zone. The rate imposed is the same in each zone, which is a base charge of \$2.50 and an additional charge of fifty cents. An advisory board is required for the TPA through the interlocal agreement between the two cities. The Bellevue City Council under the interlocal agreement is established as the legislative authority and thus it is authorized to execute contracts and approve budgets.

There are several source materials pertinent to the work of the TPA. In priority order, the most important is the state statute found in RCW 35.101 which lays out the guardrails for TPAs across the state. Next is the interlocal agreement between Bellevue and Redmond, which in King County is a precondition to the formation of any TPA. The establishment ordinance, No. 6724, was adopted in February 2023 by the Bellevue City Council; it is the document that sets the boundaries for the TPA in the jurisdictions of Bellevue and Redmond, including the levies and charges the TPA is allowed to collect from lodging businesses, and the authorized uses to which the revenues can be applied. Ordinance No. 6724 is not codified and thus while it is publicly available, it can be difficult for the public to find. To that end, city code BCC 4.60 codifies the interlocal agreement, and BCC 3.100 is specific to the Bellevue-Redmond Tourism Promotion Area Advisory Board and addresses the business the TPA will be transacting, including the running of meetings.

Under state law, and as reflected in the interlocal agreement, the TPA is required to contract with the Department of Revenue (DOR) to help in the collection of the revenues collected and remitted by the lodging businesses back to the legislative authority. The current contract with the Department of Revenue is temporary and runs only to the end of 2024. Every TPA in the state is slightly different in light of the exemptions or carve-outs they have for certain lodging businesses with respect to the applicable charges, and it is becoming increasingly difficult for the DOR administer all of the contracts. When the Bellevue-Redmond TPA was established,

the DOR voiced concern over the various carve-outs not being expressly supported by an actual statute in RCW 35.101. Examples of carve-outs include stays relating to flight crews, or convention business under contract before the establishment of the TPA. The DOR wants to see specific statutory support for any carve-out memorialized in the interlocal agreement and the establishing ordinance. The DOR recognizes that it has not taken the same position with other TPAs, even those with the same carve-outs Bellevue and Redmond have. The compromise established between the city of Bellevue and the DOR was to draft a short-term contract, allowing time for the city to lobby for changes to RCW 35.101 to have explicit carve-outs. The other option would be to amend the establishment ordinance to keep carve-outs specific to those identified in RCW 35.101.

The final source material is the TPA's bylaws. Bylaws are intended to help with the day-to-day operations. The city attorney will be submitting bylaws to the TPA for discussion and adoption at a future meeting.

With regard to the advisory board itself, Brian Wendt stressed that it serves to advise the legislative authority, which is the Bellevue City Council. As part of the establishment of the TPA, the city of Redmond delegated to the Bellevue City Council the responsibility of serving as the legislative authority. As such, the Bellevue City Council has the power to contract, to receive and hold revenues and to allocate collected revenues for tourism promotion efforts, but it does that based on the input received from the advisory board. The TPA will review activities and expenditures to increase tourism and convention business; review financial statements showing monies coming in and going out; provide periodic reports to the legislative authority; development and recommend an annual strategic plan; development and recommend an annual budget; review and recommend management proposals; recommend candidates to serve on the board; and perform other duties as assigned.

The board is also subject to certain limitations, all of which can be found in BCC 3.100.080. The board is intended to serve in an advisory role, not an advocacy role unless expressly sanctioned and encouraged by the legislative authority. The does not have the authority to supervise staff or contractors, nor does it have the authority to enter into contracts. The board must work with and through the legislative authority.

In the near future the board will be focusing its work on budgets and strategic plans. The board members clearly are subject matter experts and as such will be providing advice and recommendations to the Council. The Council will value and rely heavily on the recommendations of the board. Where the Council has questions or concerns about a recommended budget, it can elect to refer it back to the board for additional work and answers to their concerns. Once the budgets and plans are adopted, the Council cannot modify them absent a recommendation from the board.

All meetings of the advisory board are subject to the Open Public Meetings Act. The Act requires all meetings and all actions to take place in a public forum and memorialized in a public record. Under the interlocal agreement, the board must meet quarterly at a minimum, though meeting more frequently is always an option. The board is tasked with adopting bylaws that are consistent with the Open Public Meetings Act and Bellevue city code.

Brian Wendt informed the board that the Bellevue city attorney is working to developing training and bylaws specific to the board; they will be the subject of a future meeting. The bylaws will ensure that all City Council requirements are observed. Staff can also be relied on to make sure there is compliance with the Open Public Meetings Act and city code. The training will be specifically for the Chair and Vice Chair.

The board's future actions relative to governance will include developing a budget and a strategic plan, which will occur in October. A review of and the adoption of bylaws is slated for October and November. Management contracts will be on the board's plate in December. Staff will be doing the day-to-day work until such time as there is a contract with a destination management organization or other similar entity. Prior to the end of 2024, the board will need to execute a new contract with the Department of Revenue.

Caroline Dermarkarian asked how much lead time will be needed to work on a new Department of Revenue contract. Brian Wendt said such contracts are fairly simple and can be contained on one or two pages. It will need to be specific with respect to carve-outs. If lobbying efforts are successful in resulting in legislation in support of the carve-outs, it should take no more than a month to draw it up. Otherwise, the establishments ordinance will need to be amended, and that will require a process that will take a month or two.

Lorie Hoffman suggested the board should discuss the issue fairly soon in order to have a clear path forward.

Melody Lanthorn asked what a carve-out is. Brian Wendt explained that currently there is a levy of \$2.50 per night per room in place for hotel and lodging businesses with 40 or more units. Carve-outs are exemptions to the charge. Under state law, they include things like medical stays. Other carve-outs could be stays by airline crews, or stays that are pre-contracted for event business.

B. Info – Management Options

Lorie Hoffman reminded the board that the City Council will need to approve a strategic plan and budget by December 31 in accord with the ordinance. To get to that will require some time. The actual day-to-day work needed to deliver on the strategic plan and the budget will not, however, be done by the board, rather it will be done via an administrative contract. The contracted party will be tasked with programming projects and events that advertise Bellevue and Redmond as destinations; attracting conventions; growing community festivals; promoting corporate visitation and meetings; expanding arts and culture events; and generally enhancing the visitor experience. All of those things drive overnight stays and increase economic activity in the region.

Four options were presented to the board, beginning with Option 1, directly receiving proposals for management agreements from Visit Bellevue and One Redmond. Lorie Hoffman noted that both organizations are recognized destination management organizations in the region and both are currently doing the work in their respective communities. Contracting with the organizations could be accomplished before the end of 2023. Option 2, directly receive proposals for management agreements from either Visit Bellevue or One Redmond, but not both, would also be implemented before the end of 2023. Option 3, request proposals for management via an request for proposals process, could attract additional management proposals, but it could not be completed prior to the end of 2023; it would extend into 2024. Option 4, electing not to solicit management proposals and directing staff to directly take on the management responsibilities, would not allow for implementation in 2023 given that additional staff would need to be brought on board and trained with regard to the local tourism environment.

Lorie Hoffman said the recommendation of the staff was to go with Option 1 given that it is a best practice. The organizations have local expertise. Visit Bellevue is a designated management organization by the City Council. Both have worked as partners through the entire process so far and could continue to work with other partners during the strategic planning and budgeting processes.

The selection of Option 1 would direct staff to work with the destination management organizations to development presentations for the board meeting on August 31. Selection of another option would require staff to take the time necessary to prepare a more robust plan.

A motion to recommend Option 1, to directly receive proposals for management agreements from Visit Bellevue and One Redmond, was made by David Nadelman. The motion was seconded by Cassandra Leiberman and the motion carried unanimously.

C. Info – Report on Revenues and Expenditures

Lizzette Flores explained that the collection of fees started on July 1, 2023. The fees are collected by the Department of Revenue and the first payments to the city of Bellevue will occur in September. The strategic plan and the budget will account for the funds from both zones separately, and the city of Bellevue is ready to accept the revenues and account for both zones independently. Staff will prepare and deliver a report on revenues and expenditures for each regular board meeting. Given that Bellevue is the legislative authority, all funds will remain with the city. The first revenue forecast will be available at the board's next meeting.

Cassandra Leiberman asked if there would be an opportunity down the road to revisit the approach. Lorie Hoffman said the interlocal agreement between Bellevue and Redmond can under state law have only one legislative authority. Brian Wendt added that the interlocal agreement is clear about making sure the monies generated from the two zones are accounted for separately. Additionally, funds generated in Bellevue must be used to promote tourism in Bellevue, and funds generated in Redmond must be used to promote tourism in Redmond.

D. Info – Timeline and Process

Lorie Hoffman allowed that there is quite a lot of work to be done in a fairly short time. Establishment of the TPA has been completed and the next step is to development a strategic plan and a budget before December 31, 2023. The first strategic plan and budget will be unlike the subsequent plans and budgets in that it will cover a 16-month period, the remainder of 2023 through December 2024. Development of the strategic plan and budget for 2025 will be completed by July 2024. Subsequent plans and budgets will also be due to the City Council by July 31 annually.

Given the amount of work to be done, the process will be front loaded, requiring the board to meet every two weeks in order to have a report of the board delivered by the City Council by October 16. While the timeline is tight, it is doable. The suggested meeting dates were August 31, September 14 and October 16. The presentations on August 31 will be by the destination management organizations around the buckets in the strategic plan. The conversation will inform the September 14 meeting discussion and the preparation of a strategic plan and budget for presentation to the City Council on October 16. A meeting will be scheduled in November to provide an update on the process and to address other housekeeping items, including approval of bylaws for the board. Contracts with the destination management organizations can be signed before the end of the year. Regularly scheduled meetings of the board will begin in the first quarter of 2024.

Each meeting in 2023 will be a special meeting. The difference between a special meeting and a regular meeting under the Open Public Meetings Act is spelled out by the bylaws. Before the bylaws are adopted, every meeting will be a special meeting. At a special meeting, agenda items cannot be added on the fly; they must adhere to the published agenda for the meeting. In a regular meeting, board members can add items to the agenda.

David Nadelman asked if board members are allowed to vote by proxy, noting that the first two meeting dates were problematic. Lorie Hoffman said the Council recently voted to amend the way city boards and commissions function. Where previously members could not participate remotely without having been given permission by the body at the previous meeting. Now those wanting to participate remotely can do so without prior approval. A total of three members can participate remotely. If a fourth member elects to participate remotely, they can do so but they will not count toward a quorum or be allowed to vote. Members should inform staff at least 24 hours in advance of a meeting about wanting to participate remotely.

David Nadelman noted the need to participate remotely for the August 31 meeting, adding that attending in any manner the September 14 meeting would not be possible.

Cassandra Leiberman asked if the dates are locked in and Lorie Hoffman allowed that they were not. Cassandra Leiberman noted not being able to attend on August 31.

Following discussion, there was agreement to move the August 31 meeting to August 29, and for the time being to hold the September 14 date.

E. Discussion – Development of Strategic Plan and Budget

Lorie Hoffman stressed that all funds collected must be spent on tourism promotion. Under RCW 35.101.010(4), “Tourism Promotion” is defined as 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.

In developing the strategic plan, the focus should be kept at a high level. It should think in terms of the big buckets of the user experience rather than ground-level workplans and contractor scopes of work. The buckets might include things like advertising, festivals and events, visitor experience, public relations, arts and culture development, convention attraction, reserves and the like. Context and examples can be provided within the buckets, but they should not run ahead of the contracting process.

Budget considerations should be in terms of percentages. Community Development staff will work with staff from the Office of Finance and Asset Management to development revenue forecasts before the board votes a final strategic plan and budget. The Department of Revenue will retain one percent of all fees collected as its administrative fee, though they are not limited by state law as to the percentage. Up to five percent can be retained by the city of Bellevue for administrative cost recovery. Any allocated reserves will be held in the respective accounts for each TPA zone at the city of Bellevue. The board can recommend future disbursements from the reserves as needed.

Kim Saunderson noted that Redmond envisioned having research and data as one bucket. That could make sense for both entities.

Caroline Dermarkarian asked if the two cities could in fact have different buckets. Lorie Hoffman allowed that they could but recommended aligning and correlating the buckets for each zone.

There was consensus to proceed in line with the proposal.

5. QUICK BUSINESS

A. Time for Next Meeting

There was agreement to schedule the next meeting for 9:00 a.m. August 29.

6. REPORTS

A. Board Committee and Lead Reports

It was noted that committees would likely be formed at the next meeting. Committees can have a maximum of three members to avoid quorum issues in accordance with the Open Public Meetings Act.

7. ADJOURNMENT

Caroline Dermarkarian adjourned the meeting at 10:22 a.m.

Action & Discussion

Advisory Panel Applicant Review

Staff will present applicants for advisory panel for the Board's review and approval.

Motion: A motion to recommend a candidate to serve on the Advisory Board.

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 G. Recommend qualified candidates to serve as members to the advisory board.

BACKGROUND

The Tourism Promotion Area Advisory Board may recommend qualified candidates to serve on its advisory board. There has been one applicant to the board, Rashed Kanaan, whose application board members have received the week prior to this meeting for review.

OPTIONS

Option 1: Board motions to approve Rashed Kanaan's application for recommendation to the City Manager for appointment.

Option 2: Board motions not to approve Rashed Kanaan's application for recommendation as board member and will await new applicants for review.

STAFF RECOMMENDATION

Staff recommends the approval of Rashed Kanaan as a new member of the Advisory Board.

NEXT STEPS

Once an option has been selected, staff will inform the Bellevue City Manager of the Board's recommendation and proceed with next steps accordingly

STAFF CONTACT

Lizette Flores, Cultural Tourism Specialist
425-452-4246, lflores@bellevuewa.gov

Visit Bellevue

At today's meeting, Visit Bellevue will give a presentation to introduce their organization to the Board.

BACKGROUND

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 to develop and inspire memorable visitor experiences. We strive to be a collective voice to develop, grow, and manage Bellevue's hospitality and tourism community.

Visit Bellevue is an operating department of the Bellevue Convention Center Authority (a Washington Public Development Authority). Our dedicated team of nine professional staff members are guided by an Advisory Board comprised of 22 civic and tourism industry leaders, and we utilize our Committees and Tourism Councils to help guide and connect our program of work into the community. Visit Bellevue is not just an organization, but a collective effort to make Bellevue a premier destination for visitors contributing to the city's economic growth and ongoing development.

Seeking to improve Bellevue's ability to attract overnight visitors and new business, in 2016 - 2017 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 and priorities 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. It aims 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.

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. Now in 2023, 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.

Our shared community values and industry support have driven our vision, yielding positive short-term results. We've seen how a strategic brand, marketing, sales, and visitor experience development, managed by a dedicated destination organization, can benefit the community and businesses by working on these established priorities. We plan to update the Bellevue Destination Development Plan in 2024, to stay aligned with new consumer trends and shifting priorities in the post-pandemic industry.

Included in the DDP was a call for greater investment and the development of supplemental, sustainable, and dedicated TPA funding. With the TPA now in place, together we will be able to fully-optimize the DDP and continue to develop Bellevue as a best-in-class visitor destination and increase our market share and position.

Attached to this memo is a proposed scope of work with budget assumptions outlining Visit Bellevue's approach to managing the Bellevue Tourism Promotion Area program. We believe that this strategic investment will help accelerate the needed programs for continued pandemic recovery and needed future growth positioning Bellevue as a premier destination for leisure, meetings, events, and corporate tourism.

Our growth strategy includes a continued focus on the implementation of the Bellevue Destination Development Plan, and driving overnight visitation through destination sales, marketing and communications, visitor experience, and needed tourism development programs. This strategy and scope of work includes purposeful growth in hotel occupancy, including weekend and seasonal business development. We aim to increase annual overnight visitors to 2.2 million creating \$1.85 billion in overall economic impact by the end of 2024.

ATTACHMENTS

Attachment A: Bellevue Tourism Promotion Area Scope of Work

CONTACT

Brad Jones

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BJones@visitbellevuewa.com

DRAFT



BELLEVUE TOURISM PROMOTION AREA 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.

In the aftermath of the pandemic, the tourism industry has faced unprecedented challenges. However, we firmly believe that with strategic investment and a focus on continued recovery and growth, Bellevue can reclaim its position as a premier destination for leisure, meetings, and corporate travel. Our growth strategy for Bellevue's tourism and lodging economy includes rebuilding Bellevue's tourism and lodging economy, a focus on the implementation of the Bellevue Destination Development Plan, and driving overnight visitation through destination sales and marketing programs.

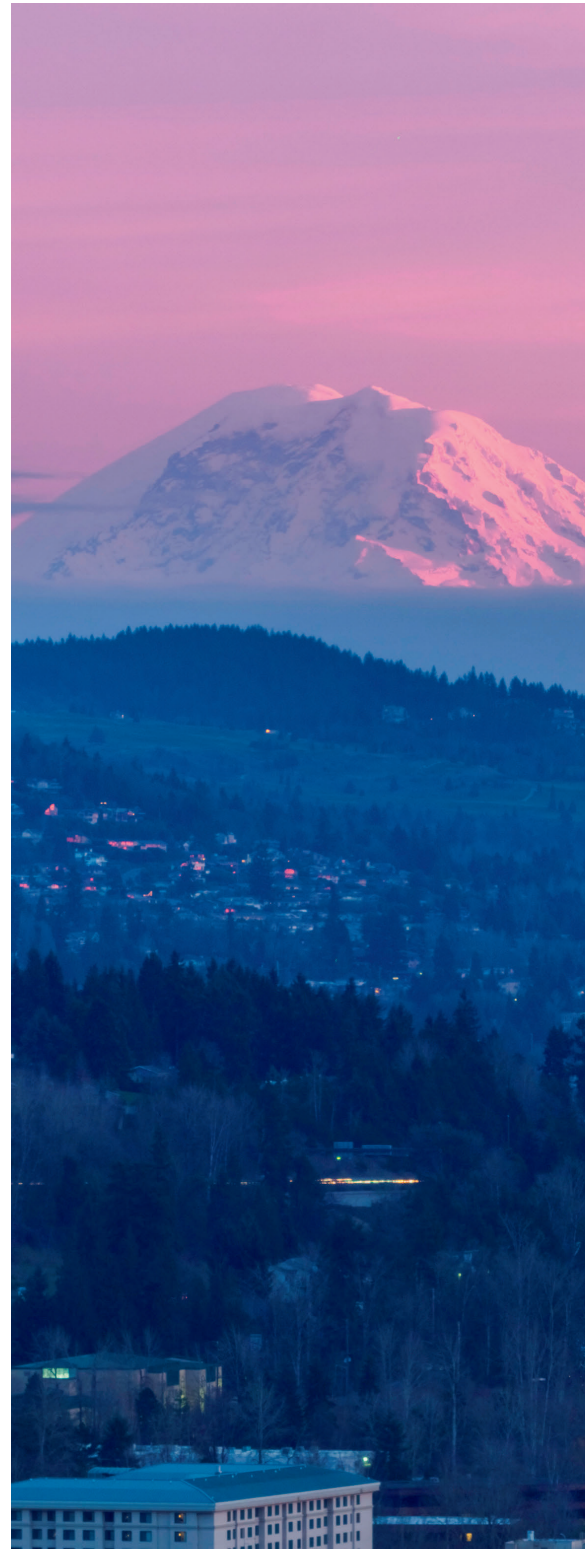
Our approach is comprehensive, encompassing destination sales, marketing and communications, visitor experience, tourism development, and the establishment of tourism development programs. We aim to increase overnight visitors to 2.2 million and contribute 65,000 contracted room nights through meetings and conventions by the end of 2024. Our marketing strategy includes a robust paid media campaign, content development, public relations, and a new focus developing international markets. 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.



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 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

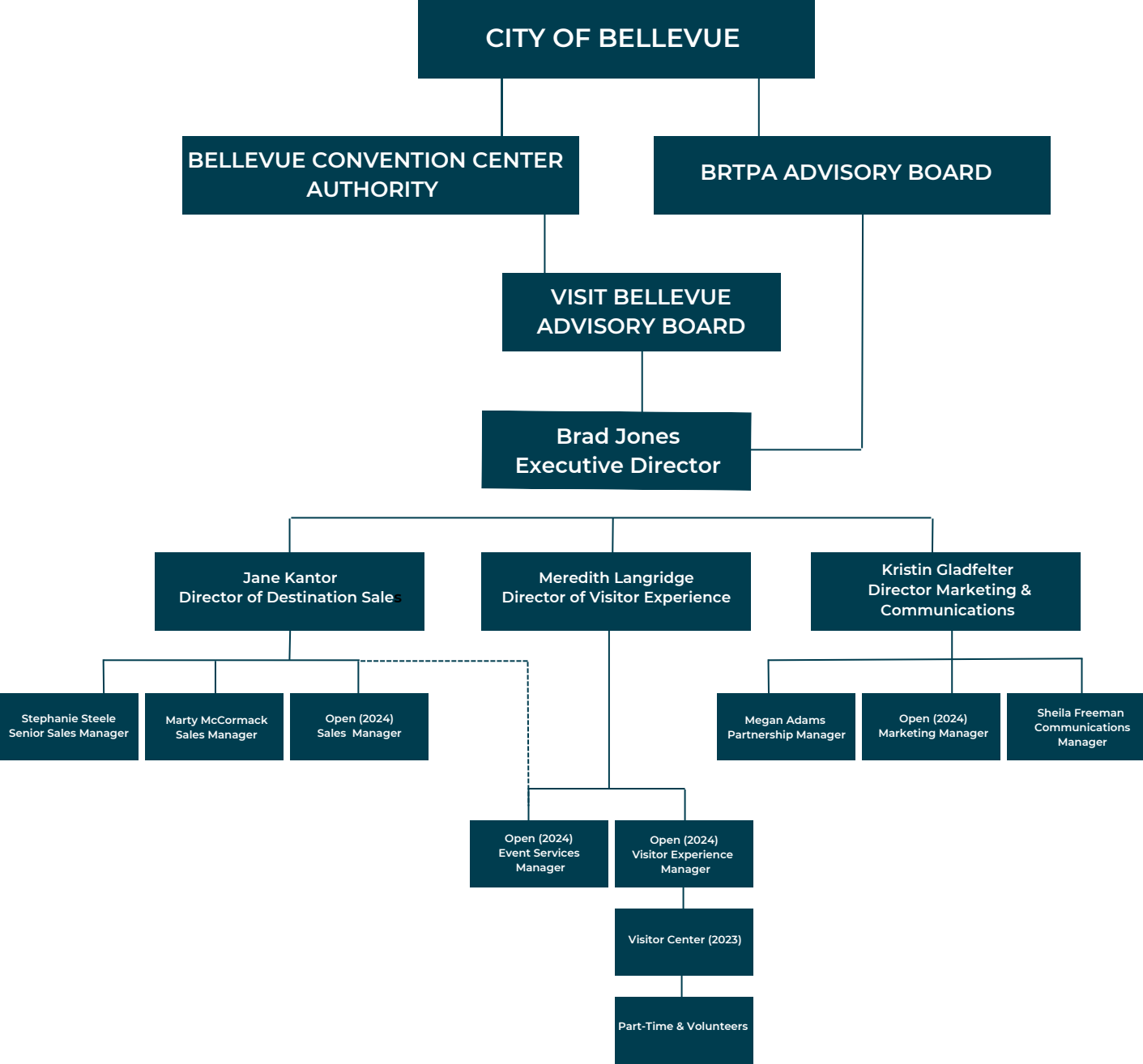
Elevates Bellevue's brand by creating awareness, visibility, strategic content, public relations, and targeted paid media campaigns



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.

Now in 2023, 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.

Our shared community values and industry support have driven our vision, yielding positive short-term results. We've seen how a strategic brand, marketing, sales, and visitor experience development, managed by a dedicated destination organization, can benefit the community and businesses by meeting established priorities. We plan to update the Bellevue Destination Development Plan in 2024, to align with new consumer trends and shifting priorities in the post-pandemic industry. As we now invest the sustainable and dedicated TPA funding, together we will be able to fully-optimize and develop Bellevue as a best-in-class visitor destination and increase our market share and position.

FUNDING & PRIORITIES

Visit Bellevue's primary base funding is derived from a portion of the City of Bellevue lodging tax, the Transient Occupancy Tax (TOT). The establishment of the TPA can provide additional, supplemental funds to bolster these efforts. The new programming fueled by the TPA will bring Bellevue to competitive funding levels, help develop destination awareness, and increase our market share.

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

These priorities are designed to ensure that Bellevue not only recovers from the economic impact of the pandemic but also thrives and grows, becoming an even more attractive destination for visitors and a more prosperous city for its residents.



RECOVERY, GROWTH, AND THE LODGING INDUSTRY

The global pandemic has significantly impacted our tourism economy, erasing years of gains in visitor spending, employment, and tax revenues. However, we view this as a temporary setback and are committed to a robust recovery and future growth. In 2022, we saw encouraging signs of recovery, with our lodging industry revenues rebounding to about 80% of pre-pandemic levels. We anticipate a full recovery by 2024.



By strategically investing BRTPA dollars to stimulate travel demand, we aim to accelerate Bellevue's recovery and invest in the future growth of our industry and community. Our focus is not just on recouping lost ground, but on creating a stronger, more resilient tourism sector that can withstand future challenges.

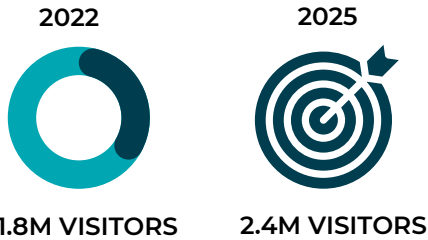
Our recovery strategy includes specific attention to creating new incremental lodging business in Bellevue and improving occupancy during traditionally slow periods and underperforming days of the week, specifically weekends and Q1, Q2 & Q4. This approach will ensure a more balanced and sustainable growth for our lodging industry and enhance Bellevue's position as a premier travel destination.



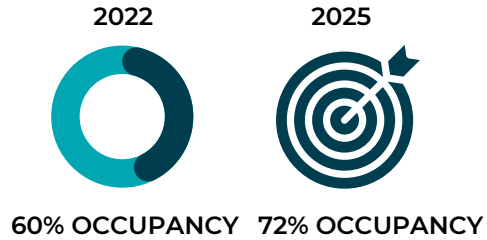
The Bellevue lodging industry has shown remarkable resilience in the face of the pandemic. We've made significant strides in putting the challenges of the pandemic behind us. With improving domestic travel conditions and the strategic use of TPA resources, we are well on our way to restoring and enhancing Bellevue's position as a premier travel destination.

OVERALL GOALS

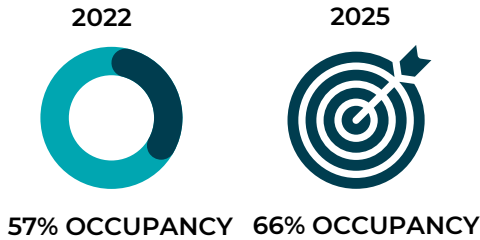
OVERNIGHT VISITORS



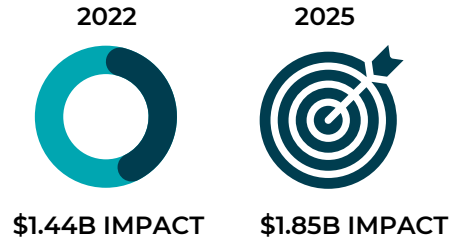
CITYWIDE HOTEL OCCUPANCY



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

Destination Sales to grow in Bellevue, focusing 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.



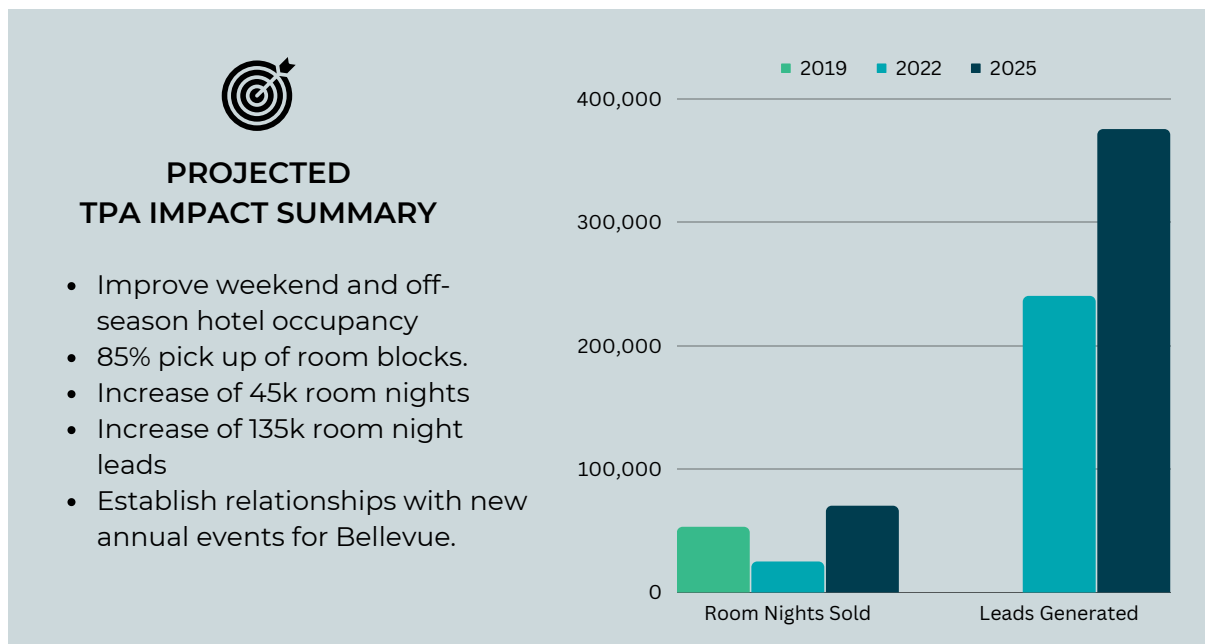
STRATEGY & GOALS

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.



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 2023-2024 builds 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 Sojern sites 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, 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.

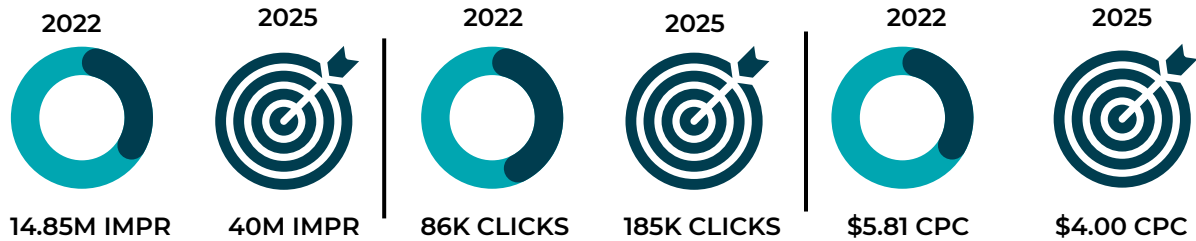


OVERSEAS MARKETING

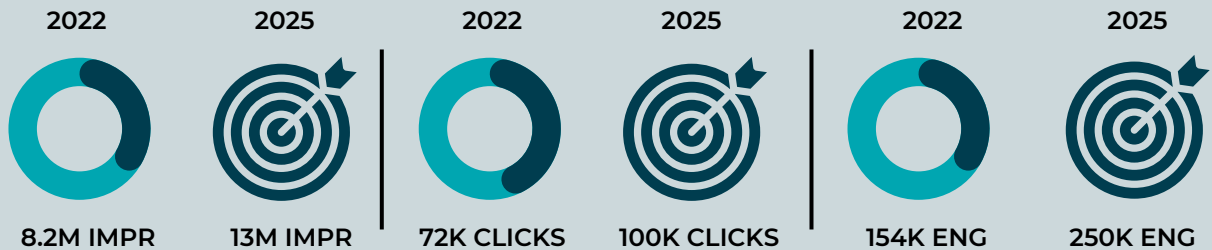
In addition, we are actively researching an international agency to represent Visit Bellevue for an initial 6-month pilot program. We are establishing professional representation to guide us in the representation and development for an initial 6-months. They will arrange foreign journalist visits or FAMs, perform traditional PR and media relations, and manage organic and paid social media.

MARKETING & COMMUNICATIONS GOALS

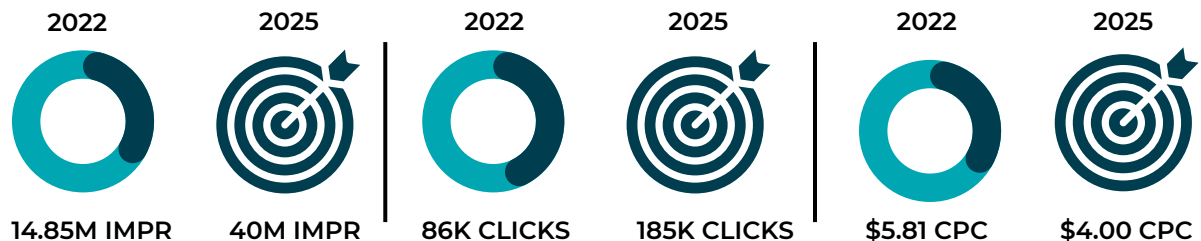
PAID MEDIA GOALS



SOCIAL MEDIA GOALS



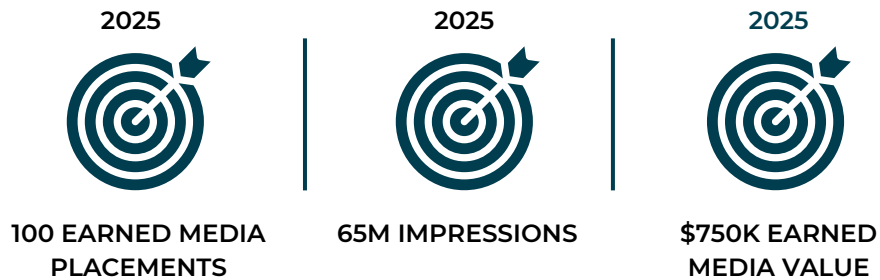
WEBSITE GOALS



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

MARKETING & COMMUNICATIONS GOALS

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 is scheduled for August 1 to December 31, 2023, and its performance will be evaluated based on key performance indicators such as average wait time and passenger satisfaction.

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, City Center Plaza, 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 visitorsOur Visitors desire Bellevue-centric tour options offered on an ongoing basis. Our goal is to work with an existing tour or develop a new business to create and build a tour business plan for Bellevue and highlighting Bellevue as its urban Basecamp.

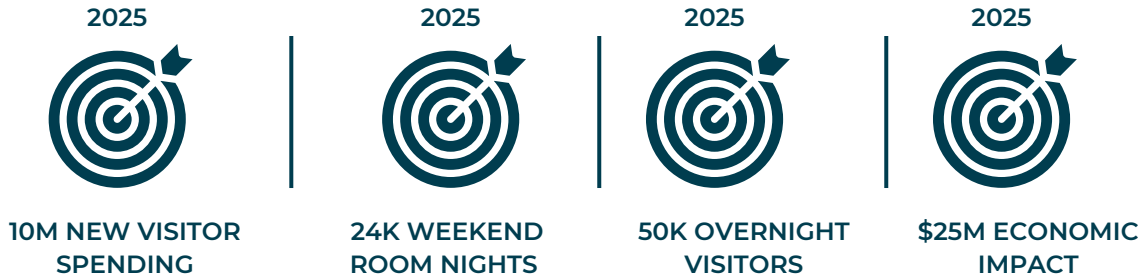
Our partnership strategy is to operate land and water tours from Bellevue. The program needs to be Bellevue-centric and offer daily tours to area attractions and experiences with Bellevue Lodging at its core. We want to connect visitors with local guides to provide authentic experiences in the Northwest 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 RESEARCH & INSIGHTS DASHBOARD

Our investment in the cutting-edge 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.



OVERSEAS MARKETING FIRM

We have selected XYZ firm, 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 begin this project, 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.

	Sept - Dec '23	Q1 '24	Q2 '24	Q3 '24	Q4 '24
Destination Sales	Sales & Prospecting DC Sales Mission ASAE Trade Show Connect Trade Shows Ongoing Site Inspections Small Market Meetings WA Festivals & Events Connect West Connect DC	Sales & Prospecting Destinations Showcase PCMA Conference Direct Ongoing Site Inspections Paid Sales Marketing MPI	Sales & Prospecting Chicago Sales Mission PCMA WSAE Ongoing Site Inspections Paid Sales Marketing Helms Briscoe Cruise 360	Sales & Prospecting Puget Sound Region Sales Mission Small Market Meetings Ongoing Site Inspections Paid Sales Marketing E Sports Summit	Sales & Prospecting Sales Mission TBD - Association Focus WA Festivals & Events Lamont & Assoc Ongoing Site Inspections Paid Sales Marketing Connect West
Marketing & Communications	Paid Marketing Campaign Public Relations Program Pitching & Prospecting Paid & Organic Social Campaigns Fall Winter Visitor Guide	Q 1 Paid Marketing Campaign Overseas Pilot Marketing Campaign Begins Public Relations Program Pitching & Prospecting Execute In Market Media Event Paid & Organic Social Campaigns Spring Summer Visitor Guide	Q2 Paid Marketing Campaign Public Relations Program Pitching & Prospecting Host Fam Tour(s) Paid & Organic Social Campaigns	Q3 Paid Marketing Campaign Attend Key Media Events Public Relations Program Pitching & Prospecting Paid & Organic Social Campaigns Fall Winter Visitor Guide	Q4 Paid Media Campaign Public Relations Program Pitching & Prospecting Paid & Organic Social Campaigns 2025 Paid Media Planning
Tourism Development & Visitor Experience	BellHop Pilot Program Mobile Welcome Center Festivals & Events Sponsorships	BellHop 2024 Pilot Program Mobile Welcome Center Festivals & Events Sponsorships Tourism Development Grants / Programs Destination Development Plan Update	Mobile Welcome Center Festivals & Events Sponsorships Tourism Development Grants / Programs Culinary Tourism Program Launch Destination Development Plan Update	Mobile Welcome Center Festivals & Events Sponsorships Tourism Development Grants / Programs Destination Development Plan Update	Mobile Welcome Center Festivals & Events Sponsorships

TPA BUDGET

September 2023 – December 2024

TPA Projected Revenue (Based on 2022 Hotel Occupancy Levels)

Projected TPA Revenue	Q4 '23	Q1 '24	Q2 '24	Q3'24	Q4 '24	Total
TPA Collections (\$2.50 Per Room)	\$1,137,000	\$ 509,000	\$ 602,500	\$ 878,500	\$837,000	\$3,964,000
DOR (1% Fee)	\$ 11,370	\$ 5,090	\$ 6,025	\$ 8,785	\$ 8,370	\$ 39,640
Legislative Authority (up to 5%Fee)	\$ 56,850	\$ 25,450	\$ 30,125	\$ 43,925	\$ 41,850	\$ 198,200
Net Revenue	\$1,068,780	\$ 478,460	\$ 566,350	\$ 825,790	\$ 786,780	\$3,726,160

Marketing & Communication	Q4 '23	Q1 '24	Q2 '24	Q3'24	Q4 '24	Total
Expenses	\$ 220,268	\$ 262,832	\$ 199,618	\$ 175,118	\$184,062	\$1,041,898

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

Destination Sales	Q4 '23	Q1 '24	Q2 '24	Q3'24	Q4 '24	Total
Expenses	\$ 99,600	\$319,103	\$181,115	\$170,090	\$155,819	\$925,727

*Expenses include Trade Shows, Sales Missions, Site Inspections, Collateral, Memberships, & Paid Marketing.

Tourism Development	Q4 '23	Q1 '24	Q2 '24	Q3'24	Q4 '24	Total
Expenses	\$276,500	\$232,500	\$273,500	\$ 96,000	\$ 42,500	\$921,000

*Expenses include a welcome center, visitor services, BellHop, Tourism development grants, & multicultural promotion.

Festivals & Events	Q4 '23	Q1 '24	Q2 '24	Q3'24	Q4 '24	Total
Expenses	\$ 37,250	\$47,897	\$43,263	\$16,500	\$160,200	\$305,110

*Expenses include festival grants, event sponsorships, and convention & meetings sponsorships.

Administration & Research	Q4 '23	Q1 '24	Q2 '24	Q3'24	Q4 '24	Total
Expenses	\$ 41,600	\$ 15,000	\$ 15,000	\$ 31,200	\$ 31,200	\$134,000

*Expenses include research, consulting, data collection, & indirect allocation (BCCA).

Contingency	Q4 '23	Q1 '24	Q2 '24	Q3'24	Q4 '24	Total
Contingency (10%)	\$113,700	\$ 50,900	\$ 60,250	\$ 87,850	\$ 83,700	\$396,400

Total Expenses & Contingency **\$3,724,135**

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.

OneRedmond

At today's meeting, One Redmond will introduce their organization.

BACKGROUND

OneRedmond's mission is to foster a thriving economic environment. Tourism is fully aligned with the broader OneRedmond aspirations of uniting the business, economic and community interests towards creating a thriving, vibrant and sustainable economy. OneRedmond's Hotel and Tourism Committee supports programs that foster new business that drives overnight stays.

Laser focused on supporting the tourism and hotel industry in Redmond, this committee includes a representative from every hotel in Redmond. As a result, 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 current organization representing Redmond's lodging establishments for this program.

The initial work will be focused on the master planning of Redmond's tourism program. As a result, 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.

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:

- Identify and procure tourism data collection tools.
- The 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 development of strategies for Destination Development
- The creation of strategies for marketing including tourism feeder market analysis.

- The creation of strategies to position and capitalize on Light Rail opening.
- The creation of the implementation budget range for outlined strategies.
- The definition of key performance metrics for all programs.
- The development of a destination sales program complete with targeted travel.
- The creation and administration of tourism development grants to stimulate growth and innovation in Redmond’s tourism sector.
- The general promotion of tourism and group business.
- 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.
- Building of reserve funding.

Proposed Budget is as follows:

	Sept - Dec '23	Q1 '24	Q2 '24	Q3 '24	Q4 '24	Total
General Promotion of Tourism	\$ 12,000	\$ 12,000	\$ 9,000	\$ 9,000	\$ 12,000	\$ 54,000
Advertising, Marketing, Public	\$ 19,455	\$ 14,750	\$ 12,000	\$ 12,000	\$ 12,000	\$ 70,205
Tourism Development <i>Includes: corporate visitation, meetings, conventions, festivals, events programs</i>	\$ 25,000	\$ 19,840	\$ 22,500	\$ 22,500	\$ 19,500	\$ 109,340
Research and Data	\$ 52,000	\$ 39,000	\$ 39,000	\$ 39,000	\$ 39,000	\$ 208,000
Reserves	\$ 158,429	\$ 73,716	\$ 81,484	\$ 131,961	\$ 113,701	\$ 559,291
Contingency (10%)	\$ 33,354	\$ 15,519	\$ 17,155	\$ 27,781	\$ 23,937	\$ 117,745
Totals	\$ 300,238	\$ 174,826	\$ 181,138	\$ 242,242	\$ 220,137	\$ 1,118,581

ATTACHMENTS

Attachment B: Redmond Tourism & Hotel Committee Scope of Work

CONTACT

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KristinaH@oneredmond.org



REDMOND TOURISM & HOTEL COMMITTEE

Scope of Work
2023-2024

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.

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By the end of 2024, our aim is to increase overnight visitors by 15% based on 2023's annual guest room gross revenue.

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. Light Rail is under construction and will open multiple Redmond stations to better connect the region with reliable, fast service in the next couple of years.

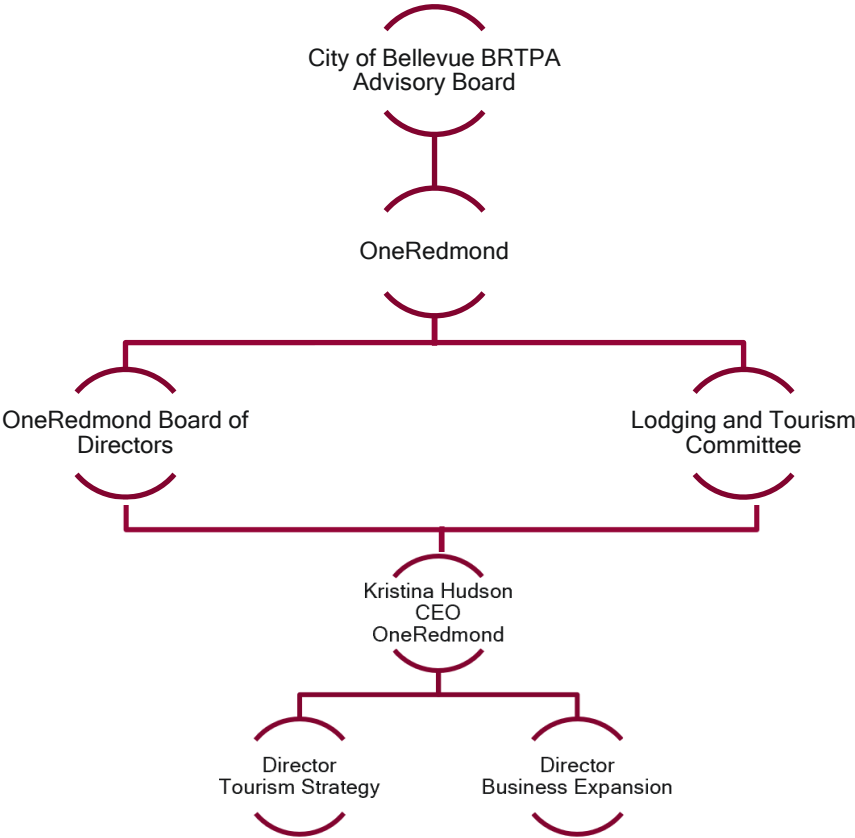
The City of Redmond's Lodging Tax Advisory Committee has currently dedicated \$80,000 for a Tourism and Marketing Strategic Plan. This effort includes robust engagement from Redmond Hotels to drive the overall tourism strategy for the City.

TOURSIM 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. The TPA is initially in effect for five years and includes a \$2.50 per night fee at hotels in Bellevue and Redmond. 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 \$1 million 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.

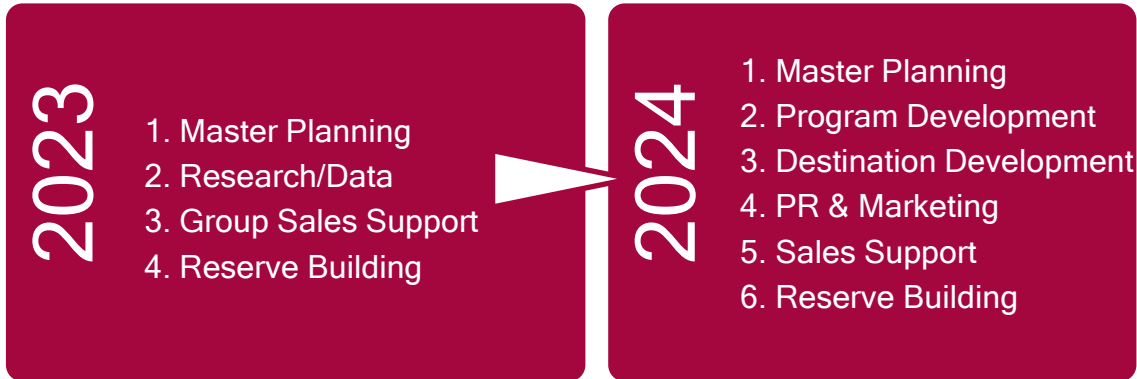
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- The development of strategies for Destination Development
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- The creation of strategies to position and capitalize on Light Rail opening.
- The creation of the implementation budget range for outlined strategies.
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- Tourism development programs, corporate visitation, meetings, conventions, festivals, events programs to promote and increase local tourism resulting in overnight stays within the BRTPA.
- Building of reserve funding.

Budget and Timeline

As work begins to build Redmond's DMO, the following budgets and timelines are outlined below.

Proposed Timeline



Proposed Budget

	Sept - Dec '23	Q1 '24	Q2 '24	Q3 '24	Q4 '24	Total
General Promotion of Tourism	\$ 12,000	\$ 12,000	\$ 9,000	\$ 9,000	\$ 12,000	\$ 54,000
Advertising, Marketing, Public	\$ 19,455	\$ 14,750	\$ 12,000	\$ 12,000	\$ 12,000	\$ 70,205
Tourism Development <i>Includes: corporate visitation, meetings, conventions, festivals, events programs</i>	\$ 25,000	\$ 19,840	\$ 22,500	\$ 22,500	\$ 19,500	\$ 109,340
Research and Data	\$ 52,000	\$ 39,000	\$ 39,000	\$ 39,000	\$ 39,000	\$ 208,000
Reserves	\$ 158,429	\$ 73,716	\$ 81,484	\$ 131,961	\$ 113,701	\$ 559,291
Contingency (10%)	\$ 33,354	\$ 15,519	\$ 17,155	\$ 27,781	\$ 23,937	\$ 117,745
Totals	\$ 300,238	\$ 174,826	\$ 181,138	\$ 242,242	\$ 220,137	\$ 1,118,581

Discussion

Tuesday, August 29, 2023, 9 am

Bellevue-Redmond Tourism Promotion Area Advisory Board

1E-113 or Zoom Meeting

City of Bellevue, WA

Strategic Plan and Budget

During the previous board meeting, TPA Advisory Board was tasked with developing a plan for use of lodging charge revenue. At this time, board members will discuss how to do so, choosing areas of focus for fund allocation.

BACKGROUND

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.

NEXT STEPS

Examples of potential allocation by scope of work below. The board may choose allocate 0%, or to add a new

Areas of Focus	Bellevue %	Redmond %
Advertising		
Convention/Corporate Development		
Visitor Information and Communication		
Public Relations		
Destination Programming		
Visitor Experience		
Reserves		

STAFF CONTACT

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Reports

Information