

Agenda

Agenda

Wednesday, June 25, 2025 3pm

Bellevue Redmond Tourism Promotion Area 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: 886 703 75488
- [www.zoom.us](https://www.zoom.us/j/88670375488) and entering Webinar ID: 886 703 75488 Password: 860138

<https://cityofbellevue.zoom.us/j/88670375488>

1. Call To Order

3:00 pm

The Chair will call the meeting to order.

2. Approval Of Agenda and Minutes

3:00 – 3:05

- A. The Chair will ask for approval of the agenda.
- B. The Chair will ask for approval of the May regular meeting minutes.

3. Oral Communications

3:05 – 3:15

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 Commission allows additional time.

4. Action, Discussion, and Information Items

- A. Action – 2026 Proposed Budget and Scope of Work

3:15 – 3:45

5. Commission Quick Business

Board Member Round table

3:45 -4:00

6. Reports

No reports this meeting

7. Adjournment

5:00pm

The Chair will adjourn the meeting.

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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)

Kate Hudson

Rashed Kanaan

Cassandra Lieberman

Nate Moore

Rocky Rosenbach

Kim Saunderson

Staff Contacts

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

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

Minutes

BELLEVUE-REDMOND TOURISM PROMOTION AREA ADVISORY BOARD
MEETING MINUTES

May 21, 2025
11:00 a.m.

Bellevue City Hall
Room 1E-113 / Virtual

MEMBERS PRESENT: Chairperson Dermarkarian, Wade Hashimoto, Kate Hudson, Cassandra Leiberman, Kim Saunderson

MEMBERS REMOTE: Nate Moore

MEMBERS ABSENT: Rashed Kanaan, Rocky Rosenbach

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

OTHERS PRESENT: Brad Jones, Visit Bellevue

MINUTES SECRETARY: Gerry Lindsay

I. CALL TO ORDER

The meeting was called to order at 11:04 a.m. by Caroline Dermarkarian who presided. All members were present with the exception of Rashad Kanaan and Rocky Rosenbach.

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 Kate Hudson and the motion carried unanimously.

B. Approval of Minutes

Wade Hashimoto called attention to the second sentence of the second paragraph on page 4 and pointed out that “224 work” should read “2024 work.”

Cassandra Leiberman referred to the seventh paragraph on page 5 and noted that it was in fact Kate Hudson who asked the question.

Motion to approve the May 7, 2025 minutes as amended was made by Wade Hashimoto. The motion was seconded was by Cassandra Leiberman and the motion carried unanimously.

3. ORAL COMMUNICATIONS – None

4. ACTION, DISCUSSION AND INFORMATION ITEMS

A. Board Member Term Renewals

Cultural Tourism Specialist Lizzette Flores noted that four Board members were up for a term renewal. The Board terms are staggered to avoid all having the same end date. The partial terms for Nate Moore, Rocky Rosenbach, Kim Saunderson, and Kate Hudson run through May 31, 2025. Each member indicated a desire to continue serving on the Board.

A motion to extend the term for Nate Moore was made by Cassandra Leiberman. The motion was seconded by Wade Hashimoto.

A motion to extend the term for Kate Saunderson was made by Cassandra Leiberman. The motion was seconded by Wade Hashimoto.

A motion to extend term for Kate Hudson was made by Wade Hashimoto. The motion was seconded by Cassandra Leiberman.

A motion to extend the term for Rocky Rosenbach was made by Cassandra Leiberman. The motion was seconded by Wade Hashimoto.

The collective motions carried unanimously.

B. 2026 Proposed Budget and Scope of Work

Arts & Creative Economy Manager Lorie Hoffman explained that the BRTPA Board has oversight and recommendation authority over tourism promotion funds, superseding other advisory Boards or committees regarding TPA funds. The city of Bellevue serves as the legislative authority, and the Board is vested with the authority to recommend to the City Council a strategic plan and budget on an annual basis.

There are currently two zone administrators. Visit Bellevue serves as the official Destination Marketing Organization (DMO) for the city of Bellevue and is charged with promoting tourism in the city and with creating the strategic plan. The city of Redmond does not have a designated DMO, and administration of the zone, the budget and strategic plan is currently handled by the nonprofit One Redmond. The City of Redmond's tourism strategic plan calls for exploring the feasibility of establishing a DMO.

A chart illustrating the governance and funding ecosystem between the Bellevue and Redmond zones was shared with the Board to provide context. It highlighted the distinctions in hotel-motel tax flow and the different organizational structures in each city.

Lorie Hoffman clarified that the previously distributed scopes of work from Visit Bellevue and OneRedmond were drafts meant to inform discussion; they are not strategic plans. There remain fine details to work out and inadvertent errors to correct. The Board looks at the overall strategic plan, a draft of which has been prepared by staff synthesizing input from the administrators' scopes of work and the strategic plans of Bellevue and Redmond. The Board was not asked to approve the draft scopes of work.

The options open to the Board were to approve the draft strategic plan during the session, or to request additional time for further deliberation. The finalized strategic plan and budget must be forwarded to the Bellevue City Council by the end of July, as required by the code governing the BRTPA. Upon Council approval, staff will begin the contracting process with the zone administrators, targeting finalization by November and full execution by January 1.

Lorie Hoffman noted that the Destination Development Plan for Bellevue and the Tourism Strategic Plan for Redmond were included in the meeting packet for reference. For the Redmond zone, the tourism strategic plan was developed by the city of Redmond, while the strategic plan for the Bellevue zone was created by Visit Bellevue with support from the city of Bellevue. In preparation for the contracting process later in the year, both current zone administrators submitted draft scopes of work, intended to inform the strategic planning efforts under consideration.

Cassandra Leiberman inquired about the timeline for strategic plan approval. Lorie Hoffman responded that the strategic plan and budget must be presented to the Bellevue City Council by the end of July. Given the internal processes required for Council consideration, the Board should aim for approval by mid-June. However, there is some flexibility should the Board need additional time to deliberate. The urgency of the proposed timeline is tied to the need to review the Board's bylaws and meeting schedule at the July meeting.

Lorie Hoffman stated that the strategic plans and budgets under review comply with allowable uses under the Interlocal Agreement between the cities of Bellevue and Redmond. The strategic plans include specific categories tied to the legal stipulations outlined.

Lorie Hoffman said the Bellevue zone started 2025 with about \$250,000 in reserves, and it is projected that the year will end with the same amount in reserves. The Redmond zone, starting 2025 with roughly \$640,000, was projected to spend more than it would receive during the year, reducing its reserves to about \$480,000 by year-end. The 2025 ending balance for each zone will become the beginning balances for 2026. While the Bellevue zone is projected to maintain a balance between revenues and expenditures in 2026, the budget presented by the Redmond zone administrators did not have sufficient funds to cover their first proposal. Accordingly, an updated proposal was submitted which brings expenses in line with available funds, but which leaves the reserve fund at zero. Any additional revenues above the revenue projections will flow into the reserves. There is also some interest earned during the Department of Revenue's holding period, and unspent administrative funds could supplement the reserves. The City of Bellevue is allowed to retain up to five percent in administrative accounts, though actual spending has averaged two to three percent.

Wade Hashimoto asked if current year revenues are on pace or trending behind. Lorie Hoffman said so far the overall projected revenues are on pace and in fact slightly ahead of the curve. A monthly running total of incomes and expenses is kept and shared with the zone administrators. At no point can zone administrators invoice for an amount not currently in the account.

Caroline Dermarkarian asked if the revenue projections are reviewed monthly and if the expenses are adjusted accordingly. Lorie Hoffman said the projected revenues and expenses are developed annually and adopted into the city budget. The focus of the conversation was confirmed to be on 2026.

Wade Hashimoto voiced concerns regarding Redmond's lack of reserves, particularly given the economic uncertainty of the coming year.

Caroline Dermarkarian expressed unease about the visionary rather than operational nature of OneRedmond's prior proposals. Kate Hudson concurred and pointed out that there is no cushion, especially in light of not knowing the 2025 actuals.

Wade Hashimoto commented on the fact that much of what was heard at the previous Board meeting from One Redmond was visionary. More finite and definite planning is needed.

Lorie Hoffman returned to the strategic plan for the Redmond zone and noted that city of Bellevue staff had added some additions in the form of deliverables to ensure clearer outcomes in partnership with One Redmond. The additions were marked in the documentation by asterisks, though approval of these recommendations lies with the advisory board.

Cassandra Leiberman referred to the inclusion of a formal study on indoor and outdoor sports tourism opportunities and asked if the line item referred to facilities that already exist. Lorie Hoffman said there is an item in the 2025 work to look at what all the facilities are. A formal

study would be next step work. The proposal from One Redmond includes researching ways to activate during the 2026 FIFA World Cup. Also emphasized was the need to move from research to implementation.

Lorie Hoffman stated that for marketing and communications, the Redmond zone allocates \$258,000 in 2026 for agency fees, paid media, content creation, data tracking, and consultants. The work focuses on marketing for individual programs rather than marketing Redmond as a destination.

For administrative and research functions, \$206,000 is budgeted for tools such as data analytics platforms, geofencing, and the Simpleview booking system. The administrative burdens are higher in the Redmond zone due to its nonprofit management structure, as opposed to Bellevue's integration of administrative costs through broader tax-based funding.

In the tourism development category, nearly \$592,000 is in the revised budget, which brings down the overbudgeted \$92,000 in the first proposal. The majority of the expenses came out of tourism development. The line item includes pilot programs, transportation initiatives such as shuttle services, FAM trips for media or travel trade, and signage or wayfinding improvements.

With regard to the festivals and events category, which includes sponsorships and staffing for various festivals, conventions, and meetings, Lorie Hoffman noted the budgeted amount is \$97,000. Destination sales, which encompasses trade shows, site inspections, sales missions, organizational memberships, sales tools, and staffing, shows \$168,500. A contingency amount of approximately \$100,000 was noted, although it represents only about five to six percent of the total budget rather than the ten percent outlined in the scope of work.

Caroline Dermarkarian asked whether the staffing and consultant costs within each budget category are tracked and expressed an interest in understanding those expenses as a percentage of the total. Lorie Hoffman replied that the data was not immediately available but could be requested from the administrator. It was noted that the percentages vary. There was agreement to seek a more specific breakdown for the Board's review.

Kim Saunderson asked whether any benchmarking had been done to evaluate whether the proposed marketing communications spending is reasonable in comparison to similar markets. Lorie Hoffman acknowledged the complexity of benchmarking due to the split funding system in Redmond, where broader destination marketing is handled by Experience Redmond through separate funds from the Lodging Tax Advisory Committee. The marketing and communications item outlined in the current scope of work, therefore, primarily supports events rather than destination branding. It was agreed that it would be beneficial to revisit the overall funding structure with peers from the city of Redmond for clearer context.

Wade Hashimoto asked about the appropriateness of spending on what appears to be conventions and trade shows, given that Redmond does not have a formal convention center. It was clarified that while Redmond lacks a dedicated facility, the Marriott in Redmond provides the largest available space for such gatherings, and it is possible that the intent of the spending is to place events in hotel properties to generate overnight stays.

Lorie Hoffman said the strategic priorities for the Bellevue zone include advancing destination sales, marketing communications, tourism development programs, and the establishment of a new Destination Stewardship Department. The new department would focus on sustainability, accessibility, urban placemaking, arts, innovation and community relations, aligning closely with the destination development plan.

The destination sales budget allocates \$662,000 toward increasing overnight visitors to 2.5 million, generating 250,000 room night leads, and securing 80,000 contracted room nights. In addition, the focus is on increasing citywide hotel occupancy to 73 percent.

For marketing and communications, Visit Bellevue plans to achieve 500 million paid media impressions, and reach 625,000 website users in 650 sessions. On the social media side, the goal is to achieve 28 million impressions and securing 140 public relations placements. The category has a budget of \$970,500.

Tourism development and visitor experience activities include festival sponsorships, the Bellhop program, visitor kiosks, and airport shuttle services, and the category is budgeted at \$743,500. The Bellhop program, which is operated in partnership with corporate sponsors, the city of Bellevue, and with partial funding by the TPA Board, has the goal of serving 12,000 people in 2026.

The Destination Stewardship program, which is housed within the tourism development category, will emphasize a holistic approach to social, environmental, and economic sustainability. There will be continued work on partnerships, community engagement, and aligning with existing efforts rather than duplicating them.

The total proposed budget for the Bellevue zone for 2026 is \$2,946,900. There is no planned investment into the reserves for the year, although any budget surpluses will automatically be directed to reserves for the respective zones and the reserves at the start of 2026 will be in the account at \$256,000.

Caroline Dermarkarian asked for clarification on the historical budget allocation percentages and whether the same distribution will be applied in 2026. Lorie Hoffman explained that while the same categorical buckets are used, the percentage allocations have varied from year to year based on current needs. The adaptive approach had always been the intent rather than fixing set percentages indefinitely.

There was agreement to ask staff to bring back a comparison of actual past expenditures to better assess the appropriateness of proposed allocations. Lorie Hoffman said staff will provide that information to the Board.

Cassandra Leiberman suggested that there is more work to be done, particularly on the Redmond zone side in line with the previous comments around adding clearer descriptions of proposed programs, even if only as illustrative examples, and providing more detailed goals. Metrics should also be included, such as weekend occupancy targets to mirror Bellevue's specificity.

Kim Saunderson agreed and stated that although Redmond may be in the early stages of developing its organizational identity, it is important to set initial goals, even if they might be revised later. Support was voiced for moving from conceptual research toward implementation, and for including measurable financial data, such as the percentage of administrative costs relative to total expenditures.

Cassandra Leiberman emphasized the importance of website performance as a marketing tool. Redmond's Experience Redmond website is funded by the Lodging Tax Advisory Committee (LTAC) and not the TPA and it serves as a central promotional platform. Given that role, the Board should consider setting web traffic goals and potentially investing in the site's further development. Lorie Hoffman agreed that it would be appropriate to ask partners to share the website metrics, and suggested that future shared funding could be explored through a collaborative investment with LTAC if the Board deems it necessary.

Answering a question asked by Wade Hashimoto, Lorie Hoffman explained that Bellevue's website work is fully embedded within Visit Bellevue's operations and is supported through the hotel/motel tax. Redmond, which lacks a designated Destination Marketing Organization, must rely on more creative solutions, often dividing responsibilities and funding sources between the TPA and LTAC.

Kim Saunderson raised a question concerning the reference in the City of Redmond strategic plan regarding the feasibility of establishing a DMO and suggested reflecting in the TPA Advisory Board's strategic plan the initial steps toward exploring that possibility. Lorie Hoffman clarified that only city governments can designate a DMO. Such a decision remains within the City of Redmond's authority. However, the strategic plan could continue to express the recommendation.

Cassandra Leiberman asked about Bellevue's strategic planning regarding the 2026 FIFA World Cup, noting that Redmond included FIFA in its strategic plan. Lorie Hoffman explained that FIFA-related activities are embedded in the Bellevue's zone's broader public relations and paid marketing initiatives.

Brad Jones confirmed that Visit Bellevue is preparing a consumer-facing website to support the event; it will be launched in the next 35 days. FIFA planning is baked into both the public relations and marketing budgets. The agency is at work developing a paid marketing strategy to position Bellevue as a host destination for Seattle and Vancouver games. Events related to FIFA will be considered for sponsorship through existing grant processes, though widespread third-party event proposals are not anticipated. The positioning strategy is designed to target corporate visitors, families and sponsors rather than high-energy fan audiences, based on a detailed consultant study.

Caroline Dermarkarian referred to page 58 of the City of Redmond's tourism strategic plan and the statement that revenues from the TPA and LTAC are overseen by different advisory boards. The statement went on to say that without a strong partnership and alignment between the two, there is a risk of duplicated spending and missed opportunities for coordination to optimize revenues. Caroline Dermarkarian asked if there is such a plan. Lorie Hoffman responded that the City of Bellevue and the City of Redmond are already conducting regular inter-staff meetings, and there are plans to include Redmond LTAC administrators in monthly coordination sessions with the Redmond zone administrators. Additional alignment mechanisms, such as required presentations and coordinated reporting, should be explored.

Answering a question asked by Caroline Dermarkarian about Redmond's intent to establish a DMO, Lorie Hoffman allowed that while it is a recommendation in the strategic plan, it is not known what the city of Redmond intends to do in that regard.

Caroline Dermarkarian requested more detail regarding implementation strategies, particularly in the context of leveraging collaborative opportunities between the Bellevue and Redmond zones. It was asked if there is something that could be done to encourage the two cities to work together, especially in regard to things like FIFA. Lorie Hoffman affirmed that there is ongoing collaboration with peers in Redmond which has been productive, particularly around FIFA efforts. The city of Bellevue is currently focusing on resident-facing initiatives, such as simplifying street party permits and enhancing ground-level activities through grant programs. It is possible that formal collaborative mechanisms could be established, such as a joint meeting between Bellevue's TPA Board and Redmond's LTAC Board, to facilitate structured sharing of knowledge and to reduce redundancy.

Caroline Dermarkarian said it was interesting to learn that Redmond is the bicycle capital of the Northwest. That could offer a collaborative programming opportunity when paired with Bellevue's e-bike initiatives.

Cassandra Leiberman concurred and said that is a good example of the specifics the Board would like to see included in the strategic plan. Bellevue's strategic plan is very specific, and it could serve as a model Redmond might emulate.

Kim Saunderson proposed exploring a shared data analytics system between Bellevue and Redmond, noting that current investments are fragmented across multiple platforms. A unified approach could allow both cities to access geographic-specific insights while potentially reducing costs and improving quality through collective bargaining.

Cassandra Leiberman voiced support for the overarching concept of data-sharing and cross-jurisdictional alignment.

Cassandra Leiberman referred to Redmond's tourism strategic plan and suggested there are opportunities to pull through some of the goals and considerations, such as visitor experience and partnerships, into the TPA strategic plan to ensure alignment and thematic continuity. Bellevue did something similar with its destination development plan.

Lorie Hoffman summarized the discussion by noting a clear consensus on the part of the Board members to revise and re-present the Redmond strategic plan. Key revisions should include improved alignment with Redmond's tourism strategic plan, more specific goals, and detailed administrative costs within each budget bucket. There should also be improvement in the contingency allocation, possibly increasing it to 10 percent, even if that requires reducing other budget categories.

Cassandra Leiberman asked how the 2026 revenue forecasts were determined. Lorie Hoffman explained that for Bellevue, the city's finance and asset management department projects revenues based on hotel occupancy data, cross-checked with Visit Bellevue and the Department of Revenue. For Redmond, since Bellevue cannot legally access Redmond's tax data directly, estimates are verified through coordination with Redmond city staff. It was clarified that the projected revenues do not need to be fully spent, and it was noted that the Board wanted to see a year-end reserve balance of approximately eight percent for Redmond.

Answering a question asked by Wade Hashimoto, Lorie Hoffman stated that there is a distinction between contingency funds and reserves. Contingency funds are included in the active budget and can be spent if costs rise unexpectedly. Reserves are held by the city and cannot be spent during the budget cycle; they are preserved for future use to ensure financial stability across planning years.

Caroline Dermarkarian said it was clear from the discussion that Option Three, declining to approve the budget and strategic plan while recommending significant edits, was the appropriate choice.

A motion to adopt Option Three was made by Wade Hashimoto. The motion was seconded by Cassandra Leiberman and the motion carried unanimously.

Lizzette Flores acknowledged the Board's decision and committed to revising the documents based on the feedback provided. The revised materials will be brought back to the Board at a future meeting in mid to late June, allowing time for collaboration with the zone administrators and with city of Redmond partners, ensuring the revised strategic plan can still be presented to the Bellevue City Council in time for the scheduled review process.

Lorie Hoffman said staff will include a clearly marked version showing all additions and deletions alongside a clean version and pledged to distribute the meeting packets at least one week prior to the next meeting. The Board was informed that the zone administrators are always invited to attend the Board meetings to address any questions that arise.

There was consensus to schedule the next meeting for June 25, from 3:00 p.m. to 5:00 p.m.

5. BOARD QUICK BUSINESS – None

6. REPORTS – None

7. ADJOURNMENT

Caroline Dermarkarian adjourned the meeting at 12:17 p.m.

Action & Discussion

2026 TPA Budget and Strategic Plan

At today's meeting, staff will present a revised draft of the 2026 annual budget and strategic plan, incorporating the Bellevue-Redmond Tourism Promotion Area (BRTPA) Advisory Board's recommendations, and detailing uses for TPA revenue.

Motion: A motion to recommend the 2026 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.

The budget and strategic plan presented today incorporates revisions proposed by the BRTPA Advisory Board during its previous meeting. Bellevue City staff responsible for overseeing the TPA Administrator's contracts conveyed the board's recommendations to Redmond zone contractors via email. A joint meeting was held with the City of Redmond to ensure alignment with its tourism strategies while adhering to the board's guidance. OneRedmond has provided a memo clarifying its scope of work and adjusting its budget to reflect the recommendations of the BRTPA Advisory Board.

This memo informed the development of the 2026 TPA Budget and Strategic Plan presented today. In accordance with the Board's recommendations, the Redmond zone's budget will allocate 10% for contingency and 8% for reserves.

The Bellevue zone budget and strategic plan has remained unchanged.

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, and was developed with advisement by the current TPA Zone administrators: Visit Bellevue, a Destination Management Organization (DMO) and OneRedmond, a local non-profit organization.

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 new draft of the 2026 Annual Budget and Strategic Plan can be found in Attachment A. A memo from Redmond Zone administrators, OneRedmond, which responds to TPA Advisory Board questions and highlights changes made is attachment B.

STAFF RECOMMENDATION

Staff recommend that the BRTPA Advisory approve 2026 BRTPA Annual Budget and Strategic Plan and recommend to City Council.

NEXT STEPS

If approved, the 2026 BRTPA Annual Budget and Strategic Plan will be presented to City Council for approval.

OPTIONS

Option 1: Approve 2026 BRTPA Annual Budget and Strategic Plan and recommend to City Council.

Option 2: Approve 2026 BRTPA Annual Budget and Strategic Plan with edits and recommend to City Council.

Option 3: Do not approve annual budget and strategic plan and recommend significant edits to the plan presented.

ATTACHMENTS

Attachment A: 2026 BRTPA Annual Budget and Strategic Plan

Attachment B: Memo from OneRedmond detailing changes in Strategic Plan and Budget

Attachment C: Redlined 2026 BRTPA Annual Budget and Strategic Plan

STAFF CONTACT

Lizzette Flores, Cultural Tourism Specialist

425-452-4869, lflores@bellevuewa.gov

Attachment A

Bellevue-Redmond Tourism Promotion Area 2026 Budget & Strategic Plan

Background

The Washington State Legislature has authorized local governments to establish Tourism Promotion Areas (TPAs) in recognition of the significant economic impact of the tourism industry. The Bellevue-Redmond Tourism Promotion Area (BRTPA) is designed to enhance the local economy through targeted tourism initiatives.

Pursuant to Washington State Ordinance No. 6724, lodging businesses within the cities of Bellevue and Redmond are required to implement a base charge of \$2.00 and an additional nightly charge of \$0.50.

Under the terms of the Interlocal Agreement between Bellevue and Redmond, two organizations are currently contracted to administer TPA funds and support tourism promotion efforts in their respective cities. Visit Bellevue, the official Destination Management Organization (DMO) for the City of Bellevue, as designated by Bellevue City Council, is responsible for promoting tourism in Bellevue. OneRedmond, a non-profit organization, is currently contracted to administer the Redmond Zone of the BRTPA.

2026 Budget

Under the interlocal agreement governing the joint establishment of the Bellevue-Redmond Tourism Promotion Area (BRTPA), the Advisory Board holds the responsibility of developing and recommending an Annual Budget to ensure the effective administration of tourism promotion funds. This budget proposal must be completed and formally submitted to the Bellevue City Council no later than July 30th each year for review, approval, and adoption.

The Advisory Board's budget recommendation is based on an evaluation of strategic tourism priorities, anticipated expenditures, and alignment with the allowable uses outlined in the interlocal agreement. Once submitted, the Bellevue City Council will assess the proposed budget to ensure fiscal responsibility and adherence to the objectives of the BRTPA, prior to final approval. The framework for this budget has been developed in partnership with current TPA administrators for the Bellevue and Redmond zones.

The 2026 budget follows the same format as the 2025 budget and remains in full compliance with the allowable uses defined in the Tourism Promotion Area (TPA) interlocal agreement. Any expenditure that falls outside of these approved uses is strictly prohibited.

Oversight

Oversight of TPA funds is vested in the Bellevue-Redmond Tourism Promotion Area (BRTPA) Advisory Board and the Bellevue City Council. This board is responsible for reviewing and recommending a budget to the Bellevue City Council, which holds the authority for final approval and adoption. The oversight authority exercised by the BRTPA Advisory Board and Bellevue City Council supersedes any advisory responsibilities of other boards providing guidance to a zone administrator.

Administrators

Under the terms of the Interlocal Agreement between Bellevue and Redmond, two organizations are currently contracted to administer TPA funds and support tourism promotion efforts in their respective cities.

Bellevue Zone

Visit Bellevue, the official Destination Management Organization (DMO) for the City of Bellevue, as designated by Bellevue City Council, is responsible for promoting tourism in Bellevue.

Redmond Zone.

The City of Redmond does not have a designated DMO. OneRedmond, a non-profit organization, is currently contracted to administer the Redmond Zone of the BRTPA. The City of Redmond's Tourism Strategic Plan calls for the City to explore the feasibility of establishing a dedicated DMO.

As part of their administration contracts, both current zone administrators proposed detailed draft scopes of work for 2026. The BRTPA Advisory Board used these draft scopes of work to inform their recommended budgets.

Uses

The BRTPA Advisory board budget has adhered to the allowable uses in the Interlocal Agreement and has created its 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 2025 Budget. The scopes of work for each zone 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.

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.

Zone Differences

Although both the Bellevue and Redmond zones share common budget priorities, the allocation of funds within each category will vary to reflect the distinct tourism needs of each community.

TPA Zone Fund Balances

	Bellevue Zone	Redmond Zone
2025 Starting Balance	\$256,051	\$640,846
2025 Projected Revenues	\$2,914,000	\$828,418
2025 Projected Expenses	(\$2,914,000)	(\$988,630)
2025 Projected Ending Balance	\$256,051	\$480,634

	Bellevue Zone	Redmond Zone
2026 Projected Starting Balance	\$256,051	\$480,634
2026 Projected Revenues	\$2,946,900	\$942,059
2026 Projected Expense	(\$2,946,900)	(\$1,422,693)
2026 Projected Ending Balance	\$256,051	\$75,365

2026 Bellevue Zone Budget

Projected TPA Revenue (based on 2024 lodging)					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	TOTAL
Projected TPA Collections	\$620,000	\$765,000	\$910,000	\$840,000	\$3,135,000
Department of Revenue Fee 1%	6200	7650	9100	8400	\$31,350
Legislative Authority Fee 5%	31000	38250	45500	42000	\$156,750
Total	\$582,800	\$719,100	\$855,400	\$789,600	\$2,946,900
Marketing and Communication					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$277,000	\$218,000	\$228,000	\$247,500	\$970,500
Destination Sales					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$195,500	\$157,200	\$175,500	\$134,000	\$662,200
Tourism Development					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$175,000	\$198,000	\$211,000	\$159,500	\$743,500
Festivals and events					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$43,000	\$102,000	\$16,500	\$142,000	\$303,500
Administration and Research					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$27,600	\$27,600	\$27,600	\$27,600	\$110,400
Contingency (5%)					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$31,000	\$38,300	\$45,500	\$42,000	\$156,800
Reserves					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
					\$0
Total Expenses and Contingency					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
	\$749,100	\$741,100	\$704,100	\$752,600	
				Total	\$2,946,900

2026 Redmond Zone Budget

The Redmond Zone's 2026 budget includes a \$480,634 withdrawal from reserves.

Projected TPA Revenue (based on 2024 lodging)					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	TOTALS
Estimated Revenue	\$219,870	\$265,565	\$289,680	\$227,075	\$1,002,190
1% DOR Fee	2198.7	2655.65	2896.8	2270.75	\$10,022
5% Legislative Authority Fee	10993.5	13278.25	14484	11353.75	\$50,110
Totals	\$206,678	\$249,631	\$272,299	\$213,451	\$942,059
Marketing and Communication*					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$73,825	\$73,825	\$73,825	\$73,832	\$295,307
Destination Sales					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$53,021	\$42,521	\$46,521	\$36,521	\$178,584
Tourism Development					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$109,967	\$105,967	\$108,967	\$105,968	\$430,869
Festivals and events					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$12,000	\$12,000	\$12,000	\$12,000	\$48,000
Administration and Research					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$57,271	\$97,271	\$57,271	\$60,271	\$272,084
Contingency					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
	\$30,621	\$30,621	\$30,621	\$30,621	\$122,484
Reserves					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
	\$16,534	\$19,970	\$21,785	\$17,076	\$75,365

TPA expenses include a withdrawal of \$480,634 from account reserves.

		TOTAL		\$1,422,693
*Withdrawal from Reserves	\$480,634			
2025 Projected Revenue	\$942,059			
Total	\$1,422,693			

2026 Strategic Plan

Bellevue Zone

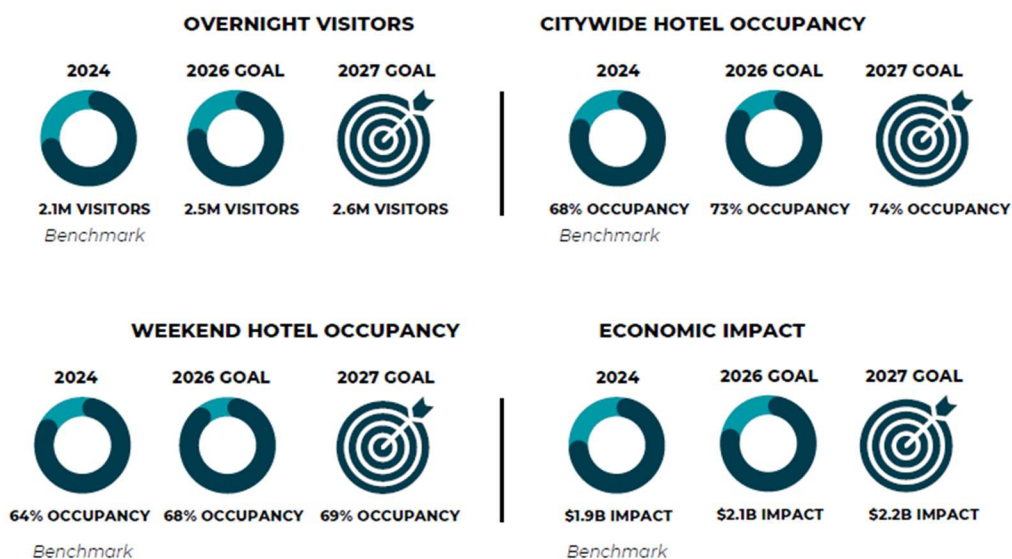
By the end of 2026, Visit Bellevue seeks to increase annual overnight visitation to 2.5 million and generate an estimated economic impact of \$2.1 billion. To achieve these objectives, a comprehensive marketing strategy has been implemented, incorporating a paid media campaign, content development, public relations efforts to enhance earned media reach, expanded international marketing initiatives, and social media engagement.

In 2026, Visit Bellevue will continue advancing its destination sales, marketing and communications, visitor experience, and tourism development programs. These efforts will be further optimized in alignment with priorities identified and validated by industry partners and community stakeholders.

Additionally, 2026 will mark the establishment of Visit Bellevue's Destination Stewardship department, which will oversee programs focused on destination sustainability, accessibility, urban placemaking, arts and innovation, the built environment, and an enhanced community relations strategy. The aim is to increase annual overnight visitation, contributing to ongoing growth and development in the tourism sector.

Additionally, Destination Sales programs will continue to strengthen industry relationships, aiming to generate 425,000 room night leads and secure 80,000 contracted sales. Visitor Experience initiatives will focus on elevating guest satisfaction and advancing the development of tourism offerings through new tours, experiences, festivals, and events, ensuring sustained growth in the sector. Below are the overall goals for the Bellevue zone in 2026:

2026 Overall Goals



Visitor Experience

Bellevue's Visitor Experience and Tourism Development partnerships aims to enhance the destination and build tourism growth. By analyzing visitor data alongside destination development priorities, solutions are formulated to address challenges while advancing key areas of the community, ensuring visitors enjoy a memorable and authentic experience.

Looking ahead, Bellevue will introduce an Innovation and Tech Walking Tour, an augmented reality experience accessible via mobile devices. This will provide visitors and residents with an engaging and interactive way to explore the city's technological and innovative landscape. Visit Bellevue has partnered with various organizations to highlight and enhance the community.



Marketing and Communications

Bellevue's marketing strategy is focused on strengthening its brand as a premier visitor destination. With a refreshed brand identity and enhanced digital presence, the approach integrates content marketing, public relations, social media, paid media, international promotion, and culinary tourism to attract visitors worldwide.



Sales

Destination Sales in Bellevue plays a key role in driving business growth for hotels and venues, increasing occupancy, visitor spending, and overall economic impact. Through direct sales efforts, relationship-building, trade shows, sales missions, familiarization tours, site visits, and a new paid marketing strategy, the sales team aims to achieve strong results and long-term success. The sales team's work includes a robust travel and tradeshow schedule, site inspections tailored to each group, and sales missions. This is enhanced by a marketing plan and a paid media campaign tailored to meeting professionals.



PROJECTED TPA DESTINATION SALES IMPACT SUMMARY

- Improved weekend and off- season hotel occupancy
- 85% pick up of room blocks
- 26% Increase of booked rooms
- 21% Increase of leads
- Establish relationships with new annual events for Bellevue.

Destination Stewardship

Visit Bellevue's new Destination Stewardship & Community Relations department ensures the city's growth as a visitor destination aligns with community needs, environmental integrity, and economic sustainability. It leads initiatives promoting responsible tourism, inclusive development, and environmental stewardship while strengthening connections between Visit Bellevue and local stakeholders. Some highlights from the Destination Stewardship program include the Sustainability Environmental Stewardship Plan, which plan takes a comprehensive approach to sustainability, focusing on three essential pillars: social, environmental, and economic sustainability. The program is developing with collaboration from the City of Bellevue, local partners, and community stakeholders. The Bellevue Bound podcast also comes from this department. This B2B podcast connects Bellevue's tourism and business community, serving as a strategic platform for collaboration and storytelling, enabling stakeholders to effectively promote, deepen their understanding of, and enhance Bellevue's identity as a dynamic and diverse destination.

Redmond Zone

In its third year, efforts will continue to advance the development and promotion of Redmond's tourism program, incorporating insights from the City of Redmond's Tourism Strategic Plan. The Redmond Zone Tourism Promotion Area collaborates with the City of Redmond to align with its budget priorities while ensuring that its efforts remain exclusively focused on the designated need period.

2026's comprehensive initiative will involve multiple staff members in the creation of pilot programs, as well as contracted support to identify and leverage emerging opportunities. Specialized programming will be essential to driving overnight stays during the shoulder season.

By the end of 2026, the goal is to achieve a 5% increase in overnight visitors compared to 2025's annual occupancy levels. The projected total room sales for 2025 are expected to reach 400,133, reflecting an occupancy rate of 68.6%. The 2026 target aims for a 5% increase in occupancy, exceeding 420,139 rooms sold and achieving a 72% occupancy rate.

Some foundational goals for Redmond include:

Marketing & Communications

Track indicators such as total trips, visitor days, ROI, hotel trips. Using these indicators deliver statistics on impressions, reach CPM, video views, clicks, click through rates, cost per click, and website events.

Research & Data

Use new geofencing tools to establish benchmarks for future years.

Deliver a study to the Board evaluating the tourism impact of indoor events and sports facilities.

Destination Sales

Increase overnight stays and collaborate with hotels for stay packages.

Represent Redmond in out of City events

Support site inspections.

Tourism Development

Develop two niche programs supported by the Redmond zone to increase tourism during need periods.

Evaluate and enhance transportation options for Redmond hotels, including the possibility of partnering with the City of Redmond's shuttle program, ride share gift cards, and transportation passes.

Strategic priorities for Redmond include:

- Implementation of tourism data analytics tools with the goal of increasing clarity and ease of understanding.

- Ongoing development of the master venue list for Redmond and its surrounding areas.
- Deliver a formal study regarding tourism opportunities that could be gained with potential indoor/outdoor sports facilities and indoor event venues.
- Ongoing research, development and execution of transportation initiatives that increase overnight visitors.
- Implement strategies to leverage FIFA 2026 and other packages in Seattle for tourism growth.
- Implement a targeted destination sales program.
- Promote tourism and group business through strategic initiatives by developing branded programs to increase overnight visitors during the need period.
- Support advertising, marketing, public relations, and communications to attract overnight visitors.
- Develop programs for corporate visits, meetings, conventions, festivals, and events to drive tourism and increase overnight stays.
- Ongoing collaboration with Visit Bellevue.

	Q1 2026	Q2 2026	Q3 2026	Q4 2026
Research and Data	Administration and staffing Data analytics	Administration and staffing Data Analytics Booking Engine Tracker Subscription Geofencing Subscription	Administration and Staffing Data Analytics	Administration and Staffing Data Analytics Customer Focus Group
Tourism Development	Transportation Program Signage and Wayfinding Program Research & Development	Transportation Program Signage and Wayfinding Program Research & Development	Transportation Program Signage and Wayfinding Program Research & Development	Transportation Program Signage and Wayfinding Program Research & Development
Destination Sales	Sales & Prospecting Meetings and Trade Show Participation Memberships Ad Hoc Citywide Site Inspections Staffing	Sales & Prospecting Meetings and Trade Show Participation Ad Hoc Citywide Site Inspections Staffing	Sales & Prospecting Meetings and Trade Show Participation 2026 Meetings and Trade Show Evaluation Ad Hoc Citywide Site Inspections Staffing	Sales & Prospecting Meetings and Trade Show Participation 2026 Meetings and Trade Show Evaluation Ad Hoc Citywide Site Inspections Staffing
Marketing & Communications	Agency Content Development Promotion Materials Search Engine Optimization Social Media Staffing	Agency Content Development Promotion Materials Search Engine Optimization Social Media Staffing	Agency Content Development Promotion Materials Search Engine Optimization Social Media Staffing	Agency Content Development Promotion Materials Search Engine Optimization Social Media Staffing
Festivals & Events	Sponsorships Staffing	Sponsorships Staffing	Sponsorships Staffing	Sponsorships Staffing

Expenses Include:

Marketing & Communications:

- Agency Fees Marketing and PR for developed programs
- Paid Marketing, Advertising, SEO, and Social Media
- Content Development that fills the Redmond Hotel needs such as videos, photos, and copy; leveraging these assets for marketing and communications across all platforms
- Data Tracking Tools
- Staffing and/or Consultants

Administrative/Research/Data:

- Management and Overhead
- Research and Data
- Data Analytics, Simpleview Book Direct, Geofencing

Tourism Development:

- Pilot program development and enhancements to existing programs which include niche markets such as dog tourism.
- Tourism Transportation
- Tourism Development Programs, Grants, FAM Trips, Expos, Package Promotional Products
- Signage and Wayfinding
- Staffing and/or Consultants

Festivals and Events

- Festival and Events sponsorships
- Convention and Meeting sponsorships
- Staffing and/or Consultants

Destination Sales:

- Trade Shows
- Conferences, Seminars, Meetings, and Travel
- Sales Missions
- Site Inspections
- Paid Marketing and Collateral
- Memberships
- Additional Sales Tools
- Staffing and/or Consultants

Attachment B

Memo

Date: June 6, 2025
To: Bellevue Redmond Tourism Promotion Area (BRTPA) Board
From: OneRedmond, Administrator for the Redmond Zone of the BRTPA
Re: Request for Additional Information for 2026 Scope of Work

Overview:

Redmond Tourism programs are in their infancy stage. Without large meeting spaces or indoor sports facilities to book conferences and events, the programs are required to be innovative and nimble to draw overnight stays during the need period, identified as September – May and weekends. There is coordination with the City of Redmond and their budget priorities while maintaining the focus of Redmond Zone Tourism Promotion Area efforts almost exclusively on the need period.

OneRedmond collaborated with the City of Redmond and Redmond Hotels to implement the recommended adjustments to the 2026 Scope of Work and budget. Following are the response to specific questions, and program/budget adjustments that were requested by the BRTPA Board.

Staffing and Administrative Costs:

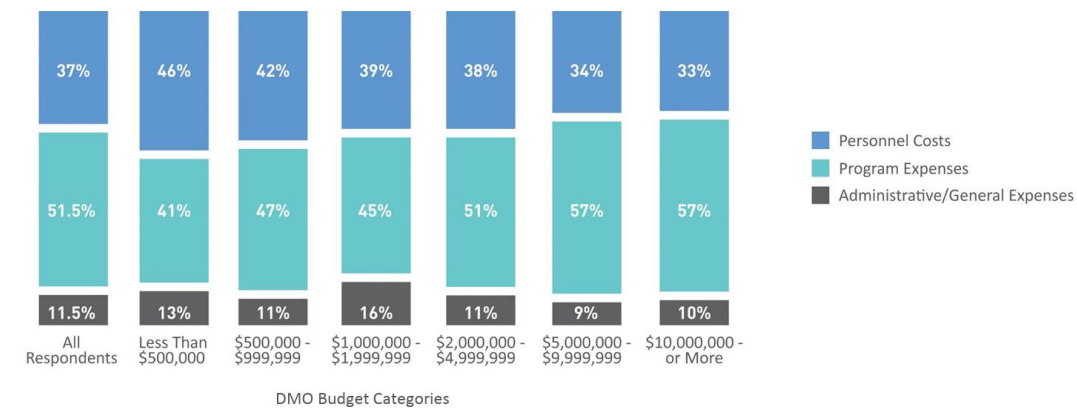
1. Staffing is a part of each bucket, please explain how much of each bucket is staffing costs

In order to be as nimble as possible, we have allocated staffing funds to cover the execution of each category. These are either contracted staff or FTE. Please see the full budget breakdown on the last page of this memo.

2. What is the total administration cost for the 2026 budget year? –

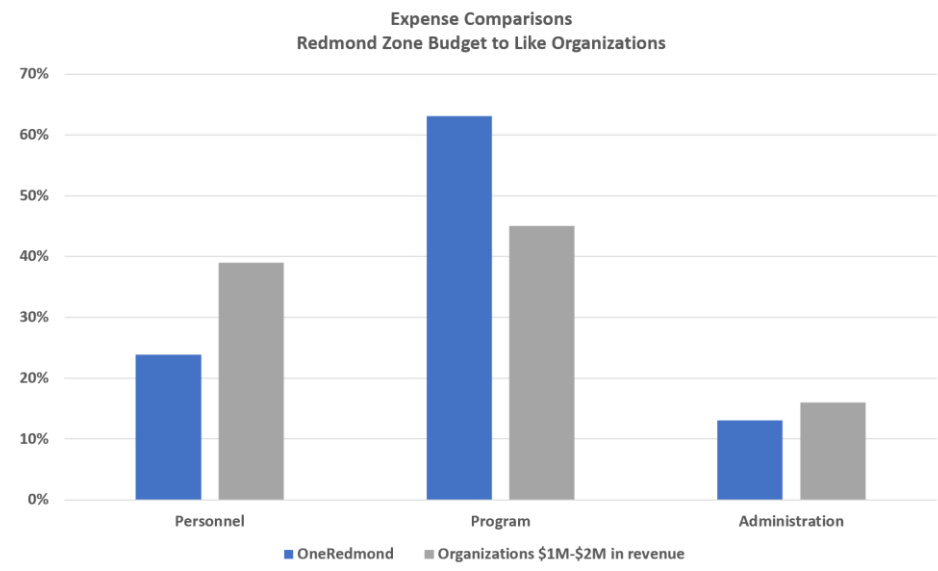
Using Destinations International as a resource, OneRedmond uses their organizational and financial study to create a ceiling of personnel and administrative costs. According to the Destinations International Organizational and Financial Study, organizations that have a similar revenue as the Redmond zone have between 5 to 8 employees and spend 39% to 42% on personnel, 45%-47% on programs, and 11% - 15% on administrative expenses.

The following chart shows the average personnel costs, program expenses, and administrative/general expenses based on the revenue of the tourism organization.

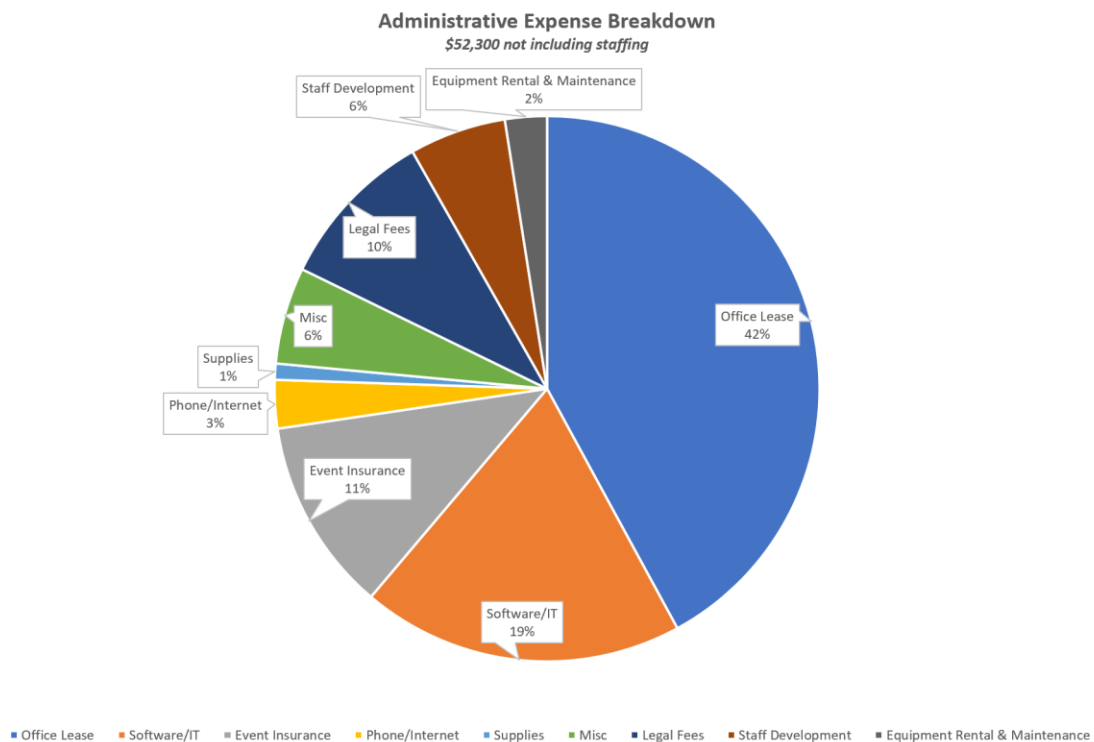


(Source: Destinations International, Organizational and Financial Study)

The next chart compares the average expenses of similar-sized organizations compared to the BRTPA Redmond Zone 2026 budget. The BRTPA Redmond Zone’s personnel and administrative costs are lower than average, and the program expenses are higher. For reference, personnel costs include all staffing for 2026 across all the buckets. It is important to note, OneRedmond does not receive any other funding source to cover the execution of the BRTPA Redmond Zone initiatives.



General overhead and administrative costs are non-personnel costs. Below is a breakdown of the 2026 administrative costs. The largest expense is for physical office space, followed by software/IT. Insurance has increased dramatically and that is reflected in the 2026 budget. Miscellaneous expenses include the shared costs of bank fees, printer lease, merchant fees, Redmond business license fees/ per person costs.



Metrics, Data, & Goals

3. Please provide goals for 2026 aside from a 5% occupancy increase. The board would like to see hard numbers (please provide a baseline from most recent complete set of data and set goals)

The 2026 goal is to increase the Redmond Hotel occupancy by 5% over the previous year. The total rooms sold in 2025 is forecasted to be 400,133 or 68.6% occupancy. With a 5% occupancy increase from 2025, the 2026 goal is > 420,139 rooms sold or 72% occupancy.

As the Redmond Zone's tourism program was created in 2024, historical data to create benchmarks is still underway. In 2025, data tools have been added to create a baseline for targeted metrics in future years that will include goals of overnight visitors and economic impact.

The following programs are goals in 2026 to support the 5% occupancy increase:

- Executing on Dog Tourism Events in spring 2026 and fall 2026 to raise awareness of Redmond as a destination to travel with your dog and drive overnight visitors
- Support AVP Pro Beach Volleyball inaugural launch at Marymoor Park
- Identify and support at least 1 additional festival/event that drives overnight visitors
- Partner and execute a tourism economic study focused on driving overnight visitors
- Attend at least one sales mission, tradeshow or expo that has the potential for overnight rooms

4. Foundational data/goals for each bucket –

Marketing & Communications –

2026 Marketing & Communication objective is to drive overnight visitation during critical need periods to help drive economic impact for the city of Redmond.

Using geofencing platform, marketing efforts will be directly attributed to the following Key Results. These results will not be extrapolated or

manipulated and are a direct reflection of a post-impression, ad-aware visitor, and are directly tied to the goal.

- Total Trips
- Visitor Days
- ROI – using available data for average trip spend this metric will be applied against total trips for an estimated ROI or economic impact for stakeholders
- Hotel Trips
- Estimated Room Nights
- ROI – using available data for ADR, this metric will be applied against the estimated Room Night for an estimated marketing ROI for the stakeholders

While these KPIs do not directly measure against the primary goal, they play a critical role in monitoring marketing campaign health, optimizing performance in real time, and creating the conditions necessary to drive meaningful visitation outcomes.

By tracking these indicators, we can ensure the media dollars are being deployed efficiently, the creative content resonates with audiences, and the campaign tactics are working cohesively to move visitors from awareness to action.

- Impressions / Reach / CPM – Indicators of audience exposure and media cost-efficiency
- Video Views / View Completion Rates – Signals of engagement and content resonance
- Clicks / Click-Through Rate – Measures of interest and traffic generation
- Cost per Click (CPC) – Efficiency metric to understand traffic cost
- Website Events, such as:
 - Clicks to stakeholder websites
 - Views of lodging-related content
 - Key navigation behaviors

Research & Data –

Using new geofencing tools and hotel booking trackers, the BRTPA Redmond Zone will establish an initial benchmark to use for future years. The goal is to track the effectiveness of marketing campaigns and program development to ensure ROI, with adjustments made when needed as indicated in the previous section of 'Marketing & Communication.

Because the BRTPA Redmond Zone has no large indoor event facility to recruit larger group business that impacts multiple hotels, the BRTPA board requested a study to support the addition of a facility in Redmond. This study will evaluate the tourism impact of indoor events and sports facilities, and a report will be provided to the BRTPA board when complete.

Destination Sales –

With no large event facility, it is key for staff to develop strong relations in niche markets. The goal is to lean into at least two niche markets that have the capacity to drive overnight stays during the need period. With hotel collaboration, overnight stay packages will be developed for each niche market.

BRTPA Redmond Zone will be attending at least 2 out-of-city events representing Redmond Hotels to develop relationships and create leads. In addition, staff will support site inspections for potential event producers or planners.

Festivals and Events –

Incentivize at least two festivals and/or events produced in the region that generate overnight stays during the need period.

Tourism Development –

Again, with no large event facility to drive group travel, tourism development is a key investment for the Redmond Zone. In 2026, there will be at least 2 niche programs supported by the BRTPA Redmond Zone.

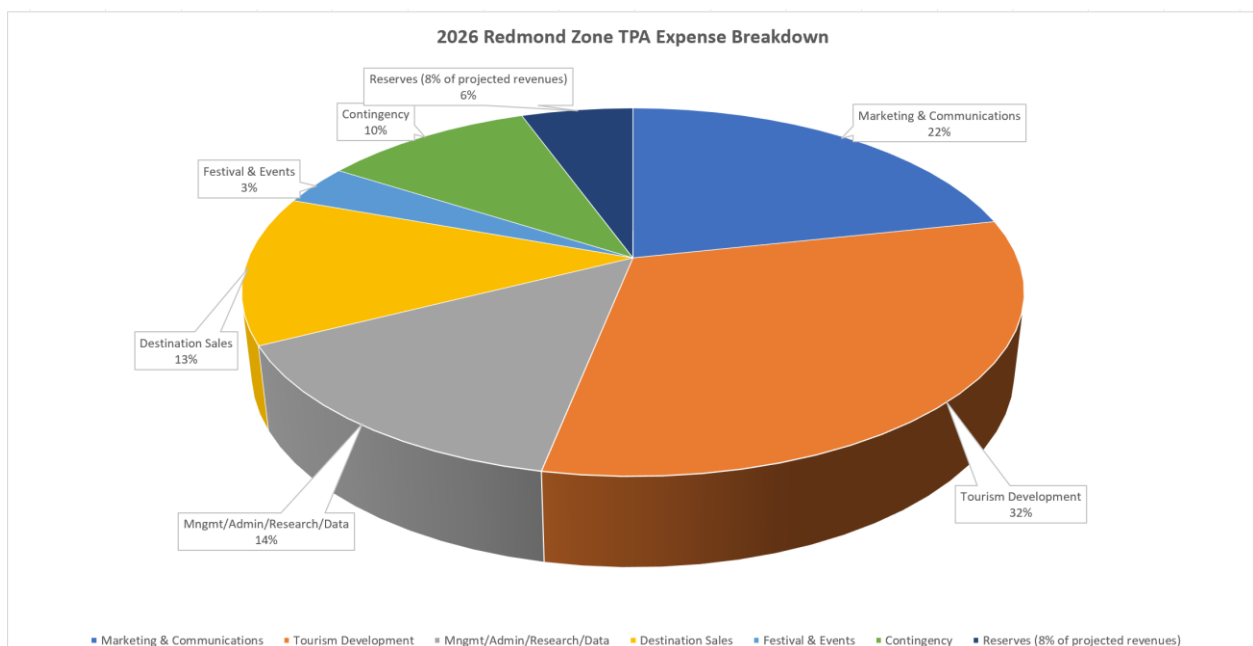
Dog Tourism will continue to be a focus with activations, marketing, and PR. Also, the Redmond zone will support at least one additional pilot program to test out a different niche market and its effectiveness in driving overnight stays over the need period.

The Redmond Zone will continue to evaluate and enhance transportation options for Redmond Hotels. These could include but are not limited to partnering with the City of Redmond's shuttle program, ride share gift cards, and sound transit passes.

The Redmond Zone will coordinate with the City of Redmond and appropriate partners on signage to amplify existing wayfinding efforts.

To incentivize overnight stays and promote Redmond before, during, and after major events, promotional products will be acquired and used as part of developed hotel packages.

5. What percentage is each bucket out of the total budget?



6. Board members were interested in FIFA and leveraging FIFA. They would like to know what data backs up an investment in this world cup and what the expected returns will be. Occupancy, spend?

The investment in the FIFA World Cup aims to elevate Redmond's brand awareness on an international scale and attract niche visitor segments seeking alternatives to Seattle. By positioning Redmond as a welcoming and accessible option—particularly for audiences like pet-friendly travelers and experiential tourists—we anticipate increased overnight stays during the event period. These targeted programs are designed to capitalize on overflow and unmet needs in Seattle while reinforcing Redmond's identity as a destination of choice.

The expected returns as it relates to occupancy and spend is replacing existing overnight guests with new guests attending FIFA events. The goal is to introduce Redmond to these new guests in hopes they will return to Redmond in the future. Hotel packages will be designed with promotional products to incentivize overnight stays.

7. Board members understand that much of Redmond's marketing is currently being done by Experience Redmond. In order to get this data and have it as part of OneRedmond's work, can part of the TPA budget be used for this?

Yes, a portion of the TPA budget will be allocated in 2026 for pay-per-click advertising to Bullseye Creative, the agency managing the Experience Redmond website. This investment ensures Redmond hotels have timely access to marketing data. Additionally, the BRTPA Redmond Zone will fund a hotel booking widget that will be integrated across multiple platforms, including the Experience Redmond website, to further support overnight bookings and data tracking.

8. More collaboration with City of Redmond, how will we avoid duplicating work?

The LTAC and BRTPA Redmond Zone are committed to ensuring that their efforts are complementary and not duplicative. By fostering a strong partnership and collaboration, each program focuses on the goal of increasing overnight stays. To avoid duplication, the two groups have established regular meetings to align their strategies and initiatives. This

approach allows the programs to coordinate effectively and maximize resources. Through this continual development and regular cadence of meetings, the LTAC and TPA can ensure that their efforts are streamlined and impactful.

9. Please list all programs in all stages of work in each TPA category and spend –

Marketing & Communications:

- Agency Fees Marketing and PR for developed programs like Dog Tourism, and a second pilot program
- Paid Marketing, Advertising, SEO, and Social Media
- Content Development that fills the Redmond Hotel needs such as videos, photos, and copy; leveraging these assets for marketing and communications across all platforms
- Data Tracking Tools
- Staffing and/or Consultants

Administrative/Research/Data:

- Management and Overhead
- Research and Data
- Data Analytics, Simpleview Book Direct, Geofencing

Tourism Development:

- Pilot program development and enhancements to existing programs
 - Dog Tourism
 - Wine Tourism
- Tourism Transportation
- Tourism Development Programs, Grants, FAM Trips, Expos, Packages Promotional Products
- Signage and Wayfinding
- Staffing and/or Consultants

Festivals and Events

- Festival and Events sponsorships
- Convention and Meeting sponsorships
- Staffing and/or Consultants

Destination Sales:

- Trade Shows
- Conferences, Seminars, Meetings, and Travel
- Sales Missions
- Site Inspections
- Paid Marketing and Collateral
- Memberships
- Additional Sales Tools
- Staffing and/or Consultants

10. Which agency is being referenced in marketing, if marketing for Redmond is being done? What are the costs?

Currently, we have a contract with DVA Agency through the end of 2025. In 2026, we have not identified an agency until we evaluate the ROI from 2025. We have allocated \$54,000 in 2026 for the PR Agency, which does not include: content development, paid media and advertising.

OneRedmond Responses to the City of Bellevue in GREEN:

(OneRedmond requested clarification on the below. Still waiting for a response.)

Goals were provided from your scope of work in the document, board members were in favor of more action-oriented changes, please see below:

- Implementation of tourism data analytics tools with the goal of increasing clarity and ease of understanding. - **Included**
- Ongoing development of the master venue list for Redmond and its surrounding areas. – **Included**
- Deliver a formal study regarding tourism opportunities that could be gained with potential indoor/outdoor sports facilities and indoor event venues. – **Now Added**
- Ongoing research, development and execution of transportation initiatives that increase overnight visitors. - **Included**
- Implement strategies to leverage FIFA 2026 and other packages in Seattle for tourism growth. - **Included**
- Implement a targeted destination sales program. – **Included**
- Promote tourism and group business through strategic initiatives by developing branded programs to increase overnight visitors during the need period. – **Included**
- Support advertising, marketing, public relations, and communications to attract overnight visitors. – **Included**
- Develop programs for corporate visits, meetings, conventions, festivals, and events to drive tourism and increase overnight stays. – **Included**
- Ongoing collaboration with Visit Bellevue. - **Included**

2026 Proposed Budget with BRTPA Board-Suggested Changes

	Q1 '26	Q2 '26	Q3 '26	Q4 '26	Total
Revenue (Based on previous year occupancy)	\$ 219,870	\$ 265,565	\$ 289,680	\$ 227,075	\$ 1,002,190
Department of Revenue (1%)	\$ 2,199	\$ 2,656	\$ 2,897	\$ 2,271	\$ 10,022
Legislative Authority Fee (Up to 5%)	\$ 10,994	\$ 13,278	\$ 14,484	\$ 11,354	\$ 50,110
Net Revenue	\$ 206,678	\$ 249,631	\$ 272,299	\$ 213,451	\$ 942,059
Marketing & Communications					
Marketing and Communication Staffing	\$ 10,980	\$ 10,980	\$ 10,980	\$ 10,980	\$ 43,918
Guides, Digital Concierge, & Collateral	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 60,000
Agency Fees (Marketing & PR)	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 72,000
Video, Website, & Content Development	\$ 9,848	\$ 9,848	\$ 9,848	\$ 9,847	\$ 39,389
Paid Marketing / Advertising	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 30,000
Paid Social Media	\$ 12,498	\$ 12,498	\$ 12,498	\$ 12,506	\$ 50,000
Total	\$ 73,825	\$ 73,825	\$ 73,825	\$ 73,832	\$ 295,307
Administrative/Research/Reserves					
Management & Overhead	\$ 44,395	\$ 44,395	\$ 44,395	\$ 38,395	\$ 171,579
Studies	\$ 6,000	\$ 6,000	\$ 6,000	\$ 12,000	\$ 30,000
Bookkeeping/Accounting/Financial Reviews	\$ 6,000	\$ 6,000	\$ 6,000	\$ 9,000	\$ 27,000
Research & Data	\$ 876	\$ 40,876	\$ 876	\$ 876	\$ 43,504
Reserves	\$ 16,534	\$ 19,970	\$ 21,784	\$ 17,076	\$ 75,365
Total	\$ 73,805	\$ 117,241	\$ 79,055	\$ 77,347	\$ 347,448
Festivals & Events					
Festival and Events Sponsorships	\$ 9,000	\$ 9,000	\$ 9,000	\$ 9,000	\$ 36,000
Festival & Events Staffing	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 12,000
Total	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 48,000
Tourism Development					
Tourism Development Staffing	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 140,000
Tourism Development Travel	\$ 4,000	\$ -	\$ 3,000	\$ -	\$ 7,000
Program Development	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 60,000
Tourism Transportation	\$ 23,238	\$ 23,238	\$ 23,238	\$ 23,238	\$ 92,952
Tourism Development Programs / Grants	\$ 27,729	\$ 27,729	\$ 27,729	\$ 27,729	\$ 110,917
Signage/Wayfinding	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 20,000
Total	\$ 109,967	\$ 105,967	\$ 108,967	\$ 105,967	\$ 430,869
Destination Sales					
Trade Shows/Exhibitor	\$ 5,000	\$ -	\$ 5,000	\$ -	\$ 10,000
Conferences, Seminars, Meetings & Travel	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 20,000
Sales Missions	\$ 3,000	\$ 4,000	\$ 3,000	\$ -	\$ 10,000
Site Inspections	\$ 1,000	\$ 3,000	\$ 3,000	\$ 1,000	\$ 8,000
Paid Marketing & Collateral	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 20,000
Memberships	\$ 8,500	\$ -	\$ -	\$ -	\$ 8,500
Destination Sales Staffing	\$ 25,521	\$ 25,521	\$ 25,521	\$ 25,521	\$ 102,085
Total	\$ 53,021	\$ 42,521	\$ 46,521	\$ 36,521	\$ 178,585
Contingency					
Contingency (10%)	\$ 30,621	\$ 30,621	\$ 30,621	\$ 30,621	\$ 122,484
Total	\$ 30,621	\$ 30,621	\$ 30,621	\$ 30,621	\$ 122,484
Total Expenses		\$ 1,300,209			
Total W/ Contingency		\$ 1,422,693			
Reserve Draw		\$ 480,634			
Revenue Over Expense (Cash Flow)		\$ 0			
Balance in Reserves at Start of 2026		\$ 640,846			
Balance in Reserves at End of 2026		\$ 160,212			

Attachment C

Bellevue-Redmond Tourism Promotion Area 2026 Budget & Strategic Plan

Background

The Washington State Legislature has authorized local governments to establish Tourism Promotion Areas (TPAs) in recognition of the significant economic impact of the tourism industry. The Bellevue-Redmond Tourism Promotion Area (BRTPA) is designed to enhance the local economy through targeted tourism initiatives.

Pursuant to Washington State Ordinance No. 6724, lodging businesses within the cities of Bellevue and Redmond are required to implement a base charge of \$2.00 and an additional nightly charge of \$0.50.

Under the terms of the Interlocal Agreement between Bellevue and Redmond, two organizations are currently contracted to administer TPA funds and support tourism promotion efforts in their respective cities. Visit Bellevue, the official Destination Management Organization (DMO) for the City of Bellevue, as designated by Bellevue City Council, is responsible for promoting tourism in Bellevue. OneRedmond, a non-profit organization, is currently contracted to administer the Redmond Zone of the BRTPA.

2026 Budget

Under the interlocal agreement governing the joint establishment of the Bellevue-Redmond Tourism Promotion Area (BRTPA), the Advisory Board holds the responsibility of developing and recommending an Annual Budget to ensure the effective administration of tourism promotion funds. This budget proposal must be completed and formally submitted to the Bellevue City Council no later than July 30th each year for review, approval, and adoption.

The Advisory Board's budget recommendation is based on an evaluation of strategic tourism priorities, anticipated expenditures, and alignment with the allowable uses outlined in the interlocal agreement. Once submitted, the Bellevue City Council will assess the proposed budget to ensure fiscal responsibility and adherence to the objectives of the BRTPA, prior to final approval. The framework for this budget has been developed in partnership with current TPA administrators for the Bellevue and Redmond zones.

The 2026 budget follows the same format as the 2025 budget and remains in full compliance with the allowable uses defined in the Tourism Promotion Area (TPA) interlocal agreement. Any expenditure that falls outside of these approved uses is strictly prohibited.

Oversight

Oversight of TPA funds is vested in the Bellevue-Redmond Tourism Promotion Area (BRTPA) Advisory Board and the Bellevue City Council. This board is responsible for reviewing and recommending a budget to the Bellevue City Council, which holds the authority for final approval and adoption. The oversight authority exercised by the BRTPA Advisory Board and Bellevue City Council supersedes any advisory responsibilities of other boards providing guidance to a zone administrator.

Administrators

Under the terms of the Interlocal Agreement between Bellevue and Redmond, two organizations are currently contracted to administer TPA funds and support tourism promotion efforts in their respective cities.

Bellevue Zone

Visit Bellevue, the official Destination Management Organization (DMO) for the City of Bellevue, as designated by Bellevue City Council, is responsible for promoting tourism in Bellevue.

Redmond Zone.

The City of Redmond does not have a designated DMO. OneRedmond, a non-profit organization, is currently contracted to administer the Redmond Zone of the BRTPA. The City of Redmond's Tourism Strategic Plan calls for the City to explore the feasibility of establishing a dedicated DMO.

As part of their administration contracts, both current zone administrators proposed detailed draft scopes of work for 2026. The BRTPA Advisory Board used these draft scopes of work to inform their recommended budgets.

Uses

The BRTPA Advisory board budget has adhered to the allowable uses in the Interlocal Agreement and has created its 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 2025 Budget. The scopes of work for each zone 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.

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.

Zone Differences

Although both the Bellevue and Redmond zones share common budget priorities, the allocation of funds within each category will vary to reflect the distinct tourism needs of each community.

TPA Zone Fund Balances

	Bellevue Zone	Redmond Zone
2025 Starting Balance	\$256,051	\$640,846
2025 Projected Revenues	\$2,914,000	\$828,418
2025 Projected Expenses	(\$2,914,000)	(\$988,630)
2025 Projected Ending Balance	\$256,051	\$480,634

	Bellevue Zone	Redmond Zone
2026 Projected Starting Balance	\$256,051	\$480,634
2026 Projected Revenues	\$2,946,900	\$942,059
2026 Projected Expense	(\$2,946,900)	(\$1,422,693) 1,514,741
2026 Projected Ending Balance	\$256,051	\$75,36592,048

2026 Bellevue Zone Budget

Projected TPA Revenue (based on 2024 lodging)					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	TOTAL
Projected TPA Collections	\$620,000	\$765,000	\$910,000	\$840,000	\$3,135,000
Department of Revenue Fee 1%	6200	7650	9100	8400	\$31,350
Legislative Authority Fee 5%	31000	38250	45500	42000	\$156,750
Total	\$582,800	\$719,100	\$855,400	\$789,600	\$2,946,900
Marketing and Communication					
Expenses	\$277,000	\$218,000	\$228,000	\$247,500	\$970,500
Destination Sales					
Expenses	\$195,500	\$157,200	\$175,500	\$134,000	\$662,200
Tourism Development					
Expenses	\$175,000	\$198,000	\$211,000	\$159,500	\$743,500
Festivals and events					
Expenses	\$43,000	\$102,000	\$16,500	\$142,000	\$303,500
Administration and Research					
Expenses	\$27,600	\$27,600	\$27,600	\$27,600	\$110,400
Contingency (5%)					
Expenses	\$31,000	\$38,300	\$45,500	\$42,000	\$156,800
Reserves					
					\$0
Total Expenses and Contingency					
	\$749,100	\$741,100	\$704,100	\$752,600	
			Total		\$2,946,900

2026 Redmond Zone Budget

~~*The Redmond zone's reserve funds do not cover a withdrawal of \$572,682 from the reserves. The following budget is \$92,048 short. This amount will have to be cut from the budget below.~~

The Redmond Zone's 2026 budget includes a \$480,634 withdrawal from reserves.

Projected TPA Revenue (based on 2024 lodging)	Q1 '25	Q2 '25	Q3 '25	Q4 '25	TOTALS
Estimated Revenue	\$219,870	\$265,565	\$289,680	\$227,075	\$1,002,190
1% DOR Fee	2198.7	2655.65	2896.8	2270.75	\$10,022
5% Legislative Authority Fee	10993.5	13278.25	14484	11353.75	\$50,110
Totals	\$206,678	\$249,631	\$272,299	\$213,451	\$942,059

Marketing and Communication*	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$73,825	\$73,825	\$73,825	\$73,832	\$295,307

Destination Sales	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$53,021	\$42,521	\$46,521	\$36,521	\$178,584

Tourism Development	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$109,967	\$105,967	\$108,967	\$105,968	\$430,869

Festivals and events	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$12,000	\$12,000	\$12,000	\$12,000	\$48,000

Administration and Research	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$57,271	\$97,271	\$57,271	\$60,271	\$272,084

Contingency	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
	\$30,621	\$30,621	\$30,621	\$30,621	\$122,484

Reserves	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
	\$16,534	\$19,970	\$21,785	\$17,076	\$75,365

TPA expenses include a withdrawal of \$480,634 from account reserves.

				TOTAL	\$1,422,693
*Withdrawal from Reserves	\$480,634				
2025 Projected Revenue	\$942,059				
Total	\$1,422,693				

2026 OneRedmond Recommended Annual Budget					
Projected TPA Revenue (based on 2024 lodging)					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	TOTALS
Estimated Revenue	\$219,870	\$265,565	\$289,680	\$227,075	\$1,002,190
1% DOR Fee	2198.7	2655.65	2896.8	2270.75	\$10,022
5% Legislative Authority Fee	10993.5	13278.25	14484	11353.75	\$50,110
Totals	\$206,678	\$249,631	\$272,299	\$213,451	\$942,059
Marketing and Communication*					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$64,500	\$64,500	\$64,500	\$64,500	\$258,000
Destination Sales					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$56,500	\$38,000	\$37,000	\$37,000	\$168,500
Tourism Development					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$171,000	\$171,000	\$171,000	\$171,000	\$684,000
Festivals and events					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$24,393	\$24,393	\$24,393	\$24,392	\$97,571
Administration and Research					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$58,050	\$46,800	\$46,800	\$54,800	\$206,450
Contingency (10%)					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
	\$21,987	\$26,557	\$28,968	\$22,708	\$100,220
Reserves					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
TPA expenses include a withdrawal of \$572,682 from account reserves.					
				TOTAL	\$1,514,741
*Withdrawal from Reserves	\$572,682				
2025 Projected Revenue	\$942,059				
Total	\$1,514,741				

2026 Strategic Plan

Bellevue Zone

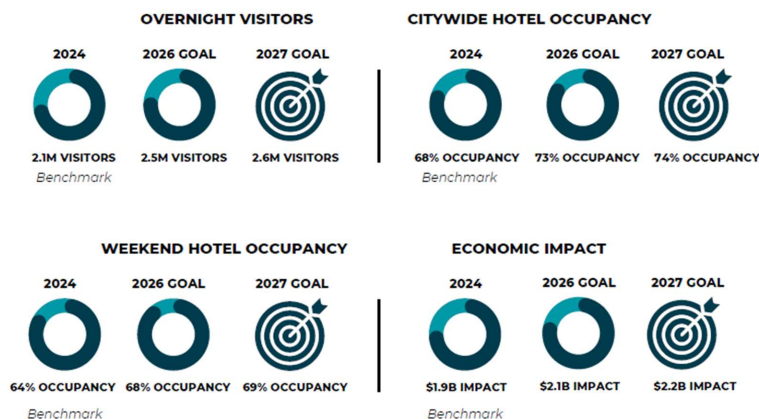
By the end of 2026, Visit Bellevue seeks to increase annual overnight visitation to 2.5 million and generate an estimated economic impact of \$2.1 billion. To achieve these objectives, a comprehensive marketing strategy has been implemented, incorporating a paid media campaign, content development, public relations efforts to enhance earned media reach, expanded international marketing initiatives, and social media engagement.

In 2026, Visit Bellevue will continue advancing its destination sales, marketing and communications, visitor experience, and tourism development programs. These efforts will be further optimized in alignment with priorities identified and validated by industry partners and community stakeholders.

Additionally, 2026 will mark the establishment of Visit Bellevue's Destination Stewardship department, which will oversee programs focused on destination sustainability, accessibility, urban placemaking, arts and innovation, the built environment, and an enhanced community relations strategy. The aim is to increase annual overnight visitation, contributing to ongoing growth and development in the tourism sector.

Additionally, Destination Sales programs will continue to strengthen industry relationships, aiming to generate 425,000 room night leads and secure 80,000 contracted sales. Visitor Experience initiatives will focus on elevating guest satisfaction and advancing the development of tourism offerings through new tours, experiences, festivals, and events, ensuring sustained growth in the sector. Below are the overall goals for the Bellevue zone in 2026:

2026 Overall Goals



Visitor Experience

Bellevue's Visitor Experience and Tourism Development partnerships aims to enhance the destination and build tourism growth. By analyzing visitor data alongside destination development priorities, solutions are formulated to address challenges while advancing key areas of the community, ensuring visitors enjoy a memorable and authentic experience.

Looking ahead, Bellevue will introduce an Innovation and Tech Walking Tour, an augmented reality experience accessible via mobile devices. This will provide visitors and residents with an engaging and interactive way to explore the city's technological and innovative landscape. Visit Bellevue has partnered with various organizations to highlight and enhance the community.



Marketing and Communications

Bellevue's marketing strategy is focused on strengthening its brand as a premier visitor destination. With a refreshed brand identity and enhanced digital presence, the approach integrates content marketing, public relations, social media, paid media, international promotion, and culinary tourism to attract visitors worldwide.



Sales

Destination Sales in Bellevue plays a key role in driving business growth for hotels and venues, increasing occupancy, visitor spending, and overall economic impact. Through direct sales efforts, relationship-building, trade shows, sales missions, familiarization tours, site visits, and a new paid marketing strategy, the sales team aims to achieve strong results and long-term success. The sales team's work includes a robust travel and tradeshow schedule, site inspections tailored to each group, and sales missions. This is enhanced by a marketing plan and a paid media campaign tailored to meeting professionals.



Destination Stewardship

Visit Bellevue's new Destination Stewardship & Community Relations department ensures the city's growth as a visitor destination aligns with community needs, environmental integrity, and economic sustainability. It leads initiatives promoting responsible tourism, inclusive development, and environmental stewardship while strengthening connections between Visit Bellevue and local stakeholders. Some highlights from the Destination Stewardship program include the Sustainability Environmental Stewardship Plan, which plan takes a comprehensive approach to sustainability, focusing on three essential pillars: social, environmental, and economic sustainability. The program is developing with collaboration from the City of Bellevue, local partners, and community stakeholders. The Bellevue Bound podcast also comes from this department. This B2B podcast connects Bellevue's tourism and business community, serving as a strategic platform for collaboration and storytelling, enabling stakeholders to effectively promote, deepen their understanding of, and enhance Bellevue's identity as a dynamic and diverse destination.

Redmond Zone

In its third year, efforts will continue to advance the development and promotion of Redmond's tourism program, incorporating insights from the City of Redmond's Tourism Strategic Plan. The Redmond Zone Tourism Promotion Area collaborates with the City of Redmond to align with its budget priorities while ensuring that its efforts remain exclusively focused on the designated need period. Collaboration with the City will ensure a unified vision and coordinated approach to identifying and securing tourism opportunities.

2026's This comprehensive initiative will involve multiple staff members in the creation of pilot programs, as well as contracted support to identify and leverage emerging opportunities. Specialized programming will be essential to driving overnight stays during the shoulder season.

By the end of 2026, the goal is to achieve a 5% increase in overnight visitors compared to 2025's annual occupancy levels. The projected total room sales for 2025 are expected to reach 400,133, reflecting an occupancy rate of 68.6%. The 2026 target aims for a 5% increase in occupancy, exceeding 420,139 rooms sold and achieving a 72% occupancy rate.

Some foundational goals for Redmond include:

Marketing & Communications

Track indicators such as total trips, visitor days, ROI, hotel trips. Using these indicators deliver statistics on impressions, reach CPM, video views, clicks, click through rates, cost per click, and website events.

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Research & Data

Use new geofencing tools to establish benchmarks for future years.

Deliver a study to the Board evaluating the tourism impact of indoor events and sports facilities.

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Destination Sales

Increase overnight stays and collaborate with hotels for stay packages.

Represent Redmond in out of City events

Support site inspections.

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Tourism Development

Develop two niche programs supported by the Redmond zone to increase tourism during need periods.

Evaluate and enhance transportation options for Redmond hotels, including the possibility of partnering with the City of Redmond's shuttle program, ride share gift cards, and transportation passes.

Strategic priorities for Redmond include:

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- Implementation of tourism data analytics tools with the goal of increasing clarity and ease of understanding. *
- Ongoing development of the master venue list for Redmond and its surrounding areas.
- Deliver a formal study regarding tourism opportunities that could be gained with potential indoor/outdoor sports facilities and indoor event venues. *
- Ongoing research, development and execution of transportation initiatives that increase overnight visitors.
- Implement strategies to leverage FIFA 2026 and other packages in Seattle for tourism growth.*
- Implement a targeted destination sales program.
- Promote tourism and group business through strategic initiatives by developing branded programs to increase overnight visitors during the need period.
- Support advertising, marketing, public relations, and communications to attract overnight visitors.
- Develop programs for corporate visits, meetings, conventions, festivals, and events to drive tourism and increase overnight stays.
- Ongoing collaboration with Visit Bellevue.

	Q1 2026	Q2 2026	Q3 2026	Q4 2026
Research and Data	Administration and staffing Data analytics	Administration and staffing Data Analytics Booking Engine Tracker Subscription Geofencing Subscription	Administration and Staffing Data Analytics	Administration and Staffing Data Analytics Customer Focus Group
Tourism Development	Transportation Program Signage and Wayfinding Program Research & Development	Transportation Program Signage and Wayfinding Program Research & Development	Transportation Program Signage and Wayfinding Program Research & Development	Transportation Program Signage and Wayfinding Program Research & Development
Destination Sales	Sales & Prospecting Meetings and Trade Show Participation Memberships Ad Hoc Citywide Site Inspections Staffing	Sales & Prospecting Meetings and Trade Show Participation Ad Hoc Citywide Site Inspections Staffing	Sales & Prospecting Meetings and Trade Show Participation 2026 Meetings and Trade Show Evaluation Ad Hoc Citywide Site Inspections Staffing	Sales & Prospecting Meetings and Trade Show Participation 2026 Meetings and Trade Show Evaluation Ad Hoc Citywide Site Inspections Staffing
Marketing & Communications	Agency Content Development Promotion Materials Search Engine Optimization Social Media Staffing	Agency Content Development Promotion Materials Search Engine Optimization Social Media Staffing	Agency Content Development Promotion Materials Search Engine Optimization Social Media Staffing	Agency Content Development Promotion Materials Search Engine Optimization Social Media Staffing
Festivals & Events	Sponsorships Staffing	Sponsorships Staffing	Sponsorships Staffing	Sponsorships Staffing

Expenses Include:

Marketing & Communications:

- Agency Fees Marketing and PR for developed programs
- Paid Marketing, Advertising, SEO, and Social Media
- [Content Development that fills the Redmond Hotel needs such as videos, photos, and copy; leveraging these assets for marketing and communications across all platforms](#)
- Data Tracking Tools
- Staffing and/or Consultants

Administrative/Research/Data:

- Management and Overhead
- Research and Data
- Data Analytics, Simpleview Book Direct, Geofencing

Tourism Development:

- Pilot program development and enhancements to existing programs [which include niche markets such as dog tourism.](#)
- Tourism Transportation
- Tourism Development Programs, Grants, FAM Trips, Expos, Package [Promotional Products](#)SWAG
- Signage and Wayfinding
- Staffing and/or Consultants

Festivals and Events

- Festival and Events sponsorships
- Convention and Meeting sponsorships
- Staffing and/or Consultants

Destination Sales:

- Trade Shows
- Conferences, Seminars, Meetings, and Travel
- Sales Missions
- Site Inspections
- Paid Marketing and Collateral
- Memberships
- Additional Sales Tools
- Staffing and/or Consultants