



Community Development

Agenda

Agenda

Tuesday, November 4, 2025

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: 825 2153 0150
- www.zoom.us and entering Webinar ID: 825 2153 0150 Password: 651427

<https://cityofbellevue.zoom.us/j/82521530150>

1. Call To Order

1:00pm

The Chair will call the meeting to order.

2. Approval Of Agenda and Minutes

1:00 – 1:05pm

A. The Chair will ask for approval of the agenda.

B. The Chair will ask for approval of the August regular meeting minutes.

3. Oral Communications

1:05 – 1:15pm

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. Discussion – Bylaws Discussion

1:15 – 1:30pm

B. Information – Staff Update

1:30 – 1:50pm

5. Commission Quick Business

6. Reports and Partner Presentations

A. Visit Bellevue Quarterly Report

1:50 – 2:10

B. OneRedmond Quarterly Report

2:10-2:30pm

C. City of Redmond Tourism Budget and World Cup Overview

2:30-2:55

7. Adjournment

The Chair will adjourn the meeting.

3:00pm

For alternate formats, interpreters, or reasonable modification requests please phone at least 48 hours in advance 425-452-4064 (voice) or email mstamm@bellevuewa.gov. For complaints regarding modifications, contact the City of Bellevue ADA, Title VI, and Equal Opportunity Officer at ADATitleVI@bellevuewa.gov.

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.

Staff Contacts

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

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



Community Development

Minutes

BELLEVUE-REDMOND TOURISM PROMOTION AREA ADVISORY BOARD
MEETING MINUTES

August 5, 2025
1:00pm

Bellevue City Hall
Room 1E-113 / Virtual

MEMBERS PRESENT: Chairperson Dermarkarian, Kate Hudson, Cassandra Leiberman, Rocky Rosenbach, Kim Saunderson

MEMBERS REMOTE: Nate Moore

MEMBERS ABSENT: Wade Hashimoto

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

OTHERS PRESENT: Brad Jones, Meredith Langridge, Megan Adams; Visit Bellevue; Kristina Hudson, Audrey Fan, OneRedmond

MINUTES SECRETARY: Gerry Lindsay

I. CALL TO ORDER

The meeting was called to order at 1:02 p.m. by Caroline Dermarkarian who presided. All members were present with the exception of Wade Hashimoto.

2. APPROVAL OF AGENDA AND MINUTES

A. Approval of Agenda

Motion to approve the agenda was made by Kim Saunderson. The motion was seconded was by Cassandra Leiberman and the motion carried unanimously.

B. Approval of Minutes

Motion to approve the June 25th 2025, minutes as submitted was made by Cassandra Leiberman. The motion was seconded was by Kate Hudson and the motion carried unanimously.

3. ORAL COMMUNICATIONS – None

4. ACTION, DISCUSSION AND INFORMATION ITEMS

A. Discussion – Meeting Time and Frequency

Arts Community Manager Lorie Hoffman noted that the organization had required several special meetings in order to meet the strategic plan and budget deadlines for submission to the Bellevue City Council by July 31. The bylaws currently provide for four regular meetings per year, scheduled for January, April, July, and October, while the interlocal agreement with the City of Redmond only requires quarterly meetings but does not preclude additional sessions. Special meetings require additional special rules including public notices and scheduling efforts. It is far easier to have a regular meeting time, and canceling regular meetings is simpler than organizing special meetings.

Lorie Hoffman proposed increase the frequency of regular meetings to February, March, April, May, June, July, and October, skipping January to allow administrators additional time to complete annual reports. The proposed schedule would also align with the quarterly reporting and provide some flexibility for making adjustments based on feedback. The October meeting would remain a regular quarterly meeting after the strategic plan and budgets are finalized. The current meeting times are the fourth Thursday of each quarter at 10:00 a.m., and the group was asked to consider whether the schedule remains suitable.

Lorie Hoffman called for a broad discussion among the Board members and suggested returning to the October meeting with a proposal and updated bylaws for action.

Cassandra Leiberman asked how many special meetings had been held. Lorie Hoffman said there were approximately four, adding that rescheduled meetings also count as special meetings. Regular meetings can always be canceled if no substantive work needs to be addressed. The Bellevue Arts Commission which schedules twelve regular meetings per year but averages only seven or eight.

Lorie Hoffman said as envisioned the meeting in February would focus on annual reports, while the March meeting would initiate the strategic planning and budgeting process. The May meeting could serve as a placeholder for additional deliberations if necessary, while the June meeting would focus on approval of the strategic plan and budget. The July and October meetings would be regular quarterly meetings.

Cultural Tourism Specialist Lizzette Flores suggested that April and May meetings could be interchangeable based on the workflow.

Kate Hudson observed that the proposed schedule would only increase the total number of meetings annually to six per. Lorie Hoffman emphasized that the approach would formalize the current practice without imposing a monthly commitment.

Cassandra Leiberman voiced support for not holding a meeting in January and agreed that adding meetings to the front end of the year makes sense, and that the May meeting should serve as a contingency date if needed.

Lizzette Flores said the need to conduct or cancel the next meeting would be discussed at each Board meeting.

Kate Hudson agreed with the proposed schedule.

Caroline Dermarkarian clarified that any changes to the Board's meeting schedule will require changing the bylaws. Lorie Hoffman added that citywide bylaw updates are anticipated to occur in the fall, making it an opportune time to incorporate changes to the Board's bylaws.

The discussion shifted to preferred meeting days and times. There was general agreement to finalize specific times through a follow-up poll and to have staff return in October with proposed bylaw revisions.

B. Information – Staff Update: Finances, Council Update

Lizzette Flores announced that the budget and strategic plan had been officially approved by the Council, and noted that Caroline Dermarkarian did an exceptional job of presenting. The Council requested some follow-up materials which were subsequently provided. There will be

further communications with the Council, some during the contracting process as questions arise.

Lizzette Flores directed attention to the revenue reports included in the meeting packet. The version in the packet was noted as not being the most current given that the July data had not yet been incorporated at the time of packet preparation. The report provided remittance details from hotels to the City of Bellevue, showing amounts before and after deductions for the one percent Department of Revenue fee and the five percent City of Bellevue administrative fee. The Bellevue zone remittances were noted to be approximately \$1.32 million before fees and \$1.241 million after the deductions. The projected total for the year was shown as \$2.9 million. It was stressed that the busy summer months of July and August had not yet been included.

Lorie Hoffman reminded the Board members that the reported remittances typically reflect stays from two months prior, meaning that revenues received in June correspond to hotel activity from March and April.

Lizzette Flores said the Redmond zone remittances totaled \$391,000 before fees and \$368,000 after the City of Bellevue and Department of Revenue deductions. The Redmond zone budget limitation for the year was indicated to be \$988,000. Like Bellevue, the remaining busy summer months have yet to be fully reflected in the remittance data.

Lizzette Flores reviewed the invoicing breakdowns included in the packet, explaining that the invoices were categorized by approved budget “buckets,” and noting that the reports included amounts spent, the budget limitations, and the remaining balances. It was stressed that the Redmond zone invoicing did not strictly follow the calendar month, which caused some slight timing variations in the report.

Lorie Hoffman clarified that the balances shown at the bottom of the reports represented the current year’s balance only and did not include prior year carryover.

Lizzette Flores said the finance team and staff collaborate to produce the reports, and any questions can be directed to staff. The invoices were included in the packet for review by the Board.

Caroline Dermarkarian asked about the process regarding invoices. It was confirmed by Lorie Hoffman that the staff review the invoices, resolve any questions with the submitters, and only include finalized invoices in the packet. The budget office occasionally requests clarifications or receipts, but the back-and-forth correspondence is not made part of the packet.

5. REPORTS

A. Visit Bellevue Quarterly Report

Brad Jones clarified that most of the KPIs reflected the second quarter data through June, with a few exceptions. While 2025 started strong, unexpected market variances cropped up. Even so, Bellevue is performing well compared to other competitive destinations, some of which are down more than 30 percent. Improvement is expected in the fall tourism season. Overnight visitors in the last three months were down approximately two to three percent compared to 2024, while spending remained roughly even, unadjusted for inflation. In June, Bellevue hosted about 204,000 overnight visitors, generating \$186 million in economic impact. Year-to-date, the city has hosted over one million overnight visitors who have spent about \$350 million and created an economic impact of \$926 million.

With regard to the Q2 hotel and lodging trends, Brad Jones noted significant occupancy fluctuations not only by month but also by day. Year-to-date hotel revenues total \$125 million, roughly even with the prior year. Average daily rates have recently declined as hotels begin adjusting to market conditions, but occupancy is starting to rebound.

Domestic spending was strong in Q2 driven by “backyard tourism” from within the state or within a 250-mile radius. Retail and restaurant dining topped the domestic spending categories. In contrast, international visitor spending and length of stay were down about eight to ten percent through May, even though overall visitor counts were stable or slightly up. International retail spending was particularly weak, while domestic retail was strong. China remained the largest international market with stable visitor counts, but with 12 percent lower spending. Canada showed a 25 percent drop in visitors and a 15 percent decline in spending, although other markets like Japan, Taiwan, Ireland, Germany and South Korea performed relatively well. The VISA forecast for international visitation for the next three months shows the market remaining soft with an eight to ten percent decline in spending.

Brad Jones noted there was high airport activity with new international flights, stable the number of passengers remained unchanged. The rise in nearby origin markets such as Boise, Spokane and Eugene reflects domestic regional tourism. The top accommodation markets included Dallas, San Francisco, Spokane, Yakima and Portland, while California and Chicago emerged as strong spending markets for overnight visitors. Approximately 52 percent to 53 percent of Bellevue’s overnight visitors arrived through the airport. Visitors also frequented nearby destinations such as Seattle Center, Olympic National Park, Park Place and the University of Washington.

The organization continues to be in a strong position, partly because spending has been deliberately paced to monitor occupancy trends before committing further expenditures in the third and fourth quarters.

With regard to marketing and communications, Brad Jones said web traffic through June reached 621,000 users and nearly 800,000 sessions, achieving 108 percent of the annual goal. Search engine optimization remained a major strength, although the team is adapting to changes in search patterns caused by artificial intelligence, which now accounts for approximately 40 percent of all searches. Social media activity generated 17 million impressions, almost 400,000 engagements, and audience growth to over 48,000 followers. Paid media performed exceptionally well with a cost-per-click at fourteen cents, well below the target of \$1.25. There were 91,000 clicks generated by the paid advertising. The work will ramp up in the coming months with the new brand and campaigns.

The public relations performance exceeded the goals, with 127 total media placements by June against a goal of \$110,000 in value. The report for July will show over 100 placements valued at \$4 million.

The demand for press visits to Bellevue is high making it difficult to keep up with the demand. People want to discover Bellevue and there is a lot of good content.

Brad Jones reviewed the new branding initiative, which emerged from the destination development plan. The brand architecture emphasizes “approachable luxury,” “future and focus,” “global community,” and “nature’s nexus.” A new logo and “BVUE” mark were introduced alongside a new color palette and typography. The branding seeks to position Bellevue as distinct yet recognizable. The new campaign, “Un Expect It,” draws from research, testing and visitor feedback that people are often pleasantly surprised by Bellevue. The new creative phrases lean into the “Un” theme with “Unfollow the Crowd,” “Unignore

Your Spontaneous Side,” “Unmoderation Can Be A Beautiful Thing,” “Unsleep in,” “Unboring,” and “Unstress.”

Destination sales was reported to be having a good year despite a challenging group business environment. Year-to-date, 217 room-night leads and 129,000 room nights were generated. Bookings were slightly subdued but have improved over the past ninety days, putting the team back on target. A day-of-week analysis of destination sales showed that business is being won when rates are competitive and lost where expected in line with the market factors. Efforts are ongoing to incentivize off-peak days like Thursdays and Sundays. Conversion rates ranged from 12 to 28 percent, which is consistent with historical performance.

Meredith Langridge said the BellHop program is doing quite well. The program is performing well during the busy season, exceeding 8000 riders in June. To date, the program has served over 173,000 riders, including visitors, residents, and office workers. The average wait time is slightly over 13 minutes, primarily because demand is roughly double the number of riders the current fleet of eight vehicles can support. Approximately 60 percent of riders are served within 15 minutes, but peak demand periods highlight the need for additional vehicles. Expansion of the program would require additional funding and the team is actively pursuing grants to support fleet growth for 2026. Considerations for expansion include ADA-compliant vehicles, vehicle types, and charging infrastructure, with assistance from the city in evaluating the factors.

With regard to the airport shuttle program, Meredith Langridge said it is trending positively. In June, the program provided over 680 rides while servicing multiple hotels. Plans are underway to add three additional hotels in the next two weeks, and to extend operating hours to midnight. The program offers concierge-style customer service, allowing same-day bookings and accommodating travelers with flight changes or cancellations. A recent update in 425 Magazine introduced the idea of competitive group pricing to better serve conventions and multi-guest travel, positioning the service against options like Uber XL.

Hotel 116 is scheduled to launch a service soon, and the Westin also launched recently. Much is being learned about the program and bike infrastructure and trails in the city. InterContinental Hotel has the highest usage, and the summer months are driving the most activity. The program offers complimentary bikes to guests, with ongoing adjustments to maintenance plans and replacement of missing bikes. Hotels value the amenity, and staff continue to refine guest materials and operational practices to support the program.

Meredith Langridge said much is happening in regard to culinary tours. In partnership with Vibe Maps, local dining and event experiences are being highlighted through editorial content and interactive maps. Programs such as Crab Week highlight local businesses, encourage guest participation, and enable engagement tracking and list-building for future promotions. The team has done excellent work partnering with different restaurants and organizations.

Radiant Table is a pop-up culinary event series designed to position Bellevue as an exclusive, tech-forward culinary destination. Seven dates have already sold out, prompting the addition of four or five more. The events feature local, Seattle, and visiting chefs, and create a unique experience that appeals to both visitors and residents. The first evening, a friends-and-family night, was scheduled to test operations before the public events began. The success of local chefs like Bobby Moore demonstrates strong community engagement and a demand for the style of experiential dining.

Megan Adams reported on the destination stewardship efforts and said the Bellevue Bound podcast is serving as a tool to showcase local businesses and hospitality professionals. Recent

episodes featured interviews with Putter Burt from KidsQuest, and with the destination sales team. Both short and long-form content was made available for flexible consumption.

Bellevue Boost is a professional meetup series designed to meet partner requests for networking and educational opportunities. The upcoming session will focus on welcoming international visitors, and there will be a panel discussion and an international travel update. Fifty RSVPs had been received, and there are 20 spots remaining.

Megan Adams said “Wheel the World,” an international organization dedicated to making destinations more accessible, is partnering with the city to help make Bellevue a more accessible destination. The verification process involving 25 local partners has been completed. The program involves verification, staff training and promotion to improve the visitor experience for travelers with disabilities, who represent approximately 15 percent of travelers. Expansion of the program to another 25 partners is anticipated for 2026. There are 500 training sessions available for local partners. The intent is to make sure that community partners that work in accessibility understand the city’s commitment to accessibility in the tourism realm. The return on investment for participating in something like Wheel the World is exciting. It can be overwhelming for those with a disability to travel, and there is a general lack of information available. Wheel the World verifies and trains, and has a booking platform through Expedia so that people can book knowing that destinations and hotels are verified to be accessible. Different itineraries can also be searched and booked. There is a high level of optimism that the approach will be well received.

Caroline Dermarkarian asked a question regarding the Bellhop vehicles, specifically about the difference between the cars and the shuttle vehicles. Brad Jones said the primary difference is operational efficiency. The Kia vehicles can operate for an entire 12-hour day without requiring recharging, whereas the smaller GEM vehicles only last about three hours before needing a 90-minute recharge, which temporarily removes them from service. The Kias are faster and function as full-size vehicles, making them more efficient despite their higher cost.

Caroline Dermarkarian asked if the Kias carry fewer passengers and Brad Jones allowed that they have only four doors instead of six, but most rides carry fewer than three passengers so capacity is not a major issue.

Caroline Dermarkarian asked if future expansion efforts will favor Kias or the other vehicles. Brad Jones said there likely will continue to be a mix of vehicles, preferably favoring vehicles with six doors. The team is exploring the possibility of lobbying the state legislature to designate Bellevue as a zone for autonomous vehicle testing, which could be transformative for the BellHop program. While that will be an uphill climb before the legislature, there are several in the community who want to see it happen.

Rocky Rosenbach recalled that the average wait time for BellHop initially was approximately 10 minutes and now is closer to 13 minutes. Brad Jones clarified that the overall average was about 12 minutes, with summer peaks reaching over 13 minutes. The increase has primarily been due to surging demand, particularly from residential users and adjustments to the ride-sharing algorithm within the app. Expanding the service zone contributed minimally to the change. Reducing the number of pooled ride allowances could lower wait times but would also result in more ride rejections.

Rocky Rosenbach asked if the increase in demand came about as the program became better known, or because the zone was expanded. Brad Jones explained that the area was not increased significantly. The increase in riders comes as people are returning to work and generally more people using the service. Residential has become the biggest surge. Pickups are categorized by location, such as hotels, office buildings, and residential areas.

Caroline Dermarkarian suggested exploring the idea of establishing special pricing for small airline crews using the airport shuttle service to encourage them to come to Bellevue. Brad Jones said a meeting on that topic is scheduled.

Kate Hudson asked if the airport shuttle is adding more pick-up and drop-off locations. Brad Jones confirmed that three new hotels were being added, but emphasized that any service changes require approval from the Port Commission, the Transportation Commission, and other shuttle providers, and there is a formal protest process involved.

Rocky Rosenbach noted that Courtyard is listed as a destination but not a pickup point and expressed an interest in participating. Megan Adams said follow-up communications will be sent to both Kate Hudson and Rocky Rosenbach very soon addressing that point.

Cassandra Leiberman asked what three hotels are being added, and what process is used for adding pick-up locations. Megan Adams said the hope is that three more hotels will be added soon, but they have not yet been approved and as such have not been announced publicly. Expansion decisions are based on ride request data provided by Eagle Town Car Service, and the process requires patience due to previous pushback from other operators. Eagle has prevailed in past challenges and the momentum for expansion is strong.

B. OneRedmond Quarterly Report

Kristina Hudson stressed that Redmond is still in the early stages of its journey toward developing its tourism program.

Audrey Fan reminded the Board members that OneRedmond serves as the administrator of the Tourism Promotion Area (TPA) in partnership with the City of Redmond. The organization is solely funded by hotel stakeholders. Redmond's TPA represents ten hotel stakeholders. The second quarter data for April through June reflects a soft start to the year, similar to Bellevue's trends. Year-to-date through May shows a 2.11 percent decrease compared to the same period in 2024, largely due to economic conditions and reduced corporate travel. The organization remains optimistic that the third quarter will bring stabilization and improvement.

The marketing and communications efforts are focused on enhancing visibility and driving shoulder season visitation. The team has contracted with DVA, a public relations agency, to support niche tourism promotion and strategy amplification. A campaign launch is scheduled for August. Geofencing initiatives have been implemented in partnership with Datafy to measure campaign performance and return on investment. Key points of interest have been defined and mapped, which required significant staff effort. Staff training on Datafy's analytics tools is underway to ensure effective data interpretation and reporting.

OneRedmond has also engaged with BookDirect, a booking widget designed to streamline the visitor journey and to drive direct hotel bookings in Redmond. In the second quarter, the dog tourism strategy, Pup Crawl, served as the strategic foundation for curating marketing assets and building hotel packages. The year-long initiative aims to position Redmond as a pet-friendly destination. A campaign was launched beginning in March and will continue throughout the year.

Audrey Fan elaborated on the niche market storytelling efforts and emphasized the ongoing research into accessible travel. Redmond completed a front-of-house certification for Autism Speaks and is exploring partnerships with Wheel the World, as was discussed in Bellevue's

program, as well as with Culture City. The goal is to build a robust framework for accessibility-focused tourism initiatives.

Destination tourism efforts are progressing through partnerships, including with Woodinville Wine Country. The team is continuing to refine the associated hotel packages while navigating the Liquor Control Board regulations, which require passes for winery visits to be purchased directly by end users rather than bundled in hotel packages. The hotels recognize the value of continuing the partnership, which is projected to extend into 2026.

With regard to the dog-focused activations, Audrey Fan said planning for different activations are under way for Q4, the shoulder season. They include a Halloween event at Redmond Town Center with participating hotels, and a December initiative tentatively titled “Santa Paws,” leveraging the unique feature that Redmond Town Center’s Santa Claus allows pet photos.

In Q2 Pup Crawl, the initial planning included only one event, but the campaign was expanded to three events after strong hotel interest. The activations included Barbecue, Bones, and Brews at the Aloft Element Hotel; Doggy Glam at the Hilton Garden Inn; and a costume contest and parade beginning at the Archer Hotel and continued through the Residence Inn and concluding with a celebration at the Seattle Marriott Redmond in partnership with Redmond Town Center. The events resulted in the creation of nine dog packages within the hotels and a broad set of marketing assets, including the development of photos and promotional materials that were previously lacking. The campaign also features partnerships with organizations such as Motley Zoo Animal Rescue, which provided puppies at the events to help raise awareness and reinforce Redmond’s dog-friendly image. Pup Crawl had an estimated 250 participants, with approximately 10 percent overnight bookings. Meta ads reached 47,177 impressions.

Audrey Fan said accessible travel research and development efforts are ongoing as part of the niche marketing efforts given Redmond’s lack of a conference center or large spaces to book. The front of house certification for Autism Speaks was completed, and other initiatives are being addressed. Information and training will be created for hotel front desk and front of house staff. The team is continually working to identify and research integrations for enhancing the visitor experience. Research was done with a company called Mirrorkesh but it was ultimately determined it is not a fit for Redmond’s hotels. The team also has leaned into concert and entertainment-based tourism and has compiled a list of all regional concert venues such as Chateau Ste. Michelle, Marymoor Park, and Remlinger Farm to assist hotels in creating weekend and shoulder season packages. Joining Tour Connection has further supported outreach for group business tied to concerts and entertainment events.

Efforts are continuing to identify unique venues. The team has begun exploring large parking lots as potential festival locations, including a promising flat gravel lot where initial discussions with the property manager have begun. New opportunities are also being explored at SAMA Cellars, a retail store at Redmond Town Center suitable for small off-site hotel group events, and at the Emerald Forest, a distinctive treehouse venue capable of hosting about 35 people that was previously featured on Treehouse Masters.

Audrey Fan said OneRedmond’s memberships remain the same as report for Q1. The networking highlights for Q2 y include participation in the Seattle Sports Commission Region Ready, the Puget Sound Business Travel monthly meetings, the Eastside Tourism Council meetings, the City of Redmond’s FIFA Club World Cup Watch Party at Redmond Town Center, bi-weekly meetings with the Washington State Destination Marketing Organization, and contributions to Eastrail workshops.

With regard to destination sales, it was noted that two RFPs were sent out, including one for the 2025 Ganesh Festival which is estimated to attract 3000 attendees over Labor Day. The current year's event is scheduled for Marymoor Park. The discussion spurred exploration of additional gravel lots and parking lot venues given that Marymoor's booking cycle restricts long-term reservations. The second RFP was for a Quad Ball Tournament, a unique event based on the sport inspired by Quidditch. The event is expected to bring 100 to 150 competitors to an open park space in Redmond.

Many of the festivals are not accustomed to data around where their attendees come from and if any of them overnight. They just need space to market. In many of the meetings with smaller festivals and organizers, the focus is on education in regard to the need to collect data that can be used to help support their events.

Audrey Fan said OneRedmond's administrative and research efforts continue to focus on strengthening foundational infrastructure in alignment with the five-year strategic plan. The team works closely with the City of Redmond and the Experience Redmond brand, with ongoing attention given to removing barriers for overnight visitation and boosting shoulder season performance. Plans are underway to form an advisory group to provide real-time insights and best practices from both local stakeholders and those outside the current customer base, with an initial meeting targeted for Q4.

Kate Hudson asked about the average daily rate trends for Q2. Audrey Fan explained that ADR was not included in the current report, which focuses on occupancy as the basis for TPA funding. It was confirmed, however, that the ADR was up, resulting in stable revenue per available room despite a slight occupancy decline, mirroring Bellevue's trends.

There was agreement that future reports from OneRedmond should include ADR data.

Caroline Dermarkarian asked what Culture City is. Audrey Fan explained that it is another accessible travel platform that the team has recently begun researching.

Caroline Dermarkarian asked about Redmond's designation as a bicycle capital and whether any initiatives support bicycle tourism. Kristina Hudson clarified that the lodging tax advisory committee for the City of Redmond is leading those efforts. Information in that regard could be considered for future updates to aid in seeing the whole picture of tourism in Redmond.

6. COMMISSION QUICK BUSINESS

A. Board Member Roundtable Discussion

Kate Hudson reported that one of the kiosks from Visit Bellevue was put into the lobby of the Residence Inn in Downtown Bellevue. The kiosk has had a significant impact on front desk operations. Staff members feel empowered to direct guests to the kiosk for information about restaurants, events, and attractions, reducing the need to memorize details. The kiosk is particularly helpful for both leisure travelers and corporate guests with limited time.

Cassandra Leiberman asked if the front desk staff have available to them materials regarding BellHop and the airport shuttle services. Kate Hudson shared that before the kiosk was installed, it was necessary to rely on collateral provided by Visit Bellevue, including single-page flyers with QR codes to prevent clutter at the front desk. The QR codes enabled staff to provide quick access to detailed information. Guests frequently inquired about the BellHop service, while the airport shuttle was requested less often due to the property's location on the outskirts of the Downtown. Once guests became aware of the services, their inquiries tended to increase and the kiosk enhanced both guest engagement and staff efficiency.

Rocky Rosenbach relayed having had a similar experience. There are different versions of the collateral for all of the services. Bike rental materials are particularly important because the bikes are stored out of sight. The display and educational materials ensure guests know the service exists.

Cassandra Leiberman said there is some education happening as guests check in in regard to various services, including e-bikes, the airport shuttle, and BellHop.

Caroline Dermarkarian added in addition to the collaterals there is information provided to meeting planners in advance so they can include it on event websites and inform attendees prior to their arrival. Continuous front desk training is needed due to staff turnover. Collateral alone will not guarantee staff familiarity with the programs.

Kate Hudson said another thing that has worked well is the Certified Tourism Ambassador program offered by Visit Bellevue, which provides ongoing education for hotel staff. The training allows employees to confidently speak about Bellevue's offerings. The hotel integrates program details into sales proposals for meeting planners, often including QR codes for BellHop to attract groups despite the hotel's non-walkable location. The strategy helps generate interest from planners by showcasing convenient transportation options.

7. ADJOURNMENT

Caroline Dermarkarian adjourned the meeting at 2:25 p.m.



Community Development

Discussion

Information and Discussion

November 4, 2025 1pm

Bellevue Redmond Tourism Promotion Area Board

1E-113 or Zoom Meeting

City of Bellevue, WA

Updates to the BRTPA Advisory Board Bylaws

The Bellevue-Redmond Tourism Promotion Area Advisory Board (Board) will review required and recommended updates to its Bylaws (Attachment A)

Summary

The updated Bylaws presented tonight propose three key updates and some minor formatting changes:

- Amending meeting frequency and timing (Art V(A)).
- Amending the section concerning decorum (Art VII, Sec. E), consistent with Ordinance 6864 and BCC 3.100.030 as revised – extending the maximum exclusionary period to 180 days.
- Amending the section concerning decorum (Art VII, Sec. E), consistent with Ordinance 6864 and BCC 3.100.030 as revised – clarifying the process to appeal any exclusionary period.
- Performing non-substantive and other formatting corrections.

Background/Analysis

In accordance with Attachment A, Staff recommends the following amendments to the Board's Bylaws:

Frequency and Timing of Meetings

At its August meeting, the Advisory Board requested certain changes to its meeting schedule.

Presently, and consistent with the interlocal agreement between Bellevue and Redmond (Art. IX(D)), BCC 3.100.030(A), the Bylaws require regular quarterly meetings to be held at 10:00 a.m. on the fourth Thursday of January, April, July, and October. *See* Bylaws – Art. V(A).

Over the last two years, this schedule has posed some challenges to the Board accomplishing all its work related to the administration of the TPA without holding special meetings, which require additional administrative steps to be taken consistent with Open Public Meetings Act requirements.

The proposed and recommended revisions to the Bylaws (*i.e.* Article V(A)) would require the Board to hold its regular meetings on the fourth Tuesday of each month from February through July, and again in October, with each regular meeting scheduled from 1:00 PM to 3:00 PM.

This change would require regular, monthly meetings during the first three quarters of the year and a single meeting in the last quarter of the year. The amendment remains consistent with the

requirements contained in BCC 3.100.030(A) and the interlocal agreement, Art. IX(D), which require the Advisory Board to meet no less than quarterly. The amendment is expected to improve administration of the Tourism Promotion Area, especially with respect to the development of annual budgets and work plans.

Special meetings can still be called (as needed) consistent with Open Public Meetings Act (OPMA), BCC 3.100.030, and Art. V(B) of the Bylaws.

Attachment A reflects the proposed changes to Article V(A).

Conduct of Meetings:

The proposed revisions to the Bylaws also incorporate two additional changes required by the Bellevue City Council that relate to conduct of its advisory bodies' open and public meetings.

In 2023, the Bellevue City Council updated its rules of decorum for public attendance and participation during Council and board/commission meetings. These rules were intended to provide for the orderly conduct of said public meetings. Since 2023, the City Council has expressed an interest in updating these rules to increase the maximum exclusion period for violations of decorum from 60 days to 180 days, consistent with other local governments.

Additionally, the City Council wanted to revise and clarify the process to appeal any exclusionary period to the next council meeting, provided it is at least 3 business days from the receipt of a timely written appeal. This ensures staff will have sufficient time to perform necessary administrative functions, such as including the appeal as an action item in any agenda, making/distributing copies of the appeal to councilmembers, and providing sufficient time for councilmembers to consider the appeal.

On September 23, 2025, the Bellevue City Council adopted Ordinance 6864 (Attachment B), which amended BCC 3.100.030(F)(6)(b) and BCC 3.100.030(F)(8). The Advisory Board is subject to both these code provisions. As such, the aforementioned changes are required pursuant to this authority. The amendments will ensure consistency across all advisory boards and commissions serving the legislative body; and they will help ensure decorum and the transaction of the Board's business.

Attachment A reflects the proposed changes to Article VII(E).

Clean-up Amendments:

In developing the aforementioned revisions for the Board's consideration, Staff observed certain formatting changes that should also be corrected for purposes of consistency, uniformity, readability, use of gender-neutral terms, and citing the correct resolution related to Council adopted rules of procedure. These formatting changes are identified in Attachment A.

POLICY ISSUES

On September 23, 2025, the City Council adopted Ordinance 6864 (Attachment B), amending discrete provisions of the Bellevue City Code that apply to all the Council's advisory boards and commissions, including chapter 3.100 BCC (Attachment C), which applies to the Bellevue-Redmond Tourism Promotion Area Advisory Board.

As amended, BCC 3.100.030(F)(6)(b) provides:

In deciding whether to issue a notice of exclusion and the terms and length of the exclusion, the presiding officer shall consider the seriousness and number of the disruptions or violations, their impact on the orderly conduct of commission meetings, whether the conduct threatens public safety, and the person's record of conduct at meetings. The presiding officer may issue an exclusion from participating in public comment, or from attendance, at future commission meetings for up to 180 calendar days.

As amended, BCC 3.100.030(F)(8) provides:

Any person excluded from participation in future public comment periods or from attendance at future commission meetings may appeal the exclusion by submitting a written appeal stating the bases for the appeal to the city clerk within six business days after notice of the exclusion is posted on the door of Room 1E-113. The city council shall consider any timely appeal at its next regularly scheduled open public meeting, that is at least three (3) business days from the receipt of the appeal. The person's exclusion from public comment periods or from attendance at commission meetings shall remain in effect during the council's consideration of the appeal.

Pursuant to Art. XVI of the Board's Bylaws, a two-step process is required to amend said bylaws. After this meeting, consistent with any direction provided, final revisions will be presented at the Board's next regular meeting. Any amendments require two-thirds of the membership to vote in favor of amending the Bylaws.

Next Steps

Staff seek direction to bring back the recommended and updated Bylaws for final action and adoption at the Board's next regular meeting.

Attachments

- A. Proposed updated BRTPA Advisory Board Bylaws – redlines.
- B. Ordinance 6864
- C. Chapter 3.100 BCC

Staff Contact

Lizzette Flores – Cultural Tourism Specialist – City of Bellevue, Community Development.



Community Development

Information

Staff Update

Staff will present an update on TPA related information since the last board meeting, including a information on the City of Bellevue's plan related to the FIFA World Cup, and financial updates.

BACKGROUND

City of Bellevue's Strategic Plan leading up to the FIFA World Cup 2026

On October 7th, Bellevue staff presented the City's plans leading up to the upcoming 2026 FIFA World Cup. Bellevue's preparations for the 2026 World Cup are centered on strategic, long-term investments designed to enhance public infrastructure and support future community programming. The City is leveraging this global event to implement systemic improvements that will benefit residents, workers, and visitors well beyond the tournament period.

Match Days

On the six match days hosted at Lumen Field, Bellevue will collaborate with community partners to deliver localized programming, with an emphasis on activation around the Bellevue light rail stations. In partnership with the Bellevue Downtown Association, BelRed Arts District Alliance, and Spring District Association, the City will co-sponsor programming that engages both local residents and regional visitors. We are highlighting Bellevue as a great place to stay, dine, and have fun.

Cleanup and Improvements

In parallel with these activations, Bellevue is undertaking several capital and aesthetic enhancements. Cleanup and beautification efforts along the Grand Connection are already underway, including power washing, light pole painting, and general maintenance to ensure the corridor is visually appealing and event-ready. These efforts also include the restoration of power outlets along the route, enabling a contiguous holiday lighting experience for the first time from Bellevue Way to 110th Ave. for visitors to enjoy. The outlets can also be used for events such as the Bellevue Arts Fair and FIFA programming. Additional placemaking initiatives include the installation of a large-scale mural along the light rail corridor in the BelRed Arts District and a new series of Utility Box Wraps to further enrich the urban landscape.

'Bellevue: Ready for Kickoff' Event

The City partnered with Visit Bellevue, the Bellevue Downtown Association, Boys & Girls Club, the Spring District, and Belred Arts District to host a public event on October 22nd, "[Bellevue: Ready for Kickoff](#)" where we gave an overview of grant opportunities and provided an opportunity for those interested in participating to speak to City staff. The intent was to capitalize on the excitement around the event to provide valuable resources for our community.

Contracting

City Staff will begin working with Visit Bellevue and OneRedmond for 2026 TPA Administrator contracts. Contracts are anticipated to go to Bellevue City Council for approval in early January 2026 and will cover work beginning on January 1, 2026.

Revenue Report

The most recent revenue report will be included in this meeting packet.

Please be advised that this report accounts for pending payments associated with invoices through September. As of the preparation of this document, some of these invoices remained unpaid but have been incorporated into the invoice tracking system, as they are currently undergoing processing. Visit Bellevue and OneRedmond invoices since the last meeting are also attached.

As of September 2025, the remittances for the Bellevue Zone, after the 1% Department of Revenue charge and after administrative fees are \$1,963,472.46. Visit Bellevue has invoiced \$1,724,747.75. For the Redmond zone for the same period, and after the same fees, remittances are \$584,134.29. OneRedmond has invoiced \$452,362.02.

ATTACHMENTS

Attachment D: BRTPA Financial Update Report

STAFF CONTACT

Lizzette Flores, Cultural Tourism Specialist
425-452-4869



Community Development

Information

Information Only

October 4, 2025, 1pm

Bellevue Redmond Tourism Promotion Area Board

1E-113 or Zoom Meeting

City of Bellevue, WA

Title

Visit Bellevue Executive Summary

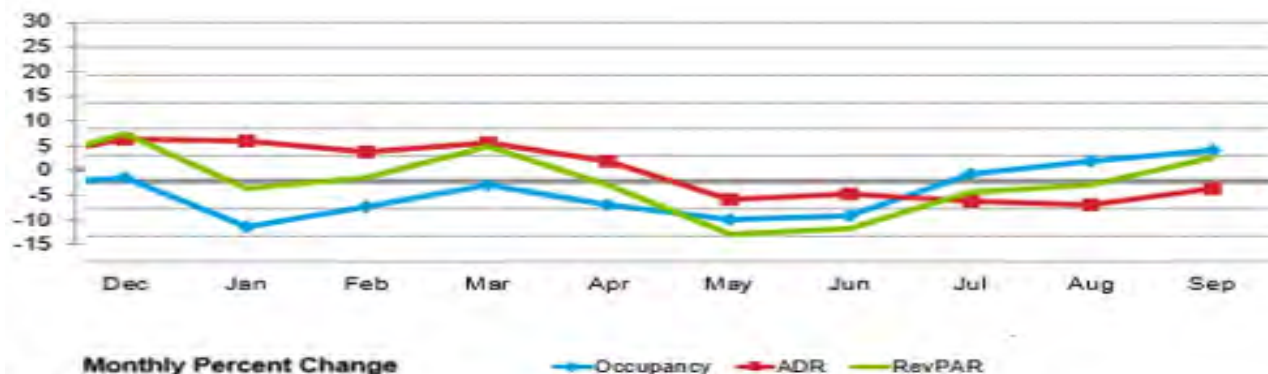
Code and bylaw support: This item is presented to the Commission as it is supported by City Code 3.56.070 item

Staff Contact

Brad M. Jones – Executive Director, Visit Bellevue

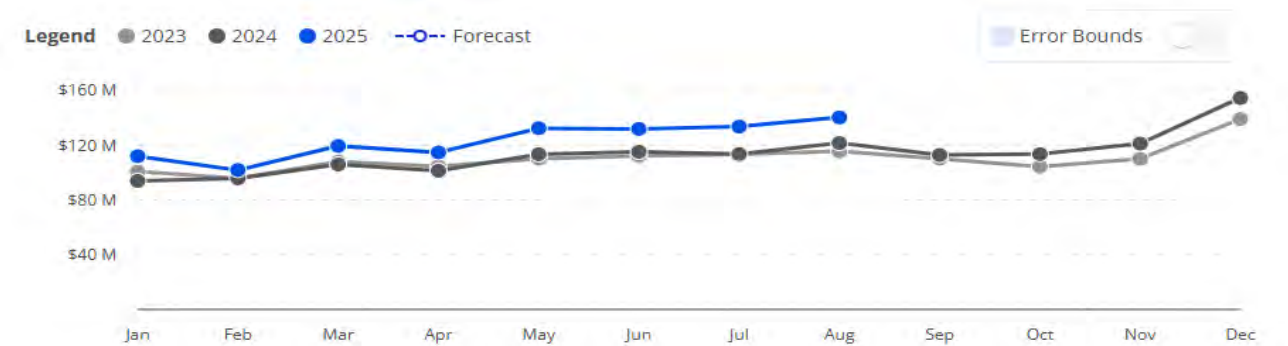
In September, Bellevue hosted an estimated 207,461 overnight visitors, generating an estimated economic impact of \$189 million. The Bellevue citywide hotel occupancy in September was 77% (+6% compared to 2024) with an average daily rate of \$226 (-1% from 2024) generating a total of \$28.1 million in total lodging revenue for the month (+5% compared to 2024). [See the September STR Report.](#) Bellevue achieved a 13% market share of overnight visitors & 13% hotel revenue in September. Bellevue achieved 74% weekend occupancy in September, which is a record high.

Year to date through September, Bellevue has hosted an estimated 1,655,415 overnight visitors generating an estimated economic impact of \$1.5 billion (+165m). The Bellevue citywide hotel occupancy YTD is 69% (-2% compared to 2024) with an average daily rate of \$210 (+1% compared to 2024) generating a total of \$212 million in total lodging revenue YTD (even compared to 2024).



Domestic Overnight Visitor Spending in Bellevue

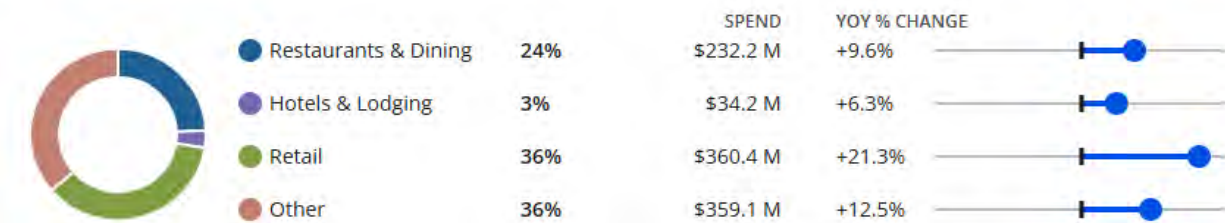
Through August 2025, domestic overnight visitor spending trends for Bellevue are visualized below by month. Total domestic overnight visitor spending in Bellevue was \$571 million (up \$68 million compared to 2024). The largest increase in domestic visitor spending year to date (+21%) occurred in the retail segment, followed by dining / restaurant segment (+9%), and hotel / lodging (+6%).



MARKET SEGMENTS

Current Period: JAN (01) – AUG (08) 2025

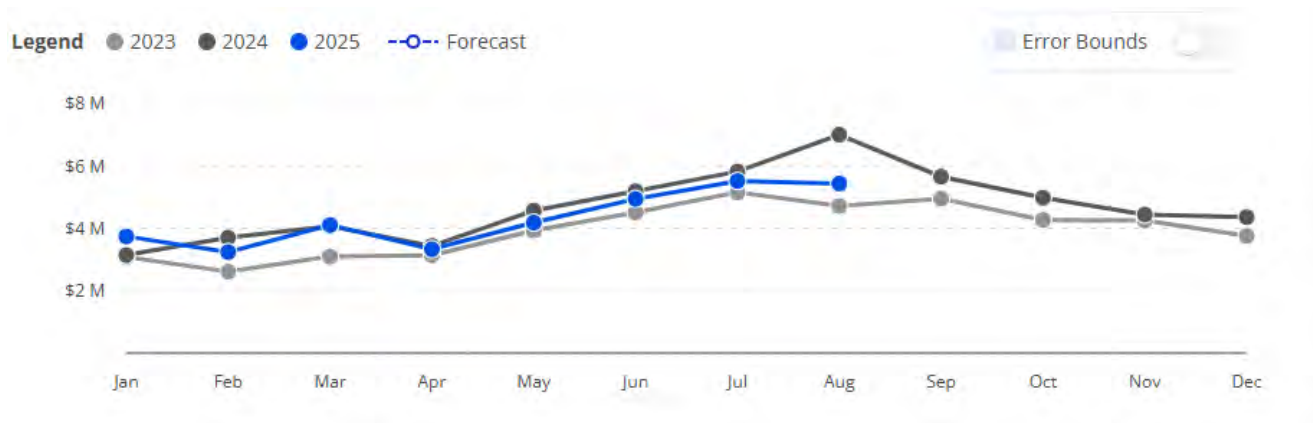
Here is a breakout of primary market segments and year-over-year change.



International Visitor Spending in Bellevue

Through August 2025, International visitor spending trends for Bellevue are visualized below by month. International visitor spending through August was \$50 million (down \$7 million compared to 2024), all segments in international visitor spending are down year to date (-1%) occurred in the hotel & lodging segment, the restaurant segment (-7%) and retail trends have been sluggish (-10%) for the international visitor segment. We continue to monitor the international markets, the graph below shows our top ten international origin country visitor segments.

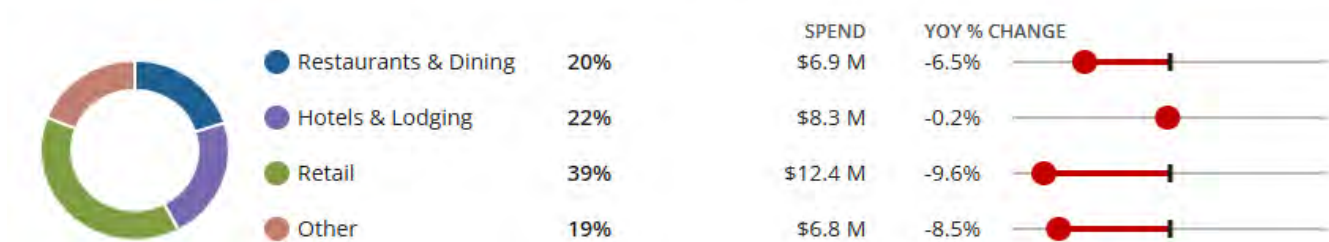




MARKET SEGMENTS

Current Period: JAN (01) – AUG (08) 2025

Here is a breakout of primary market segments and year-over-year change.



Origin country	Spend	YoY % Change	Card Count	YoY % Change
☐ China Mainland	\$9,221,577	-1%	15,036	+4%
☐ Canada	\$5,990,575	-32%	30,444	-24%
☐ India	\$2,796,084	+5%	6,952	+7%
☐ United Kingdom	\$1,502,673	+1%	4,049	+8%
☐ Taiwan	\$1,411,326	+19%	3,210	+33%
☐ Japan	\$1,176,628	-14%	3,882	-7%
☐ Germany	\$930,945	+12%	4,729	+16%
☐ Mexico	\$926,974	-1%	4,145	+8%
☐ South Korea	\$916,862	-5%	2,722	-1%
☐ Republic Of Ireland	\$692,645	+13%	1,443	+11%

Marketing, Public Relations & Communications Update Website & SEO

Visit Bellevue website traffic through September was up 211% year over year with 1.05k users and 1.26m sessions. For the month of September, we achieved 89k users and 101k sessions. Paid Social is the largest website acquisition channel, followed by organic search while our Events, Vue videos, and Things to do page are the most popular. In this report visual we show the top landing pages.

Web Traffic

September 2025



1 Million Users and Sessions Met!!!!

89,058

Users

Total YTD 1,046,257- 182% to goal of 575k

101,854

Sessions

Total YTD 1,267,119- 211% to goal of 600k

Acquisitions

Channel	Sessions
Paid Social	60,980
Organic Search	25,594
Direct	10,500
Paid Search	1532
Referral	1024

Social Media

Social media programs for Visit Bellevue year to date through September had 33.2m impressions, 601k engagements with 1.2m click throughs to our content. Our subscribed audience is 49k with our team posting an impressive 6,769 messages. Some of our top posts include culinary, the Vue episodes, events, and our tourism development programs. Overall, our impressions are 165% to annual goal and click thru's are up 565% over our annual goal.

Social Media

Organic and Boosted

September 2025



1.2M Clicks!

3,337,355

Impressions

Total YTD 33,183,206- 165% to goal of 20m

30,639

Engagements

Total YTD 600,930- 120% to goal of 500k

107,014

Clicks

Total YTD 1,272,643- 565% to goal of 225k

49,482

Audience

Total YTD 49,482- 99% to goal of 50k

479

Messages

Total YTD 6,769- 135% to goal of 5k

Organic Grown

September continued Visit Bellevue's strong social momentum, with performance tracking above or on pace for every major KPI. Impressions surpassed 3.3 million for the month, pushing total YTD reach to more than 165% of the annual goal, while clicks now exceed 1.2 million—over five times the yearly benchmark. Engagement remained robust, driven largely by video content and authentic storytelling that connects audiences to Bellevue's experiences.

Content highlights this month included a top-performing TikTok featuring Beautiful Fall Hikes Near Bellevue, followed by The Vue's Bellevue Adventures episode with Kara, and Chef Shota's Bellevue Eats episode, which continues to sustain strong engagement. These top pieces reflect the value of influencer-led storytelling and the audience's appetite for locally grounded, seasonal content. As the team transitions into fall, the focus remains on showcasing new experiences through video and creator partnerships to maintain reach and engagement through the end of the year.

TOP 3 ORGANIC POSTS



PR – Earned Media & Communications

Public relations & earned media program has secured 15 placements for the month of September and 343 year to date and 311% to our annual goal. These placements had a potential reach of 106+m. These features had a media value of \$9.1m if we were to purchase this coverage. This coverage can be reviewed in our [newsroom](#) features on the website. The next major initiative is a journalist event in Portland.

PR

September 2025



15

Placements

Total YTD 343- 311% to goal of 110

2,757,731

Readership

Total YTD 106,267,681- 106% to goal of 100m

\$456,613

Media Value

Total YTD \$9,155,689.00- 183% to goal of 5m

Earned Media

September delivered a steady month of earned media performance, generating 15 clips, a reach of 2.75 million, and an estimated \$456K in media value. While volume was lower than the previous months' major event-driven spikes, the coverage quality remained strong, emphasizing Bellevue's luxury, culinary, and lifestyle positioning. Stories resulting from this year's hosted media outreach appeared across LUXE Magazine Ottawa, Upscale Living Magazine, and Travel Off Path, reflecting the continued payoff from the strategic hosting of national and international journalists.

Press trip coverage also continued to build momentum, with Bellevue featured in Cool Material and Wherever Family as a result of relationships established during past visits. Ongoing pitching efforts yielded targeted placements in Prevue and PRIDE Journeys, supporting Bellevue's brand pillars around meetings and inclusive travel. Additionally, The Radiant Table partnership achieved meaningful social impact through local influencer @MissMinaOh, whose reel and story reached an audience of over 79K. Collectively, these efforts advanced Bellevue's national visibility and reinforced the city's appeal as both an upscale and inclusive destination experience.



Paid Media

Visit Bellevue's paid media campaigns have generated 20.7m impressions through September with an amazing 512k click through year to date. Our average cost per click is currently a very strong \$.55, and a click-through rate of 1.33% year to date which is 85% to goal.

Paid Media

September 2025



512k clicks YTD!

1,546,805

Impressions

Total YTD 20,758,245- 52% to goal of 40m

20,567

Clicks

Total YTD 512,723- 256% to goal of 200k

\$0.55

Cost Per Click (CPC)

100% to goal of \$1.25

1.33%

Click-Through Rate (CTR)

Average YTD 2.55% - 85% to goal of 3%

Summary

September marked a transitional month for Visit Bellevue's paid media strategy, balancing efficiency with the addition of Connected TV (CTV) and new creative rollouts. Meta remained the largest driver of volume with 61% of total clicks at the lowest cost per click, though engagement quality continues to lag with limited partner referrals. Google sustained its position as the highest-intent channel, showing strong engagement and session duration while maintaining an efficient cost per partner referral. TikTok continued to serve primarily as a cost-effective awareness tool, contributing inexpensive impressions and helping close the gap toward the 40M annual impressions goal.

CTV was introduced this month, delivering over 100K impressions with CPMs outperforming industry benchmarks and providing new opportunities for brand-level awareness. While click activity was minimal—as expected for CTV—this tactic will be measured on post-campaign visitation and conversion lift over the next 90 days. Year-to-date, paid media remains ahead of pace on key efficiency metrics, with clicks up more than 440% to goal and CPCs nearly 80% below target. Impressions, however, remain behind at 60% of goal, reinforcing the need to leverage low-cost reach from TikTok and Meta through year-end. The team will continue optimizing creative, reallocating underspend into CTV for the new brand campaign, and testing new video assets to improve engagement and conversion quality across channels.

Email marketing performance continues to improve, with engagement metrics at 25% open rate and a 6.88% CTR, both doubling our annual goals and highlighting strong content. While new subscriptions and website referrals continue to build. Looking ahead, our upcoming sweepstakes campaign is set to energize acquisition and engagement, providing an exciting opportunity to grow our list and convert interest into deeper destination awareness. Additionally, we've increased support for our Meetings & Conventions segment with our "more than a meetings & conventions" campaign, enhancing brand presence and generating high-value traffic to the meetings page.

COMMS

September 2025



5,340

Engagements

Total YTD 71,656- 95% to goal of 75k

75%

Open Rate

100% to goal of 25%

25%

Click Through Rate (CTR)

YTD Average 6.88 % -100% to goal of 6%

45

New Subscriptions

Total YTD 514- 10% to goal of 5k

190

Website Referrals

Total YTD 2,717- 38% to goal of 5k

Email Marketing

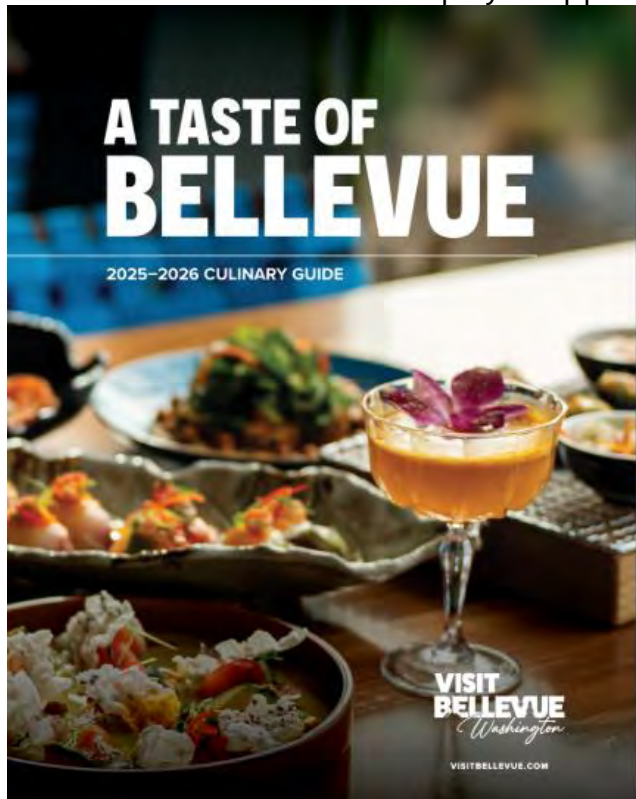
September marked a strong month for Visit Bellevue's email program, highlighted by exceptional engagement and exciting new initiatives. Open rates reached an impressive 75%, tripling the goal and reflecting how refreshed creative and brand-aligned messaging are resonating with audiences. Click-through performance remained high at 25%, reinforcing the strength of timely, content-driven campaigns.

This month also marked the introduction of the BVUE Eats newsletter, a new culinary-focused series that's already generating strong interest and positive engagement. Additionally, the launch of Visit Bellevue's Culinary Sweepstakes has sparked notable excitement among subscribers, with early signs indicating high participation potential. While list growth and referral metrics continue to lag behind annual targets, these new efforts are expected to drive meaningful gains in the coming months. The momentum from September demonstrates the growing effectiveness of the refreshed brand strategy and audience-specific content.



Destination Website Buildout, New Destination Video & New Culinary Guide

With our new destination brand position and identity launched, our team continues to update our destination asset production on an ongoing basis which includes the important development of our new website (due to be delivered in 2026) along with our new destination video (due to be completed in Q4) and our first ever [Bellevue Culinary Guide](#). This new guide is a celebration of our bold, multi-cultural and growing culinary scene, these guides are not only delivered to our local hotels and restaurants but are poly wrapped in Vancouver BC and Portland OR.

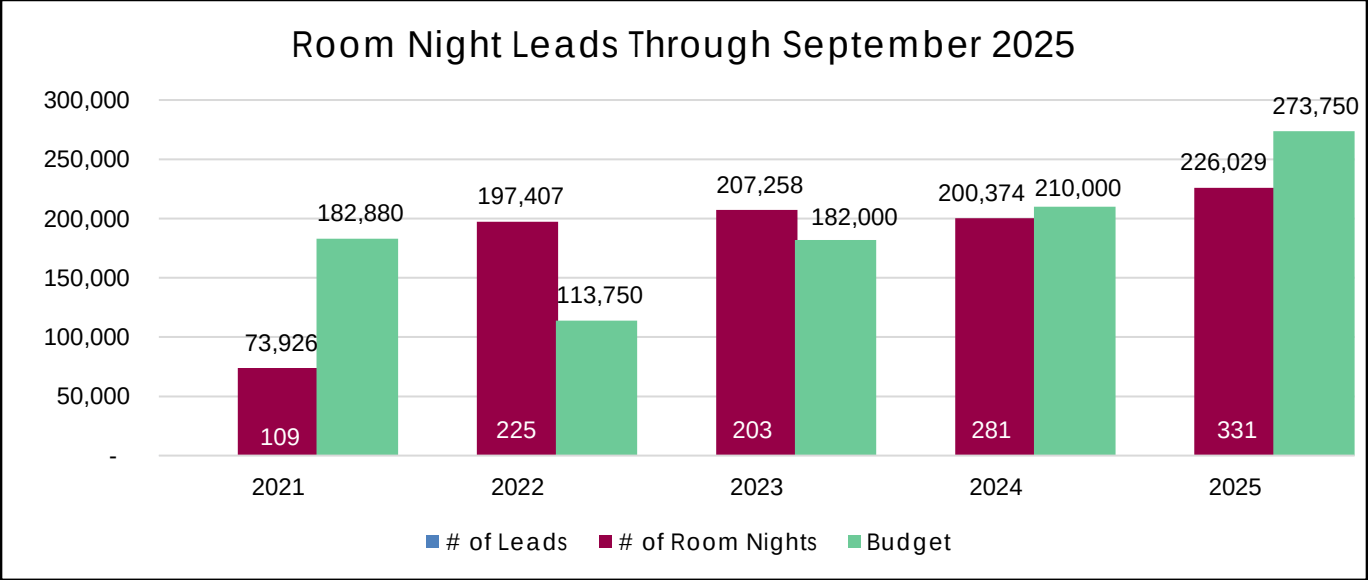


Visit Bellevue Destination Sales

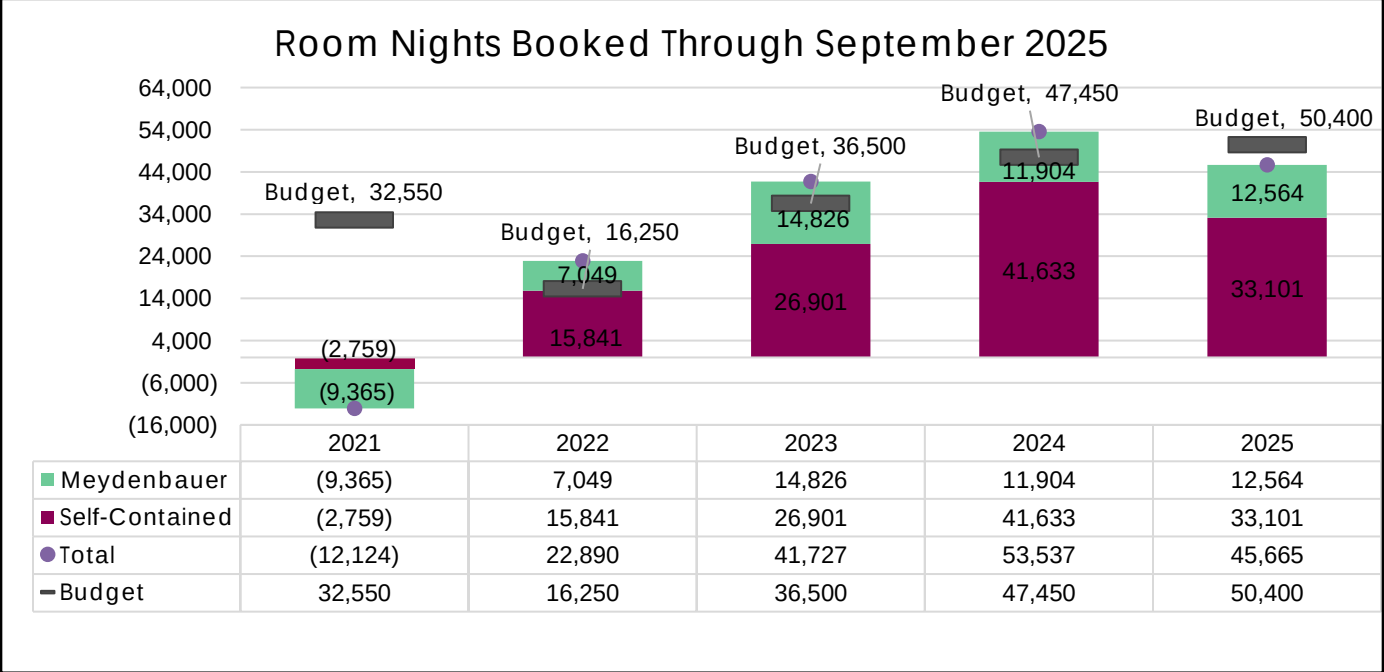
Destination Sales Leads September 2025

The Destination Sales Team generated 331 room night leads through the end of September, which

represents 226,029 room nights which represents approximately \$127,085,756 in estimated economic impact. Destination Sales is up 25,655 room night leads compared to YTD 2024.

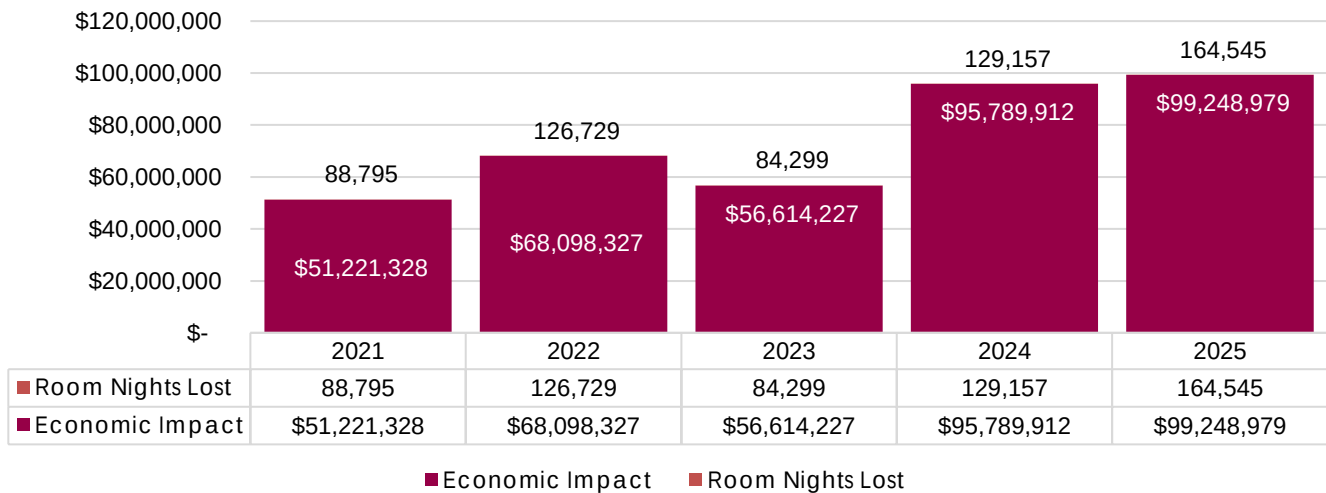


Destination Sales Room Nights Booked September 2025
Destination Sales contracted 12,615 room nights in September 2025 with an estimated economic impact of \$6,740,131.



Destination Sales Lost Business September 2025
The graph below compares lost business from 2021– 2025 through September. The 164,545 room nights lost through September of 2025 represents \$99,248,979 in lost potential economic impact in Bellevue.

Room Nights Lost Through September



Lost Business by Economic Impact

Lost Reason	Economic Impact	Lost Count
Booked West Coast (Specific City in Notes)	\$29,918,468.11	39
Convention Cancelled	\$15,002,687.98	29
Preferred Downtown Seattle	\$13,738,523.29	28
Multiple Reasons	\$7,323,490.01	13
Booked Central US (Specific City in Notes)	\$7,234,008.09	17
Booked Eastern US (Specific City in Notes)	\$5,666,952.88	9
Booked Destination within Washington State	\$3,911,269.97	18
Decline to Bid - Poor fit for Bellevue	\$2,676,755.43	13
Lost Cancelled CVENT Lead; New CVENT Lead Reissued	\$2,287,403.92	8
Booked Pacific Northwest	\$2,241,273.95	10
Lost Third Party Planner	\$2,144,714.15	15
Unable to Fill Room Block	\$1,902,150.74	10
Space Programming	\$1,806,499.43	2

Lost Business by Reason

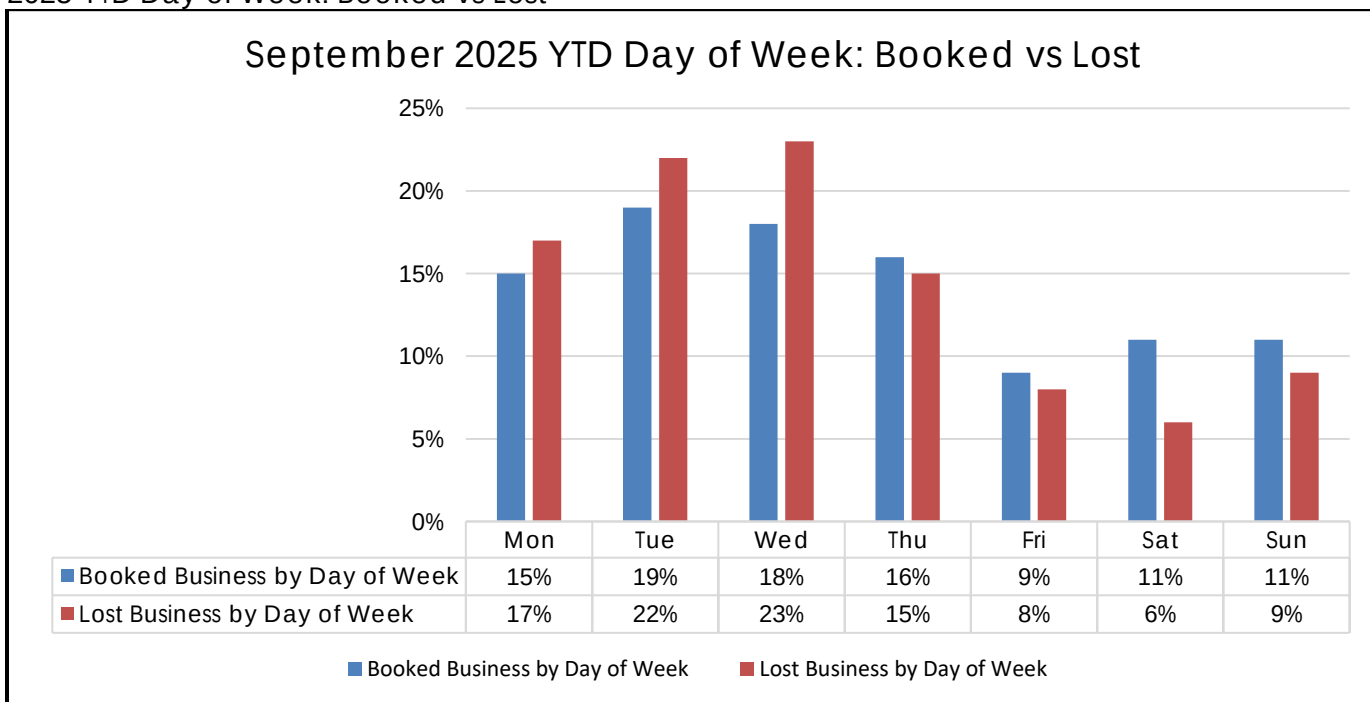
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Multiple Reasons	\$7,323,490.01	13
Booked Pacific Northwest	\$2,241,273.95	10

Unable to Fill Room Block	\$1,902,150.74	10
Booked Eastern US (Specific City in Notes)	\$5,666,952.88	9
Lost Cancelled CVENT Lead; New CVENT Lead Reissued	\$2,287,403.92	8
No Response from Client	\$247,516.07	5
Budget Cuts	\$308,003.13	3
Preferred Date(s) Booked	\$998,262.90	3
Space Programming	\$1,806,499.43	2
Hotel Rates Too High	\$40,599.01	1
Meeting Space Rates Too High	\$223,526.50	1
Not Enough Breakout Rooms	\$462,442.86	1
Preferred Self Contain	\$67,599.77	1
Too Many Hotels to Fill Block	\$975,766.10	1

Lost Reason Seattle

Preferred Seattle Lost Detail	28
Hyatt Seattle	8
Needed More Meeting Space (Unknown Location)	4
Westin	3
Other	2
Seattle Waterfront Marriott	2

2025 YTD Day of Week: Booked vs Lost



Destination Sales Team Update

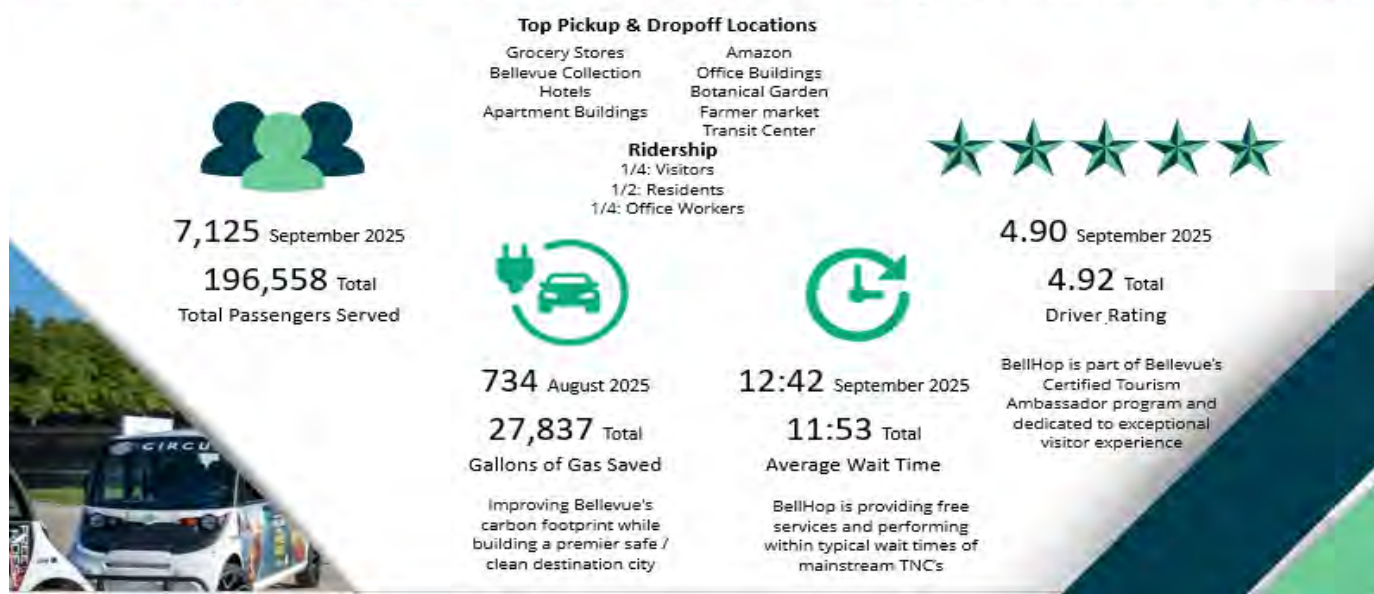
Visit Bellevue Destination Sales participated in two shows in September. The Small Market Meetings

Conference was held in Buffalo, New York, and the team met with twenty-five corporate associations, and SMERF (Social, Military, Education, Religious, Fraternal) meeting planners. Many of the planners were unfamiliar with Bellevue as a destination and the education outreach continues. Remaining nimble, the Destination Sales team added a show, Prestige Global Meeting Source West Summit, which is designed for one-on-one networking opportunities with meeting planners and Prestige Global sales leaders. Attendees at these summits are capped to encourage meaningful interactions and provide in-depth discussions.

Bellevue Visitor Experience & Tourism Development

The BellHop service provided rides to 7,125 passengers in September and 196+k passengers overall. The busiest hours of service are between 2pm – 6pm, the 10am hour has also surged. The busiest days of the week in September were Saturday & Sunday, with all days performing well. We will be spending some time with our strategic funding partners and community stakeholders in the next few weeks doing some important and needed strategic planning for the BellHop service. We anticipate some meaningful conversations and actions for positioning for future growth.

BellHop Program Results September 2025



Bellevue Airport Shuttle

The Bellevue Airport Shuttle operating daily between 4am – Midnight with departures and arrivals every hour. The shuttle now delivers customers to eight key Bellevue hotels (recently added three more hotels) direct from SEA for \$30 per passenger and now has new group and multi passenger pricing. We served 884 paid customers in September and 6303 so far this year. Trends continue to be positive and consumer feedback has been incredible.

Bellevue Airport Shuttle Program



Pickup & Dropoff Locations

Hyatt Regency
Westin - W Hotel
Marriott

Courtyard by Marriott
Hilton Bellevue
SEA Airport

*New Hotels: Courtyard by Marriott,
Intercontinental & Residence Inn Coming Soon.

Bellevue Airport Shuttle offers transportation at a rate of \$30 plus tax per trip and operates hourly from 4am to **Midnight** from Bellevue to SEA. The shuttle utilizes comfortable, spacious Sprinter vans, and is family friendly. Up to two children under the age of 2 can ride for free with each reservation.

884 September 2025

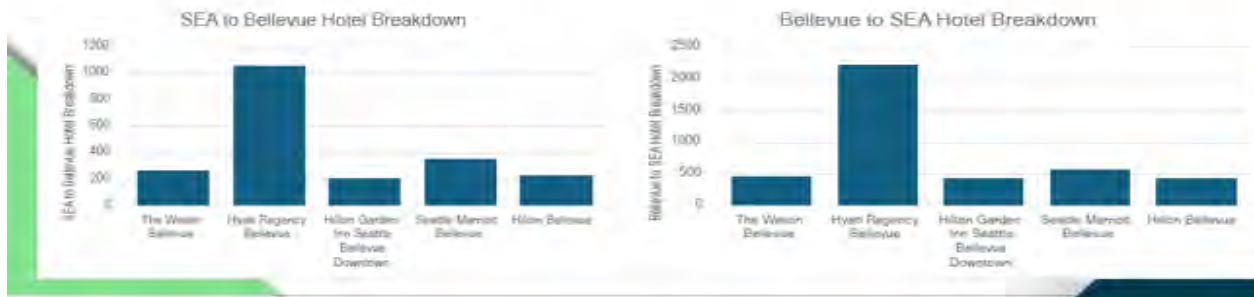
6303 Total

Passengers Served

Ridership

2/3: Visitors
1/3: Residents

*New Multi-Passenger Rates



BikeHop Pilot Program – Our first full year operating the [BikeHop](#) pilot program is ending soon. The following are some preliminary results of the usage of the e-bikes. We are developing a long-term recommendation for this type of program based on our learnings and potential partnerships. So far, we have served 1,434 overnight visitors, and the e-bikes have been activated for a little more than 3k hours.

BikeHop Complimentary E-Bikes Sept 2025

BikeHop is a new tourism pilot program for Bellevue visitors! Check out a complimentary e-bike at a participating hotel. Bike to brunch, discover a trail, or roll out to the lake. Each complimentary e-bike comes with everything you'll need for the perfect outing.

Usage / Ridership

243 Hours - September 2025

3,237 Hours - Total

1,434 Visitors Served



Current Partner Hotel Locations

Hyatt Regency
Courtyard Marriott
Intercontinental Hotel

Westin
Hotel 116



Destination Stewardship & Community Relations

Visit Bellevue's Destination Stewardship & Community Relations department is busy developing programs to ensure that Bellevue's rapid growth as a visitor destination is aligned with the needs of the community, the integrity of the environment, and the long-term health of the local economy.

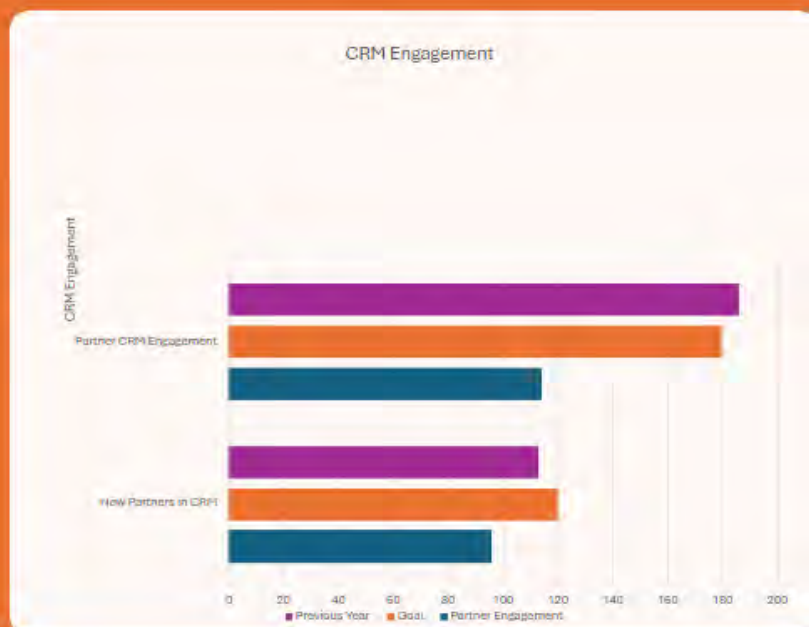
We have successfully launched and activated our Destination Accessibility program with our partner [Wheel The World](#) and have already verified and trained 25 Bellevue business partners and their employees. We are looking forward to our second round of 25 businesses in early 2026.

Wheel the World KPIs	Number of Partners & People	Goal	Percent to Goal
Wheel the World Business Verifications	25	25	100%
Wheel the World Trainings Complete	60	500	12%

Bellevue Events Calendar & Account Listings

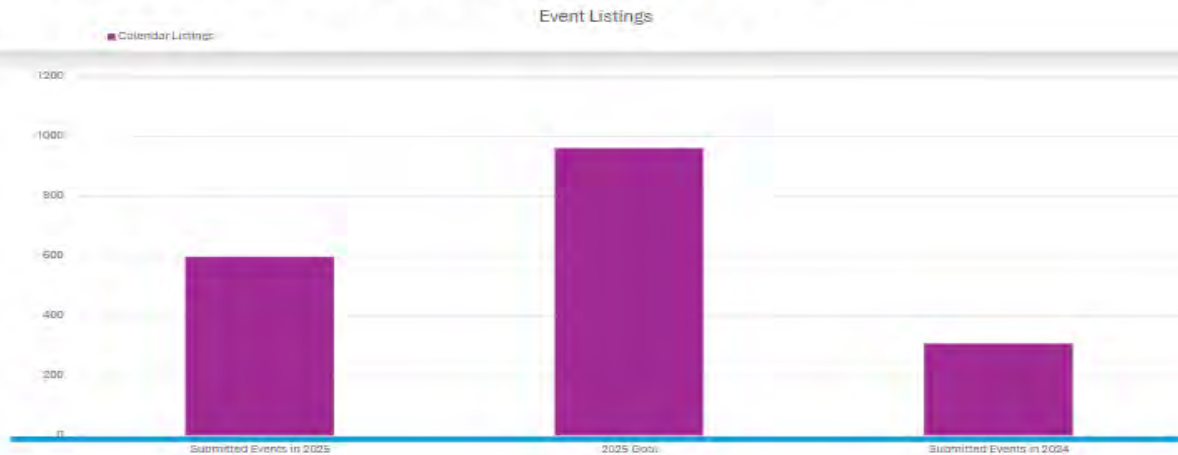
One of the major reasons that Visit Bellevue has invested into a more comprehensive community relations strategy is to bring more Bellevue businesses into our program(s) and incorporate more of our festivals, events, organizations, and attractions into our visitor experience and tourism development strategies. The charts below visualized the continued growth in engaging and developing new accounts, listings and events more than doubling our efforts from 2024.

Customer Relationship Management tracking (CRM) PARTNER PORTAL





Calendar Listings and Events



Bellevue Bound Podcast

Bellevue Bound is Visit Bellevue's B2B podcast series spotlighting the trailblazers, culture shapers, and hidden gems that define Bellevue's vibrant identity. We designed Bellevue Bound to keep our partners, employees, and stakeholders up-to-date and informed, meeting the people building our community and understanding the businesses and experiences that make Bellevue an incredible place to live and to visit. With 16 episodes slated for release throughout 2025, including six culinary-focused segments, Bellevue Bound offers Certified Tourism Ambassadors (CTAs), local hospitality partners, and business leaders a new way explore the destination they help represent. LIVE Recent Episodes include Bellevue Adventures, Mirra, KidsQuest, NW Paragliding, Meeting Planners, and Mox Boarding House, upcoming episodes include Yuan Spa, Bellevue Collection – Snowflake Lane, Wheel the World, UnExpect It!, and our new culinary series. YOUTUBE analytics: 1,259 Views, 4,297 Short Videos Viewed, 22 Likes & 5:23 Min Average View Time.

[Subscribe and listen live here.](#)



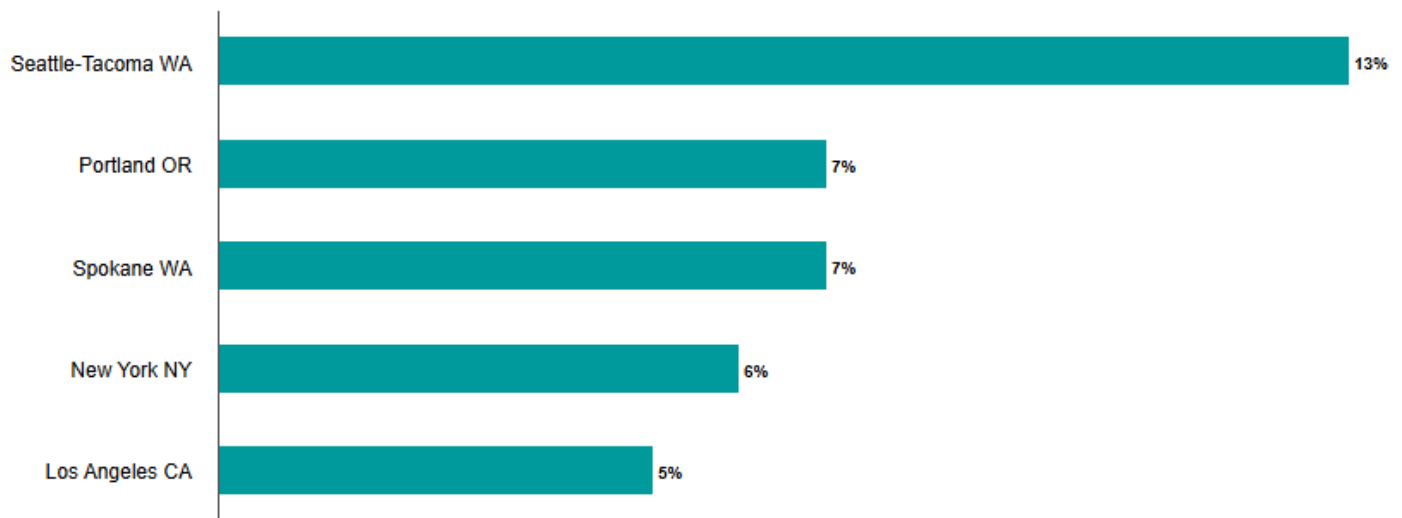
Visitor Trends

Our advanced data insights system powered by Zartico geolocation data and Visa Destination Insights provide us with domestic and international visitor spending and visitation data. Below are a few current key spending metrics and domestic visitor trend data relating to top origin markets by geolocation, and top accommodation visitors for Bellevue regions.

Our Top-Quality Visitor Markets – YTD 2025

Visitor Origin Market	% of Visitors ▼	Quality Visit Index	% of Visitors in Accommodations	% of Spend in Accommodations
Seattle-Tacoma WA	13%	▲ 105	4%	26%
Spokane WA	7%	▲ 101	5%	7%
Portland OR	7%	▲ 107	8%	3%
New York NY	6%	▼ 99	7%	–
Los Angeles CA	5%	▼ 97	8%	2%
Yakima-Pasco-Richland-Kennewick WA	4%	▲ 112	9%	7%
San Francisco-Oakland-San Jose CA	4%	▼ 99	9%	0.1%
Chicago IL	2%	▲ 101	6%	38%
Boston MA-Manchester NH	2%	▼ 90	6%	–
Phoenix-Prescott AZ	2%	▼ 94	5%	–

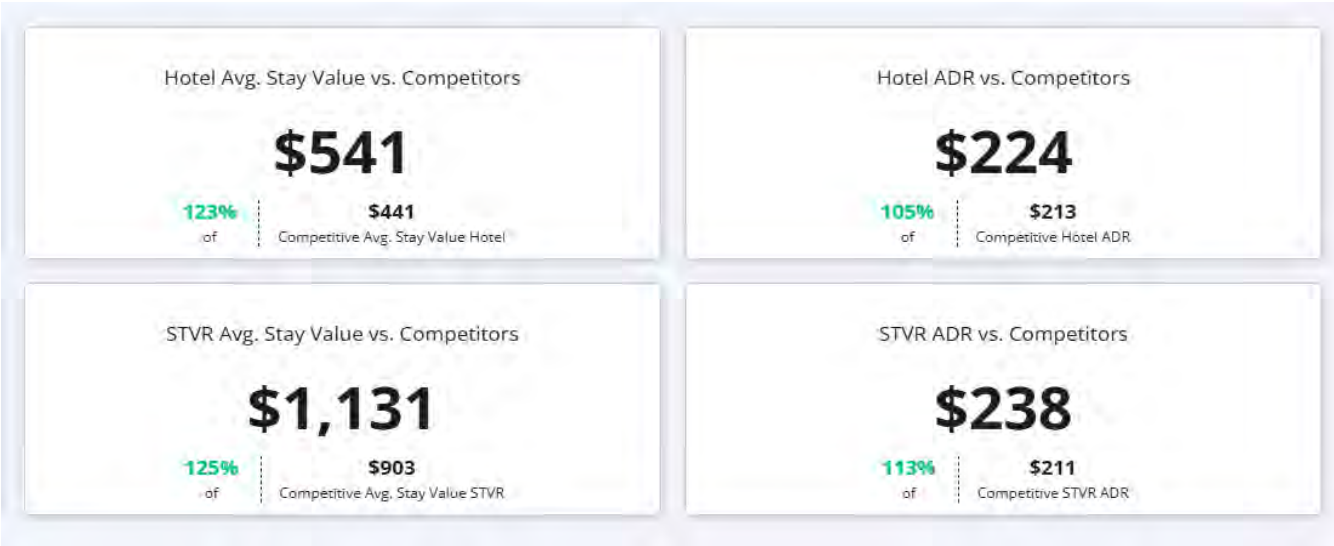
Our Top Visitor Origin Markets – 2025 YTD



Our Top 5 accommodation markets – 2025 YTD

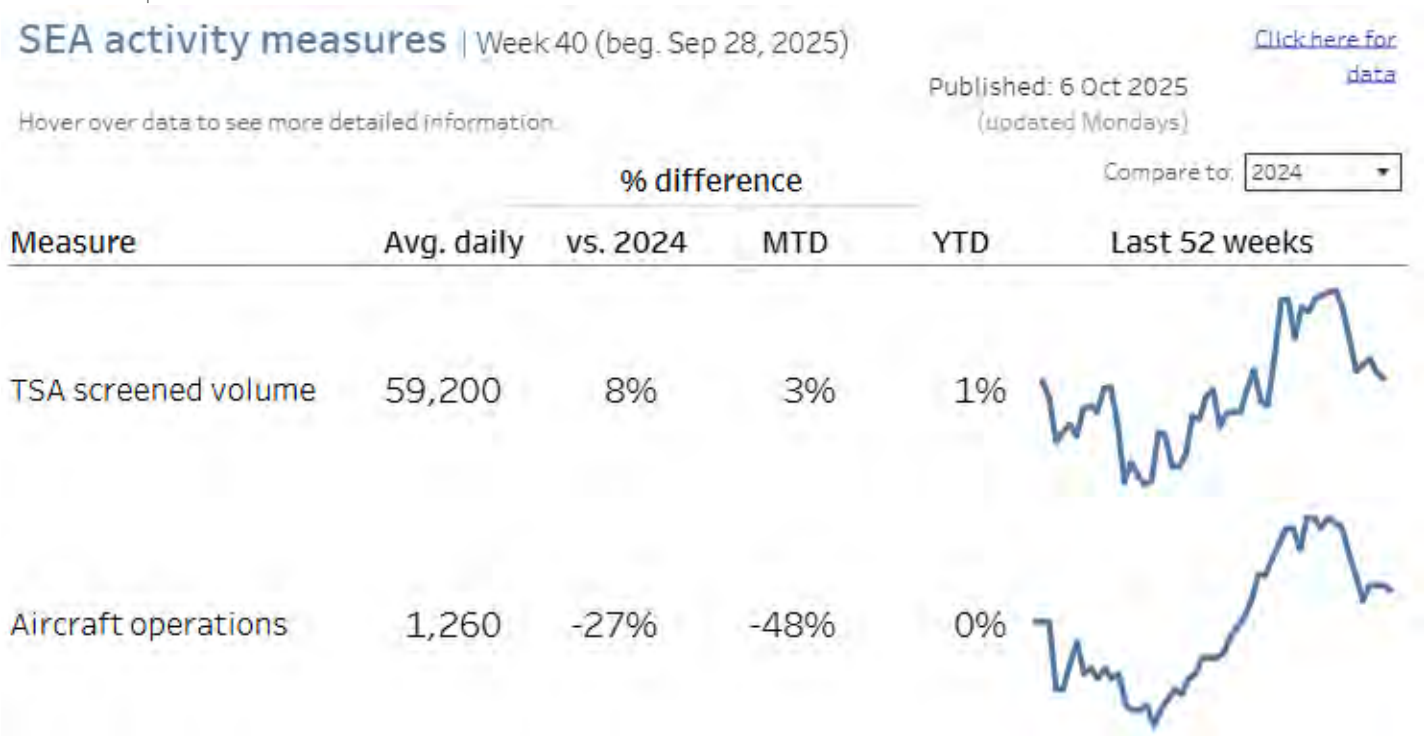


Competitive Lodging Revenue & Average Daily Rates



*Comp Markets include Seattle, SEATAC, Tacoma, Redmond & Everett

Where in the region are Bellevue visitors also going?





Community Development

Information

Information Only

Tuesday, November 4, 2025,

Bellevue-Redmond Tourism Promotion Area (TPA) Advisory Board

1:00 pm

1E-113 or Zoom Meeting

City of Bellevue, WA

OneRedmond 2025 Q3 Report

At today's meeting, OneRedmond, the administrator of Tourism Promotion Area (TPA) funds for the Redmond Zone, will present their 2025 Q3 activities and progress.

BACKGROUND

OneRedmond serves as the administrator of Tourism Promotion Area (TPA) funds for the Redmond Zone, working with the City of Redmond to increase tourism in the City. Today, OneRedmond will present their activities and progress during 2025 Q3 (July, August, September).

OVERVIEW

OneRedmond serves the lodging and tourism sector, working collaboratively with the City of Redmond and local hotels to foster partnerships, develop programs, and enhance infrastructure that support tourism. These efforts aim to develop Redmond's appeal and boost hotel occupancy.

The Tourism program at OneRedmond is exclusively funded through the Redmond Tourism Promotion Area funds.

HOSPITALITY DATA FOR Q3 2025:

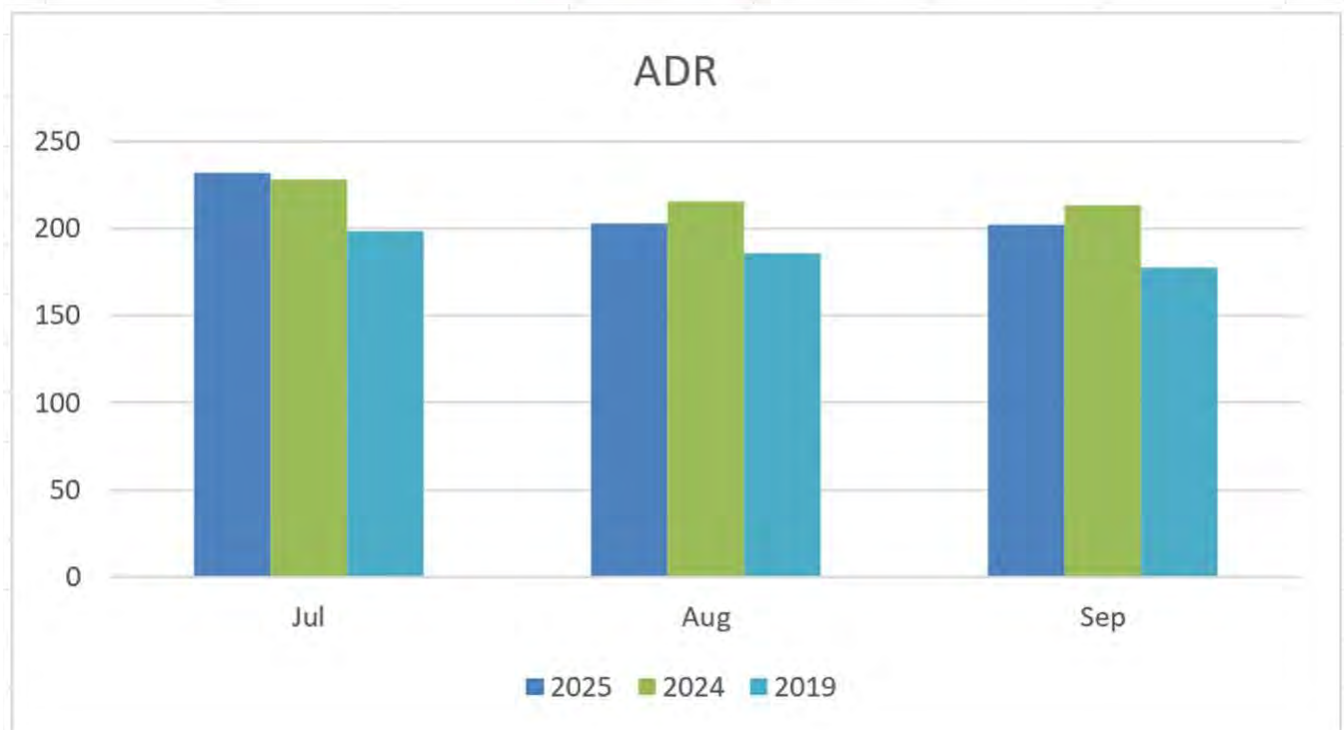
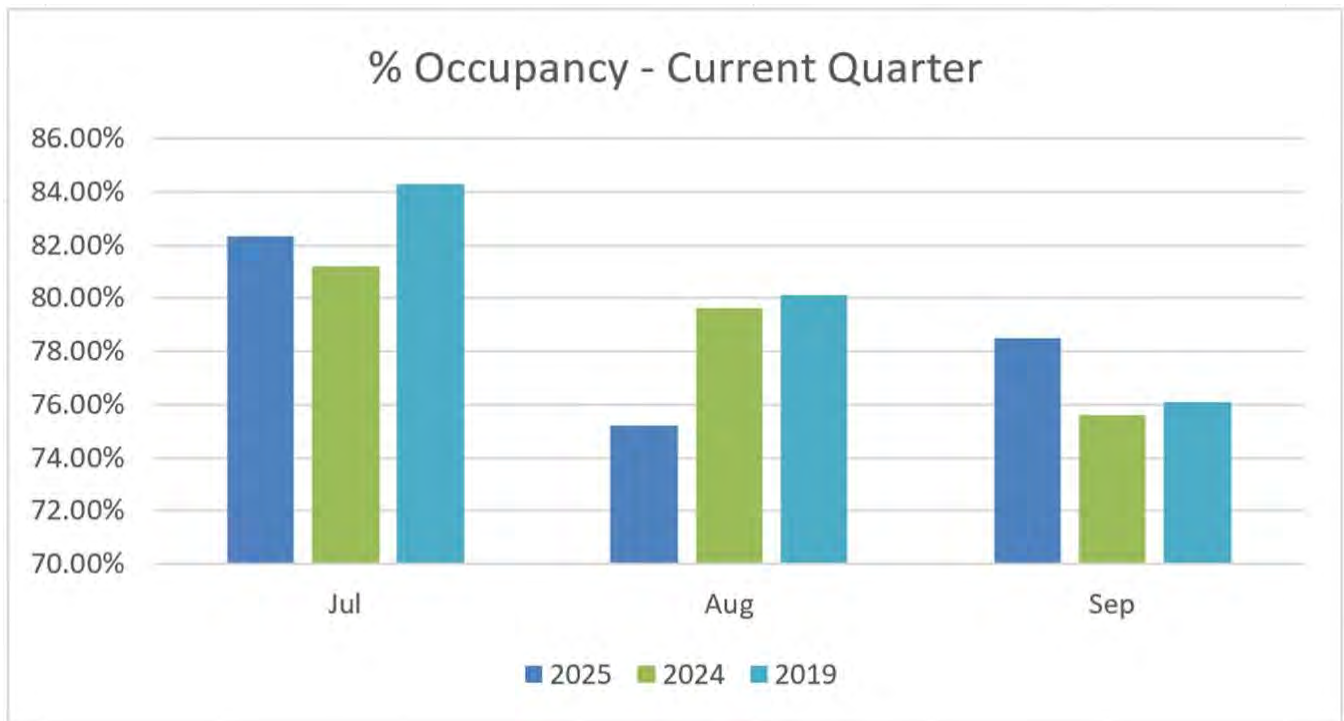
Redmond has a total hotel inventory of 1,598 rooms across ten properties, including two full-service, two extended-stay hotels and six limited-service hotels. The following data is Redmond Hotel occupancy, rooms sold, and overnight visitors in Q3 2025:

2025	Jul	Aug	Sept	Q3 2025
Total Rooms	52,014	52,014	50,337	154,365
Occupancy %	82.32%	75.23%	78.47%	78.67%
Rooms Sold	42,817	39,128	39,498	121,443
ADR	\$231.59	\$202.70	\$202.02	\$212.66
Overnight Visitors	119,888	109,558	110,594	340,040

Source: CoStar report (10/21/25).

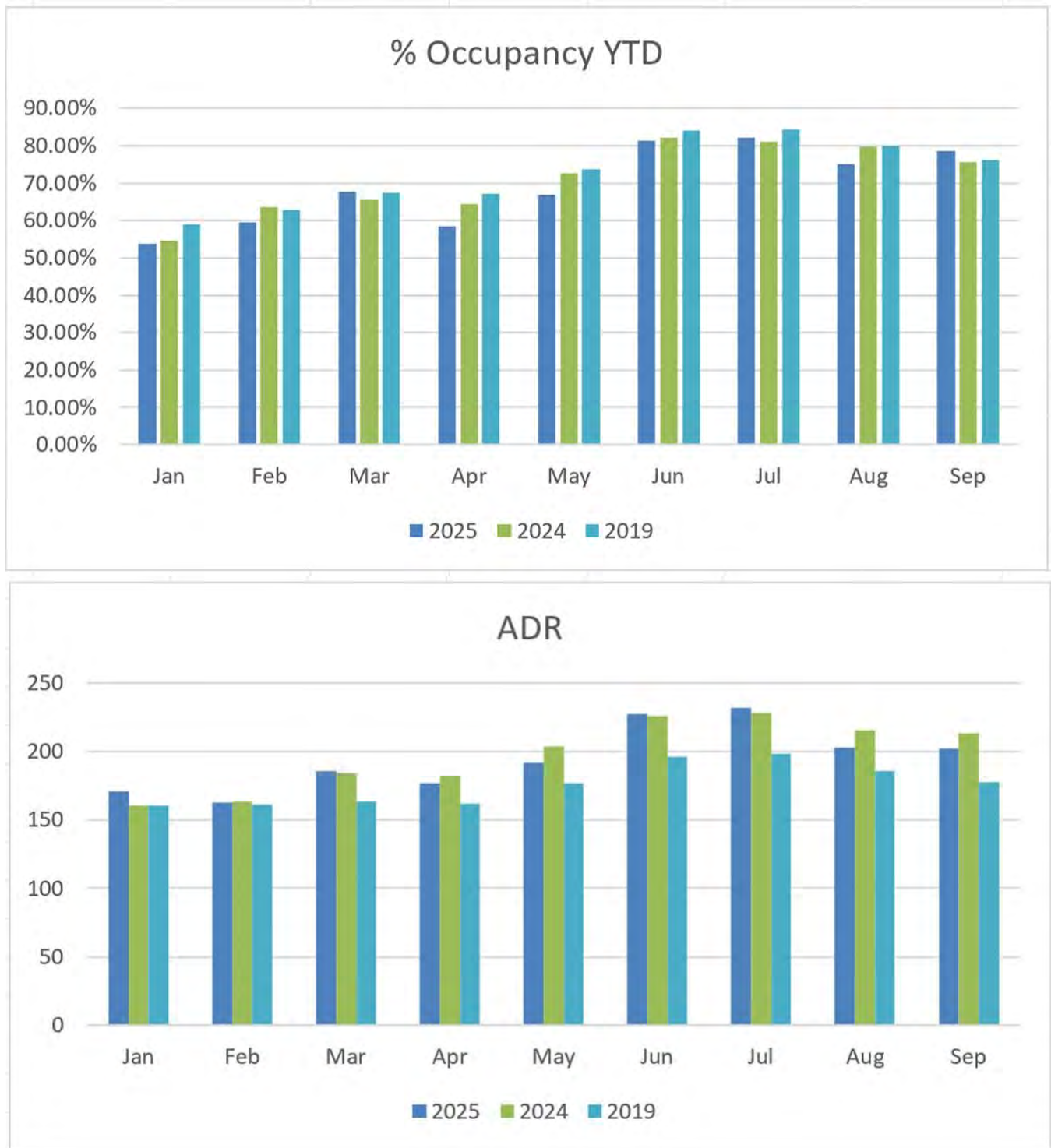
Note: As of 8/2025, CoStar added a composite hotel which accounts for the increase in total rooms.

Estimated 2.8 overnight guests per room.



Source: CoStar report 10/21/25

- **Occupancy:** Q3 2025 showed a 0.76% decrease compared to Q3 2024.
- **ADR:** Q3 showed a 2.97% decrease compared to Q3 2024.



Source: CoStar report 10/21/25

Year-to-date through September, Redmond experienced a 2.75% decrease in occupancy and a 1.43% decrease in ADR compared to the same period in 2024.

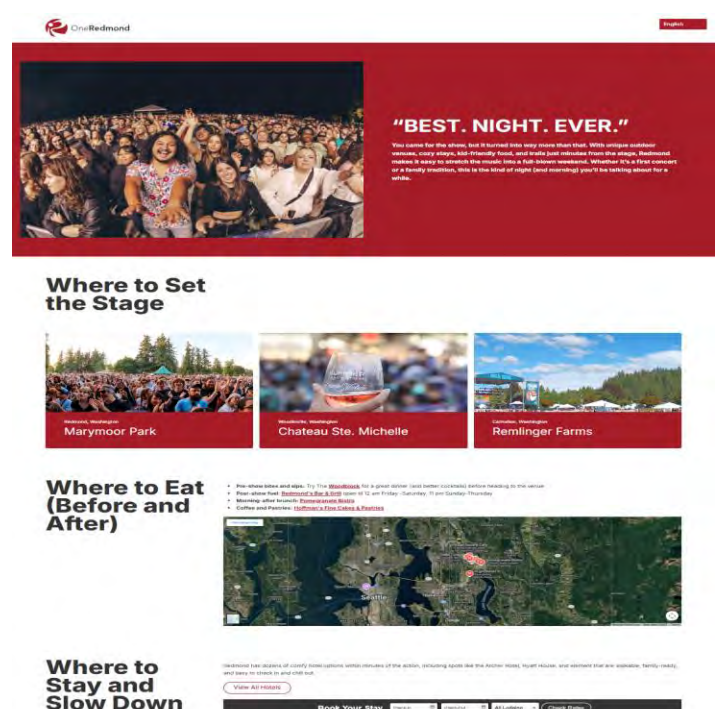
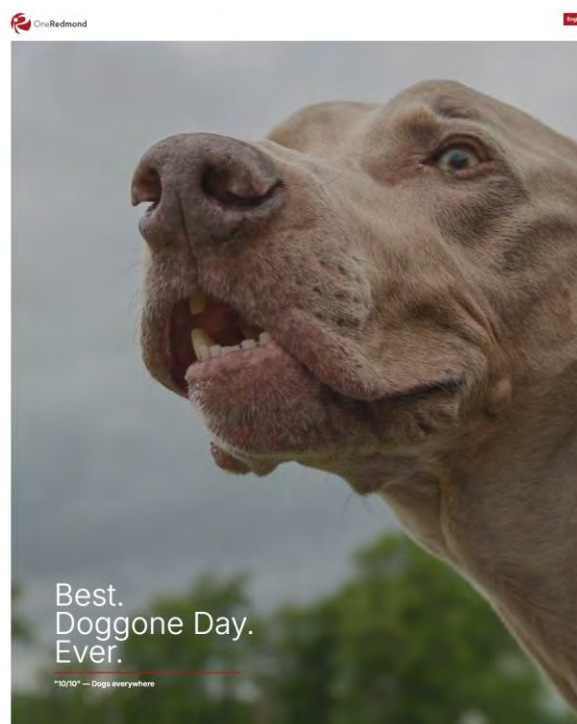
MARKETING & COMMUNICATIONS:

In the 3rd Quarter, OneRedmond advanced its strategic marketing and communications efforts by launching targeted tourism campaigns designed to strengthen Redmond's position in key niche markets. Mid-quarter marked the debut of two integrated initiatives – dog-friendly tourism and entertainment-focused travelers. These campaigns, supported by tailored creative assets and dedicated landing pages, are set to run through the shoulder season, with dog tourism continuing as a year-long strategy. To further amplify outreach, OneRedmond also supplemented the Pay-Per-Click (PPC) campaign managed by Bullseye Creative for Experience Redmond, the LTAC-supported tourism website, to boost digital promotions. These efforts reflect OneRedmond's continued commitment to promoting Redmond as a dynamic, inclusive destination while driving visitor engagement, hotel bookings, and long-term tourism growth.

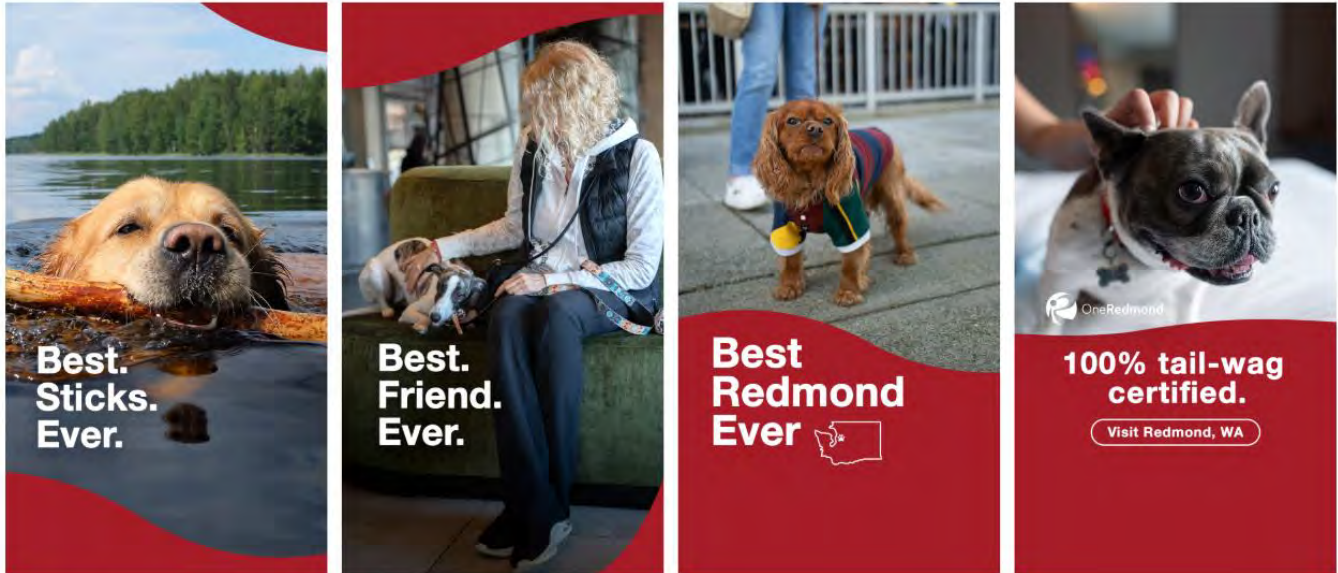
Launch of Targeted Tourism Campaigns

Dog Tourism and Music & Entertainment Campaign | Launched Mid-August; running through December:

- Creation and Production of two (2) Datafy Digital Campaigns
- Asset Creation:
 - o Dog photos used from Q2 Pup Crawl, Experience Redmond photo gallery, stock photo; the goal will be to use only Redmond photos in future campaigns
 - o Music & Entertainment photos from partnerships with Marymoor Park, STG Concerts at the Farm, Experience Redmond photo gallery and stock photo
- Developed Landing Pages:
 - o Dog Tourism - <https://oneredmond.org/best-doggone-day-ever/>
 - o Music & Entertainment Tourism - <https://oneredmond.org/best-night-ever/>
 - o All campaigns have the Book>Direct by SimpleView/Granicus booking widget



#1: Dog Tourism Campaign



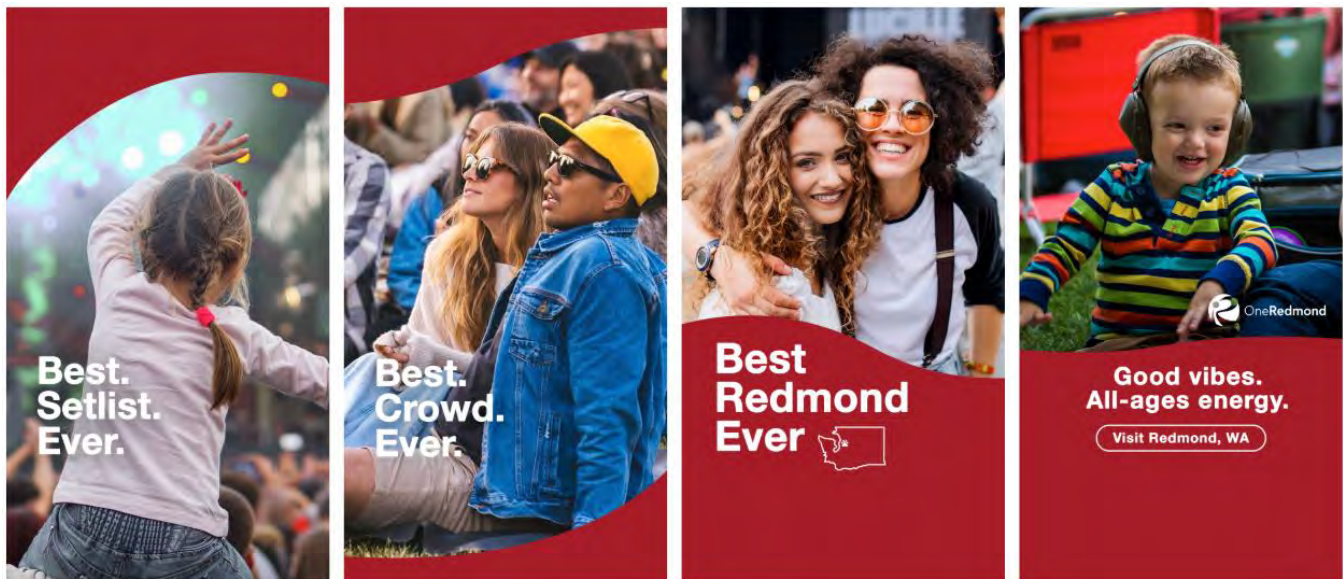
Text (90-125 char): Off-leash trails. Patio treats. Big naps.
Redmond rolls out the red carpet for four-legged travelers.

Headline (27 char): Let's play

- **Dog Tourism Campaign Run Dates:** August 22, 2025 – December 31, 2025
- **Report Period:** August 22, 2025 – October 20, 2025
- **Attribution Mileage:** 50 – 3,736 mile radius
- **Attribution Reflects:** August 29, 2025 – September 27, 2025
- **Campaign Impact & Performance**
 - o Estimated Campaign Impact: \$41,407
 - o Estimated ROAS (Return on Ad Spend): \$12.36 for every \$1 spent
 - o Cost per Visitor Day: \$12.46
 - o Total Trips/Visits to Destination: 142
 - o Estimated Room Nights: 29 (with \$2,900 campaign impact for lodging)
- **Traditional KPIs**
 - o Total Impressions: 285,653
 - o Total Clicks: 840
 - o Total Spend: \$3,350.43
 - o Average Display CTR: 0.3% (well above benchmark of 0.12–0.18%)
 - o Average Native CTR: 0.29% (above benchmark of 0.15–0.25%)
- **Visitor Insights: Trip Lengths & Lodging**
 - o Trip Lengths:
 - Seattle-Tacoma: 1.7 days (destination), 2.1 days (lodging)
 - Portland-OR: 2.1 days (destination), 3.1 days (lodging)
 - Spokane-WA: 2.1 days (destination), 2 days (lodging)
 - Yakima-Pasco-Richland-Kennewick: 1.8 days (destination), 2.6 days (lodging)
 - Bend, OR: 2.1 days (destination), 2.8 days (lodging)
 - Eugene: 1.9 days (destination), 2.2 days (lodging)

- Medford-Klamath Falls: 1.8 days (destination), 1 day (lodging)
- San Francisco-Oakland-San Jose: 2 days (destination)

#2: Music & Entertainment Campaign



Text (90–125 char): A family show in the park, a picnic under the pines, and a cozy place to stay. Redmond hits all the right notes for your weekend.

Headline (27 char):
One stage. A thousand smiles.

- **Music & Entertainment Campaign Run Dates:** August 20, 2025 – September 30, 2025
- **Report Period:** August 20, 2025 – September 30, 2025
- **Attribution Mileage:** 50 – 3,736 mile radius
- **Attribution Reflects:** August 27, 2025 – September 20, 2025
- **Campaign Impact & Performance**
 - o Estimated Campaign Impact: \$68,400
 - o Estimated ROAS (Return on Ad Spend): \$13.36 for every \$1 spent
 - o Estimated Cost per Visitor Day: \$11.08
 - o Total Trips/Visits to Destination: 254
 - o Estimated Room Nights: 43 (with \$8,084 campaign impact for lodging)
- **Traditional KPIs**
 - o Total Impressions: 543,813
 - o Total Clicks: 1,051
 - o Total Spend: \$5,118.43
 - o Unique Reach: 76,160
 - o Average CTR: 0.19%
- **Visitor Insights: Trip Lengths & Lodging**
 - o Seattle-Tacoma: \$10,307.21 (45.2% share of impact, lodging impact \$3,008.00, 37.2%)
 - o Portland, OR: \$5,181.84 (22.7% share of impact, lodging impact \$2,068.00, 25.6%)

- o Yakima-Pasco-Richland-Kennewick: \$3,712.50 (16.3% share of impact, lodging impact \$1,316.00, 16.3%)
- o Spokane: \$3,587.98 (15.7% share of impact, lodging impact \$1,316.00, 16.3%)
- **Incremental Impact**
 - o Audiences were 4.84x more likely to visit than a similar control group not served ads from this campaign.
 - o Incremental Trips: 201
 - o Incremental Impact: \$54,224
 - o Incremental ROAS: \$10.59 for every \$1 spent

Pay-Per-Click Support of Experience Redmond Brand

Experience Redmond Digital Marketing Support | Launched September; running through December:

OneRedmond provided targeted financial support to boost Experience Redmond's digital ad campaigns, focusing on driving overnight hotel bookings during the shoulder season. By contributing to an existing campaign amid reduced tourism budgets, OneRedmond helped ensure continued momentum—supporting efforts that led to increased website traffic, stronger user engagement, and higher hotel booking conversions during a critical travel period.



Source: Bullseye Creative, the agency managing the Experience Redmond brand for the City of Redmond (10/2025)

- Comparing September 8–30 to the previous period (August 16–September 7th):
 - o Impressions increased by 84,000
 - o Clicks rose by 2,220
 - o Click-Through Rate (CTR) improved by 0.43%
 - o Cost Per Click (CPC) up only slightly

Add filter							
Search Segment Columns Reports Download Expand More							
Campaign	Campaign type	Impr.	Clicks	CTR	Avg. CPC	Avg. CPM	Conversions
Drafts in progress: 0							
Search - Hotels	Search	16,862	1,212	7.19%	\$2.66	\$191.17	1,170.00
Demand Gen - Video	Demand Gen	300,690	3,429	1.14%	\$0.42	\$4.84	59.00
Total: All enabled campaigns in your current view		317,552	4,641	1.46%	\$1.01	\$14.74	1,229.00
Total: Account		317,552	4,641	1.46%	\$1.01	\$14.74	1,229.00

Source: Bullseye Creative, the agency managing the Experience Redmond brand for the City of Redmond (10/2025)

- For the Bullseye Creative - Experience Redmond's Hotel campaigns, conversions are measured as click-throughs to individual hotel pages, and the individual clicks on the hotel reservation buttons on the Experience Redmond page.
 - During this period, 1,170 conversions - or clicks to individual hotel sites - were recorded.
- For Bullseye Creative - Experience Redmond's YouTube campaigns, conversions are measured as the number of new followers/subscribers
 - During this period, 59 conversions – or new followers/subscribers were recorded.

Page path and screen class	Views	Active users	Views per active user	Average engagement time per active user
SHOW ALL ROWS				
Total	1,491 vs. 615 ↑ 142.44%	1,228 vs. 477 ↑ 157.44%	1.21 vs. 1.29 ↓ -5.83%	11s vs. 14s ↓ -17.47%
/redmond-hotels/				
Sep 8 - Sep 30, 2025	1,491 (100%)	1,228 (100%)	1.21	11s
Aug 18 - Sep 7, 2025	615 (100%)	477 (100%)	1.29	14s
% change	142.44%	157.44%	-5.83%	-17.47%

Source: Bullseye Creative, the agency managing the Experience Redmond brand for the City of Redmond (10/2025)

- On the Experience Redmond website—the primary landing page for the Bullseye Creative's Experience Redmond hotel campaign traffic—and comparing September 8–30 to the previous period (August 16–September 7th):
 - Page views increased by 142%
 - Users increased by 157%
 - Pageviews per active user decreased by 6%
 - Average engagement time decreased by 17%

- **SEA Airport Spotlight Ad – Concourse D**

In partnership with the Port of Seattle, OneRedmond launched a "Sit. Come. Stay." spotlight ad at SEA Airport in Q1 2025 to promote Redmond's dog-friendly tourism and the Pup Crawl event. Due to ongoing construction delays, the 62" W x 43" H ad remains visible in Concourse D, extending its impact beyond the original timeline. To maximize this continued exposure, OneRedmond will keep the associated QR code landing page — experienceredmond.com/redmond-is-for-dogs — updated with current dog tourism offerings in Redmond.

DESTINATION & TOURISM DEVELOPMENT

In Q3 2025, OneRedmond continued to advance destination and tourism development by deepening key partnerships and by identifying strategic opportunities aligned with Redmond's long-term tourism goals. With the absence of an anchor conference center, efforts remained focused on developing niche, experiential tourism offerings that drive overnight stays. This included ongoing evaluation and refinement of new initiatives related to dog-friendly travel, wine tourism, and accessible experiences. It also includes the identification and exploration of new programs. In parallel, OneRedmond began planning future activations, designed to generate earned media and support Redmond's tourism campaigns.

Q3 2025 Destination & Tourism Development highlights:

- **Wine Tourism:**
 - o Confirmed 2026 Woodinville Wine Country (WWC) Partnership with the City of Redmond
 - o Network with multiple winemakers at events to drive overnight stays or activations in Redmond:
 - Auction of Washington Wine Event
 - Redmond Wine Walk
- **Dog-Focused Activation and Content for Marketing Campaigns**
 - o **Howl-O-Ween:** development and planning of activation scheduled for October at Redmond Town Center and participating hotels; includes a costume parade and paw-ty.
 - o **Santa Paws:** development and collaboration with Redmond Town Center on dog photo sessions with Santa Claus every Monday from post-Thanksgiving through December 22 at Redmond Town Center
 - o Identifying and meeting with dog-friendly businesses to enhance visitor visits. Including:
 - PostDoc Brewing to establish future partnership with dog related events
 - Salt & Straw Ice Cream: met with the owner and Director of Marketing as they offer dog ice cream
 - Brick & Mortar Books in Redmond Town Center: Collaboration with owner and manager on dog related books

- **Accessible Travel Research & Development**
 - o Ongoing exploration of opportunities with Certified Autism Destination programs, Wheel the World, PCMA Accessibility Exchange and other inclusive travel partners
- **Concierge Program Exploration**
 - o Continued research into new digital concierge tools and platforms including:
 - TrueOmni
 - VibeMap
 - Seeker
- **Transportation**
 - o Sound Transit ORCA Cards
 - With the Sound Transit 2-Line opening, and with connections from Redmond to other cities, 300 Day Trip ORCA cards were purchased and distributed to the Redmond Hotels for use in building packages.
 - For branding, a gift card sleeve was created identifying Redmond, WA with a note on the inside to return the cards. This is similar to a Hotel Key Card to reduce the amount of landfill and additional ORCA Card purchased.
 - OneRedmond will reload the cards with Day Trip rides currently at \$6.00
 - o Rideshare Gift Cards
 - An additional 508 \$25.00 gift cards were purchased for hotel distribution to support hotel packages, group sales etc.

Tourism & Hospitality Memberships and Meetings:

There have been no membership changes since the previous quarter. OneRedmond continues to maintain membership and active participation in meetings and seminars with the following organizations to support tourism and hospitality opportunities for area hotels:

- **Q3 2025 Tourism & Hospitality Memberships:**
 - o State of Washington Tourism (SWT)
 - o Seattle Sports Commission (SSC)
 - o Washington Festivals and Events Association (WFEA)
 - o Washington State Chapter of Meeting Professionals International (WSCMPI)
 - o Puget Sound Business Travel Association (PSBTA)
 - o International Live Events Association Seattle Chapter (ILEA Seattle)
 - o Washington State Destination Marketing Organization (WSDMO)
 - o Destinations International (DI)
- **Q3 2025 Tourism & Hospitality meeting highlights:**
 - o Destination Summit in Centralia, WA
 - o Puget Sound Business Journal: The Business of Travel
 - o Eastside Regional Tourism Meeting
 - o Bi-weekly WA State Destination Tourism Calls

DESTINATION SALES:

In the absence of a large conference center, OneRedmond continues to focus on identifying and promoting unique venues and nontraditional spaces that can accommodate group gatherings and drive overnight stays. This quarter, efforts included researching and coordinating branded gifts to support Redmond hotels and the destination through client engagement, tradeshow giveaways, and materials for media and familiarization tours—enhancing Redmond’s appeal and strengthening key hospitality partnerships.

Q3 2025 Destination Sales Highlights:

- Overlake Christian Church
 - o Meeting and full tour with the key contacts
 - o Parking lot may not be available as they may sell some of the space
- PSBTA Monthly Meeting at Woodmark Hotel
- CoStar property development prospecting and distribution of key activity and contacts to Redmond Hotels
- Research and development Branded Gifts; current items received:
 - o Wireless Portable Speaker
 - o Wireless portable charger for personal devices
 - o Water Bottle/Dog Bottle
 - o Luggage Tags

ADMINISTRATION & RESEARCH:

In Q3 2025, OneRedmond continued close collaboration with the City of Redmond and the “Experience Redmond” brand to advance tourism priorities outlined in the Redmond Tourism Strategic Plan. Efforts focused on improving data accuracy, streamlining visitor booking tools, and developing new funding mechanisms to support events that drive overnight stays. These initiatives collectively strengthen Redmond’s tourism infrastructure and reinforce its position as a growing destination for both domestic and international visitors.

Q3 2025 Administration & Research efforts:

- Continue monthly collaboration with the City of Redmond on Tourism initiatives
- Hospitality Data Sources:
 - o Ongoing troubleshooting with CoStar Hospitality Data
 - o KeyData: Research as an alternative hospitality data source
 - o Hotel Booking Integration:
 - Added Book>Direct, SimpleView/Granicus hotel booking widget on OneRedmond, Experience Redmond and Redmond Town Center Events landing page

- Q3 2025 Book>Direct Metrics:
 - Referrals convert 10x better than searches (35.58% vs 3.37%)
 - Referrals generate 35% higher booking values (\$1,458 vs ~\$1,082)
 - Search volume is 3x larger but underperforming on conversion
 - Referral customers book closer to arrival and stay longer (8.7 days advance, 7.2-day stays vs 29.51 days, 4.8-day stays)
 - Referrals have zero acquisition cost while delivering superior results
- Development of Grant Funding application with guidelines for Events that drive overnight visitors that will provide resources for other events that miss the City of Redmond LTAC application deadlines

CONTACT

Audrey Fan, Strategic Tourism Director

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Community Development

Information

City of Redmond Updates

At today's meeting, City of Redmond will present an overview of their 2025-26 Lodging Tax Tourism Program and Budget as well as its City plan for the upcoming FIFA World Cup 2026.

BACKGROUND

The City of Redmond's [tourism development strategic plan](#) was adopted by City Council in June of 2024 and sets the policy and strategy for tourism investment recommended by the Lodging Tax Advisory Board (LTAC) and adopted by Redmond City Council. City of Redmond tourism and economic development staff work collaboratively with internal city departments and external stakeholders, including the TPA for partnership and implementation of the plan's strategies.

At today's meeting, staff will present the 2025-2026 Lodging Tax budget and work plan outlining return on investment in marketing and promotional efforts, and infrastructure investments for destination development. tourism infrastructure, programming, and promotional efforts throughout Redmond.

Staff will also present the City of Redmond's World Cup strategy, provide details on events that have already happened and about what we can expect next in Redmond regarding the World Cup.

ATTACHMENTS

Attachment E: City of Redmond Lodging Tax Budget

Attachment F: City of Redmond Q3 reports from Experience Redmond and Green Rubino

Attachment G: Slide deck for today's meeting

STAFF CONTACT

Philly Marsh Economic Development & Tourism Program Administrator

pmarsh@redmond.gov



Community Development

Attachment A



**BELLEVUE-REDMOND TOURISM PROMOTION AREA
ADVISORY BOARD
BYLAWS**

These Bylaws constitute the official rules of procedure for the TPA Advisory Board. Where rules of procedure are not addressed in these Bylaws, the Board shall be governed by the City Council's adopted Rules (Resolution No. [1029110544](#)) and/or by *Robert's Rules of Order, Newly Revised*

ARTICLE I - Definitions

"Bellevue-Redmond Tourism Promotion Area" or "TPA" means the jurisdictional area identified in BCC 4.60.010, encompassing the entirety of the Bellevue and Redmond city limits.

"Legislative Authority" means the Bellevue City Council, as the same shall be duly and regularly constituted from time to time, and which has been designated to serve as the legislative authority for the TPA pursuant to an interlocal agreement adopted by the cities of Bellevue and Redmond. The Bellevue City Council shall have all powers authorized under Chapter 35.101 RCW and the interlocal agreement to fund tourism promotion in both the cities of Bellevue and Redmond.

"Lodging Business" means a business located within the TPA that furnishes lodging taxable by the state under chapter 82.08 RCW and that has 40 or more lodging units. Lodging facilities with fewer than 40 rooms/units are not considered a lodging business and are exempt from any fees authorized under chapter 4.60 BCC.

"TPA Advisory Board" or "Board" means that board created to make recommendations regarding the use of revenues collected from the TPA and to serve in an advisory capacity to the Legislative Authority.

"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 tourist, and operating tourism destination marketing areas.

ARTICLE II - Scope of Authority/Responsibility

The members of the TPA Advisory Board accept the responsibility of their office and declare their intention to execute the duties defined under state and local law, Bellevue

Ordinance No. 6724, and that certain interlocal agreement (dated 1/17/2023) between the cities of Bellevue and Redmond, as now or hereafter amended, to the best of their ability and to respect and observe the requirements established by the Bellevue City Council, which serves as the designated Legislative Authority for the TPA.

The authority of the TPA Advisory Board is limited to those specific functions set forth in Chapter 3.100 of the Bellevue City Code (BCC). The purpose of the Board is to act in an advisory capacity to the Bellevue City Council, in its role as the Legislative Authority for the TPA.

The TPA Advisory Board shall have no authority or responsibility relating to the following activities:

- A. The Board, or its individual members, shall not speak for or advocate on behalf of the cities of Bellevue and Redmond, or act in a manner that may be construed as representing the cities of Bellevue and Redmond, unless specifically authorized to do so by the Bellevue City Council or the Redmond City Council.
- B. The Board or its individual members have no supervisory authority and shall not direct administrative operations, maintenance, or hiring of staff, consultants, and other independent contractors; provided the Board shall be permitted to review and recommend proposals for management agreements with tourism destination marketing organizations, public entities, or other similar organizations to provide for the management and operation of the TPA consistent with BCC 3.100.070.
- C. The Board shall not participate in regional issues not specifically assigned to the Board by the Bellevue City Council.
- D. The Board shall not have the authority to enter into contracts or otherwise acquire property or other assets. All procurement related to tourism promotion shall adhere to the codes, regulations, and rules promulgated by the City of Bellevue.

A member of the Board is not authorized to speak for the Board unless the Board has expressly authorized the member's communication.

An individual member is free to voice a position, oral or written, on any issue after making it clear that the member is not speaking as a representative of the City of Bellevue, the City of Redmond, or as a member of the Board.

ARTICLE III - Membership and Organization of the Board

A. Membership.

- 1. The TPA Advisory board shall consist of eight (8) members, four (4) members from the Bellevue Zone, and four (4) members from the Redmond Zone, as both zones are described in BCC 4.60.040.
- 2. Each member at time of nomination, and continuing uninterrupted thereafter

while serving on the Board, shall be a representative of a Lodging Business that is subject to the lodging charges as described in Chapter 4.60 BCC. A member of the advisory board may not represent a Lodging Business that receives funding from revenues derived from lodging charges.

3. Each person shall be appointed by the Bellevue City Manager, after receiving a list of qualified candidates from the Board, and shall have a specific, numbered position on the Board.
 4. Appointees shall commence service after appointment by the Bellevue City Manager and the effective date of the previous member's resignation or expiration of the existing term for the position, as applicable.
 5. Each appointment by the Bellevue City Manager shall include the ending date and term for the position to which the member is appointed and that information shall be maintained in the Board's records by the Deputy City Clerk for Bellevue.
- B. Election of Officers. The TPA Advisory Board shall elect a Chair and Vice-Chair, and any other officers the Board deems necessary, for a term of one year at their first regular meeting in July of each year, or as soon thereafter as feasible based on seating of newly- appointed members.
- The election process shall be in accordance with *Roberts Rules of Order Newly Revised*
- In the event of the resignation of the Chair or Vice-Chair, the Board shall expeditiously elect a new officer to fill the vacancy.
- In the absence of the Chair and Vice-Chair, a Chair pro tem shall be elected informally by the members present to conduct the meeting.
- C. Committees. The Chair, at the concurrence of the Board, may appoint standing committees or special committees of the Board and assign one or more members to such committees.
- D. Quorum. At all meetings of the Board, quorum shall consist of a majority of the members. Quorum must be maintained throughout the entirety of the meeting.
- E. Ex officio members. The Bellevue City Council may approve the appointment of an ex officio member to the Board. Ex officio members are authorized to sit at the table and participate in discussions, but are non-voting members.
- F. Resignation. A member may resign by giving written notice to the Bellevue City Clerk and the Chair of the Board.

- G. Removal from office. Members of the Board may be removed at any time by the Bellevue City Manager for neglect of duty, conflict of interest, unexcused absence from three consecutive regular meetings of the Board, or for any reason deemed sufficient by the Bellevue City Manager. The decision of the Bellevue City Manager shall be final and there shall be no appeal.
- H. Vacancies. Vacancies shall be reported immediately to the Bellevue City Clerk. Vacancies occurring for reasons other than the expiration of a term shall be filled for the unexpired portion of the term by appointment by the Bellevue City Manager, after receiving a list of qualified candidates from the advisory board.
- I. Staffing. The Community Development Director shall assign staff support to the Board.

ARTICLE IV - Duties of Officers

- A. Presiding Officer. The Chair shall be the presiding officer of the Board. In the temporary absence of the Chair, the Vice-Chair shall perform the duties and responsibilities of the Chair. The Presiding Officer is required to attend meetings in person. If the Presiding Officer is authorized to participate in a meeting remotely under Article V.G of these Bylaws, the Presiding Officer must pass the Presiding Officer role for that meeting to a Board member who will attend that meeting in person.

It shall be the Presiding Officer's duty to see that the transaction of Board business is in accord with these Bylaws.

- B. Presiding Officer Duties. It shall be the duty of the Presiding Officer to:

1. Call the meeting to order.
2. Keep the meeting to its order of business.
3. Control the discussion in an orderly manner.
 - a. Introduce the agenda topic, provide for staff presentation and questions from the Board, and call for discussion among the Board members.
 - b. Give every Board member who wishes an opportunity to speak.
 - c. Permit audience participation at the appropriate times.
 - d. Require all speakers to speak to the question and to observe the rules of order.
 - e. Give pro and con speakers opportunities to speak to a question when

practicable.

- f. Guide the Board in providing direction to staff and making recommendations to the Bellevue City Council.
4. State each motion before it is discussed and before it is voted upon.
5. Put motions to a vote and announce the outcome or summarize consensus direction achieved by the Board.
6. Decide all questions of order, subject to the right of appeal to the Board by any member.

The Presiding Officer may at ~~his or her~~their discretion call the Vice-Chair or any member to take the Chair so the Presiding Officer may make a motion.

- C. Board Staff. The Board staff, or an authorized designee, shall attend all meetings of the Board. The Board staff shall:
- a. Provide for noticing of special meetings or changed locations of meetings;
 - b. Post agendas and Board packet materials for each meeting;
 - c. Record and retain, by electronic means, each meeting for the official record;
 - d. Provide for timely preparation of summary minutes of all Board meetings;
 - e. Maintain the Board's official records;
 - f. Manage correspondence on behalf of the Board.

ARTICLE V - Meetings

Public notice of meetings of or hearings before the Board shall be provided as required by law. Noticing of special meetings and public hearings is provided by the Deputy City Clerk for Bellevue.

- A. Regular meetings. The regular meetings of the TPA Advisory Board shall be held at ~~10:00 am-1:00 pm~~ on the fourth ~~Thursday-Tuesday~~ of ~~February through July~~January~~April; July~~ and the fourth Tuesday of October.

Regular or continued meetings that fall on a holiday shall be rescheduled by the Board.

- B. Special meetings. Special meetings may be held by the Board subject to notice requirements prescribed in state law. The notice for special meetings shall state the subjects to be considered, and no subjects other than those specified in the notice shall

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be considered.

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Electronic mail shall be considered written notice to members for purposes of this rule.

- C. Meeting place. Meetings of the TPA Advisory Board shall be held at Bellevue City Hall unless otherwise noticed.
- D. Open Public Meetings. No legal action may be taken by the Board except in a public meeting. "Action" is defined as the transaction of official business, but is not limited to receipt of public testimony, deliberations, discussions, considerations, reviews, evaluations, and final actions.

All meetings of the Board shall be open to the public; provided, the Board may hold Executive Sessions as permitted by law (RCW 42.30.110).

Minutes will be prepared for all regular and special meetings and presented as soon as practicable for Board review and approval. Minutes will include all pertinent information, motions, decisions made, and actions and votes taken. Minutes are not required to be taken at an Executive Session (RCW 42.32.035).

- E. Public Notice. Public notice of meetings or hearings before the Board shall be provided as required by law. Notice of special meetings will be delivered in writing by mail or electronic mail at least 24 hours in advance to Board members and to City of Bellevue's newspaper of record and other media publications that have filed written requests of the City of Bellevue to be notified. The notice will specify the time and place of the special meeting and the business to be transacted.
- F. Attendance. Attendance at regular and special meetings is expected of all Board members. Any member anticipating absence from an official meeting should notify the Chair and Bellevue City staff assigned to the Board in advance. Unexcused absences from three consecutive regular meetings shall be reported to the Bellevue City Manager for appropriate action as prescribed by BCC 3.100.010.
- G. Remote participation. Board members are encouraged to attend meetings in person when practicable. A member may participate remotely using approved teleconferencing equipment. Any member who wishes to participate in a meeting remotely must notify the presiding officer and the staff liaison of their intent no later than 12:00 p.m. the day prior to the meeting. If more than three members provide timely notice of their intent to participate remotely, the staff liaison will determine who may participate remotely and who may not, and will notify the members.
- No more than three Board members may participate remotely during any one Board meeting. Such remote participation will be considered attendance at the meeting and shall be counted toward determination of a quorum.
- H. Recess. The Board may, by a majority vote or consensus, recess for a short break. The proposal to recess may set a time limit or run until the Chair calls the meeting back to order.

- I. Continuation. The continuation of a meeting shall be to a definite time and place and approved by majority vote.
- J. Adjournment. Regular meetings of the TPA Advisory Board shall adjourn by 12:00 p.m. The adjournment time may be extended to a later time certain upon approval of a motion carried by a majority of Board members.

At the conclusion of the agenda, after calling for any additional business, the Chair may declare the meeting adjourned.

ARTICLE VI- Order of Business/Agenda

- A. Preparation of meeting agendas will be the duty of the Board staff in coordination with the Chair.
- B. Copies of the agenda will be available to all Board members at least two days prior to a regular meeting and 24 hours in advance of special meetings.
- C. The agenda will indicate whether formal action is intended to be taken by the Board on a particular matter.
- D. The order of business for each regular meeting shall be as follows:
1. Call to Order
 2. Approval of Agenda and Minutes
 3. Oral Communications
 4. Action Items and Discussion Items
 5. Board Quick Business
 6. Reports
 7. Written Communications and Other Information
 8. Adjournment
- E. The printed agenda of a regular meeting may be modified, supplemented or revised by a majority affirmative vote of the Board members present.
- F. A topic on the agenda may be continued to subsequent meetings when it is apparent that one meeting will not be sufficient to complete the scheduled business.

G. The order of business does not apply to Special Meetings.

ARTICLE VII - Public Comment

- A. Timing of Communications. The Board shall not take public comment at regular meetings except for that given at a public hearing or at Oral and Written Communications. Written comments may be submitted to the Board staff in advance of the meeting.
- B. Addressing the Chair. Speakers shall address all statements to the Chair. Board members may direct questions to speakers only with the Chair's permission.
- C. Public hearings. The purpose of a public hearing is to gather information and opinions on a specific subject the Board is studying. The following rules shall be observed during any public hearing:
1. The Chair shall, at the opening of a public hearing, state the purpose of and process for the hearing and may request that staff provide an introductory staff report.
 2. Persons wishing to speak, either in person or through remote participation, shall sign in on the paper or electronic sign-in sheet. Speakers will be called to speak in the order in which they signed in, subject to the Chair's discretion to modify the order in the interest of a fair public hearing that allows an opportunity for everyone wishing to speak.
 3. Speakers will be allowed three minutes in which to make their comments. Additional time will not be allowed unless the Chair or a majority of the Board determines to allow additional time.
 4. Speakers are encouraged to indicate support for or opposition to previous comments rather than repeating prior testimony.
 5. No specific time limitations are placed on the length of public hearings.
 6. The Board may continue a hearing to a future date or close a hearing after everyone wishing to speak has spoken.
 7. All written material provided before or during the hearing will be included in the hearing record.
 8. The Chair may allow additional time for receipt of written comments when needed.

D. Oral Communications.

1. The time allowed for Oral Communications shall not exceed 30 minutes.
2. Persons wishing to speak, either in person or through remote participation, shall sign in on the paper or electronic sign-in sheet provided and will be called to speak in the order in which they signed.
3. Speakers will be allowed to speak for three minutes. Additional time will not be allowed unless the Chair or a majority of the Board determines to allow additional time.
4. Suspension of these rules will require a majority vote of the Board members present and must be consistent with the requirements of the Open Public Meetings Act, Chapter 42.30 RCW.

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E. Decorum.

1. Public comment shall be limited to matters relating to the city of Bellevue government and to subject matters encompassed within the power and duties of the Board.
2. Public comment may not be used for the purpose of assisting a campaign for election of any person to any office or for the promotion or opposition to any ballot proposition.
3. Persons participating in TPA Advisory Board meetings must not engage in speech or conduct that disrupts, disturbs, or otherwise impedes the orderly conduct of any meeting. Disruptions may include and are not limited to:
 - a. Addressing the Board while the Board is in session without the permission of the presiding officer;
 - b. Failure of a speaker to comply with the allotted time established for that speaker's public comments or to speak on topic during a comment period that is limited to a topic;
 - c. Failure of a speaker to comply with the rules in this code or in the Board's bylaws concerning public comment;
 - d. Using an allotted comment period for purposeful delay, including remaining silent or engaging in other activity without conveying a discernible message;
 - e. Whistling, hand clapping, stomping of feet, shouting or other outburst from members of the public who have not been recognized by the

presiding officer for public comment or testimony;

- f. Speech or other expression by an individual who has not been recognized by the presiding officer for public comment who is expressing themselves in a volume louder than a low conversational level appropriate for communication between persons seated next to each other in the Board meeting room, or whose speech or other expressions are audible by others;
 - g. Standing in a location that obstructs the view of meeting attendees, unless speaking as recognized by the presiding officer;
 - h. Approaching Board members or city employees who are staffing the meeting while the Board meeting is in progress, unless permitted to do so by the presiding officer; and
 - i. Affixing a banner or sign to walls or structures in the Board meeting room or holding or placing a sign in a way that endangers others or obstructs the free flow of pedestrians or the view of others attending a Board meeting.
- 4. Persons participating in Board meetings must also not engage in the following conduct, which may subject them to criminal sanctions in addition to the enforcement of these requirements:
 - a. True threats of violence, that purposefully or recklessly place a person in fear of bodily harm, death, or other violence;
 - b. Use of obscene language or gestures; or
 - c. Assault or attempted assault.
- 5. Ejection from Meeting. Where speech or conduct results in actual disruption of the Board meeting, or is in violation of subsection (E)(4) of this section, the presiding officer may issue a verbal warning to the person and/or may (a) terminate the person's individual comment period and direct their microphone be turned off; (b) direct security personnel to assist the person to the person's seat; or (c) order the person to leave the meeting room for the remainder of the meeting and have the person removed from the meeting room by security personnel if the person does not leave.
- 6. Exclusion From Future Meetings.
 - a. Repeated disruption, or violations of subsection (E)(4) of this section, may result in the person being excluded from participating in public comment or from attendance at one or more future Board meetings.
 - b. In deciding whether to issue a notice of exclusion and the terms and length of the exclusion, the presiding officer shall consider the seriousness and

number of the disruptions or violations, their impact on the orderly conduct of Board meetings, whether the conduct threatens public safety, and the person's record of conduct at meetings. The presiding officer may issue an exclusion from participating in public comment, or from attendance, at future Board meetings for up to ~~60-180~~ calendar days.

Commented [BW1]: Language proposed consistent with BCC 3.100.030(F)(6)(b) as revised by Ordinance 6864 (Date 9/23/2025).

- c. If the presiding officer issues an exclusion to any person for future meetings, the exclusion shall be in writing and shall inform the person of the specific reasons for the exclusion and the specific terms and length of the exclusion. The written notice shall advise that if the person desires to address the Board during the period of exclusion, they may submit written comments which will be received by the staff liaison and provided to each of the Board members.
 - d. The notice shall be filed with the city clerk, who shall mail it to the person's last known address, if any, or to the person's email address if the city clerk has an email address but does not have a mailing address. The city clerk shall also post the notice on the door of Room IE-113 in City Hall and on the Board's web page and provide a copy of the notice to all Board members and City Council members. The notice is effective when posted on the door of Room IE-113 in City Hall and on the Board's web page and provide a copy of the notice to all Board members and City Council members. The notice is effective when posted on the door of Room IE-113 and shall remain posted during Board meetings for the duration of the exclusion period.
7. The decision of the presiding officer to eject a person from public comment or attendance at a Board meeting may be overruled by a majority vote of those Board members in attendance at the meeting from which the person was ejected. If the presiding officer issues an exclusion from public comment or attendance at future meetings, that decision may be overruled by a majority vote of those Board members in attendance at the next regular Board meeting following the filing and posting of the exclusion notice or by a majority vote of the City Council at the next regular Council meeting following the filing and posting of the exclusion notice.
8. Any person excluded from participation in future public comment periods or from attendance at future Board meetings may appeal the exclusion by submitting a written appeal stating the bases for the appeal to the city clerk within six business days after notice of the exclusion is posted on the door of Room IE-113. ~~Upon receipt of a written appeal, the City Council shall consider the any timely appeal at its next regularly scheduled open public meeting, that is at least three (3) business days from the receipt of the appeal.~~ The person's exclusion from public comment periods or from attendance at Board meetings shall remain in effect during the Council's consideration of the appeal.

Commented [BW2]: Language proposed consistent with BCC 3.100.030(F)(8) as revised by Ordinance 6864 (dated 9/23/2025)

F. Timekeeping. Bellevue City staff assigned to the Board shall be the timekeeper.

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ARTICLE VIII - Motions

- A. No motion should be entertained or debated until seconded and announced by the Chair.
- B. The motion shall be recorded and, if desired by any member, read by the Clerk before it is debated. With the consent of the Board, a motion may be withdrawn at any time before action is taken on the motion.
- C. Motions shall be entertained in the order of precedence outlined in *Robert's Rules of Order Newly Revised*

ARTICLE IX- Voting

- A. Action. Action may be taken by a majority of the members present when a quorum exists.
- B. Votes on Questions. Each member present or participating remotely shall vote on all questions put to the Board except on matters in which ~~he or she has~~ they have been disqualified for a conflict of interest or under the Appearance of Fairness doctrine. Such member shall disqualify ~~himself or herself~~ themselves prior to any discussion of the matter, stating the reason for the disqualification unless there is a legal impediment to disclosure. The disqualified member will then leave the meeting room.

Voting shall be accomplished by voice or through a showing of hands. Secret balloting is prohibited. Proxy votes of members not present are not valid votes. All votes shall be recorded in the Summary Minutes.

- C. Tie Vote. The passage of a motion is defeated by a tie vote, provided that the question may be brought forward again at the request of any member at the same meeting or at the next meeting when any members who were absent or disqualified at the time of the tie vote are present.
- D. Failure to Vote. Any Board member who fails to vote without a valid disqualification shall be declared to have voted in the affirmative on the question.
- E. Six-month Time Limitation. Except as otherwise provided in these Bylaws, once a matter has been voted on and the time for reconsideration has passed with no action, the matter may not be taken up again for six months unless there is a showing of a substantial change of circumstances.
- F. Decisions. The Board shall act as a body in making its decisions and in announcing them. The Chair or the Chair's designee shall serve as the spokesperson for the Board in reporting decisions.

ARTICLE X- Conflict of Interest, Appearance of Fairness, and Legal Assistance

Board members are held to high ethical standards and shall at all times comply with the provisions of Chapter 3.92 BCC, as they exist now or as amended in the future.

Any member of the Board who, in ~~his or her~~their opinion, has an interest in any matter before the Board that would tend to prejudice ~~his or her~~their actions shall so publicly indicate and shall step down and refrain from voting and participating in any manner on the matter in question to avoid any possible conflict of interest or violation of the appearance of fairness.

When there is doubt concerning the legality of an issue, the Bellevue City Attorney (or designee) may be called upon to advise members as to the legality of the proposed action. If necessary, a hearing or deliberation may be continued until legal matters can be clarified. Care must be taken in maintaining records of the proceedings when litigation is a possibility.

ARTICLE XI- Minutes

Minutes are the official record of a meeting. Electronic recordings of meetings (if made) are retained for six years.

- A. Minutes should be sufficiently detailed to provide what was done, by whom, and why, in order to provide an accurate summary of the main points of the discussion. Minutes are written to provide a readable, concise record of lengthy meetings, and as such not every speaker's comments on every topic are included.

If a Board member wishes to ensure that a particular statement is included in the minutes, ~~he or she~~they should indicate, "For the record,... "to signal the desire to have this comment included.

- B. Draft minutes presented for approval in the meeting- packet may be amended if a legally sufficient reason to do so exists.

Once approved, that page of amended minutes will subsequently show the following wording next to the spot of the amendment: "Corrected - see minutes of _____ [Insert Date]."

ARTICLE XII - Compliance with Laws

All Board members shall comply with all federal, state, and local laws and ordinances, including but not limited to Chapter 49.60 RCW (Washington's Law Against Discrimination) and 42 U.S.C. 12101 et. seq. (ADA), BCC 3.92 (Code of Ethics), RCW 42.56 (Public Records Act), RCW 42.30 (Open Public Meetings Act), BCC 2.26 (Public Records) and the Civil Rights Act of 1964 (Public Law 88-352).

ARTICLE XIII - Communications

- A. Communications with Bellevue City Council. The Board shall provide periodic reports to the Bellevue City Council, either at "Reports of Community Council, Boards and Commissions" or in written form. These periodic reports should include discussion related to TPA revenues, expenditures, major activities, and/or request any policy direction needed from the Bellevue City Council. The Board shall develop and recommend an annual budget and an annual strategic/business plan for the use of lodging charge revenue, to be submitted to the Bellevue City Council no later than July 30 of each year. All communications with Council shall comply with BCC 3.100.040.
- B. Communications with Redmond City Council. The Board shall provide a yearly report to the Redmond City Council concerning TPA revenues and expenditures, major activities, strategic plans, budget, and management agreements.
- C. Communications among Board members. To avoid possible violations of the Open Public Meetings Act, Board members shall refrain from back-and-forth exchange of information, viewpoints, positions, or other dialogue via email, telephone, or in person among a quorum of the membership about the business of the Board outside of a public meeting. Communications among less than a quorum that are then relayed by a participant to other members, who together constitute a quorum, are also prohibited.

ARTICLE XIV--Records

The term "public records" applies to any paper, correspondence, completed form, bound record book, photograph, film, audio or video recording, map drawing, machine-readable material, video stream, email, text message, or social media that has been created or received by any state or local government agency during the course of public business and legislative records described in RCW 40.14.100. The following requirements apply to the TPA Advisory Board and its individual members:

- A. Public records are the property of the City of Bellevue and must be managed (preserved, stored, transferred, destroyed, etc.) according to the provisions of RCW 40.14.
- B. Tools are in place to manage all emails sent to the Board's email account (TPAboard@bellevuewa.gov) as well as individual City of Bellevue email accounts of Board members according to state law.
- C. Board members are responsible for including Board staff on all Board-related communications, including forwarding any emails sent to the member in [his/her/their](#) individual capacity to the TPAboard@bellevuewa.gov address. Any hard copy records shall also be transferred to staff for long-term maintenance.

- D. Members may be required to produce emails or documents that relate to the activities or operations of the Board in response to a public disclosure request.

Members may also be required to produce their personal notes taken at Board meetings that relate to the activities and deliberations of the Board. To the extent that those notes contain information that is purely personal or material that is exempt under the Public Disclosure Act, they may not need to be provided to the requestor.

- E. As required by WAC 44-14-04003(3) and the City of Bellevue's Public Records Act Rules, the City of Bellevue must provide the fullest assistance in response to public disclosure requests. The City of Bellevue's Public Records Officer and a representative of the Bellevue City Attorney's Office will review any documents that may be exempt from disclosure and will provide the necessary explanations of any exemptions to the requestor if access to particular records is denied. Courts may award monetary penalties should the City of Bellevue not respond fully or promptly.
- F. Board members are advised to establish a separate, clearly-named file within their personal email account and/or on the hard drive of their personal computer to which they file all materials relating to the Board.

ARTICLE XV - Compensation and Reimbursement of Expenses

Members of the Board shall serve without compensation. Members shall be reimbursed for authorized travel or other expenses incidental to that service, which are authorized by the Bellevue City Manager. Members should seek pre-authorization for any proposed expense.

ARTICLE XVI - Amendments

These Bylaws may be amended, revised, or repealed by the entire Board at any regular meeting or any special meeting, provided that notice of such changes is included on the agenda and the vote to change takes place at the next regular meeting. Amendments will not be valid unless two-thirds of the membership of the Board vote in favor of amending the Bylaws.

ARTICLE XVII - Validity

If any part or parts of these Bylaws are found to be invalid, that part or parts will not invalidate the remainder of the Bylaws.

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APPROVED this ____ day of _____, 202__.

CHAIR – TPA Advisory Board

Director – Community Development Department

Advisory Board Staff



Community Development

Attachment B

CITY OF BELLEVUE, WASHINGTON

ORDINANCE NO. 6864

AN ORDINANCE amending Sections 3.55.030, 3.56.030, 3.61.030, 3.62.030, 3.63.030, 3.64.030, and 3.100.030 of the Bellevue City Code to increase the maximum exclusion period and change the timing of processing appeals of exclusions.

WHEREAS, the City Council has established the Environmental Services Commission, Arts Commission, Human Services Commission, Parks and Community Services Board, Transportation Commission, Planning Commission, and Bellevue-Redmond Tourism Promotion Area Advisory Board, as boards and commissions that are advisory to the Council; and

WHEREAS, in Title 3 of the Bellevue City Code, the City Council has set forth requirements and procedures for how the meetings of those boards and commissions are to be conducted; and

WHEREAS, the City Council desires to amend the provisions in Title 3 to increase the maximum exclusion period; and

WHEREAS, the City Council also desires to amend provisions in Title 3 to change the timing of processing appeals of exclusions; now, therefore

THE CITY COUNCIL OF THE CITY OF BELLEVUE, WASHINGTON, DOES ORDAIN AS FOLLOWS:

Section 1. Section 3.55.030.F.6.b of the Bellevue City Code is hereby amended to read as follows:

b. In deciding whether to issue a notice of exclusion and the terms and length of the exclusion, the presiding officer shall consider the seriousness and number of the disruptions or violations, their impact on the orderly conduct of commission meetings, whether the conduct threatens public safety, and the person's record of conduct at meetings. The presiding officer may issue an exclusion from participating in public comment, or from attendance, at future commission meetings for up to 180 calendar days.

Section 2. Section 3.55.030.F.8 of the Bellevue City Code is hereby amended to read as follows:

8. Any person excluded from participation in future public comment periods or from attendance at future commission meetings may appeal the exclusion by submitting a written appeal stating the bases for the appeal to the city clerk within six business days after notice of the exclusion is posted on the door of Room 1E-

113. The city council shall consider any timely appeal at its next regularly scheduled open public meeting, that is at least three (3) business days from the receipt of the appeal. The person's exclusion from public comment periods or from attendance at commission meetings shall remain in effect during the council's consideration of the appeal.

Section 3. Section 3.56.030.F.6.b of the Bellevue City Code is hereby amended to read as follows:

b. In deciding whether to issue a notice of exclusion and the terms and length of the exclusion, the presiding officer shall consider the seriousness and number of the disruptions or violations, their impact on the orderly conduct of commission meetings, whether the conduct threatens public safety, and the person's record of conduct at meetings. The presiding officer may issue an exclusion from participating in public comment, or from attendance, at future commission meetings for up to 180 calendar days.

Section 4. Section 3.56.030.F.8 of the Bellevue City Code is hereby amended to read as follows:

8. Any person excluded from participation in future public comment periods or from attendance at future commission meetings may appeal the exclusion by submitting a written appeal stating the bases for the appeal to the city clerk within six business days after notice of the exclusion is posted on the door of Room 1E-113. The city council shall consider any timely appeal at its next regularly scheduled open public meeting, that is at least three (3) business days from the receipt of the appeal. The person's exclusion from public comment periods or from attendance at commission meetings shall remain in effect during the council's consideration of the appeal.

Section 5. Section 3.61.030.F.6.b of the Bellevue City Code is hereby amended to read as follows:

b. In deciding whether to issue a notice of exclusion and the terms and length of the exclusion, the presiding officer shall consider the seriousness and number of the disruptions or violations, their impact on the orderly conduct of commission meetings, whether the conduct threatens public safety, and the person's record of conduct at meetings. The presiding officer may issue an exclusion from participating in public comment, or from attendance, at future commission meetings for up to 180 calendar days.

Section 6. Section 3.61.030.F.8 of the Bellevue City Code is hereby amended to read as follows:

8. Any person excluded from participation in future public comment periods or from attendance at future commission meetings may appeal the exclusion by submitting a written appeal stating the bases for the appeal to the city clerk within

six business days after notice of the exclusion is posted on the door of Room 1E-113. The city council shall consider any timely appeal at its next regularly scheduled open public meeting, that is at least three (3) business days from the receipt of the appeal. The person's exclusion from public comment periods or from attendance at commission meetings shall remain in effect during the council's consideration of the appeal.

Section 7. Section 3.62.030.F.6.b of the Bellevue City Code is hereby amended to read as follows:

b. In deciding whether to issue a notice of exclusion and the terms and length of the exclusion, the presiding officer shall consider the seriousness and number of the disruptions or violations, their impact on the orderly conduct of commission meetings, whether the conduct threatens public safety, and the person's record of conduct at meetings. The presiding officer may issue an exclusion from participating in public comment, or from attendance, at future commission meetings for up to 180 calendar days.

Section 8. Section 3.62.030.F.8 of the Bellevue City Code is hereby amended to read as follows:

8. Any person excluded from participation in future public comment periods or from attendance at future commission meetings may appeal the exclusion by submitting a written appeal stating the bases for the appeal to the city clerk within six business days after notice of the exclusion is posted on the door of Room 1E-113. The city council shall consider any timely appeal at its next regularly scheduled open public meeting, that is at least three (3) business days from the receipt of the appeal. The person's exclusion from public comment periods or from attendance at commission meetings shall remain in effect during the council's consideration of the appeal.

Section 9. Section 3.63.030.F.6.b of the Bellevue City Code is hereby amended to read as follows:

b. In deciding whether to issue a notice of exclusion and the terms and length of the exclusion, the presiding officer shall consider the seriousness and number of the disruptions or violations, their impact on the orderly conduct of commission meetings, whether the conduct threatens public safety, and the person's record of conduct at meetings. The presiding officer may issue an exclusion from participating in public comment, or from attendance, at future commission meetings for up to 180 calendar days.

Section 10. Section 3.63.030.F.8 of the Bellevue City Code is hereby amended to read as follows:

8. Any person excluded from participation in future public comment periods or from attendance at future commission meetings may appeal the exclusion by

submitting a written appeal stating the bases for the appeal to the city clerk within six business days after notice of the exclusion is posted on the door of Room 1E-113. The city council shall consider any timely appeal at its next regularly scheduled open public meeting, that is at least three (3) business days from the receipt of the appeal. The person's exclusion from public comment periods or from attendance at commission meetings shall remain in effect during the council's consideration of the appeal.

Section 11. Section 3.64.030.F.6.b of the Bellevue City Code is hereby amended to read as follows:

b. In deciding whether to issue a notice of exclusion and the terms and length of the exclusion, the presiding officer shall consider the seriousness and number of the disruptions or violations, their impact on the orderly conduct of commission meetings, whether the conduct threatens public safety, and the person's record of conduct at meetings. The presiding officer may issue an exclusion from participating in public comment, or from attendance, at future commission meetings for up to 180 calendar days.

Section 12. Section 3.64.030.F.8 of the Bellevue City Code is hereby amended to read as follows:

8. Any person excluded from participation in future public comment periods or from attendance at future commission meetings may appeal the exclusion by submitting a written appeal stating the bases for the appeal to the city clerk within six business days after notice of the exclusion is posted on the door of Room 1E-113. The city council shall consider any timely appeal at its next regularly scheduled open public meeting, that is at least three (3) business days from the receipt of the appeal. The person's exclusion from public comment periods or from attendance at commission meetings shall remain in effect during the council's consideration of the appeal.

Section 13. Section 3.100.030.F.6.b of the Bellevue City Code is hereby amended to read as follows:

b. In deciding whether to issue a notice of exclusion and the terms and length of the exclusion, the presiding officer shall consider the seriousness and number of the disruptions or violations, their impact on the orderly conduct of commission meetings, whether the conduct threatens public safety, and the person's record of conduct at meetings. The presiding officer may issue an exclusion from participating in public comment, or from attendance, at future commission meetings for up to 180 calendar days.

Section 14. Section 3.100.030.F.8 of the Bellevue City Code is hereby amended to read as follows:

8. Any person excluded from participation in future public comment periods or from attendance at future commission meetings may appeal the exclusion by submitting a written appeal stating the bases for the appeal to the city clerk within six business days after notice of the exclusion is posted on the door of Room 1E-113. The city council shall consider any timely appeal at its next regularly scheduled open public meeting, that is at least three (3) business days from the receipt of the appeal. The person's exclusion from public comment periods or from attendance at commission meetings shall remain in effect during the council's consideration of the appeal.

Section 15. This Ordinance shall take effect and be in force five (5) days after its passage and legal publication.

Passed by the City Council this 23rd day of SEPTEMBER, 2025
and signed in authentication of its passage this 28th day of SEPTEMBER,
2025.

(SEAL)



A handwritten signature in black ink, appearing to read "Lynne Robinson".

Lynne Robinson, Mayor

Approved as to form:
Trisna Tanus, City Attorney

A handwritten signature in black ink, appearing to read "Trisna Tanus".

Trisna Tanus, City Attorney

Attest:

A handwritten signature in black ink, appearing to read "Charmaine Arredondo".

Charmaine Arredondo, City Clerk

Published 9/25/25



Community Development

Attachment C

3.100.030 Meetings.

- A. The advisory board shall meet at least once a quarter.
- B. All meetings shall be open to the public; provided, the advisory board may hold executive sessions as permitted by law. Advisory board business shall be conducted in compliance with the requirements, as applicable, of the Open Public Meetings Act, Chapter [42.30](#) RCW, and the Public Records Act, Chapter [42.56](#) RCW, as they exist now or may be hereafter amended.
- C. A majority of the membership shall constitute a quorum. Action may be taken by a majority of the members present when a quorum exists.
- D. Affirmative votes from a majority of members present and voting shall be necessary to carry any proposition. A member who fails to vote without a valid disqualification is declared to have voted in the affirmative.
- E. *Remote Participation.*
 - 1. Advisory board members are encouraged to attend meetings in person when practicable. A member may participate remotely using approved teleconferencing equipment. Any member who wishes to participate in a meeting remotely must notify the presiding officer and the staff liaison of their intent no later than 12:00 p.m. the day prior to the meeting. If more than three members provide timely notice of their intent to participate remotely, the staff liaison will determine who may participate remotely and who may not, and will notify the members.
 - 2. The presiding officer must be physically present for a meeting. If the presiding officer is unable to be physically present, the presiding officer must pass the presiding officer role to an advisory board member who is physically present at the meeting.
 - 3. No more than three members may participate remotely during any one advisory board meeting. Such remote participation will be considered attendance at the meeting and shall be counted toward determination of a quorum.
- F. *Public Participation.*
 - 1. Public comment shall be limited to matters relating to city of Bellevue government and to subject matters encompassed within the power and duties of the advisory board.
 - 2. Public comment may not be used for the purpose of assisting a campaign for election of any person to any office or for the promotion or opposition to any ballot proposition.
 - 3. Persons participating in advisory board meetings must not engage in speech or conduct that disrupts, disturbs, or otherwise impedes the orderly conduct of any meeting. Disruptions may include and are not limited to:

- a. Addressing the board while the board is in session without the permission of the presiding officer;
 - b. Failure of a speaker to comply with the allotted time established for that speaker's public comments or to speak on topic during a comment period that is limited to a topic;
 - c. Failure of a speaker to comply with the rules in this code or in the board bylaws concerning public comment;
 - d. Using an allotted comment period for purposeful delay, including remaining silent or engaging in other activity without conveying a discernible message;
 - e. Whistling, hand clapping, stomping of feet, shouting or other outbursts from members of the public who have not been recognized by the presiding officer for public comment or testimony;
 - f. Speech or other expression by an individual who has not been recognized by the presiding officer for public comment who is expressing themselves in a volume louder than a low, conversational level appropriate for communication between persons seated next to each other in the board meeting room, or whose speech or other expressions are audible by others;
 - g. Standing in a location that obstructs the view of meeting attendees, unless speaking as recognized by the presiding officer;
 - h. Approaching board members or city employees who are staffing the meeting while the board meeting is in progress, unless permitted to do so by the presiding officer; and
 - i. Affixing a banner or sign to walls or structures in the board meeting room or holding or placing a sign in a way that endangers others or obstructs the free flow of pedestrians or the view of others attending a board meeting.
4. Persons participating in board meetings must also not engage in the following conduct, which may subject them to criminal sanctions in addition to the enforcement of these requirements:
- a. True threats of violence, that purposefully or recklessly place a person in fear of bodily harm, death, or other violence;
 - b. Use of obscene language or gestures; or
 - c. Assault or attempted assault.
5. *Ejection From Meeting.* Where speech or conduct results in actual disruption of the board meeting, or is in violation of subsection [\(F\)\(4\)](#) of this section, the presiding officer may issue a verbal warning to the person and/or may (a) terminate the person's individual comment period and direct their microphone be turned off; (b) direct security personnel to assist the person to the person's seat; or (c) order the person to leave the meeting room for the remainder of the meeting and have the person removed from the meeting room by security personnel if the person does not leave.
6. *Exclusion From Future Meetings.*

- a. Repeated disruptions, or violations of subsection [\(F\)\(4\)](#) of this section, may result in the person being excluded from participating in public comment or from attendance at one or more future advisory board meetings.
 - b. In deciding whether to issue a notice of exclusion and the terms and length of the exclusion, the presiding officer shall consider the seriousness and number of the disruptions or violations, their impact on the orderly conduct of commission meetings, whether the conduct threatens public safety, and the person's record of conduct at meetings. The presiding officer may issue an exclusion from participating in public comment, or from attendance, at future commission meetings for up to 180 calendar days.
 - c. If the presiding officer issues an exclusion to any person for future meetings, the exclusion shall be in writing and shall inform the person of the specific reasons for the exclusion and the specific terms and length of the exclusion. The written notice shall advise that if the person desires to address the board during the period of exclusion, they may submit written comments which will be received by the staff liaison and provided to each of the board members.
 - d. The notice shall be filed with the city clerk, who shall mail it to the person's last known address, if any, or to the person's email address if the city clerk has an email address but does not have a mailing address. The city clerk shall also post the notice on the door of Room 1E-113 in City Hall and on the board's web page and provide a copy of the notice to all board members and city council members. The notice is effective when posted on the door of Room 1E-113 and shall remain posted during board meetings for the duration of the exclusion period.
7. The decision of the presiding officer to eject a person from public comment or attendance at a board meeting may be overruled by a majority vote of those board members in attendance at the meeting from which the person was ejected. If the presiding officer issues an exclusion from public comment or attendance at future meetings, that decision may be overruled by a majority vote of those board members in attendance at the next regular board meeting following the filing and posting of the exclusion notice or by a majority vote of the city council at the next regular council meeting following the filing and posting of the exclusion notice.
8. Any person excluded from participation in future public comment periods or from attendance at future commission meetings may appeal the exclusion by submitting a written appeal stating the basis for the appeal to the city clerk within six business days after notice of the exclusion is posted on the door of Room 1E-113. The city council shall consider any timely appeal at its next regularly scheduled open public meeting, that is at least three business days from the receipt of the appeal. The person's exclusion from public comment periods or from attendance at commission meetings shall remain in effect during the council's consideration of the appeal. (Ord. 6864 §§ 13, 14, 2025; Ord. 6752 § 7, 2023; Ord. 6738 § 2, 2023.)

The Bellevue City Code is current through Ordinance 6865, passed September 23, 2025.

Disclaimer: The city clerk's office has the official version of the Bellevue City Code. Users should contact the city clerk's office for ordinances passed subsequent to the ordinance cited above.

[City Website: www.bellevuewa.gov](http://www.bellevuewa.gov)

[City Telephone: \(425\) 452-6800](tel:(425)452-6800)

[Hosted by General Code.](#)



Community Development

Attachment D

B RTPA

Financial Update

November 4, 2025

TPA Accumulation by City	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL	*does not include 1% DOR charge
Bellevue TPA (1704)	275,301.71	191,890.51	207,179.67	189,376.62	237,255.29	219,804.71	232,210.24	251,377.26	284,404.47	0.00	0.00	0.00	2,088,800.48	
Redmond TPA (1724)	69,069.85	56,434.14	60,991.89	57,563.19	78,645.33	69,212.28	74,534.29	73,053.79	81,914.68	0.00	0.00	0.00	621,419.44	
TOTAL	344,371.56	248,324.65	268,171.56	246,939.81	315,900.62	289,016.99	306,744.53	324,431.05	366,319.15	0.00	0.00	0.00	2,710,219.92	
After 1% reduction	340,927.84	245,841.40	265,489.84	244,470.41	312,741.61	286,126.82	303,677.08	321,186.74	362,655.96	-	-	-	2,683,117.72	

TPA Revenue Collected by City	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL	*1% DOR charge included
Bellevue TPA (1704)	272,548.69	189,971.60	205,107.87	187,482.85	234,882.74	217,606.66	229,888.14	248,863.49	281,560.43	0.00	0.00	0.00	2,067,912.48	
Redmond TPA (1724)	68,379.15	55,869.80	60,381.97	56,987.56	77,858.88	68,520.16	73,788.95	72,323.25	81,095.53	0.00	0.00	0.00	615,205.25	
TOTAL	340,927.84	245,841.40	265,489.84	244,470.41	312,741.61	286,126.82	303,677.08	321,186.74	362,655.96	0.00	0.00	0.00	2,683,117.72	
	-	-	-	-	-	-	-	-	-	-	-	-	-	

TPA Summary by G/L Account	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
Bellevue TPA 100350100	258,783.60	180,377.07	194,748.89	178,014.02	223,019.98	206,616.42	218,277.63	236,294.63	267,340.21	0.00	0.00	0.00	1,963,472.46
*Bellevue Admin 100350199	13,765.09	9,594.53	10,358.98	9,468.83	11,862.76	10,990.24	11,610.51	12,568.86	14,220.22	0.00	0.00	0.00	104,440.02
Redmond TPA 100350200	64,925.66	53,048.09	57,332.38	54,109.40	73,926.61	65,059.55	70,062.24	68,670.56	76,999.80	0.00	0.00	0.00	584,134.29
*Redmond Admin 100350299	3,453.49	2,821.71	3,049.59	2,878.16	3,932.27	3,460.61	3,726.71	3,652.69	4,095.73	0.00	0.00	0.00	31,070.96
TOTAL	340,927.84	245,841.40	265,489.84	244,470.41	312,741.61	286,126.82	303,677.08	321,186.74	362,655.96	0.00	0.00	0.00	2,683,117.72

TPA Interest Collected	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
Total Interest Collected	1,046.28	1,068.00	696.06	892.52	762.74	980.82	938.10	1,000.02	1,040.88	0.00	0.00	0.00	8,425.42
Bellevue TPA Interest 100350100.361900	836.43	825.29	537.75	684.47	572.85	745.94	710.16	774.84	808.12	0.00	0.00	0.00	6,495.84
Redmond TPA Interest 100350200.361900	209.85	242.71	158.31	208.05	189.89	234.88	227.94	225.18	232.76	0.00	0.00	0.00	1,929.58
TOTAL	1,046.28	1,068.00	696.06	892.52	762.74	980.82	938.10	1,000.02	1,040.88	0.00	0.00	0.00	8,425.42

Grand Total	341,974.12	246,909.40	266,185.90	245,362.93	313,504.35	287,107.64	304,615.18	322,186.76	363,696.84	0.00	0.00	0.00	2,691,543.14
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*5% Admin amount by city is calculated based on Accumulation amount prior to 1% DOR Charge

2025 Administrative Agreement for Operation of the Bellevue-Redmond Tourism - Bellevue Zone

		Marketing and Communications	Destination Sales	Tourism Development	Festivals and Events	Administration and research	TOTALS
Invoice #	Invoice Dates						
TPA-2025-01	01/01-01/31/25	\$7,218.99	\$5,353.26	\$124,250.59		6,000.00	\$142,822.84
TPA-2025-02	02/01 - 02/28/25	\$32,821.14	28,941.87	\$103,605.14		\$6,000.00	\$171,368.15
TPA-2025-03	03/01 - 03/31/25	\$22,853.68	\$23,611.20	\$85,713.22	\$11,112.50	\$6,000.00	\$149,290.60
TPA-2025-04	04/01 - 04/30/25	\$129,932.84	\$48,781.40	\$80,715.30	\$14,700.00	\$6,000.00	\$280,129.54
TPA-2025-05	05/01 - 05/31/25	\$46,198.23	28714.57	\$82,935.70	\$22,770.00	\$6,000.00	\$186,618.50
TPA-2025-06	06/01 - 06/30/25	\$137,538.89	\$14,317.80	\$50,212.33	\$15,632.50	\$6,000.00	\$223,701.52
TPA-2025-07	07/01 - 07/31/25	\$49,852.83	\$33,126.39	\$2,660.26	\$10.00	\$6,000.00	\$91,649.48
TPA-2025-08	08/01 - 08/31/25	\$119,052.11	\$49,588.57	\$89,876.57	\$18,503.80	\$6,000.00	\$283,021.05
TPA-2025-09	09/01 - 09/30/25	\$135,240.06	\$48,432.57	\$1,801.15	\$2,329.22	\$8,343.07	\$196,146.07
							\$0.00
							\$0.00
							\$0.00
							\$0.00
							\$0.00
Contingency Entire Budget Period							
TOTAL		\$680,708.77	\$280,867.63	\$621,770.26	\$85,058.02	\$56,343.07	\$1,724,747.75
2025 Budget limits		\$843,242	\$747,700	\$617,058	\$316,000	142,000	\$2,914,000
Remaining Funds		\$162,533.23	\$466,832.37	(\$4,712.26)	\$230,941.98	\$85,656.93	\$1,189,252.25

Contingency	2025 Budget limits	Invoiced	Remaining
	248,000	\$4,712.26	\$243,287.74

2025 Administrative Agreement for Operation of the Bellevue-Redmond Tourism - Redmond Zone

		Marketing and Communications	Destination Sales	Tourism Development	Festivals and Events	Administration and research	Reserves	TOTALS
Invoice #	Invoice Dates							
1201-2167	01/01-01/31/25		\$173.83	\$18,565.25		\$27,125.58		\$45,864.66
1201-2190	02/02 - 03/21/25	\$1,702.13	4,273.33	\$7,589.45	\$3,076.30	30,470.93		\$47,112.14
1201-2221	03/22 - 04/18/25	\$2,027.19	\$3,136.77	\$8,364.49		\$18,680.30		\$32,208.75
1201-2240	04/19 - 05/09/25	\$1,536.44	\$657.72	\$6,244.90		\$20,851.40		\$29,290.46
1201-2276	05/10 - 06/09/25	\$5,364.82	\$697.09	\$26,121.93		\$23,732.88		\$55,916.72
1201-2294	06/10-07/11/25	\$6,677.94	\$726.99	\$43,319.04		\$19,944.41		\$70,668.38
1201-2335	07/12 - 08/03/25	\$5,071.13	\$145.12	\$4,465.01		\$8,994.33		\$18,675.59
1201-2355	08/04 - 8/15/25	\$32,961.30	\$34.99	\$4,319.08		\$8,892.64		\$77,548.96
1201-2386	08/16 - 08/31/25	\$800.00	\$983.29	\$39,512.41		\$4,579.94		\$46,675.64
1201-2407	09/01 - 09/15	\$45,103.52	\$409.53	\$7,086.28		\$7,942.34		\$105,645.19
								\$0.00
								\$0.00
								\$0.00
TOTAL		\$101,244.47	\$11,064.83	\$147,022.59	\$3,076.30	\$144,089.17		\$529,606.49
2025 Budget limits		\$24,000	\$29,500	\$610,000	\$0	237,000		\$988,630
Remaining Funds		(\$77,244.47)	\$18,435.17	\$462,977.41	(\$3,076.30)	\$92,910.83		\$ 459,023.51

Contingency	2025 Budget limits	Invoiced	Remaining
	88,130	\$77,244.47	\$10,885.53

BRTPA Bellevue Zone 2025

		Remittances	Interest Collected	Invoiced Amounts
Bellevue Zone	January	258,783.60	836.43	\$142,822.84
	February	180,377.07	825.29	\$171,368.15
	March	194,748.89	537.75	\$149,290.60
	April	178,014.02	684.47	\$280,129.54
	May	223,019.98	572.85	\$186,618.50
	June	\$206,616.42	\$745.94	\$223,701.52
	July	\$218,277.63	\$710.16	\$91,649.48
	August	\$236,294.63	\$774.84	\$283,021.05
	September	\$267,340.21	\$808.12	\$196,146.07
	October			\$0.00
	November			\$0.00
	December			\$0.00
	TOTAL	\$1,963,472.45	\$6,495.85	\$1,724,747.75
2025 Balance				\$245,220.55

BRTPA Redmond Zone 2025

		Remittances	Interest Collected	Invoiced Amounts
Redmond Zone	January	\$64,925.66	\$209.85	\$45,864.66
	February	\$53,048.09	\$242.71	\$47,112.14
	March	\$57,332.38	\$158.31	\$32,208.75
	April	\$54,109.40	\$208.05	\$29,290.46
	May	\$73,926.61	\$189.89	\$55,916.72
	June	\$65,059.55	\$234.88	\$70,668.38
	July	\$70,062.24	\$227.94	\$18,675.59
	August	\$68,670.56	\$225.18	\$92,083.65
	September	\$76,999.80	\$232.76	\$60,541.67
	October			\$0.00
	November			\$0.00
	December			\$0.00
	TOTAL	\$584,134.29	\$1,929.57	\$452,362.02
2025 Balance				\$133,701.84



Bellevue Convention Center Authority

Invoice

11100 NE 6th Street
Bellevue, WA 98004
P 425-637-1020
F 425-637-0166
www.meydenbauer.com
ychadwick@meydenbauer.com

TO: CITY OF BELLEVUE
ATTN: LIZZETTE FLORES
PO BOX 90012
BELLEVUE, WA 98009

INVOICE NUMBER: TPA-2025-07
INVOICE DATE: 08/11/2025
DUE DATE: 09/11/2025

QUANTITY	DESCRIPTION	UNIT PRICE/MONTH	TOTAL
1	Visit Bellevue tourism promotion area (TPA) services reimbursement for July 1, 2025 - July 31, 2025.	\$91,649.48	\$91,649.48
			\$91,649.48

Make all payments through **Meydenbauer Center's** online payment portal
THANK YOU FOR YOUR BUSINESS!

**TPA Services for the City of Bellevue
July, 2025**

1. Marketing & Communications	\$	49,852.83
2. Tourism Development	\$	2,660.26
3. Festivals & Events	\$	10.00
4. Administration & Research	\$	6,000.00
5. Destination Sales & Media	\$	33,126.39
TOTAL	\$	91,649.48

1. Marketing & Communications

TRX Date	Journal Entry	Description	Debit Amount
7/1/2025	192897	62ABOVE LLC	3,250.00
7/1/2025	192898	62ABOVE LLC	15,000.00
7/1/2025	192899	62ABOVE LLC	4,000.00
7/1/2025	193070	DIAMOND PUBLIC RELATIONS LA	10,000.00
7/7/2025	192986	NELSON YONG	1,500.00
7/11/2025	193165	DORIAN EARLE	2,100.00
7/15/2025	193073	KARA PATAJO	1,300.00
7/15/2025	193149	DIAMOND PUBLIC RELATIONS LA	6,569.60
7/24/2025	193150	DUFFY ELECTRIC BOATS NW	902.25
7/26/2025	193352	TREY JULY 2025 CC RECO	400.92
7/26/2025	193352	TREY JULY 2025 CC RECO	99.96
7/26/2025	193352	TREY JULY 2025 CC RECO	88.54
7/26/2025	193352	TREY JULY 2025 CC RECO	538.04
7/26/2025	193352	TREY JULY 2025 CC RECO	345.00
7/26/2025	193352	TREY JULY 2025 CC RECO	345.00
7/26/2025	193352	TREY JULY 2025 CC RECO	690.00
7/26/2025	193352	TREY JULY 2025 CC RECO	100.00
7/26/2025	193352	TREY JULY 2025 CC RECO	552.00
7/26/2025	193354	ANNA JULY 2025 CC RECO	54.16
7/26/2025	193362	SHEILA JULY 2025 CC REC	716.30
7/27/2025	193306	DUFFY ELECTRIC BOATS NW	488.63
7/27/2025	193311	NELSON YONG	300.00
7/31/2025	193240	MAISON ARBOR	512.43

49,852.83

2. Tourism Development

TRX Date	Journal Entry	Description	Debit Amount
7/1/2025	193072	ECKERHAUS CONSULTING LLC	2,700.00
7/26/2025	193351	MEREDITH JULY 2025 CC R	(1,000.00)
7/26/2025	193351	MEREDITH JULY 2025 CC R	200.00
7/26/2025	193351	MEREDITH JULY 2025 CC R	446.92
7/26/2025	193351	MEREDITH JULY 2025 CC R	55.00
7/26/2025	193351	MEREDITH JULY 2025 CC R	89.88
7/26/2025	193351	MEREDITH JULY 2025 CC R	30.52
7/26/2025	193351	MEREDITH JULY 2025 CC R	137.94

2,660.26

3. Festivals & Events

TRX Date	Journal Entry	Description	Debit Amount
7/26/2025	193351	MEREDITH JULY 2025 CC	10.00

10.00

4. Administration & Research

TRX Date	Journal Entry	Description	Debit Amount
6/30/2025	183532	INDIRECT COST ALLOCATION	6,000.00

6,000.00

5. Destination Sales & Media

TRX Date	Journal Entry	Description	Debit Amount
7/10/2025	193074	LASTING IMPRESSIONS GIFT SERVICES	945.66
7/11/2025	193199	PRESTIGE GLOBAL MEETING SOURCE	4,995.00
7/14/2025	193071	Digital Collegium	916.42
7/15/2025	174406	July 2025 BOM payroll	60.00
7/15/2025	174406	July 2025 BOM payroll	55.00
7/17/2025	193103	TALLEY MANAGMENT GROUP, INC.	234.21
7/17/2025	193151	EAGLE TOWNCAR SERVICE LLC	3,984.00
7/24/2025	193197	MATTHEW WYNN	300.00
7/24/2025	193219	TRINA NGUYEN	200.00
7/26/2025	193342	VERONICA JULY 2025 CC R	66.72
7/26/2025	193342	VERONICA JULY 2025 CC R	21.49
7/26/2025	193342	VERONICA JULY 2025 CC R	207.18
7/26/2025	193342	VERONICA JULY 2025 CC R	30.88
7/26/2025	193342	VERONICA JULY 2025 CC R	22.04
7/26/2025	193342	VERONICA JULY 2025 CC R	105.66
7/26/2025	193344	CELESTINA JULY 2025 CC	29.75
7/26/2025	193344	CELESTINA JULY 2025 CC	450.00
7/26/2025	193344	CELESTINA JULY 2025 CC	59.54
7/26/2025	193344	CELESTINA JULY 2025 CC	14.00
7/26/2025	193344	CELESTINA JULY 2025 CC	124.10
7/26/2025	193344	CELESTINA JULY 2025 CC	72.00
7/26/2025	193344	CELESTINA JULY 2025 CC	396.76
7/26/2025	193344	CELESTINA JULY 2025 CC	206.25
7/26/2025	193344	CELESTINA JULY 2025 CC	35.80
7/26/2025	193344	CELESTINA JULY 2025 CC	18.98
7/26/2025	193344	CELESTINA JULY 2025 CC	38.79
7/26/2025	193344	CELESTINA JULY 2025 CC	38.02
7/26/2025	193344	CELESTINA JULY 2025 CC	48.00
7/26/2025	193344	CELESTINA JULY 2025 CC	957.78
7/26/2025	193344	CELESTINA JULY 2025 CC	75.85
7/26/2025	193344	CELESTINA JULY 2025 CC	55.10

7/26/2025	193346	MARTY JULY 2025 CC REC	90.23
7/26/2025	193346	MARTY JULY 2025 CC REC	5.39
7/26/2025	193346	MARTY JULY 2025 CC REC	136.54
7/26/2025	193346	MARTY JULY 2025 CC REC	265.62
7/26/2025	193346	MARTY JULY 2025 CC REC	8.17
7/26/2025	193346	MARTY JULY 2025 CC REC	49.63
7/26/2025	193346	MARTY JULY 2025 CC REC	35.58
7/26/2025	193346	MARTY JULY 2025 CC REC	24.22
7/26/2025	193346	MARTY JULY 2025 CC REC	35.58
7/26/2025	193346	MARTY JULY 2025 CC REC	13.84
7/26/2025	193346	MARTY JULY 2025 CC REC	81.72
7/26/2025	193346	MARTY JULY 2025 CC REC	9.37
7/26/2025	193346	MARTY JULY 2025 CC REC	8.90
7/26/2025	193346	MARTY JULY 2025 CC REC	725.27
7/26/2025	193346	MARTY JULY 2025 CC REC	91.96
7/26/2025	193346	MARTY JULY 2025 CC REC	694.89
7/26/2025	193346	MARTY JULY 2025 CC REC	82.73
7/26/2025	193346	MARTY JULY 2025 CC REC	259.21
7/26/2025	193347	GHOST CARD JULY 2025 C	3,777.75
7/26/2025	193347	GHOST CARD JULY 2025 C	3,035.93
7/26/2025	193350	JANE JULY 2025 CC RECO	19.98
7/26/2025	193350	JANE JULY 2025 CC RECO	88.34
7/26/2025	193350	JANE JULY 2025 CC RECO	12.36
7/26/2025	193350	JANE JULY 2025 CC RECO	46.97
7/26/2025	193350	JANE JULY 2025 CC RECO	15.97
7/26/2025	193350	JANE JULY 2025 CC RECO	64.51
7/26/2025	193350	JANE JULY 2025 CC RECO	23.49
7/26/2025	193350	JANE JULY 2025 CC RECO	55.55
7/26/2025	193350	JANE JULY 2025 CC RECO	86.45
7/26/2025	193350	JANE JULY 2025 CC RECO	40.56
7/26/2025	193350	JANE JULY 2025 CC RECO	39.93
7/26/2025	193350	JANE JULY 2025 CC RECO	9.00
7/26/2025	193350	JANE JULY 2025 CC RECO	8.75

7/26/2025	193350	JANE JULY 2025 CC RECO	128.38
7/26/2025	193350	JANE JULY 2025 CC RECO	252.03
7/26/2025	193350	JANE JULY 2025 CC RECO	22.04
7/26/2025	193350	JANE JULY 2025 CC RECO	695.00
7/26/2025	193350	JANE JULY 2025 CC RECO	406.77
7/26/2025	193350	JANE JULY 2025 CC RECO	470.85
7/26/2025	193350	JANE JULY 2025 CC RECO	33.71
7/26/2025	193350	JANE JULY 2025 CC RECO	35.55
7/26/2025	193358	STEPHANIE JULY 2025 CC	12.02
7/26/2025	193358	STEPHANIE JULY 2025 CC	47.98
7/26/2025	193358	STEPHANIE JULY 2025 CC	256.82
7/26/2025	193358	STEPHANIE JULY 2025 CC	12.56
7/26/2025	193358	STEPHANIE JULY 2025 CC	449.73
7/26/2025	193358	STEPHANIE JULY 2025 CC	113.47
7/26/2025	193358	STEPHANIE JULY 2025 CC	56.30
7/26/2025	193358	STEPHANIE JULY 2025 CC	14.89
7/26/2025	193358	STEPHANIE JULY 2025 CC	88.46
7/26/2025	193358	STEPHANIE JULY 2025 CC	82.22
7/26/2025	193358	STEPHANIE JULY 2025 CC	60.31
7/26/2025	193358	STEPHANIE JULY 2025 CC	12.00
7/26/2025	193358	STEPHANIE JULY 2025 CC	4.43
7/26/2025	193358	STEPHANIE JULY 2025 CC	37.46
7/26/2025	193358	STEPHANIE JULY 2025 CC	49.66
7/26/2025	193358	STEPHANIE JULY 2025 CC	1,088.71
7/26/2025	193358	STEPHANIE JULY 2025 CC	308.30
7/26/2025	193358	STEPHANIE JULY 2025 CC	288.30
7/26/2025	193358	STEPHANIE JULY 2025 CC	23.77
7/26/2025	193358	STEPHANIE JULY 2025 CC	22.04
7/26/2025	193358	STEPHANIE JULY 2025 CC	30.00
7/31/2025	156435	July 2025 EOM PAYROLL	96.59
7/31/2025	180079	PREPAID EXPENSES (HELMS BRISCOE) - JUL	3,216.67

33,126.39



Bellevue Convention Center Authority

Invoice

11100 NE 6th Street
Bellevue, WA 98004
P 425-637-1020
F 425-637-0166
www.meydenbauer.com
ychadwick@meydenbauer.com

TO: CITY OF BELLEVUE
ATTN: LIZZETTE FLORES
PO BOX 90012
BELLEVUE, WA 98009

INVOICE NUMBER: TPA-2025-08
INVOICE DATE: 09/11/2025
DUE DATE: 10/11/2025

QUANTITY	DESCRIPTION	UNIT PRICE/MONTH	TOTAL
1	Visit Bellevue tourism promotion area (TPA) services reimbursement for Aug. 1, 2025 - Aug. 31, 2025.	\$283,021.05	\$283,021.05
			\$283,021.05

Make all payments through **Meydenbauer Center's online payment portal**
THANK YOU FOR YOUR BUSINESS!

**TPA Services for the City of Bellevue
August, 2025**

1. Marketing & Communications	\$	119,052.11
2. Tourism Development	\$	89,876.57
3. Festivals & Events	\$	18,503.80
4. Administration & Research	\$	6,000.00
5. Destination Sales & Media	\$	49,588.57
TOTAL	\$	283,021.05

1. Marketing & Communications

TRX Date	Journal Entry	Description	Debit Amount
8/1/2025	193331	DIAMOND PUBLIC RELATIONS LA	750.00
8/1/2025	193492	62ABOVE LLC	3,250.00
8/1/2025	193493	62ABOVE LLC	4,000.00
8/1/2025	193563	62ABOVE LLC	40,311.04
8/6/2025	193497	DIAMOND PUBLIC RELATIONS LA	4,820.49
8/15/2025	193422	AMY NGUYEN	550.00
8/15/2025	193427	KARA PATAJO	1,300.00
8/15/2025	193433	NELSON YONG	1,500.00
8/22/2025	193551	RECLASS FOR ANNA's CC	8,852.28
8/25/2025	193585	SKRK CAPITAL LLC	390.54
8/26/2025	193730	ANNA AUG 2025 CC RECON	300.00
8/26/2025	193730	ANNA AUG 2025 CC RECON	160.00
8/26/2025	193730	ANNA AUG 2025 CC RECON	974.06
8/26/2025	193730	ANNA AUG 2025 CC RECON	147.49
8/26/2025	193730	ANNA AUG 2025 CC RECON	54.34
8/26/2025	193730	ANNA AUG 2025 CC RECON	63.60
8/26/2025	193730	ANNA AUG 2025 CC RECON	15.96
8/26/2025	193730	ANNA AUG 2025 CC RECON	571.96
8/26/2025	193730	ANNA AUG 2025 CC RECON	73.14
8/26/2025	193730	ANNA AUG 2025 CC RECON	73.14
8/26/2025	193730	ANNA AUG 2025 CC RECON	73.14
8/26/2025	193730	ANNA AUG 2025 CC RECON	36.57
8/26/2025	193730	ANNA AUG 2025 CC RECON	73.14
8/26/2025	193730	ANNA AUG 2025 CC RECON	934.02
8/26/2025	193730	ANNA AUG 2025 CC RECON	29.30
8/26/2025	193730	ANNA AUG 2025 CC RECON	223.15
8/26/2025	193730	ANNA AUG 2025 CC RECON	12.73
8/26/2025	193730	ANNA AUG 2025 CC RECON	46.69
8/26/2025	193730	ANNA AUG 2025 CC RECON	21.53
8/26/2025	193730	ANNA AUG 2025 CC RECON	61.00
8/26/2025	193730	ANNA AUG 2025 CC RECON	451.08
8/26/2025	193730	ANNA AUG 2025 CC RECON	76.56

8/26/2025	193730	ANNA AUG 2025 CC RECON	577.50
8/26/2025	193730	ANNA AUG 2025 CC RECON	77.16
8/26/2025	193741	TREY AUG 2025 CC RECON	552.00
8/26/2025	193741	TREY AUG 2025 CC RECON	1,110.00
8/26/2025	193741	TREY AUG 2025 CC RECON	1,110.00
8/26/2025	193741	TREY AUG 2025 CC RECON	100.00
8/26/2025	193741	TREY AUG 2025 CC RECON	37.60
8/26/2025	193741	TREY AUG 2025 CC RECON	669.25
8/26/2025	193741	TREY AUG 2025 CC RECON	38.28
8/26/2025	193741	TREY AUG 2025 CC RECON	439.70
8/26/2025	193743	SHEILA AUG 2025 CC RECO	99.00
8/26/2025	193743	SHEILA AUG 2025 CC RECO	305.14
8/26/2025	193743	SHEILA AUG 2025 CC RECO	680.00
8/26/2025	193743	SHEILA AUG 2025 CC RECO	125.82
8/26/2025	193743	SHEILA AUG 2025 CC RECO	60.95
8/26/2025	193743	SHEILA AUG 2025 CC RECO	529.42
8/26/2025	193743	SHEILA AUG 2025 CC RECO	243.74
8/26/2025	193743	SHEILA AUG 2025 CC RECO	697.66
8/26/2025	193743	SHEILA AUG 2025 CC RECO	921.40
8/26/2025	193743	SHEILA AUG 2025 CC RECO	691.05
8/26/2025	193743	SHEILA AUG 2025 CC RECO	921.40
8/26/2025	193743	SHEILA AUG 2025 CC RECO	943.40
8/26/2025	193743	SHEILA AUG 2025 CC RECO	38.16
8/26/2025	193743	SHEILA AUG 2025 CC RECO	40.99
8/31/2025	180079	PREPAID EXPENSES - AUG	10,000.00
8/31/2025	193656	PacRim MARKETING GROUP, INC.	16,345.54
6/15/2025	193053	NELSON YONG	1,500.00
6/30/2025	180079	PREPAID EXPENSES - DIAMOND	10,000.00

119,052.11

2. Tourism Development

TRX Date	Journal Entry	Description	Debit Amount
8/1/2025	193332	ECKERHAUS CONSULTING LLC	1,612.50
8/4/2025	193300	CITY OF BELLEVUE- PARKS & COMMUNI	50.00
8/26/2025	193737	MEREDITH AUG 2025 CC R	41.66
8/26/2025	193737	MEREDITH AUG 2025 CC R	26.16
8/26/2025	193737	MEREDITH AUG 2025 CC R	83.74
8/26/2025	193737	MEREDITH AUG 2025 CC R	33.05
8/26/2025	193737	MEREDITH AUG 2025 CC R	6.60
8/26/2025	193737	MEREDITH AUG 2025 CC R	(33.05)
8/26/2025	193737	MEREDITH AUG 2025 CC R	200.00
8/26/2025	193737	MEREDITH AUG 2025 CC R	42.92
8/26/2025	193737	MEREDITH AUG 2025 CC R	55.00
8/26/2025	193737	MEREDITH AUG 2025 CC R	247.96
8/26/2025	193737	MEREDITH AUG 2025 CC R	49.34
8/26/2025	193737	MEREDITH AUG 2025 CC R	27.38
8/26/2025	193737	MEREDITH AUG 2025 CC R	19.78
8/26/2025	193737	MEREDITH AUG 2025 CC R	1,318.68
8/26/2025	193737	MEREDITH AUG 2025 CC R	1,004.18
8/26/2025	193737	MEREDITH AUG 2025 CC R	12.81
8/26/2025	193737	MEREDITH AUG 2025 CC R	11.01
8/26/2025	193737	MEREDITH AUG 2025 CC R	20.92
8/26/2025	193737	MEREDITH AUG 2025 CC R	25.33
8/26/2025	193737	MEREDITH AUG 2025 CC R	16.52
8/26/2025	193737	MEREDITH AUG 2025 CC R	9.37
8/27/2025	193659	VIBEMAP	3,250.00
6/30/2025	193043	CIRCUIT TRANSIT INC	81,744.71

89,876.57

3. Festivals & Events

TRX Date	Journal Entry	Description	Debit Amount
8/1/2025	193335	THE COMPASSIONATE FRIENDS INC	8,145.00
8/14/2025	193524	Miraworld LLC	10,358.80

18,503.80

4. Administration & Research

TRX Date	Journal Entry	Description	Debit Amount
8/31/2025	183532	August VB & Theatre Indirect	6,000.00

6,000.00

5. Destination Sales & Media

TRX Date	Journal Entry	Description	Debit Amount
8/2/2025	193308	LASTING IMPRESSIONS GIFT SERVICES	3,832.06
8/6/2025	193428	LASTING IMPRESSIONS GIFT SERVICES	671.92
8/11/2025	193426	CRISTINA TUDOR ART	54.00
8/11/2025	193432	MELISSA TRAVIS	200.00
8/15/2025	174406	Aug 2025 BOM payroll	702.76
8/15/2025	174406	Aug 2025 BOM payroll	764.56
8/18/2025	193499	LASTING IMPRESSIONS GIFT SERVICES	246.87
8/18/2025	193500	LASTING IMPRESSIONS GIFT SERVICES	3,237.71
8/20/2025	193515	VISIT SEATTLE	90.00
8/21/2025	193654	LASTING IMPRESSIONS GIFT SERVICES	245.75
8/25/2025	193572	LASTING IMPRESSIONS GIFT SERVICES	1,196.99
8/26/2025	193723	GHOST CARD AUG 2025 CC	1,146.04
8/26/2025	193723	GHOST CARD AUG 2025 CC	4,038.07
8/26/2025	193723	GHOST CARD AUG 2025 CC	1,178.11
8/26/2025	193731	BRAD AUG 2025 CC RECON	126.57
8/26/2025	193731	BRAD AUG 2025 CC RECON	140.46
8/26/2025	193731	BRAD AUG 2025 CC RECON	448.80

8/26/2025	193732	CELESTINA AUG 2025 CC R	533.20
8/26/2025	193732	CELESTINA AUG 2025 CC R	266.54
8/26/2025	193733	JAMES AUG 2025 CC RECO	114.79
8/26/2025	193733	JAMES AUG 2025 CC RECO	66.05
8/26/2025	193734	JANE AUG 2025 CC RECON	132.28
8/26/2025	193734	JANE AUG 2025 CC RECON	141.00
8/26/2025	193734	JANE AUG 2025 CC RECON	252.09
8/26/2025	193734	JANE AUG 2025 CC RECON	39.64
8/26/2025	193734	JANE AUG 2025 CC RECON	338.25
8/26/2025	193734	JANE AUG 2025 CC RECON	330.72
8/26/2025	193734	JANE AUG 2025 CC RECON	382.28
8/26/2025	193734	JANE AUG 2025 CC RECON	382.28
8/26/2025	193734	JANE AUG 2025 CC RECON	250.00
8/26/2025	193734	JANE AUG 2025 CC RECON	100.00
8/26/2025	193734	JANE AUG 2025 CC RECON	500.00
8/26/2025	193734	JANE AUG 2025 CC RECON	470.85
8/26/2025	193734	JANE AUG 2025 CC RECON	524.34
8/26/2025	193734	JANE AUG 2025 CC RECON	100.00
8/26/2025	193734	JANE AUG 2025 CC RECON	266.39
8/26/2025	193734	JANE AUG 2025 CC RECON	6.00
8/26/2025	193734	JANE AUG 2025 CC RECON	12.50
8/26/2025	193734	JANE AUG 2025 CC RECON	76.15
8/26/2025	193734	JANE AUG 2025 CC RECON	72.28
8/26/2025	193734	JANE AUG 2025 CC RECON	39.22
8/26/2025	193734	JANE AUG 2025 CC RECON	15.92
8/26/2025	193734	JANE AUG 2025 CC RECON	43.40
8/26/2025	193734	JANE AUG 2025 CC RECON	137.66
8/26/2025	193734	JANE AUG 2025 CC RECON	(330.72)
8/26/2025	193734	JANE AUG 2025 CC RECON	33.75
8/26/2025	193734	JANE AUG 2025 CC RECON	15.00
8/26/2025	193734	JANE AUG 2025 CC RECON	67.91
8/26/2025	193734	JANE AUG 2025 CC RECON	8.24
8/26/2025	193734	JANE AUG 2025 CC RECON	4.66
8/26/2025	193734	JANE AUG 2025 CC RECON	11.59

8/26/2025	193734	JANE AUG 2025 CC RECON	188.00
8/26/2025	193734	JANE AUG 2025 CC RECON	8.00
8/26/2025	193734	JANE AUG 2025 CC RECON	534.69
8/26/2025	193734	JANE AUG 2025 CC RECON	136.81
8/26/2025	193734	JANE AUG 2025 CC RECON	77.82
8/26/2025	193734	JANE AUG 2025 CC RECON	8.75
8/26/2025	193734	JANE AUG 2025 CC RECON	15.43
8/26/2025	193734	JANE AUG 2025 CC RECON	4.00
8/26/2025	193734	JANE AUG 2025 CC RECON	16.68
8/26/2025	193734	JANE AUG 2025 CC RECON	1,855.52
8/26/2025	193734	JANE AUG 2025 CC RECON	18.72
8/26/2025	193734	JANE AUG 2025 CC RECON	22.04
8/26/2025	193734	JANE AUG 2025 CC RECON	(112.44)
8/26/2025	193735	MARTY AUG 2025 CC RECO	124.95
8/26/2025	193735	MARTY AUG 2025 CC RECO	234.00
8/26/2025	193735	MARTY AUG 2025 CC RECO	406.59
8/26/2025	193735	MARTY AUG 2025 CC RECO	123.38
8/26/2025	193735	MARTY AUG 2025 CC RECO	20.00
8/26/2025	193735	MARTY AUG 2025 CC RECO	9.15
8/26/2025	193735	MARTY AUG 2025 CC RECO	141.50
8/26/2025	193735	MARTY AUG 2025 CC RECO	78.42
8/26/2025	193735	MARTY AUG 2025 CC RECO	(309.07)
8/26/2025	193735	MARTY AUG 2025 CC RECO	87.24
8/26/2025	193735	MARTY AUG 2025 CC RECO	6.00
8/26/2025	193735	MARTY AUG 2025 CC RECO	69.18
8/26/2025	193739	STEPHANIE AUG 2025 CC R	233.30
8/26/2025	193739	STEPHANIE AUG 2025 CC R	6.00
8/26/2025	193739	STEPHANIE AUG 2025 CC R	20.00
8/26/2025	193739	STEPHANIE AUG 2025 CC R	298.15
8/26/2025	193739	STEPHANIE AUG 2025 CC R	43.35
8/26/2025	193739	STEPHANIE AUG 2025 CC R	138.50
8/26/2025	193739	STEPHANIE AUG 2025 CC R	33.46
8/26/2025	193739	STEPHANIE AUG 2025 CC R	33.75

8/26/2025	193739	STEPHANIE AUG 2025 CC R	16.17
8/26/2025	193739	STEPHANIE AUG 2025 CC R	46.96
8/26/2025	193739	STEPHANIE AUG 2025 CC R	23.05
8/26/2025	193739	STEPHANIE AUG 2025 CC R	175.52
8/26/2025	193739	STEPHANIE AUG 2025 CC R	600.85
8/26/2025	193739	STEPHANIE AUG 2025 CC R	24.83
8/26/2025	193739	STEPHANIE AUG 2025 CC R	13.97
8/26/2025	193739	STEPHANIE AUG 2025 CC R	91.94
8/26/2025	193739	STEPHANIE AUG 2025 CC R	101.47
8/26/2025	193739	STEPHANIE AUG 2025 CC R	48.20
8/26/2025	193739	STEPHANIE AUG 2025 CC R	22.17
8/26/2025	193739	STEPHANIE AUG 2025 CC R	220.00
8/26/2025	193739	STEPHANIE AUG 2025 CC R	26.65
8/26/2025	193739	STEPHANIE AUG 2025 CC R	148.55
8/26/2025	193739	STEPHANIE AUG 2025 CC R	138.56
8/26/2025	193739	STEPHANIE AUG 2025 CC R	20.22
8/26/2025	193739	STEPHANIE AUG 2025 CC R	30.28
8/26/2025	193739	STEPHANIE AUG 2025 CC R	267.89
8/26/2025	193739	STEPHANIE AUG 2025 CC R	36.31
8/26/2025	193739	STEPHANIE AUG 2025 CC R	1,146.84
8/26/2025	193739	STEPHANIE AUG 2025 CC R	86.90
8/26/2025	193739	STEPHANIE AUG 2025 CC R	166.00
8/26/2025	193739	STEPHANIE AUG 2025 CC R	6.00
8/26/2025	193739	STEPHANIE AUG 2025 CC R	12.60
8/26/2025	193739	STEPHANIE AUG 2025 CC R	14.00
8/26/2025	193739	STEPHANIE AUG 2025 CC R	6.00
8/26/2025	193739	STEPHANIE AUG 2025 CC R	24.48
8/26/2025	193739	STEPHANIE AUG 2025 CC R	81.96
8/26/2025	193739	STEPHANIE AUG 2025 CC R	22.04
8/26/2025	193739	STEPHANIE AUG 2025 CC R	221.55
8/26/2025	193742	VERONICA AUG 2025 CC R	494.00
8/26/2025	193742	VERONICA AUG 2025 CC R	48.50
8/26/2025	193742	VERONICA AUG 2025 CC R	25.47
8/26/2025	193742	VERONICA AUG 2025 CC R	697.84

8/26/2025	193742	VERONICA AUG 2025 CC R	38.48
8/26/2025	193742	VERONICA AUG 2025 CC R	9.50
8/26/2025	193742	VERONICA AUG 2025 CC R	(1,146.04)
8/26/2025	193742	VERONICA AUG 2025 CC R	35.00
8/27/2025	193562	Visit Seattle Reimb	(224.50)
8/31/2025	156435	Aug 2025 EOM PAYROLL	280.96
8/31/2025	180079	PREPAID EXPENSES - AUG	3,216.67
8/31/2025	180079	PREPAID EXPENSES - AUG	10,250.00
8/26/2025	193741	TREY AUG 2025 CC RECON	27.05
8/26/2025	193741	TREY AUG 2025 CC RECON	94.75
8/26/2025	193741	TREY AUG 2025 CC RECON	18.95
8/26/2025	193741	TREY AUG 2025 CC RECON	72.75
8/26/2025	193741	TREY AUG 2025 CC RECON	11.02
8/26/2025	193741	TREY AUG 2025 CC RECON	232.74
8/26/2025	193741	TREY AUG 2025 CC RECON	50.00
6/30/2025	180079	PREPAID EXPENSES - HELMS BRISCOE	3,216.67

49,588.57



Bellevue Convention Center Authority

Invoice

11100 NE 6th Street
Bellevue, WA 98004
P 425-637-1020
F 425-637-0166
www.meydenbauer.com
ychadwick@meydenbauer.com

TO: CITY OF BELLEVUE
ATTN: LIZZETTE FLORES
PO BOX 90012
BELLEVUE, WA 98009

INVOICE NUMBER: TPA-2025-09

INVOICE DATE: 10/13/2025

DUE DATE: 11/13/2025

QUANTITY	DESCRIPTION	UNIT PRICE/MONTH	TOTAL
1	Visit Bellevue tourism promotion area (TPA) services reimbursement for Sep. 1, 2025 - Sep. 30, 2025.	\$196,146.07	\$196,146.07
			\$196,146.07

Make all payments through **Meydenbauer Center's online payment portal**
THANK YOU FOR YOUR BUSINESS!

**TPA Services for the City of Bellevue
September, 2025**

1. Marketing & Communications	\$	135,240.06
2. Tourism Development	\$	1,801.15
3. Festivals & Events	\$	2,329.22
4. Administration & Research	\$	8,343.07
5. Destination Sales & Media	\$	48,432.57
TOTAL	\$	196,146.07

1. Marketing & Communications

TRX Date	Journal Entry	Description	Debit Amount
9/1/2025	193768	62ABOVE LLC	3,250.00
9/1/2025	193769	62ABOVE LLC	4,000.00
9/2/2025	193781	DIAMOND PUBLIC RELATIONS LA	3,020.00
9/3/2025	193753	MADDENMEDIA LLC	59,744.00
9/4/2025	193782	DIAMOND PUBLIC RELATIONS LA	3,181.00
9/8/2025	193888	Reese Films LLC	48,750.00
9/10/2025	193787	NELSON YONG	1,500.00
9/15/2025	193890	AMY NGUYEN	550.00
9/15/2025	193900	KARA PATAJO	1,300.00
9/25/2025	194007	CHASE THE DREAM PRODUCTIONS LLC	1,500.00
9/25/2025	194018	Northwest Paragliding	1,613.14
9/26/2025	194280	MEREDITH SEPT 2025 CC R	282.49
9/26/2025	194280	MEREDITH SEPT 2025 CC R	351.01
9/26/2025	194287	TREY SEPT 2025 CC RECO	273.05
9/26/2025	194287	TREY SEPT 2025 CC RECO	36.43
9/26/2025	194287	TREY SEPT 2025 CC RECO	154.28
9/26/2025	194287	TREY SEPT 2025 CC RECO	321.96
9/26/2025	194287	TREY SEPT 2025 CC RECO	401.04
9/26/2025	194287	TREY SEPT 2025 CC RECO	122.95
9/26/2025	194287	TREY SEPT 2025 CC RECO	211.79
9/26/2025	194287	TREY SEPT 2025 CC RECO	482.99
9/26/2025	194287	TREY SEPT 2025 CC RECO	44.29
9/26/2025	194287	TREY SEPT 2025 CC RECO	439.70
9/26/2025	194287	TREY SEPT 2025 CC RECO	35.00
9/26/2025	194287	TREY SEPT 2025 CC RECO	37.82
9/26/2025	194289	BRAD SEPT 2025 CC RECO	200.00
9/26/2025	194289	BRAD SEPT 2025 CC RECO	163.53
9/26/2025	194289	BRAD SEPT 2025 CC RECO	112.48
9/26/2025	194289	BRAD SEPT 2025 CC RECO	144.69
9/26/2025	194289	BRAD SEPT 2025 CC RECO	402.13

9/26/2025	194291	SHEILA SEPT 2025 CC REC	20.01
9/26/2025	194291	SHEILA SEPT 2025 CC REC	25.29
9/26/2025	194291	SHEILA SEPT 2025 CC REC	264.48
9/26/2025	194291	SHEILA SEPT 2025 CC REC	716.30
9/26/2025	194293	ANNA SEPT 2025 CC RECO	486.11
9/26/2025	194293	ANNA SEPT 2025 CC RECO	100.00
9/26/2025	194293	ANNA SEPT 2025 CC RECO	6.00
9/26/2025	194293	ANNA SEPT 2025 CC RECO	37.96
9/26/2025	194293	ANNA SEPT 2025 CC RECO	190.30
9/26/2025	194293	ANNA SEPT 2025 CC RECO	8.00
9/26/2025	194293	ANNA SEPT 2025 CC RECO	200.00
9/26/2025	194293	ANNA SEPT 2025 CC RECO	224.22
9/26/2025	194293	ANNA SEPT 2025 CC RECO	140.49
9/26/2025	194293	ANNA SEPT 2025 CC RECO	35.00
9/26/2025	194293	ANNA SEPT 2025 CC RECO	25.40
9/26/2025	194293	ANNA SEPT 2025 CC RECO	10.00
9/26/2025	194293	ANNA SEPT 2025 CC RECO	7.00
9/26/2025	194293	ANNA SEPT 2025 CC RECO	(2.51)
9/26/2025	194293	ANNA SEPT 2025 CC RECO	66.10
9/26/2025	194293	ANNA SEPT 2025 CC RECO	54.14

135,240.06

2. Tourism Development

TRX Date	Journal Entry	Description	Debit Amount
9/26/2025	194280	MEREDITH SEPT 2025 CC R	7.59
9/26/2025	194280	MEREDITH SEPT 2025 CC R	200.00
9/26/2025	194280	MEREDITH SEPT 2025 CC R	5.17
9/26/2025	194280	MEREDITH SEPT 2025 CC R	55.00
9/26/2025	194280	MEREDITH SEPT 2025 CC R	225.00
9/26/2025	194280	MEREDITH SEPT 2025 CC R	22.81
9/26/2025	194280	MEREDITH SEPT 2025 CC R	100.24
9/26/2025	194280	MEREDITH SEPT 2025 CC R	3.85
9/26/2025	194280	MEREDITH SEPT 2025 CC R	100.34
9/26/2025	194291	SHEILA SEPT 2025 CC REC	1,081.15

1,801.15

3. Festivals & Events

TRX Date	Journal Entry	Description	Debit Amount
9/26/2025	194289	BRAD SEPT 2025 CC RECO	413.35
9/26/2025	194289	BRAD SEPT 2025 CC RECO	357.24
9/26/2025	194289	BRAD SEPT 2025 CC RECO	357.24
9/26/2025	194289	BRAD SEPT 2025 CC RECO	357.24
9/26/2025	194289	BRAD SEPT 2025 CC RECO	357.24
9/26/2025	194289	BRAD SEPT 2025 CC RECO	486.91

2,329.22

4. Administration & Research

TRX Date	Journal Entry	Description	Debit Amount
9/26/2025	194289	BRAD SEPT 2025 CC RECO	317.32
9/26/2025	194291	SHEILA SEPT 2025 CC REC	2,025.75
9/30/2025	183532	Sept. VB & Theatre Indirect	6,000.00

8,343.07

5. Destination Sales & Media

TRX Date	Journal Entry	Description	Debit Amount
9/4/2025	193791	WASHINGTON DECA 2025 Ignite Presenting Spons	10,000.00
9/15/2025	174406	Sept 2025 BOM payroll	65.00
9/15/2025	174406	Sept 2025 BOM payroll	40.00
9/17/2025	194029	PCMA Annual Subscription 2025/202	15,000.00
9/22/2025	194042	JULNET SOLUTIONS, LLC	664.97
9/22/2025	194303	BETH LUTKAUSKAS	916.36
9/26/2025	194275	CELESTINA SEPT 2025 CC	346.25
9/26/2025	194275	CELESTINA SEPT 2025 CC	195.20
9/26/2025	194275	CELESTINA SEPT 2025 CC	573.34
9/26/2025	194275	CELESTINA SEPT 2025 CC	32.98
9/26/2025	194277	JANE SEPT 2025 CC RECO	475.00
9/26/2025	194277	JANE SEPT 2025 CC RECO	71.92
9/26/2025	194277	JANE SEPT 2025 CC RECO	34.14
9/26/2025	194277	JANE SEPT 2025 CC RECO	144.00
9/26/2025	194277	JANE SEPT 2025 CC RECO	36.15
9/26/2025	194277	JANE SEPT 2025 CC RECO	30.60
9/26/2025	194277	JANE SEPT 2025 CC RECO	238.36
9/26/2025	194277	JANE SEPT 2025 CC RECO	1,714.00

9/26/2025	194277	JANE SEPT 2025 CC RECO	376.60
9/26/2025	194277	JANE SEPT 2025 CC RECO	485.00
9/26/2025	194277	JANE SEPT 2025 CC RECO	348.08
9/26/2025	194277	JANE SEPT 2025 CC RECO	6.00
9/26/2025	194277	JANE SEPT 2025 CC RECO	10.00
9/26/2025	194277	JANE SEPT 2025 CC RECO	48.00
9/26/2025	194277	JANE SEPT 2025 CC RECO	17.24
9/26/2025	194277	JANE SEPT 2025 CC RECO	126.69
9/26/2025	194277	JANE SEPT 2025 CC RECO	68.88
9/26/2025	194277	JANE SEPT 2025 CC RECO	137.75
9/26/2025	194277	JANE SEPT 2025 CC RECO	27.95
9/26/2025	194277	JANE SEPT 2025 CC RECO	16.92
9/26/2025	194277	JANE SEPT 2025 CC RECO	5.39
9/26/2025	194277	JANE SEPT 2025 CC RECO	50.00
9/26/2025	194277	JANE SEPT 2025 CC RECO	13.44
9/26/2025	194277	JANE SEPT 2025 CC RECO	17.30
9/26/2025	194277	JANE SEPT 2025 CC RECO	17.06
9/26/2025	194277	JANE SEPT 2025 CC RECO	9.38
9/26/2025	194277	JANE SEPT 2025 CC RECO	22.43
9/26/2025	194277	JANE SEPT 2025 CC RECO	506.60
9/26/2025	194277	JANE SEPT 2025 CC RECO	4.01
9/26/2025	194277	JANE SEPT 2025 CC RECO	33.97
9/26/2025	194277	JANE SEPT 2025 CC RECO	9.00
9/26/2025	194277	JANE SEPT 2025 CC RECO	612.93
9/26/2025	194277	JANE SEPT 2025 CC RECO	25.47
9/26/2025	194277	JANE SEPT 2025 CC RECO	4.01
9/26/2025	194277	JANE SEPT 2025 CC RECO	40.76
9/26/2025	194277	JANE SEPT 2025 CC RECO	131.60
9/26/2025	194280	MEREDITH SEPT 2025 CC R	279.60
9/26/2025	194288	VERONICA SEPT 2025 CC R	15.06

9/26/2025	194288	VERONICA SEPT 2025 CC R	11.98
9/26/2025	194288	VERONICA SEPT 2025 CC R	14.72
9/26/2025	194288	VERONICA SEPT 2025 CC R	13.39
9/26/2025	194288	VERONICA SEPT 2025 CC R	15.36
9/26/2025	194288	VERONICA SEPT 2025 CC R	78.74
9/26/2025	194288	VERONICA SEPT 2025 CC R	14.35
9/26/2025	194288	VERONICA SEPT 2025 CC R	15.00
9/26/2025	194288	VERONICA SEPT 2025 CC R	14.44
9/26/2025	194288	VERONICA SEPT 2025 CC R	15.95
9/26/2025	194288	VERONICA SEPT 2025 CC R	13.06
9/26/2025	194288	VERONICA SEPT 2025 CC R	174.08
9/26/2025	194288	VERONICA SEPT 2025 CC R	35.00
9/26/2025	194288	VERONICA SEPT 2025 CC R	30.25
9/26/2025	194288	VERONICA SEPT 2025 CC R	12.50
9/26/2025	194288	VERONICA SEPT 2025 CC R	12.50
9/26/2025	194288	VERONICA SEPT 2025 CC R	16.53
9/26/2025	194290	MARTY SEPT 2025 CC REC	21.30
9/26/2025	194290	MARTY SEPT 2025 CC REC	100.05
9/26/2025	194290	MARTY SEPT 2025 CC REC	199.34
9/26/2025	194290	MARTY SEPT 2025 CC REC	14.62
9/26/2025	194290	MARTY SEPT 2025 CC REC	31.63
9/26/2025	194290	MARTY SEPT 2025 CC REC	220.59
9/26/2025	194290	MARTY SEPT 2025 CC REC	18.90
9/26/2025	194290	MARTY SEPT 2025 CC REC	28.07
9/26/2025	194290	MARTY SEPT 2025 CC REC	21.95
9/26/2025	194290	MARTY SEPT 2025 CC REC	19.28
9/26/2025	194290	MARTY SEPT 2025 CC REC	14.62
9/26/2025	194290	MARTY SEPT 2025 CC REC	21.37
9/26/2025	194290	MARTY SEPT 2025 CC REC	22.80
9/26/2025	194290	MARTY SEPT 2025 CC REC	13.99

9/26/2025	194290	MARTY SEPT 2025 CC REC	67.36
9/26/2025	194290	MARTY SEPT 2025 CC REC	9.62
9/26/2025	194290	MARTY SEPT 2025 CC REC	125.00
9/26/2025	194290	MARTY SEPT 2025 CC REC	98.81
9/26/2025	194290	MARTY SEPT 2025 CC REC	12.00
9/26/2025	194290	MARTY SEPT 2025 CC REC	85.68
9/26/2025	194290	MARTY SEPT 2025 CC REC	231.25
9/26/2025	194290	MARTY SEPT 2025 CC REC	520.00
9/26/2025	194290	MARTY SEPT 2025 CC REC	341.60
9/26/2025	194290	MARTY SEPT 2025 CC REC	97.41
9/26/2025	194290	MARTY SEPT 2025 CC REC	11.00
9/26/2025	194290	MARTY SEPT 2025 CC REC	75.90
9/26/2025	194290	MARTY SEPT 2025 CC REC	10.78
9/26/2025	194290	MARTY SEPT 2025 CC REC	55.75
9/26/2025	194290	MARTY SEPT 2025 CC REC	117.50
9/26/2025	194290	MARTY SEPT 2025 CC REC	32.71
9/26/2025	194290	MARTY SEPT 2025 CC REC	81.90
9/26/2025	194290	MARTY SEPT 2025 CC REC	96.51
9/26/2025	194290	MARTY SEPT 2025 CC REC	63.14
9/26/2025	194290	MARTY SEPT 2025 CC REC	14.00
9/26/2025	194290	MARTY SEPT 2025 CC REC	5.19
9/26/2025	194290	MARTY SEPT 2025 CC REC	1,118.68
9/26/2025	194290	MARTY SEPT 2025 CC REC	120.10
9/26/2025	194290	MARTY SEPT 2025 CC REC	12.00
9/26/2025	194292	STEPHANIE SEPT 2025 CC	23.16
9/26/2025	194292	STEPHANIE SEPT 2025 CC	384.12
9/26/2025	194292	STEPHANIE SEPT 2025 CC	8.15
9/26/2025	194292	STEPHANIE SEPT 2025 CC	12.32
9/26/2025	194292	STEPHANIE SEPT 2025 CC	12.94
9/26/2025	194292	STEPHANIE SEPT 2025 CC	13.35

9/26/2025	194292	STEPHANIE SEPT 2025 CC	228.20
9/26/2025	194292	STEPHANIE SEPT 2025 CC	15.24
9/26/2025	194292	STEPHANIE SEPT 2025 CC	16.32
9/26/2025	194292	STEPHANIE SEPT 2025 CC	19.00
9/26/2025	194292	STEPHANIE SEPT 2025 CC	12.48
9/26/2025	194292	STEPHANIE SEPT 2025 CC	3.50
9/26/2025	194292	STEPHANIE SEPT 2025 CC	20.33
9/26/2025	194292	STEPHANIE SEPT 2025 CC	29.44
9/26/2025	194292	STEPHANIE SEPT 2025 CC	18.16
9/26/2025	194292	STEPHANIE SEPT 2025 CC	19.74
9/26/2025	194292	STEPHANIE SEPT 2025 CC	142.97
9/26/2025	194292	STEPHANIE SEPT 2025 CC	296.40
9/26/2025	194292	STEPHANIE SEPT 2025 CC	49.56
9/26/2025	194292	STEPHANIE SEPT 2025 CC	50.00
9/26/2025	194292	STEPHANIE SEPT 2025 CC	1,549.00
9/26/2025	194292	STEPHANIE SEPT 2025 CC	485.00
9/26/2025	194292	STEPHANIE SEPT 2025 CC	576.59
9/26/2025	194292	STEPHANIE SEPT 2025 CC	671.60
9/26/2025	194292	STEPHANIE SEPT 2025 CC	315.00
9/26/2025	194292	STEPHANIE SEPT 2025 CC	6.00
9/29/2025	194307	Pacific Northwest Chapter of PCMA	1,500.00
9/30/2025	193880	Reclass Stephanie's Aug CC	(221.55)
9/30/2025	194190	TALLEY MANAGMENT GROUP, INC.	1,496.55
9/30/2025	194191	TALLEY MANAGMENT GROUP, INC.	26.85
9/30/2025	194192	TALLEY MANAGMENT GROUP, INC.	1,772.30
9/30/2025	194193	TALLEY MANAGMENT GROUP, INC.	194.21

48,432.57

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INVOICE

BILL TO
Lizzette Flores
City of Bellevue
Finance Department - Procurement Services
450 110th Ave NE
Bellevue, WA 98004

INVOICE 1201-2335
DATE 08/04/2025
TERMS Net 30
DUE DATE 09/03/2025

P.O. NUMBER
2450317

DESCRIPTION	QTY	RATE	AMOUNT
Operation of the BRTPA–Redmond Zone July 12, 2025 - Aug 3, 2025	1	18,675.59	18,675.59

Please contact OneRedmond to pay via credit card.
Administrative Agreement for Operation of the BRTPA–Redmond
Zone (RCW 35.101.130(2))

BALANCE DUE **\$18,675.59**

Pay invoice

PAGE 2: SUMMARY

Page:

3.	MARKETING & COMMUNICATION	\$	5,071.13
4.	ADMIN & RESEARCH	\$	8,994.33
5.	FESTIVALS & EVENTS	\$	-
6.	DESTINATION SALES	\$	145.12
7.	TOURISM DEVELOPMENT	\$	4,465.01
8.	CONTINGENCY	\$	-
TOTAL		\$	<u>18,675.59</u>

PAGE 3:

Category: MARKETING & COMMUNICATION

Category	Description	MARKETING & COMMUNICATION
TPA MARCOM	DVA Advertising & Public Relations	4,853.48
Staffing	Dedicated hours from four staff members	217.65
	TOTAL	5,071.13

PAGE 4:

Category: ADMIN & RESEARCH

Category	Description	ADMIN & RESEARCH
Bank Fees	PayMode	838.75
Computer & Software	Comcast, Adobe, Microsoft, Zoom	181.81
Office Expense	Water	0.00
Equip Rental/Maintenance	KYOCERA COPIER Apr	156.82
Insurance	Redmond General Insurance Agency Mar	217.39
Licenses	Business License	16.50
Legal + Accounting	HRK Advisors	0.00
Rent / Office Lease	Rent / Office Lease Apr	2,224.16
Staffing	AF Health June	949.71
Staffing	Dedicated hours from four staff members	4,409.19
TOTAL		8,994.33

PAGE 5:

Category: FESTIVALS & EVENTS

This category is not used in 2025 Budget

Category	Description	FESTIVALS & EVENTS
TOTAL		0.00

PAGE 6:

Category: DESTINATION SALES

Category	Description	DESTINATION SALES
Staffing	Dedicated hours from four staff members	145.12
	TOTAL	145.12

PAGE 7:

Category: TOURISM DEVELOPMENT

Category	Description	TOURISM DEVELOPMENT
TPA		
TPA	KH Expenses: DigiPen Meeting	90.33
TPA	ML Consulting Hours	1,150.00
TPA	ML Consultant Expenses	0.00
Staffing	Dedicated hours from four staff members	3,224.68
	TOTAL	4,465.01

PAGE 8:

Category: Contingency

For overages in categories in 2025 Budget

Category	Description	Contingency
TOTAL		0.00

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City of Bellevue
Finance Department - Procurement Services
450 110th Ave NE
Bellevue, WA 98004

INVOICE 1201-2355
DATE 08/15/2025
TERMS Net 30
DUE DATE 09/14/2025

P.O. NUMBER
2450317

DESCRIPTION	QTY	RATE	AMOUNT
Operation of the BRTPA–Redmond Zone Aug 4, 2025 - Aug 15, 2025	1	46,208.01	46,208.01

Please contact OneRedmond to pay via credit card.
Administrative Agreement for Operation of the BRTPA–Redmond
Zone (RCW 35.101.130(2))

BALANCE DUE **\$46,208.01**

Pay invoice

PAGE 2: SUMMARY

Page:

3.	MARKETING & COMMUNICATION	\$	1,620.35
4.	ADMIN & RESEARCH	\$	8,892.64
5.	FESTIVALS & EVENTS	\$	-
6.	DESTINATION SALES	\$	34.99
7.	TOURISM DEVELOPMENT	\$	4,319.08
8.	CONTINGENCY	\$	31,340.95
TOTAL		\$	<u>46,208.01</u>

PAGE 3:

Category: MARKETING & COMMUNICATION

Category	Description	MARKETING & COMMUNICATION
TPA MARCOM	DVA Advertising & Public Relations	16,788.75
TPA MARCOM	DVA Advertising & Public Relations	16,137.56
TPA MARCOM	Contingency	(31,340.95)
Staffing	Dedicated hours from four staff members	34.99
TOTAL		1,620.35

PAGE 4:

Category: ADMIN & RESEARCH

Category	Description	ADMIN & RESEARCH
Bank Fees	PayMode	-
Computer & Software	Comcast, Adobe, Microsoft, Zoom	45.49
Office Expense	Water	-
Equip Rental/Maintenance	KYOCERA COPIER	-
Insurance	Redmond General Insurance Agency	-
Licenses	Business License	-
Legal + Accounting	Falco Sult, CPA	2,646.26
Legal + Accounting	HRK Advisors	620.47
Rent / Office Lease	Rent / Office Lease	-
TPA	JetSpace	625.00
Staffing	AF Health	-
Staffing	Dedicated hours from four staff members	4,955.42
TOTAL		8,892.64

PAGE 5:

Category: FESTIVALS & EVENTS

This category is not used in 2025 Budget

Category	Description	FESTIVALS & EVENTS
TOTAL		0.00

PAGE 6:

Category: DESTINATION SALES

Category	Description	DESTINATION SALES
Staffing	Dedicated hours from four staff members	34.99
TOTAL		34.99

PAGE 7:

Category: TOURISM DEVELOPMENT

Category	Description	TOURISM DEVELOPMENT
TPA	ML Consulting Hours	1,325.00
TPA	ML Consultant Expenses	-
Staffing	Dedicated hours from four staff members	2,994.08
	TOTAL	4,319.08

PAGE 8:

Category: Contingency

For overages in categories in 2025 Budget

Category	Description	Contingency
TPA MARCOM	MarCom Overage	31,340.95
TOTAL		31,340.95

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City of Bellevue
Finance Department - Procurement Services
450 110th Ave NE
Bellevue, WA 98004

INVOICE 1201-2443
DATE 10/05/2025
TERMS Net 30
DUE DATE 11/04/2025

P.O. NUMBER
2450317

DESCRIPTION	QTY	RATE	AMOUNT
Operation of the BRTPA–Redmond Zone Sep 16, 2025 - Sep 30, 2025	1	41,552.18	41,552.18

Please contact OneRedmond to pay via credit card.
Administrative Agreement for Operation of the BRTPA–Redmond
Zone (RCW 35.101.130(2))

BALANCE DUE **\$41,552.18**

Pay invoice

PAGE 2: SUMMARY

Page:

3.	MARKETING & COMMUNICATION	\$	-
4.	ADMIN & RESEARCH	\$	5,570.51
5.	FESTIVALS & EVENTS	\$	-
6.	DESTINATION SALES	\$	229.58
7.	TOURISM DEVELOPMENT	\$	35,752.09
8.	CONTINGENCY	\$	-
TOTAL		\$	<u>41,552.18</u>

PAGE 3:

Category: MARKETING & COMMUNICATION

Category	Description	MARKETING & COMMUNICATION
TPA MARCOM	Bullseye Creative	-
TPA MARCOM	DVA Advertising & Public Relations	-
TPA MARCOM	DVA Advertising & Public Relations	-
TPA MARCOM	Contingency	-
TOTAL		0.00

PAGE 4:

Category: ADMIN & RESEARCH

Category	Description	ADMIN & RESEARCH
Bank Fees	PayMode	973.25
Computer & Software	Comcast, Adobe, Microsoft, Zoom, IT	259.81
Equip Rental/Maintenance	KYOCERA COPIER	
Insurance	Redmond General Insurance Agency	
Legal + Accounting	HRK Advisors	
Rent / Office Lease	Rent / Office Lease	
Equip Rental/Maintenance	Office Supplies	28.50
Staffing	Dedicated hours from four staff members	4,308.95
	TOTAL	5,570.51

PAGE 5:

Category: FESTIVALS & EVENTS

This category is not used in 2025 Budget

Category	Description	FESTIVALS & EVENTS
TOTAL		0.00

PAGE 6:

Category: DESTINATION SALES

Category	Description	DESTINATION SALES
TPA	State Conference	229.58
TPA		
TPA		
Staffing	Dedicated hours from four staff members	
	TOTAL	229.58

PAGE 7:

Category: TOURISM DEVELOPMENT

Category	Description	TOURISM DEVELOPMENT
TPA	PromoShop, Inc.- <u>Deposit toward total</u> on invoice #423891-1*	23,588.67
TPA	Orca Cards	2,700.00
TPA	SM -Supplies and mileage	105.78
TPA		
Staffing	Dedicated hours from four staff members	9,357.64
	TOTAL	35,752.09

*PromoShop, Inc.- Expected Payments:
1st Deposit August
2nd Deposit September
3rd Deposit October
Final Payment expected November

PAGE 8:

Category: Contingency

For overages in categories in 2025 Budget

Category	Description	Contingency
TPA MARCOM	MarCom Overage	0.00
TOTAL		0.00

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Lizzette Flores
City of Bellevue
Finance Department - Procurement Services
450 110th Ave NE
Bellevue, WA 98004

INVOICE 1201-2407
DATE 09/17/2025
TERMS Net 30
DUE DATE 10/17/2025

P.O. NUMBER
2450317

DESCRIPTION	QTY	RATE	AMOUNT
Operation of the BRTPA–Redmond Zone Sep 1, 2025 - Sep 15, 2025	1	45,103.52	45,103.52

Please contact OneRedmond to pay via credit card.
Administrative Agreement for Operation of the BRTPA–Redmond
Zone (RCW 35.101.130(2))

BALANCE DUE **\$45,103.52**

Pay invoice

PAGE 2: SUMMARY

Page:

3. MARKETING & COMMUNICATION	\$	-
4. ADMIN & RESEARCH	\$	7,942.34
5. FESTIVALS & EVENTS	\$	-
6. DESTINATION SALES	\$	409.53
7. TOURISM DEVELOPMENT	\$	7,086.28
8. CONTINGENCY	\$	29,665.37
TOTAL	\$	<u>45,103.52</u>

PAGE 3:

Category: MARKETING & COMMUNICATION

Category	Description	MARKETING & COMMUNICATION
TPA MARCOM	Bullseye Creative	500.00
TPA MARCOM	DVA Advertising & Public Relations	19,841.25
TPA MARCOM	DVA Advertising & Public Relations	9,324.12
TPA MARCOM	Contingency	(29,665.37)
TOTAL		0.00

PAGE 4:

Category: ADMIN & RESEARCH

Category	Description	ADMIN & RESEARCH
Bank Fees	PayMode	-
Computer & Software	Comcast, Adobe, Microsoft, Zoom, IT	531.78
Equip Rental/Maintenance	KYOCERA COPIER	156.82
Insurance	Redmond General Insurance Agency	217.39
Legal + Accounting	HRK Advisors	640.06
Rent / Office Lease	Rent / Office Lease	2,224.16
Staffing	AF Health	-
Staffing	Dedicated hours from four staff members	4,172.13
	TOTAL	7,942.34

PAGE 5:

Category: FESTIVALS & EVENTS

This category is not used in 2025 Budget

Category	Description	FESTIVALS & EVENTS
TOTAL		0.00

PAGE 6:

Category: DESTINATION SALES

Category	Description	DESTINATION SALES
TPA	PSBJ Event	30.00
TPA		
TPA		
Staffing	Dedicated hours from four staff members	379.53
	TOTAL	409.53

PAGE 7:

Category: TOURISM DEVELOPMENT

Category	Description	TOURISM DEVELOPMENT
TPA	Uprinting - Orca Card Sleeves	212.94
TPA	ML Consultant Expenses	387.82
TPA		
TPA		
Staffing	Dedicated hours from four staff members	6,485.52
	TOTAL	7,086.28

PAGE 8:

Category: Contingency

For overages in categories in 2025 Budget

Category	Description	Contingency
TPA MARCOM	MarCom Overage	29,665.37
TOTAL		29,665.37



Community Development

Attachment E

LODGING TAX BUDGET PROPOSAL DETAILS

ONGOING EXPENSES: ADMINISTRATIVE STAFF/BENEFITS SUPPORT

\$ Past Budget Allocations: 2% of revenues (\$8,000 – \$14,000)
2025-2026 cost of administrative staff support and benefits: \$230,033
(American Rescue Plan Appropriation federal funds [APRA] available through 2026 - no funds needed from the lodging tax)

OVERVIEW

 Related Tourism Strategic Plan Initiative

Goal 3.6: Increase the allocation of lodging tax funds to staffing by removing the 2% fixed administrative allotment, which equals approximately 4 hours of staffing a week. A funding increase should consider fully supporting the staffing needs essential for efficient management of the LTAC and tourism program.

Background

The City of Redmond’s tourism programming did not have dedicated staff until 2021. A part-time staff member was hired for 24-hours a week and paid for with ARPA funds (no lodging tax dollars) through 2024 to manage the tourism programming. The ARPA funds are limited but should be able to sustain the current level of staffing through 2026. Staff duties include but are not limited to the following:

Lodging Tax Advisory Committee (LTAC) Staffing	Grant Management	Strategic Development
• Meeting organizing • Agenda setting • Presentation creation/management • Recruitment, interviews, onboarding • Document management • Council relations	• Document creation and management • Applicant discussions and meetings • Contract management • Grant documentation review and release of funds • Grant website and updates • Recruitment and communication	• Strategic planning and needs assessment • Budget oversight • Consultant management • Partnership development • Program project management

Funding Objective

To ensure the effective implementation and success of the tourism initiatives, allocating a portion of the budget to staff support for tourism programming will provide the dedicated staff expertise, continuity, and project management needed to execute the identified strategic programs. Investing in staff support will allow for sustaining and expanding our tourism effectiveness, building relationships and partnerships, and ultimately benefit the City's visitor economy and community.

LODGING TAX BUDGET PROPOSAL DETAILS

ONGOING EXPENSES: DATA SOFTWARE/TECHNOLOGY

\$ Past Budget Allocations: \$0
2025-2026 estimated cost of data technology: \$60,000
(\$60,000 ongoing; \$20,000 one-time)

OVERVIEW



Related Tourism Strategic Plan Initiative

Goal 3.4: Consider acquiring an event-based economic impact model through Destinations International to measure the economic contribution of each event supported by the LTAC.

Goal 3.5: Explore and allocate resources towards advanced tools and data software systems aimed at analyzing visitor data.

Goal 3.7: Conduct a benchmark economic impact study on the visitor economy for Redmond.

Goal 4.15: Allocate resources towards technology solutions for capturing event and conference contact leads, strategically enhancing opportunities to generate hotel business.

Background

The City of Redmond has recently invested in Smith Travel Research (STR) reports through reallocated a few thousand dollars a year within the existing marketing contract scope of work due to there being no dedicated budget for this purpose.

Funding Objective

To enhance the City of Redmond's tourism programming, investing in advanced data analysis tools and technology solutions will greatly expand our data capabilities and knowledge. This investment is crucial for accurately measuring the economic contributions of tourism activities and strategically enhancing our efforts to attract visitors and boost the local economy.

Note: There is typically a customization set-up charge for various software and data technology systems. We have allocated \$20,000 in the one-time budget for these start-up and customization costs.

LODGING TAX BUDGET PROPOSAL DETAILS

ONGOING EXPENSES: MARKETING CONSULTANT CONTRACT

\$ Past Budget Allocations: \$178,000 annually (356,000 each budget cycle)
2025-2026 estimated cost: \$356,000
(\$118K base contract plus 5% increase over 6 years = about \$170K annually for a base contract plus a little extra for misc. opportunities)

OVERVIEW



Related Tourism Strategic Plan Initiative

Goal 1.7: Position and promote Redmond as a recreation destination within the region.

Goal 1.11: Promote and encourage extending leisure stays during business trips to facilitate additional nights for travelers to experience the destination's offerings.

Goal 1.13: Spotlight the vibrant artistic community and public art through targeted promotional campaigns, curated itineraries, and an enhanced digital experience.

Goal 1.18: Promote parks in Redmond's urban centers as a destination, fostering a diverse range of programming to maintain its vibrancy and activate the surrounding area.

Additional related goals: Goal 2.2, 4.1, 4.2, 4.4, 4.8, 4.10

Background

The City of Redmond has maintained a marketing contract at a base contract fee of \$118,000 annually to manage the Experience Redmond tourism brand including the website, social media, promotional materials, event promotion, business listings, etc. An additional \$60,000 annually was dedicated to advertising expenses which included Google AdWords/SEO, Social Media Ads and more - this \$60,000 was in addition to the \$118,000 base contract which brought the total contract investment to \$178,000 annually. Staff have pulled the advertising budget out of the marketing contract for the 2025/2026 budget proposal.

Funding Objective

The City of Redmond will be going out to a Request for Bid (RFP) for the 2025-2026 marketing scope of work contract. We estimate needing at least \$178,000 annually to maintain the current workplan for the Experience Redmond brand. The annual marketing contract fee of 118,000 has not increased over the past 6 years, and it is likely an inflationary increase will be necessary.

LODGING TAX BUDGET PROPOSAL DETAILS

ONGOING EXPENSES: PR CONSULTANT/INFLUENCERS



Past Budget Allocations: \$0 due to revenue constraints
2025-2026 estimated cost of PR/Influencers campaigns: \$180,000

OVERVIEW



Related Tourism Strategic Plan Initiative

Goal 4.3: Track visitor segmentation and partner with media influencers that reach Redmond's diverse traveler populations.

Goal 4.5: As Redmond continues to expand, prioritize additional investments in storytelling and the development of digital photo and video assets.

Goal 4.12: Develop a media kit to have information on hand in the event of questions and/or leads.

Background

The City of Redmond has not traditionally set aside lodging tax funding for public relations (PR) or influencer campaigns although there has been a desire. In recent years, the need for such campaigns has become more apparent with various PR worthy promotions such as the Overlake Intercultural District Passport Challenge and the arrival of light rail. Budget was reallocated within the existing marketing contract scope of work due to there being no dedicated budget for this purpose.

Funding Objective

Investing in public relations (PR) and influencer campaigns for tourism is crucial for amplifying Redmond's visibility as a desirable travel destination. These strategies enable us to effectively reach and engage diverse traveler segments, build a positive image, and generate buzz through trusted voices. With the growing influence of social media and digital platforms, leveraging PR and influencers can significantly enhance our promotional efforts, attract more visitors, and ultimately boost the local economy. As the arrival of light rail and other developments present new opportunities, dedicated funding for these campaigns ensures we capitalize on these moments to strategically position Redmond in the competitive tourism market.

LODGING TAX BUDGET PROPOSAL DETAILS

ONGOING EXPENSES: ADVERTISING



Past Budget Allocations: \$120,000

2025-2026 estimated cost of advertising campaigns: \$100,000

OVERVIEW



Related Tourism Strategic Plan Initiative

Goal 4.9: Consider investment in targeted publications through advertising buys and earned media.

Goal 4.14: Invest in tools for analyzing tourism feeder markets, then pilot targeted advertising and promotional campaigns to attract overnight stays from those markets.

Background

The City of Redmond has traditionally set aside \$60,000 annually (\$120,000 per budget) through the marketing contract to be spent on media and advertising purchases. Most of this expense was utilized in the form of Google Ad Word campaigns, search engine optimization, and social media advertising. Occasionally, it was necessary to re-allocate some of this media from this media budget for PR needs as available.

Funding Objective

Investing in advertising campaigns for tourism is essential to effectively promote Redmond as a premier destination, attract visitors, and stimulate the local economy. Strategic advertising allows us to reach a broad and diverse audience, highlight unique attractions and events, and create compelling narratives that resonate with potential travelers. By allocating funding to these campaigns, we can enhance our visibility, differentiate Redmond from other destinations, and drive increased tourism. This investment not only supports local businesses and generates revenue but also fosters a vibrant community by bringing in visitors who contribute to the cultural and economic vitality of the city.

LODGING TAX BUDGET PROPOSAL DETAILS

ONGOING EXPENSES: STRATEGIC MARKETING PARTNERSHIPS



Past Budget Allocations: \$0
2025-2026 estimated cost of advertising campaigns: \$60,000

OVERVIEW



Related Tourism Strategic Plan Initiative

Goal 1.19: Foster partnerships and programming that highlight Redmond's globally known gaming industry to attract visitors.

Goal 1.24: Partner with Woodinville to expand wine programming, partnerships, and events in and around Redmond.

Goal 2.6: Continue fostering partnerships with neighboring and other Eastside cities to collaboratively drive forward regional tourism initiatives and programs for mutual benefit.

Goal 2.12: Engage with the Seattle Sports Commission to bid on future events and leverage their network to extend Redmond's reach and visibility as a host destination and accommodation supplier for local and regional activities.

Goal 2.13: Engage with the Port of Seattle to reach international markets.

Goal 2.14: Engage with the State of Washington Tourism to reach international markets.

Background

The City of Redmond has not traditionally set aside funding for memberships and partnerships. Numerous opportunities have recently been provided to join various tourism stakeholder groups, strategic partnerships, and campaigns. Some examples are joining the Seattle Sports Commission for World Cup 2026 planning efforts, formalizing a partnership with Woodinville Wine Country, and engaging in an advertising partnership with Remlinger Farms Summer Concert Series.

Funding Objective

Investing in strategic tourism partnerships and memberships is vital for expanding Redmond's reach and influence in the competitive travel industry. These partnerships enable us to collaborate with key stakeholders, access valuable industry insights, and participate in joint marketing initiatives that amplify our promotional efforts. Memberships in prominent tourism organizations provide opportunities for networking, professional development, and staying informed about emerging trends, regional events, and best practices.

LODGING TAX BUDGET PROPOSAL DETAILS

ONE-TIME EXPENSES: WOLRD CUP ACTIVATION



Past Budget Allocations: \$0
2025-2026 End-fund Reserve Allocation Request: \$50,000

OVERVIEW



Related Tourism Strategic Plan Initiative

Goal 1.10: Promote and utilize the light rail stations to increase compression traffic from large events in other parts of the region such as Seattle.

Goal 3.1: Work with the LTAC to prioritize support for events and festivals that include an overnight component.

Background

The end-fund reserve is currently above 1.1M. The City Council requested in 2023 that the LTAC recommend one-time strategic investments to spend this reserve down.

Funding Objective

Seattle has been selected to host six matches of the FIFA World Cup 2026, including the USA's second group fixture and two knockout games, taking place from June 15 to July 6. Hosting the event is anticipated to generate over \$100 million in economic activity and attract 750,000 visitors to the Seattle region, alongside over 4 billion global viewers. With a new transformational transportation system, Redmond is poised to leverage this opportunity to welcome the world and showcase the city through increased visitation and global broadcast.

By allocating funding for this event, Redmond can create an unforgettable experience for visitors, athletes, and residents, highlighting its connectivity to the region, celebrating its diverse culture, and fostering an atmosphere of excitement and hospitality. Through strategic partnerships and innovative initiatives, we will position Redmond as a premier hub for World Cup fan stays, celebrations, and viewings throughout the 2026 event.

LODGING TAX BUDGET PROPOSAL DETAILS

ONE-TIME EXPENSES: LIGHT RAIL OPENING PROMOTION



Past Budget Allocations: \$0
2025-2026 End-fund Reserve Allocation Request: \$25,000

OVERVIEW



Related Tourism Strategic Plan Initiative

Goal 1.6: Support Redmond's transportation programs that provide visitor infrastructure.

Goal 2.7: Support strategies related to transportation solutions and ensure they are in place for visitors in addition to commuters.

Background

The end-fund reserve is currently above 1.1M. The City Council requested in 2023 that the LTAC recommend one-time strategic investments to spend this reserve down.

Funding Objective

Investing in the 2025 two new Redmond light rail station openings and promoting the Seattle connection is crucial for enhancing regional accessibility and economic growth. These stations will significantly improved transportation options for residents and visitors, making it easier to travel between Redmond, Bellevue, Seattle, and beyond. Promoting this connection will attract more tourists, boost local businesses, and position Redmond as a convenient and attractive destination within the greater Seattle area. Furthermore, this investment supports sustainable transportation initiatives, reduces traffic congestion, and fosters a more connected and vibrant community, ensuring that Redmond benefits fully from its strategic location and new infrastructure.

LODGING TAX BUDGET PROPOSAL DETAILS

ONE-TIME EXPENSES: GAMING, TECH, SPACE INDUSTRY PROMOTION



Past Budget Allocations: \$0
2025-2026 End-fund Reserve Allocation Request: \$25,000

OVERVIEW



Related Tourism Strategic Plan Initiative

Goal 1.21: Explore implementation of an innovative technology experience showcasing or introducing Redmond's unique companies, gaming characters, activities, events, and more.

Goal 4.2: Leverage Redmond's innovations in space, gaming, and technology in tourism promotion.

Background

The end-fund reserve is currently above 1.1M. The City Council requested in 2023 that the LTAC recommend one-time strategic investments to spend this reserve down.

Funding Objective

Redmond possesses a unique opportunity to leverage its innovative gaming, technology, and space position in the world as a compelling draw for tourism. With Redmond's status as the home to several major companies in these areas, Redmond stands at the forefront of innovation. By showcasing the cutting-edge technology, immersive gaming experiences, and behind-the-scenes glimpses into the creative processes of industry leaders, Redmond can attract tech enthusiasts, gamers, space enthusiasts, and curious travelers alike. This will further enhance Redmond's appeal as a destination.

LODGING TAX BUDGET PROPOSAL DETAILS

ONE-TIME EXPENSES: DOWNTOWN SHUTTLE PILOT PROGRAM



Past Budget Allocations: \$0
2025-2026 End-fund Reserve Allocation Request: \$136,000

OVERVIEW



Related Tourism Strategic Plan Initiative

Goal 1.22: Develop a reliable visitor shuttle or transportation program designed to efficiently transport guests from hotels to various destinations.

Background

The end-fund reserve is currently above 1.1M. The City Council requested in 2023 that the LTAC recommend one-time strategic investments to spend this reserve down.

Funding Objective

Redmond has submitted an application for a \$900,000 transportation grant, which would necessitate a 20% match. If successful, the grant would fund a pilot program for a Downtown Redmond complimentary shuttle. This initiative aims to address parking challenges and enhance connectivity to the light rail system. Should the grant be approved, staff will present an investment plan to the LTAC for consideration, outlining the potential implementation of the shuttle pilot program.

LODGING TAX BUDGET PROPOSAL DETAILS

ONE-TIME EXPENSES: OVERLAKE INTERCULTURAL DISTRICT VISITOR CENTER

\$ Past Budget Allocations: \$0
2025-2026 End-fund Reserve Allocation Request: \$150,000

OVERVIEW

Related Tourism Strategic Plan Initiative

Goal 1.28: Evaluate the feasibility of establishing a visitor center or kiosk, with a focus on selecting a prime location near a light rail station, or additionally, a mobile visitor kiosk to provide flexibility in location or to showcase at various events.

Background

The end-fund reserve is currently above 1.1M. The City Council requested in 2023 that the LTAC recommend one-time strategic investments to spend this reserve down.

Funding Objective

The City of Redmond has the opportunity to purchase a 1,700 sq commercial condo on the ground floor of a transit-oriented development mixed-used project in Overlake led by Bellwether Housing. Slated to open Q4 of 2027, the estimated purchase cost to the City would be approximately \$800,000.

The Overlake Intercultural District is the first stop in Redmond on the new light rail line connecting Seattle to Redmond. The City is exploring partnering with Bellwether Housing and community partners to provide a Welcome Center ("mini-city hall") and connections to city services at the new accessible location in a neighborhood that has geographically been disconnected from City Hall in Downtown Redmond. As this project progresses, staff will present an investment plan to the LTAC for consideration, outlining the potential implementation of a new welcome center.





Community Development

Attachment F

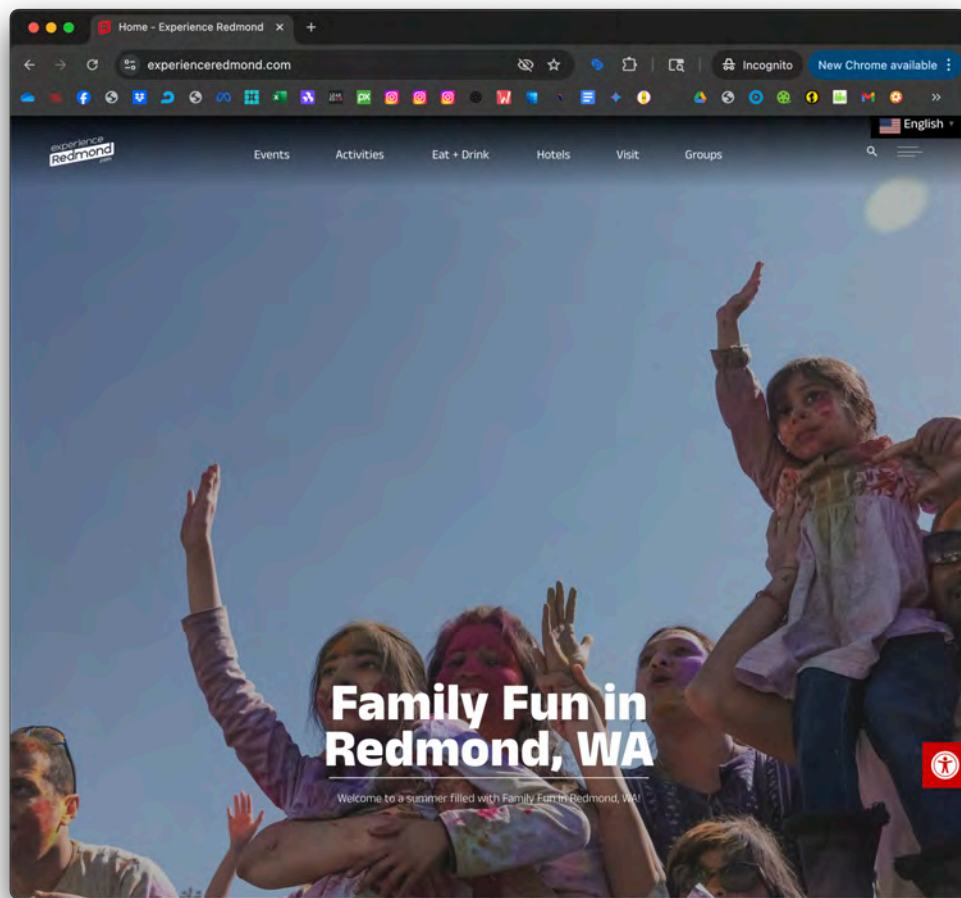


Q3
2025

experience
Redmond.com

OVERVIEW

Q3 2025 was a strong quarter for Experience Redmond's marketing efforts, highlighted by steady website traffic, consistent social engagement, and expanded visibility through digital ad campaigns. Seasonal content focused on summer events, cultural celebrations, and local businesses—with standout moments including Derby Days, the Ganesh Festival, and Hispanic Heritage Month. Website traffic remained stable with over 45K users, while social channels generated 285K impressions and maintained high engagement despite a lighter posting cadence. This quarter also marked the re-establishment of our partnership with Cirque du Soleil to promote their upcoming ECHO show debuting in Redmond this winter. In addition, new TPA funds from OneRedmond were deployed beginning September 8, expanding our digital ad reach. The launch of the engaging new "Welcome to Redmond" video, along with our separate campaign promoting Redmond hotels, strengthened brand cohesion and marketing efficiency—positioning Experience Redmond for continued growth heading into Q4.



CIRQUE DU SOLEIL “ECHO” PARTNERSHIP

We were happy to re-establish our partnership with Cirque du Soleil to promote the upcoming ECHO show arriving in Redmond this winter. As part of the collaboration, Experience Redmond will provide multi-channel promotional support—including dedicated email campaigns, homepage and event calendar features, and organic social media posts reaching more than 27,000 local followers.

The partnership includes exclusive ticket offers, contests, and in-kind trade benefits such as complimentary tickets and special hotel packages. These efforts will spotlight Cirque’s return to Redmond, encourage overnight stays at local hotels, and reinforce Experience Redmond’s role in amplifying major events that drive tourism and community engagement



LTAC GRANT SUPPORT, EASTSIDE REGIONAL TOURISM COMMITTEE MEETING

This quarter we helped support and promote the City of Redmond's LTAC Tourism Grant Program during Q3 2025, encouraging local event organizers and community partners to apply for 2026 funding. Through outreach across our website, social media, and e-newsletter channels, we helped raise awareness of the grant opportunity and its role in supporting events that attract visitors, increase overnight stays, and strengthen Redmond's tourism economy.

We were also proud to host the quarterly Eastside Regional Tourism Committee meeting in September at the Seattle Marriott Redmond. This gathering brought together tourism representatives from Kirkland, Bellevue, Bothell, and other Eastside cities to share updates and discuss collaborative efforts to enhance regional tourism. Hosting this meeting reinforced Redmond's leadership in fostering partnerships and promoting the Eastside as a connected, vibrant visitor destination.



2025 CONTENT STRATEGY

We continued executing the comprehensive content strategy developed to guide marketing efforts throughout 2025. Originally completed in January and launched in February, this strategy is deeply aligned with the City of Redmond's Strategic Plan and supports priorities including tourism promotion, economic vitality, placemaking, and community engagement.

Throughout Q3, our messaging is delivered consistently across the website, social media, e-newsletters, and paid media channels to maximize reach and impact.

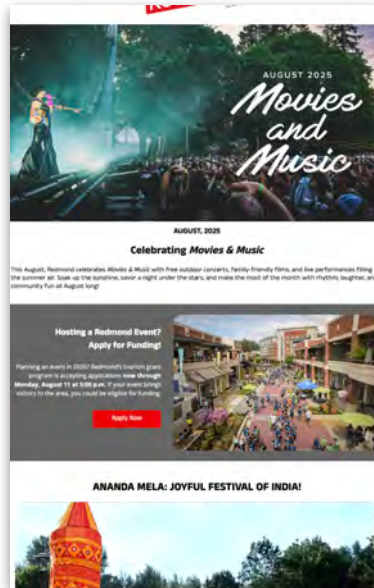
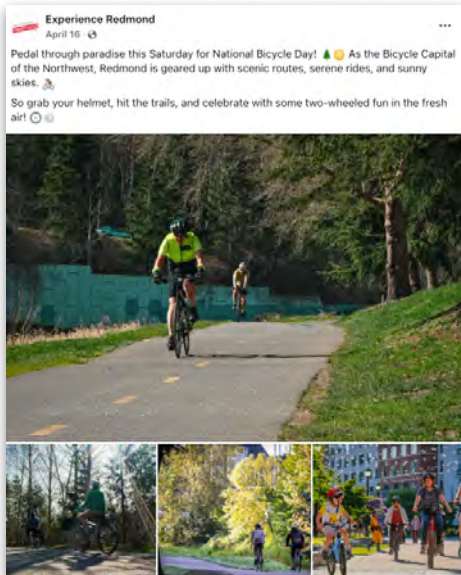
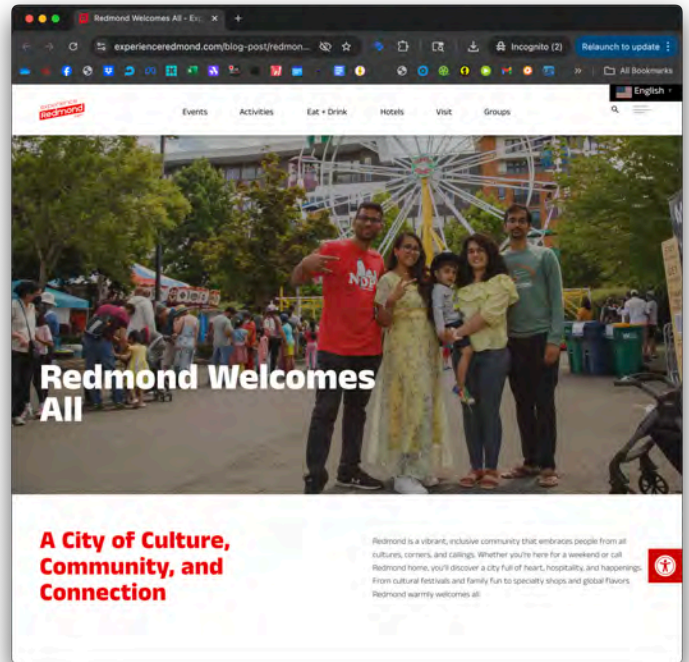
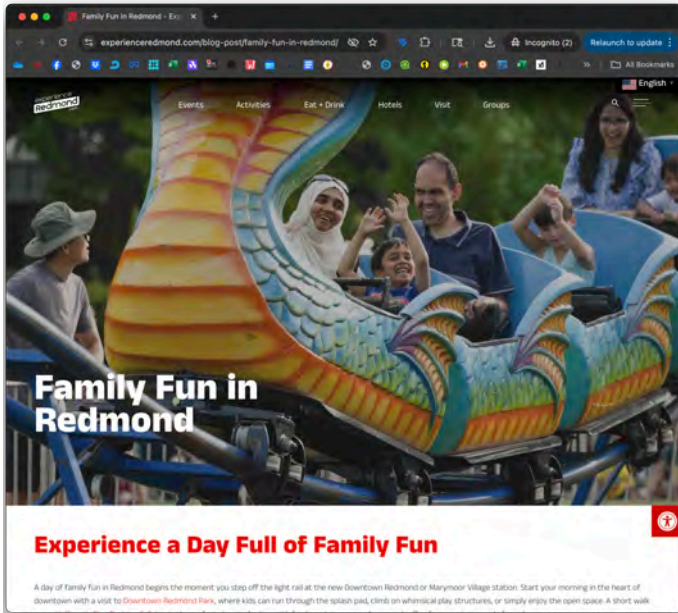
This content strategy is designed to support Redmond's positioning by focusing on five recurring pillars:

- Events
- Blog/Itinerary Features
- Activities and Attractions
- Featured Local Businesses
- Hotel Packages & Promotions

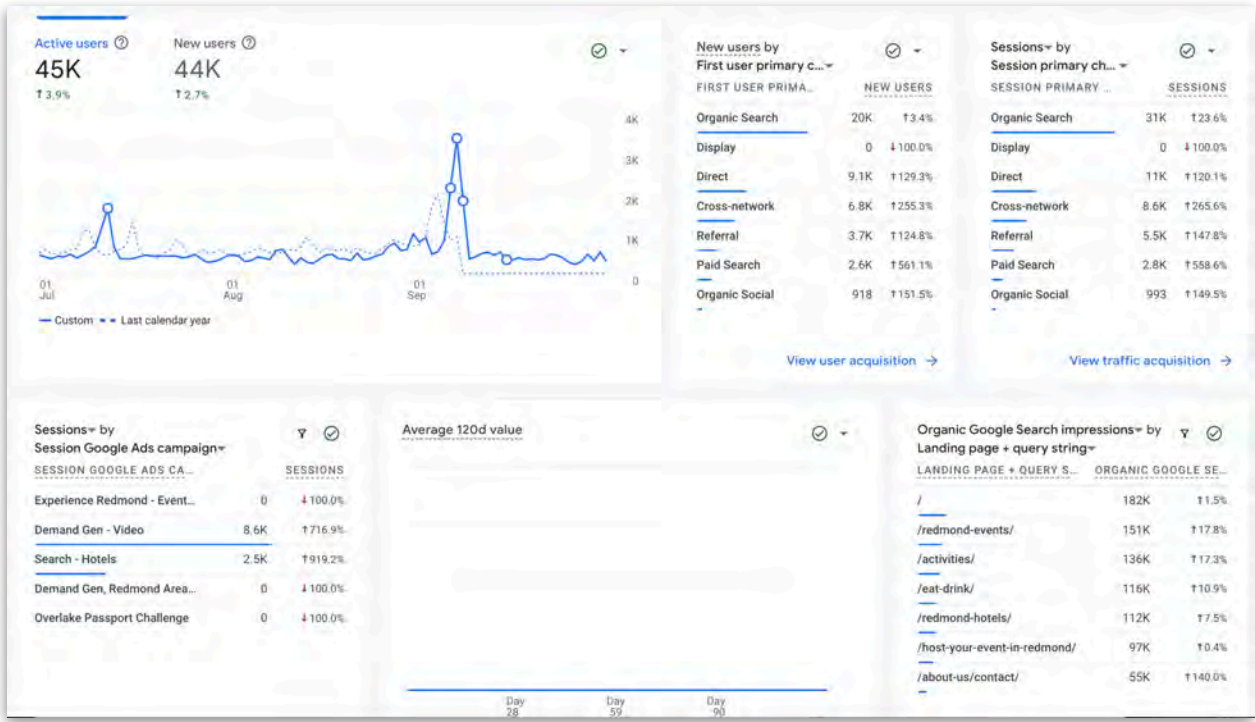
In addition to these pillars, every month will include two consistent content touchpoints:

- Cultural Connection: Storytelling that reflects Redmond's unique identity, people, and values
- Bicycle Connection: Reinforcing Redmond's cycling culture and infrastructure

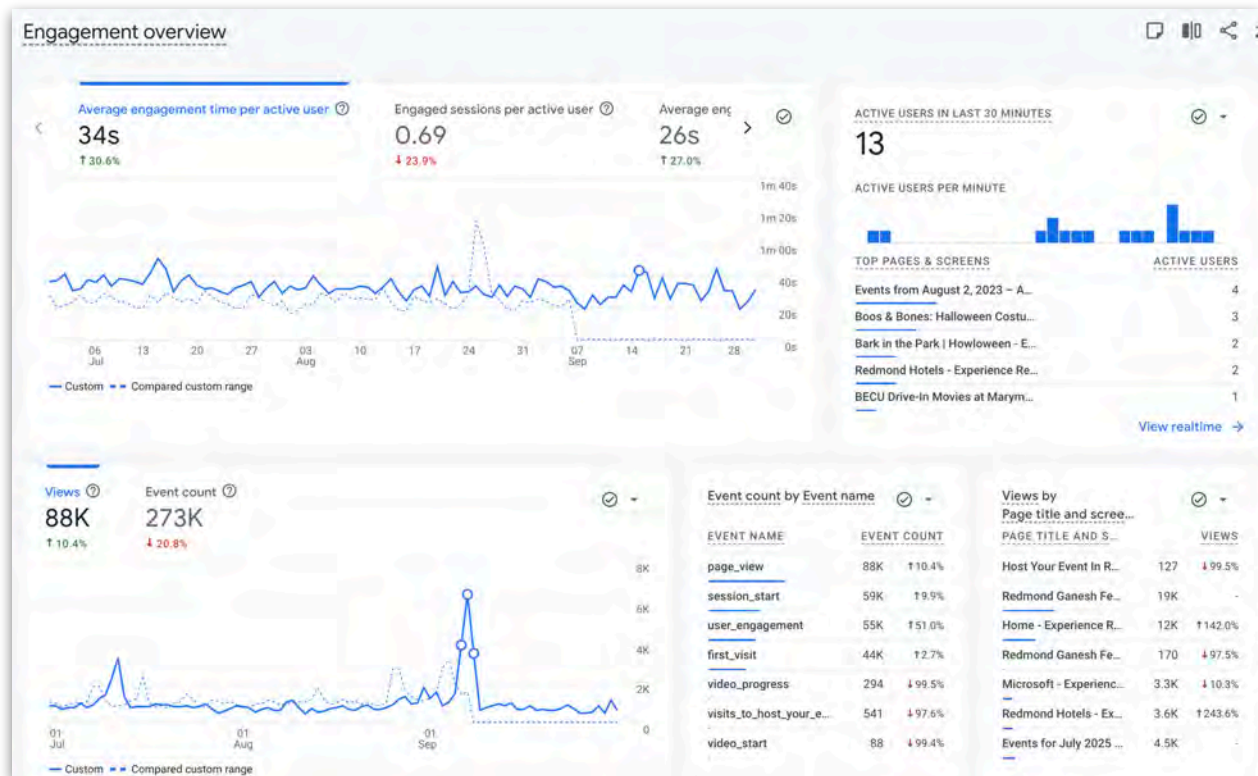
MONTH	THEME	CONTENT
July	Family Fun	Derby Days, Redmond Arts Festival, EV Expo, Redmond Saturday Market, Exotics at RTC, Crossfire Surf Cup, Flagstick Pub, Kids Magic Lab, etc. Cultural Connection: • Disability Pride Month Bicycle Connection: • Junior Track Nationals
August	Movies & Music	Ananda Mela, OneRedmond Wine Walk, Movies at Marymoor, Marymoor Concerts, Live Music at Aloft, Rockin' on the River, Music at RTC, iPic Theaters, local music shops, etc. Cultural Connection: • International Day of World's Indigenous People Bicycle Connection: • Cycle to Work Day
September	Welcoming & Inclusive	Ganesh Festival, Downtown Redmond Art Walk, Get Your Rear in Gear, Eastside Peer Group, Together Center, Hopelink, SecondStory rep, Cafecito Mexican Bakery, etc. Cultural Connection: • Hispanic Heritage Month Bicycle Connection: • Cycle September



WEBSITE DATA



Our website continues to serve as the primary funnel for all digital channels, driving steady traffic from social media, SEM, and e-newsletters. In Q3 2025, the site recorded **45K total users (up just under 4% YoY) and 44K new users (up 2.7% YoY)**, reflecting stable growth and engagement compared to previous quarters. Organic search remains the top traffic source, accounting for over 70% of sessions, with visibility up 23.6% year over year, underscoring the continued strength of our SEO strategy and content performance.



Website engagement remained strong this quarter, with **88K total pageviews, up 30.6% year over year, and an average engagement time of 7 minutes and 6 seconds per user, up 30%**. This growth reflects deeper on-site interaction and more relevant content, as visitors spend increased time exploring Redmond-focused pages and event listings, helping to further boost brand awareness and SEO performance.

Notable highlights include continued strong traffic to Microsoft-related content, largely driven by Bing and search referrals, as well as significant interest in the Ganesh Festival, where the Experience Redmond website served as the primary event information hub. These results reinforce the site's role as a trusted destination for local event discovery and community engagement.

	Page path and screen class	↓ Views	Active users	Views per active user	Average engagement time per active user
		88,367 100% of total	44,714 100% of total	1.98 Avg 0%	34s Avg 0%
1	/	12,397 (14.03%)	8,455 (18.91%)	1.47	23s
2	/event/redmond-ganesh-festival-2025-2/	12,308 (13.93%)	7,696 (17.21%)	1.60	26s
3	/redmond-events/	10,795 (12.22%)	6,458 (14.44%)	1.67	45s
4	/event/redmond-ganesh-festival/	4,374 (4.95%)	2,952 (6.6%)	1.48	26s
5	/redmond-hotels/	3,604 (4.08%)	2,718 (6.08%)	1.33	13s
6	/business/microsoft/	3,339 (3.78%)	2,816 (6.3%)	1.19	7s
7	/eat-drink/	1,502 (1.7%)	988 (2.21%)	1.52	1m 06s
8	/series/redmond-ganesh-festival-2025/	1,300 (1.47%)	935 (2.09%)	1.39	8s
9	/event/redmond-ganesh-festival-2025-3/	1,256 (1.42%)	897 (2.01%)	1.40	19s
10	/blog-post/60-acres-park/	1,016 (1.15%)	820 (1.83%)	1.24	20s
11	/activities/	1,003 (1.14%)	823 (1.84%)	1.22	27s
12	/event/derby-days/2025-07-11/	800 (0.91%)	643 (1.44%)	1.24	20s
13	/event/ananda-mela-joyful-festival-of-india/2025-08-09/	757 (0.86%)	597 (1.34%)	1.27	20s
14	/packages-promotions/	720 (0.81%)	574 (1.28%)	1.25	29s
15	/event/exotics-at-rtc/2025-04-26/	598 (0.68%)	446 (1%)	1.34	22s
16	/hotel/hilton-garden-inn/	595 (0.67%)	464 (1.04%)	1.28	17s
17	/host-your-event-here/	541 (0.61%)	416 (0.93%)	1.30	27s
18	/about-us/site-sponsors/	540 (0.61%)	490 (1.1%)	1.10	6s
19	/blog-post/emerald-forest-treehouse/	516 (0.58%)	410 (0.92%)	1.26	25s
20	/event/derby-days/2025-07-12/	511 (0.58%)	403 (0.9%)	1.27	16s

When examining our top-performing pages this quarter, the homepage led all site traffic with 12,397 pageviews (14.03% of total visits), reinforcing its role as the main gateway for visitors exploring Redmond events and attractions. The Redmond Ganesh Festival accounted for four of the top 20 most-viewed pages, each representing an individual event day and serving as a primary online hub for festival details—driving significant engagement throughout the celebration. The Microsoft page ranked sixth with 3,339 pageviews, supported by consistent referral traffic from Bing, highlighting the ongoing importance of search visibility and localized content.

WEBSITE DATA: AUDIENCE DEMOGRAPHICS

Region	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user
Total	44,714 100% of total	43,977 100% of total	30,892 100% of total	51.95% Avg 0%	0.69 Avg 0%	34s Avg 0%
1 Washington	26,326 (58.88%)	25,029 (56.91%)	19,908 (64.44%)	54.75%	0.76	41s
2 California	6,483 (14.5%)	5,630 (12.8%)	3,947 (12.78%)	50.34%	0.61	23s
3 Oregon	3,150 (7.04%)	2,615 (5.95%)	1,890 (6.12%)	49.89%	0.60	26s
4 Virginia	2,386 (5.34%)	2,372 (5.39%)	834 (2.7%)	32.05%	0.35	8s
5 British Columbia	1,929 (4.31%)	1,913 (4.35%)	1,275 (4.13%)	56.95%	0.66	23s
6 Nevada	872 (1.95%)	580 (1.32%)	556 (1.8%)	55.66%	0.64	22s
7 (not set)	703 (1.57%)	667 (1.52%)	265 (0.86%)	37.01%	0.38	9s
8 Idaho	438 (0.98%)	293 (0.67%)	289 (0.94%)	57.23%	0.66	24s
9 Ohio	410 (0.92%)	398 (0.91%)	84 (0.27%)	19.86%	0.20	9s
10 Texas	335 (0.75%)	325 (0.74%)	222 (0.72%)	59.04%	0.66	35s

In terms of audience demographics, Washington state unsurprisingly drove the highest volume of traffic, reflecting our strong local relevance and community engagement. Texas had the highest **engagement rate at 59%**.

City	+	↓ Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user
Total		44,714 100% of total	43,977 100% of total	30,892 100% of total	51.95% Avg 0%	0.69 Avg 0%	34s Avg 0%
1 Seattle		10,587 (23.68%)	9,520 (21.65%)	7,159 (23.17%)	50.74%	0.68	33s
2 Redmond		4,030 (9.01%)	3,624 (8.24%)	3,412 (11.04%)	59.78%	0.85	56s
3 (not set)		3,054 (6.83%)	2,734 (6.22%)	1,780 (5.76%)	50.03%	0.58	25s
4 San Jose		1,851 (4.14%)	1,825 (4.15%)	644 (2.08%)	31.76%	0.35	8s
5 Bellevue		1,601 (3.58%)	1,472 (3.35%)	1,214 (3.93%)	57.56%	0.76	40s
6 Flint Hill		1,489 (3.33%)	1,482 (3.37%)	505 (1.63%)	30.89%	0.34	8s
7 Vancouver		1,405 (3.14%)	1,347 (3.06%)	777 (2.52%)	47.61%	0.55	23s
8 Kirkland		1,388 (3.1%)	1,250 (2.84%)	1,011 (3.27%)	53.98%	0.73	35s
9 Sammamish		925 (2.07%)	856 (1.95%)	682 (2.21%)	56.5%	0.74	43s
10 Portland		646 (1.44%)	609 (1.38%)	477 (1.54%)	57.19%	0.74	40s

In terms of audience geography, Seattle drove the highest volume of website traffic this quarter, followed by Redmond and San Jose, reflecting strong regional interest and local engagement. Visitors from Redmond showed the highest engagement levels, averaging 56 seconds per session, while Seattle-based users accounted for nearly 24% of total site traffic, underscoring the city's importance as a core audience base.

Interests - +		↓ Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user
Total		5,909 100% of total	42,328 100% of total	5,241 100% of total	63.24% Avg 0%	0.89 Avg 0%	6m 36s Avg 0%
1	News & Politics/Avid News Readers/Entertainment News Enthusiasts	1,893 (32.04%)	1,789 (4.23%)	1,677 (32%)	63.21%	0.89	55s
2	Travel/Travel Buffs	1,748 (29.58%)	1,648 (3.89%)	1,558 (29.73%)	63.44%	0.89	51s
3	Technology/Techophiles	1,723 (29.16%)	1,643 (3.88%)	1,576 (30.07%)	63.27%	0.91	54s
4	Banking & Finance/Avid Investors	1,554 (26.3%)	1,488 (3.52%)	1,344 (25.64%)	61.85%	0.86	49s
5	News & Politics/Avid News Readers	1,474 (24.94%)	1,376 (3.25%)	1,252 (23.89%)	64.01%	0.85	52s
6	News & Politics/Avid News Readers/Business News Readers	1,337 (22.63%)	1,273 (3.01%)	1,161 (22.15%)	60.98%	0.87	50s
7	Shoppers/Shopping Enthusiasts	1,335 (22.59%)	1,257 (2.97%)	1,191 (22.72%)	63.69%	0.89	51s
8	Food & Dining/Cooking Enthusiasts/Aspiring Chefs	1,295 (21.92%)	1,225 (2.89%)	1,188 (22.67%)	66.15%	0.92	52s
9	Lifestyles & Hobbies/Shutterbugs	1,218 (20.61%)	1,143 (2.7%)	1,117 (21.31%)	63.79%	0.92	57s
10	Technology/Social Media Enthusiasts	1,011 (17.11%)	954 (2.25%)	901 (17.19%)	62.35%	0.89	55s

When examining audience interests, our website visitors showed the strongest affinity for News & Politics, leading with 1,893 users and a 63.21% engagement rate. Other top-performing interest categories included Travel/Travel Buffs (1,748 users, 63.44% engagement) and Technology/Tech Enthusiasts (1,723 users, 63.27% engagement).

These insights highlight the diversity of Redmond’s online audience—balancing civic engagement, travel interests, and technology-focused content. This mix underscores how Experience Redmond continues to attract both local residents and visiting professionals who are exploring city updates, events, and regional experiences.

SOCIAL MEDIA



During Q3, our social media content centered around promoting Redmond’s summer events and community activities — from Derby Days and the EV Expo to live music at Marymoor Park and local cultural celebrations like the Ganesh Festival and Hispanic Heritage Month. Throughout July, August, and September, we aligned posts to monthly themes such as Family Fun, Movies & Music, and Welcoming & Inclusive, spotlighting local businesses, cultural connections, and bicycle initiatives like Cycle September. This approach helped sustain engagement and community awareness through consistent, seasonal storytelling.

We currently have 16.92K followers, with Facebook making up just over half of our total audience. **Instagram grew by 4.8% YoY**, demonstrating steady engagement driven by our new influencer collaborations and expanding video content.



This quarter, we generated **285K impressions**, mainly from Facebook and Instagram—our top platforms for reach. Q3 was a strong quarter, fueled by consistent event coverage, seasonal themes, and local community highlights that helped drive steady engagement and growth.

Average reach per day

experienceredmond

37.92K

+22.06%

Views

373.39

+37.50%

Average reach
per day

19

-47.22%

Total content



Looking at Instagram, performance this quarter was strong with **37.9K total views, a 22% increase**, and an **average daily reach of 373, up 37.5% YoY**. This growth came even with a 47% decrease in total content, highlighting how well our posts resonated. Key drivers included summer event coverage, community-focused storytelling, and engaging Reels that maintained visibility despite posting less frequently. Below are examples of top-performing posts and their engagement results.

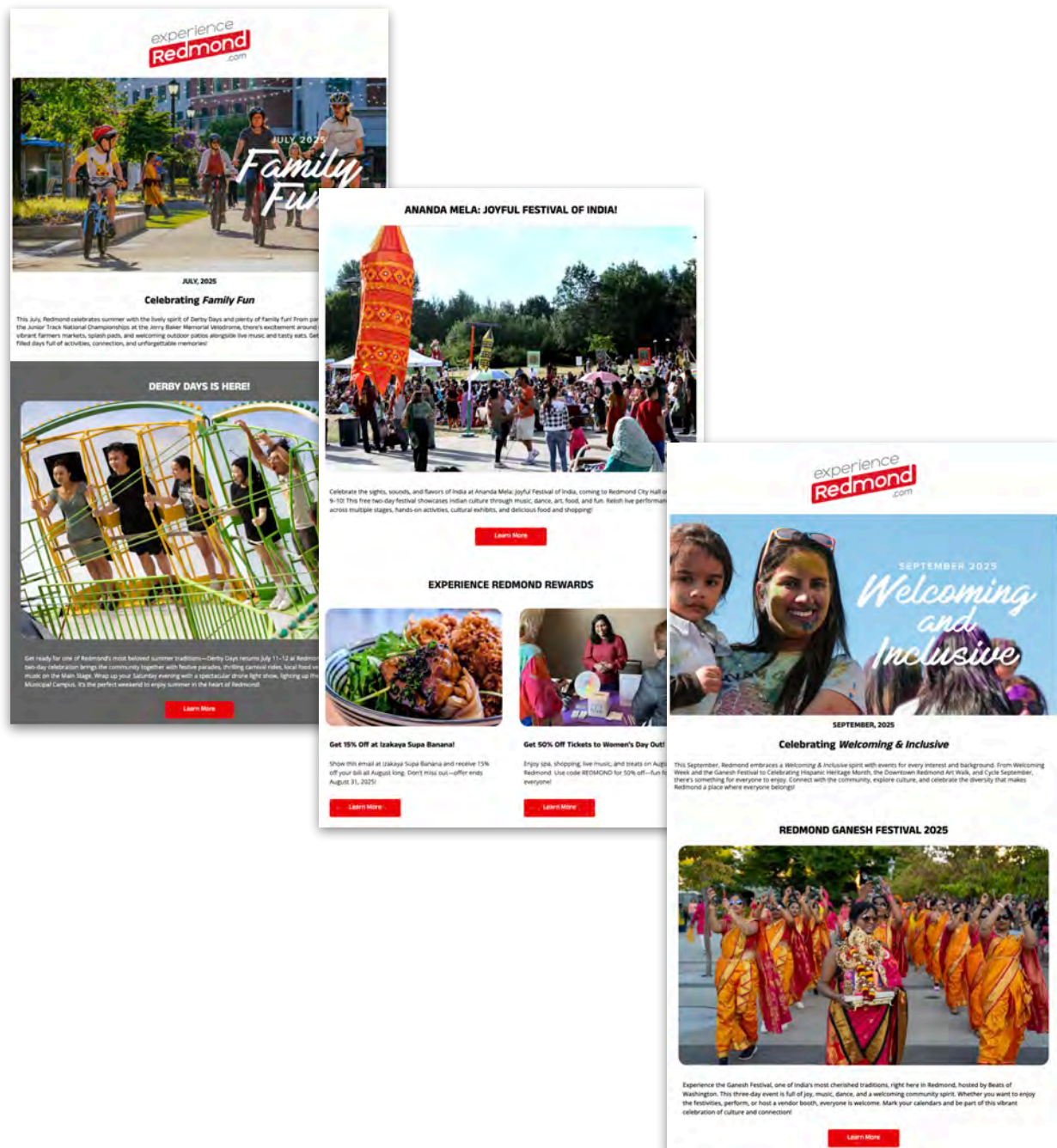
Ranking of posts

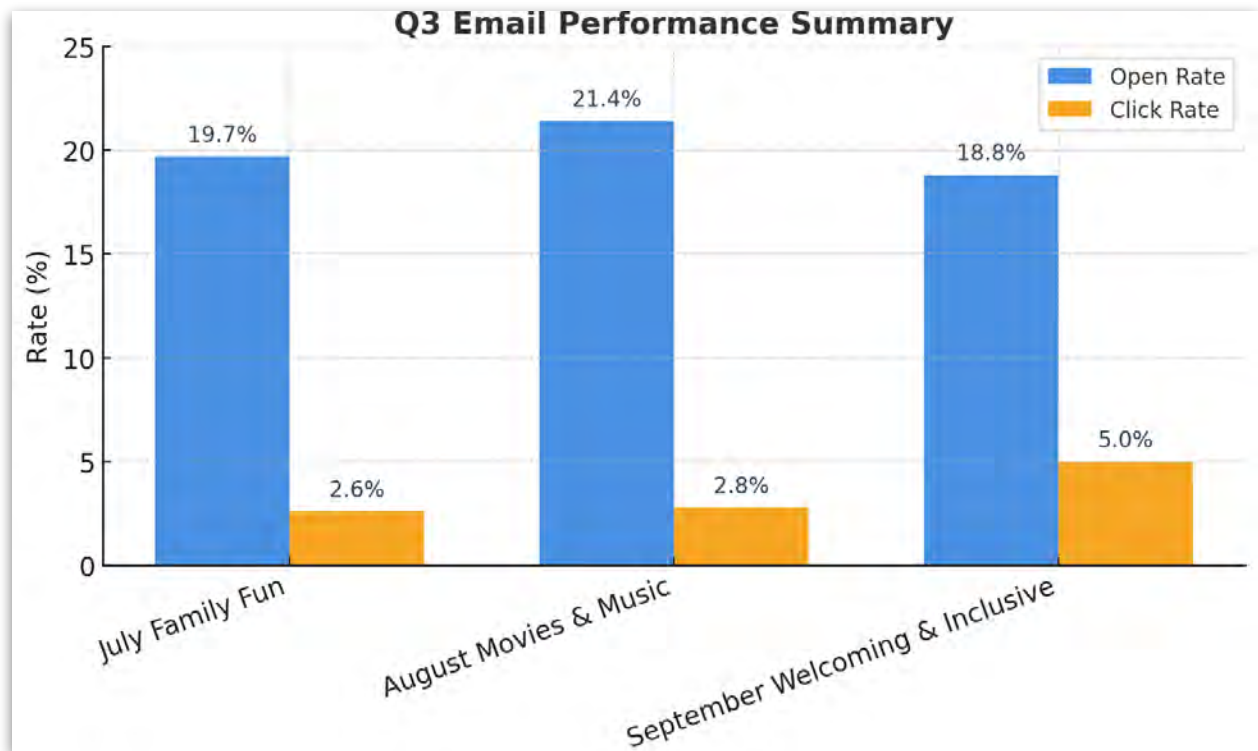
Experience Redmond

Showing 20 posts sorted by impressions

	Network	Date	Impressions	Interactions
Redmond Derby Days is back this Friday & Saturday at Redmond City Hall Campus! 🏇 Don't ... More Reuse content View	Facebook	Jul 8, 2025 12:02 PM	14.01k	710
Big scoops are coming to Redmond! 🍦 🍦 ... More Reuse content View	Facebook	Jul 2, 2025 9:02 AM	12.9k	1.13k
Experience the warmth of Redmond! ❤️❤️❤️ From festivals and family fun to global flavors ... More Reuse content View	Facebook	Sep 15, 2025 12:03 PM	7.84k	419
Pride, Play, and Plenty of Fun! 🌈🌈 Join us this Saturday at Downtown Park for Pride Across ... More Reuse content View	Facebook	Aug 27, 2025 12:02 PM	7.33k	202
It's official—applications for Redmond's 2026 tourism grants are now OPEN! 📄 ... More Reuse content View	Facebook	Jul 21, 2025 9:02 AM	7.05k	422
Ride the rails for a day of play, relaxation, and exploration—just a quick trip away, 🚂 ... More Reuse content View	Facebook	Jul 12, 2025 11:02 AM	3.86k	78
Happening tomorrow & Sunday! 🎵 A concert in the sky will light up Redmond 🌌🌌 ... More Reuse content View	Instagram	Aug 15, 2025 9:28 AM	2.23k	34
Music, merriment, and magic await! Experience the Ganesh Festival in Redmond Sept 5-7, ... More Reuse content View	Instagram	Aug 25, 2025 10:36 AM	2.12k	23
Soak up the sun, savor a scoop! 🍦 The perfect summer stop ☀️ @mollymoonicecream ... More Reuse content View	Instagram	Jul 31, 2025 1:03 PM	2.04k	25
This Monday! 📅 Redmond's 2026 tourism grant applications open July 21–August 11. If you ... More Reuse content View	Facebook	Jul 17, 2025 12:02 PM	1.89k	59

E-NEWSLETTER





July - September email campaigns maintained solid engagement across monthly newsletters, with open rates ranging from 18.8% to 21.4% and click rates between 2.6% and 5%. The September “Welcoming & Inclusive” newsletter achieved the highest click rate at 5%, reflecting strong audience interest in community and cultural content. While open rates were slightly lower than Q2 averages, overall engagement remained consistent, and the refreshed creative and themed approach continued to perform well with subscribers.

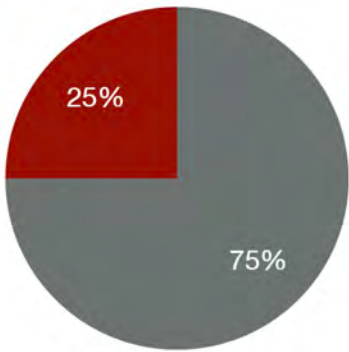
PAID MEDIA

This quarter, we continued executing our paid media strategy with a focus on Google Search and YouTube. Given the busy summer travel season, we paused Meta campaigns and shifted all paid efforts toward Google to maximize reach and conversions. We also received additional ad budget through OneRedmond’s TPA funds, which were deployed on September 8 to extend our campaign reach through the end of 2025. This additional funding helped reinforce Redmond’s visibility across key markets in Washington, Oregon, and British Columbia, driving sustained traffic and engagement from both leisure and business travelers.

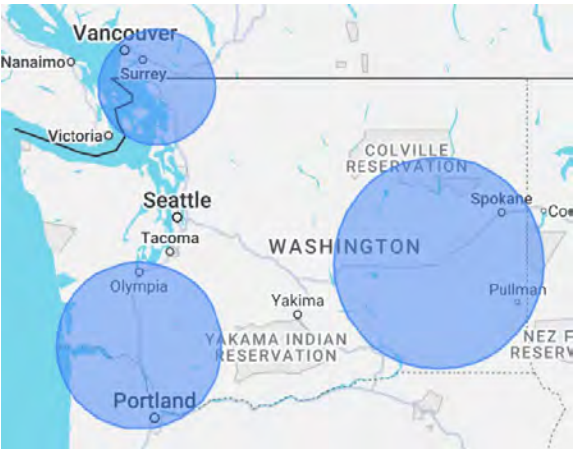
The new “Welcome to Redmond” video was also launched this quarter, replacing the previous Enter Redmond creative on YouTube to better reflect updated branding and seasonal messaging.

Campaign	Campaign type	Impr.	Clicks	↓ CTR	Avg. CPC	Avg. CPM	Conversion:
Drafts in progress: 0							
Search - Hotels	Search	40,193	2,844	7.08%	\$2.23	\$157.95	2,815.30
Demand Gen - Video	Demand Gen	1,078,358	9,117	0.85%	\$0.38	\$3.19	118.01
Total: All enabled campaigns in your current view		1,118,551	11,961	1.07%	\$0.82	\$8.75	2,933.31
Total: Account		1,118,551	11,961	1.07%	\$0.82	\$8.75	2,933.31

● Hotel Promotions ● Brand Awareness

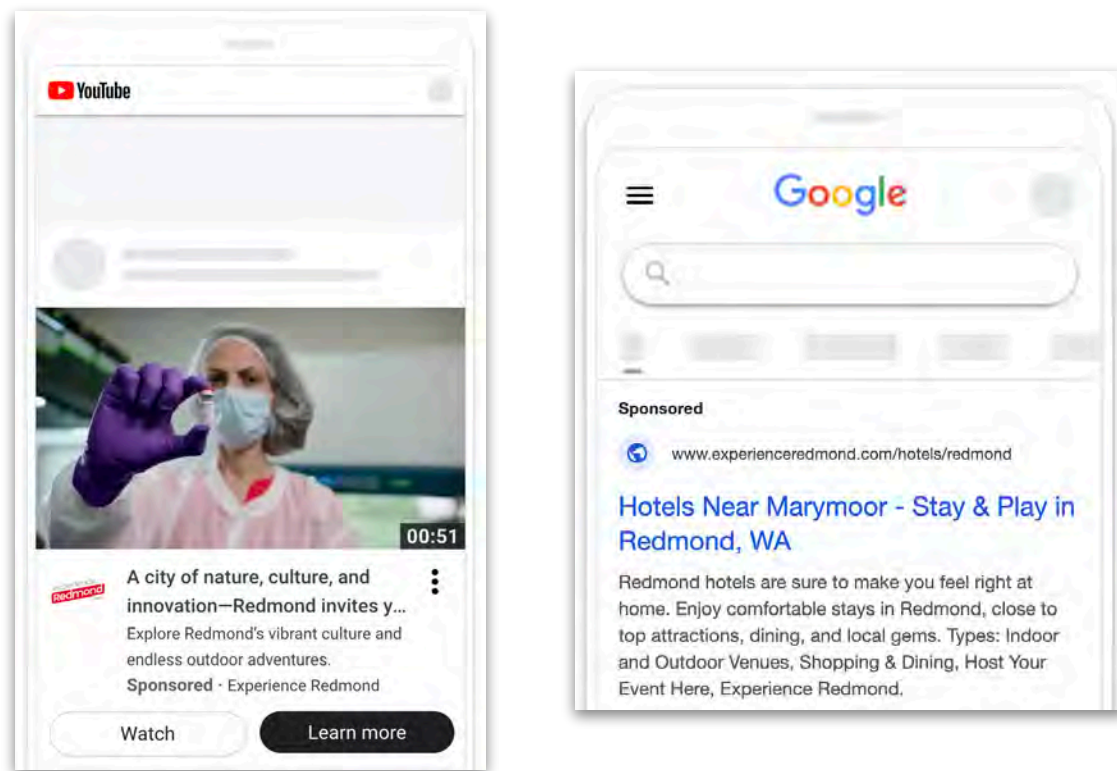


Budget Breakdown



Geographic Targeting

PAID MEDIA PIVOT, ADDITIONAL BUDGET



This period marked a strategic pivot in our ad campaign approach: rather than promoting all 10 hotels through separate campaigns, we transitioned to a unified “Redmond Hotels” campaign driving users to the hotel index landing page on the Experience Redmond website. This consolidation allowed for greater efficiency, stronger collective visibility, and simplified performance tracking.

We also received additional ad budget from TPA funds through OneRedmond, which were used to expand paid reach beginning September 8th. These funds enabled us to boost ad delivery across Google Search and YouTube at the height of travel planning season—extending our visibility in key regional markets and reinforcing Redmond’s presence as a year-round destination.

All paid efforts this quarter were concentrated on Google platforms, as Meta campaigns remained paused during the busy travel season when hotel occupancy was already near capacity. The “Welcome to Redmond” video was also deployed, replacing the former Enter Redmond creative across YouTube placements, helping drive destination awareness among out-of-market travelers.

BUDGET & HOURS REPORT

The following is a summary of our media budget status and hours usage for Q3.

MEDIA	JULY	AUGUST	SEPT.
Media Spend: Google Ads	\$1979	\$2141	\$2484
Media Spend: Meta Ads	\$0	\$0	\$0
Agency Fee	\$297	\$321	\$373
Total	\$2276	\$2462	\$2857

SERVICES	Q1 HOURS	Q2 HOURS	Q3 HOURS	Q4 HOURS	TOTAL HOURS YTD	ANNUAL HOURS BUDGET
Client Relations & Reporting	32.5	37	22		91.5	84
Content Development	165.25	161.5	59	-	385.75	240
Event Assistance	0.5	8	2	-	10.5	36
Media & Production	11.25	10.25	13	-	34.5	60
Partnership Meetings & Development	47.75	30.5	26	-	104.25	48
Project Management	20.25	13.25	3.75	-	37.25	72
Website & Digital Management	23.25	8.50	19	-	50.75	144
Total	300.75	256.50	144.75	-	714.5	684

> Experience Redmond // Public Relations // Q3 2025 Report

> Milestones and Achievements

- o Through GreenRubino's outreach efforts and media relations, **over 14,446,000 media impressions and 135,000 estimated views** were achieved on behalf of Experience Redmond from July – September 2025
- o Coordinated media visits for:
 - **Doreen Im, doreensstyle diary** resulting in 2 Instagram Reels and 18 Stories highlighting a relaxing girls' weekend in Redmond – July 18-19
 - **Tash Haynes, itstashhaynes** who highlighted a family-friendly weekend in Redmond and the ease of use of the light rail – August 27-28
 - **Mary Beth Skylis**, freelance journalist (**Backpacker Magazine, Outside, Insider, Travel + Leisure**) who visited Redmond as a part of a larger trip with State of Washington Tourism – August 13-15
- o Procured media visits with:
 - **JiaYing Grygiel** on assignment by **ParentMap** for an article on family-friendly activities in Redmond – October 10-12
 - **Emily Molina** on behalf of **SheBuysTravel** for a multigenerational travel story – December 5-7
 - **Natasha Dillinger**, content creator and contributing writer for **Seattle's Child** and **ParentMap**, to showcase Redmond Lights – December 12-13 (pending confirmation)
- o Secured local content creator **Christy Kim, beautybanchanwithchristykim** to highlight Redmond Wine Walk in Town Center
- o Secured inclusion for Redmond Derby Days and Wine Walk in **The Emerald Palate** newsletter and website

> Insights and Media Trends

- o **Nostalgia travel** is growing as travelers seek destinations that connect them to their memories, cultural roots, or simpler times. It reflects a longing for comfort, authenticity, and emotional connection—an antidote to the fast-paced modern world. Downtown Redmond, with historic brick buildings and local staples like Victor's Celtic Coffee Co. and Redmond Bar and Grill offers a glimpse of the city's heritage. To bring this trend to life, an itinerary can highlight Redmond's nostalgic touchpoints—morning coffee at Victor's, a stroll past the city's original storefronts, and meals at long-running local restaurants ([Travel Pulse by Northstar](#), October 2025).

- o **Whycations.** A new wave of travelers is choosing trips with meaning—known as “whycations.” Rather than chasing packed itineraries, they’re seeking experiences that align with how they want to feel, whether that’s rested, connected, or inspired. Hilton’s 2026 Trends Report found that travelers are prioritizing calm, culture, and connection, with 74% valuing trusted brands that deliver comfort and authenticity ([2026 Hilton Trends Report](#), October 2025).
- o **Longevity Travel.** One of the fastest-growing trends in wellness tourism, driven by travelers seeking to live longer, healthier lives. From scenic bike rides along the Sammamish River Trail to nourishing meals at local health-conscious eateries, Redmond offers the ideal backdrop for a wellness-focused visit. Hosting a media stay centered on longevity-inspired experiences—combining outdoor activity, mindful dining, and rejuvenating relaxation—would showcase how Redmond naturally embodies the principles of modern wellness travel. ([Travel Pulse by Northstar](#), October 2025).
- o **Fam Adventures.** Family travel is evolving, with Millennials and Gen Z parents leading the way in planning multigenerational vacations centered on connection and shared experiences. In 2025, 58% plan to bring extended family along—nearly double the rate of Gen X and Baby Boomer counterparts. While help with childcare plays a role, 89% cite quality time as their main motivation. This shift is giving kids and grandparents a bigger voice in travel decisions with nearly 70% saying their children help shape trip itineraries. 81% of travelers now prefer destinations that offer something for every age group ([American Express](#), 2025).

› Project Management

- o **LTAC Meeting:** Attended and presented at the July 9 advisory committee meeting
- o **Hotelier Meeting:** Attended and presented current successes and travel media trends at the July 30th and September 24th hotelier meetings
- o **Proactive pitching:** Developed proactive pitches to target top-tier national, regional and local travel and lifestyle writers about:
 - **Multigenerational family travel:** Showcasing Redmond as the ideal destination for affordable multigenerational family travel with escape rooms, spacious hotels, and plenty of walking/biking trails
 - **Geek tourism:** Highlighting Redmond as a destination where visitors can lean into being a geek of any kind from exploring the history of tech and Microsoft, Redmond’s unique bike culture, to its many breweries and golf courses
 - **Fall foliage:** Featuring Redmond’s foliage and vast network of trails as a perfect place

to experience the beauty of fall

- **Dog-friendly getaways:** Spotlight the city's dog-friendly culture and variety of businesses and spaces available
- o **Content creator outreach:** Connected with local creators to promote:
 - **Wine Walk:** Worked with creator Christy Kim to show the fun of the Wine Walk and Redmond Town Center
 - **Family staycation:** Curating Tash Haynes' visit with a family-first focus and securing interest for a holiday visit with Natasha Dillinger
- o **Visit coordination** for 3 journalists and content creators (Doreen Im, Tash Haynes, and Mary Beth Skylis)
- o **Media monitoring:** Monitored and tracked earned media coverage
- o **Media trends:** Monitored ongoing social and traditional media trends in tourism and hospitality spaces

> What's Next?

- o **Proactive pitching:** Develop proactive pitches to target top-tier national, regional and local travel and lifestyle writers to:
 - **Historical Tourism:** Highlight the history of Redmond and the many elements that are still a part of it and encourage others to visit and explore as well
 - **"Sip & Stay":** Spotlight Redmond's proximity to the many wineries in Woodinville and several local Redmond breweries and taprooms encouraging visitors to make a weekend trip out of it
- o **Highlight key holiday season events:** Work with media & content creators to promote events such as Trick-or-Treat at Town Center and Redmond Lights
- o **Media visits:** Finalize and execute media visits for JiaYing Grygiel, Emily Molina, and Natasha Dillinger
- o **2026 planning:** Conduct planning meeting to discuss Experience Redmond's 2026 priorities and begin developing PR plan

> Press Received

A thorough overview of all press received from, **July 1, 2025 – September 30, 2025**, please reference [CoverageBook](#). Here is a synopsis of the top press wins during this time:

- o Through GreenRubino's strong relationship and consistent pitching efforts with **Adria Saracino** of **The Emerald Palate**, Redmond events were featured throughout the quarter on the website and e-newsletter, a great example of sustained regional coverage. Additionally, Marymoor Park was spotlighted as a must-visit in her "Dog-Friendly PNW Vacations" article timed around National Dog Month.
- o As a result of our outreach with **Bassmaster**, Lake Sammamish was featured in the Best Bass Lakes 2025 Western list.
- o Through proactive pitching efforts, Redmond was featured in "The 8 Best Washington Fall Road Trips," originally published on **News Radio 560 KPQ** and later **syndicated across four additional outlets**, significantly amplifying visibility.
- o GreenRubino secured and coordinated a highly impactful visit with creator **Tash Haynes**, who authentically showcased her family's Redmond staycation highlighting the Camp Aloft set-up for her daughters and family-friendly dining and activities. What stood out most was her focus on accessibility via the light rail.
- o GreenRubino secured and coordinated another impactful visit with creator **Doreen Im**. Her content positioned Redmond as a vibrant summer destination, showing off a girls' getaway weekend with the Archer Hotel as the perfect home base. She featured a full itinerary of local spots to sip and dine, along with live music at Redmond Town Center and the Exotics Car Show.

City of Redmond Tourism Overview

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November 4, 2025 | Presented by City of Redmond Staff





Community Development

Attachment G

Tourism Staff Bios

Philippa (Philly) Marsh, MPA

Economic Development & Tourism Manager

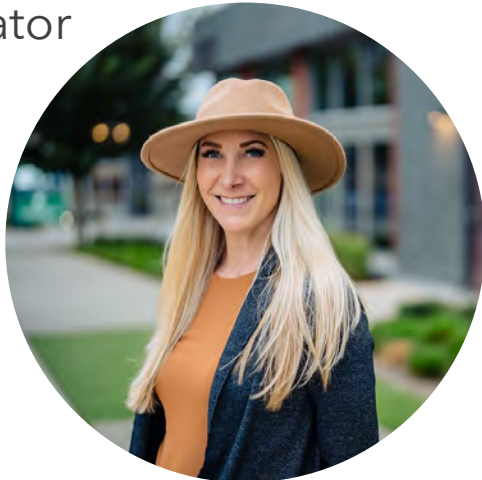


Philippa (Philly) Marsh has over **20 years of experience** in economic development, marketing, and project management **in both the private and public sector**. She has a passion for building community and creating economic vitality through collaborative partnerships and creative solutions. Born and raised in Anchorage, Alaska, Philly earned her **degree in Public Relations and Advertising** from Chapman University and discovered her passion for supporting small businesses through the "Made in Alaska" brand program and Anchorage Markets. After serving **as Marketing and Event Director** for Bold Hat Productions, producing festivals across the Puget Sound region, she earned her **Master of Public Administration** from Seattle University. For the past decade, she has advanced community and economic vitality for cities on the Eastside.

Jackie Lalor, MBA

Economic Development & Tourism Program Administrator

Jackie holds a Bachelor's **degree in Marketing** with a **minor in Communications** and a **Master of Business Administration**. Before joining the City of Redmond, she built her career in hospitality marketing, serving as both a **brand marketing manager and marketing director**. Since joining the City in 2017, Jackie has led a variety of communications initiatives, including serving as the **Mayor's Office Communications and Marketing Supervisor**. In 2021, she transitioned into a newly created part-time role focused on Tourism, where she continues to advance Redmond's marketing and destination promotion efforts.





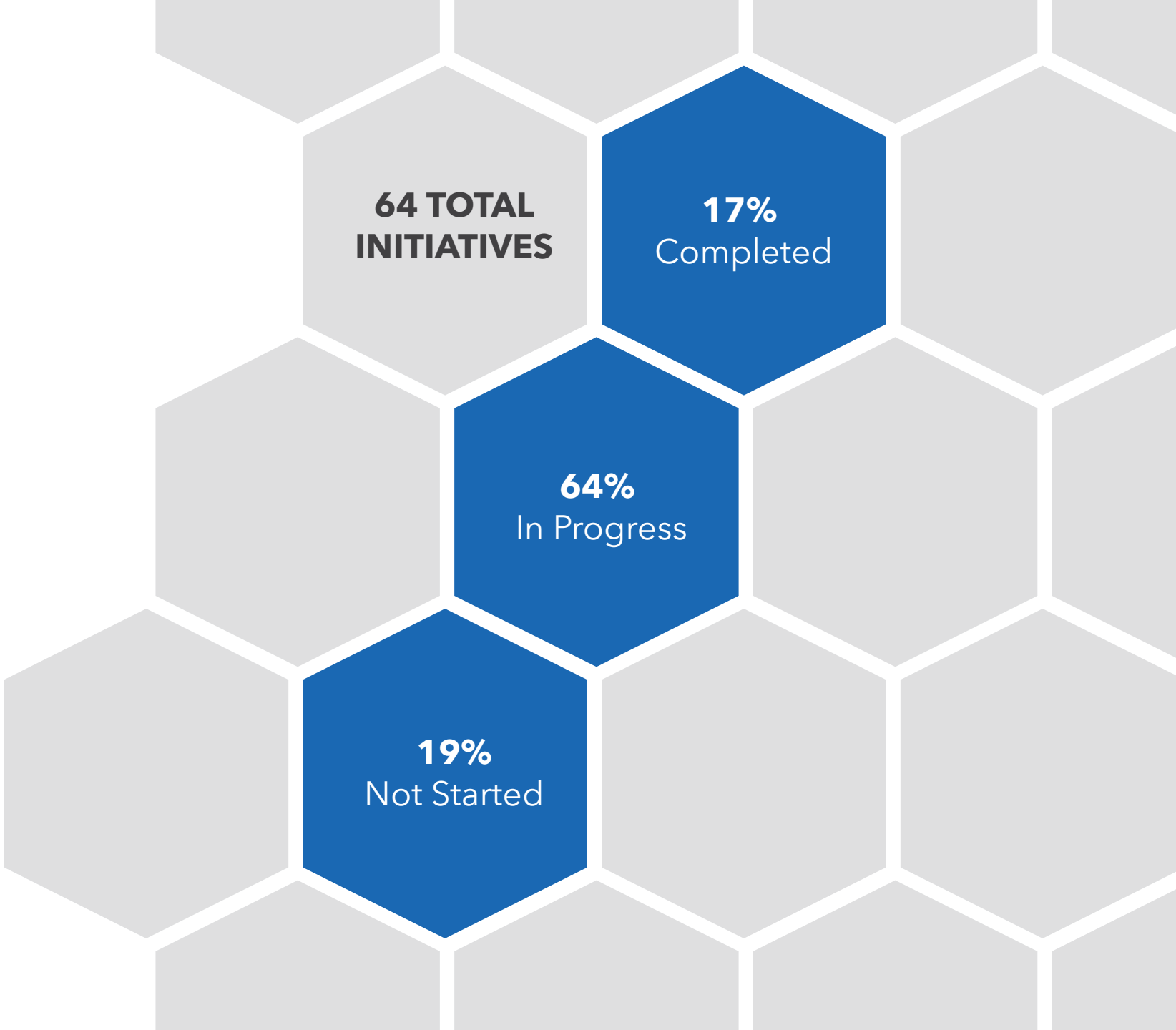
Redmond's Tourism Funding Structure

Two Funding Sources	Administrating Organization	Advisory Board/Committee	City Council Approvals	2026 Projected Revenues
1% Lodging Tax	City of Redmond	LTAC*	Redmond City Council	\$704,000
\$2.50 Nightly Fee	OneRedmond (Contract)	BRTPA* Advisory Board	Bellevue City Council	\$942,000
				Total = \$1,646,000

*BRTPA: Bellevue Redmond Tourism Promotion Area *LTAC: Lodging Tax Advisory Committee

Tourism 5-Year Strategic Plan

Adopted June 2024



Budget Overview – Ongoing Expenses

Note: red budgeted items were increased or added by the LTAC in the budgeting session.

	A	B	C	D
		2025	2026	Total
1				
2	Ongoing Expenses			
3	Administration & Research	33,000	33,000	66,000
4	Administration (staff) + benefits	111,296	118,737	230,033
5	Covered by ARPA	-111,296	-118,737	-230,033
6	Supplies	500	500	1,000
7	Travel and Training	2,500	2,500	5,000
8	Data Software/Technology	30,000	30,000	60,000
9	Marketing & Communications	328,000	328,000	656,000
10	Website and Marketing Consultant	178,000	178,000	356,000
11	PR Consultant/Influencer	60,000	60,000	120,000
12	Advertising Budget	50,000	50,000	100,000
13	Collateral/printing	10,000	10,000	20,000
14	Strategic Marketing Partnerships	30,000	30,000	60,000
15	Tourism Grant Program (festivals/events)	200,000	200,000	400,000
16	Tourism Event Grants	150,000	150,000	300,000
17	Derby Days Event	50,000	50,000	100,000
18	City Parks Tourism programming	100,000	100,000	200,000
19	Redmond Lights - Winter Programming	50,000	50,000	100,000
20	Public Art/Placemaking Events and Promotion	50,000	50,000	100,000
21	Total Ongoing Expense	661,000	661,000	1,322,000
22	Total Ongoing Projected Revenue	674,012	709,398	1,383,410
23	Total Under/Over	13,012	48,398	61,410

2025/2026 Budget

- Approved by Redmond City Council in 2024

Administration & Research (21%)

- Staff salary and benefits = 16.6% of budget
- Staff are paid for by ARPA \$ through 2026
- Research = 5% of budget

Marketing & Communications (47%)

- Experience Redmond brand & advertising
- Includes Bullseye Creative and GreenRubino Public Relations 3-Year Contracts

Tourism Grants and City Event Programs (43%)

- Tourism Grants = 29%
- City Events and Cultural Arts Programming = 14%

The total percentage exceeds 100% because staff salaries are funded outside of this budget. Additionally, we budgeted to use 96% of anticipated revenues rather than the full 100%.

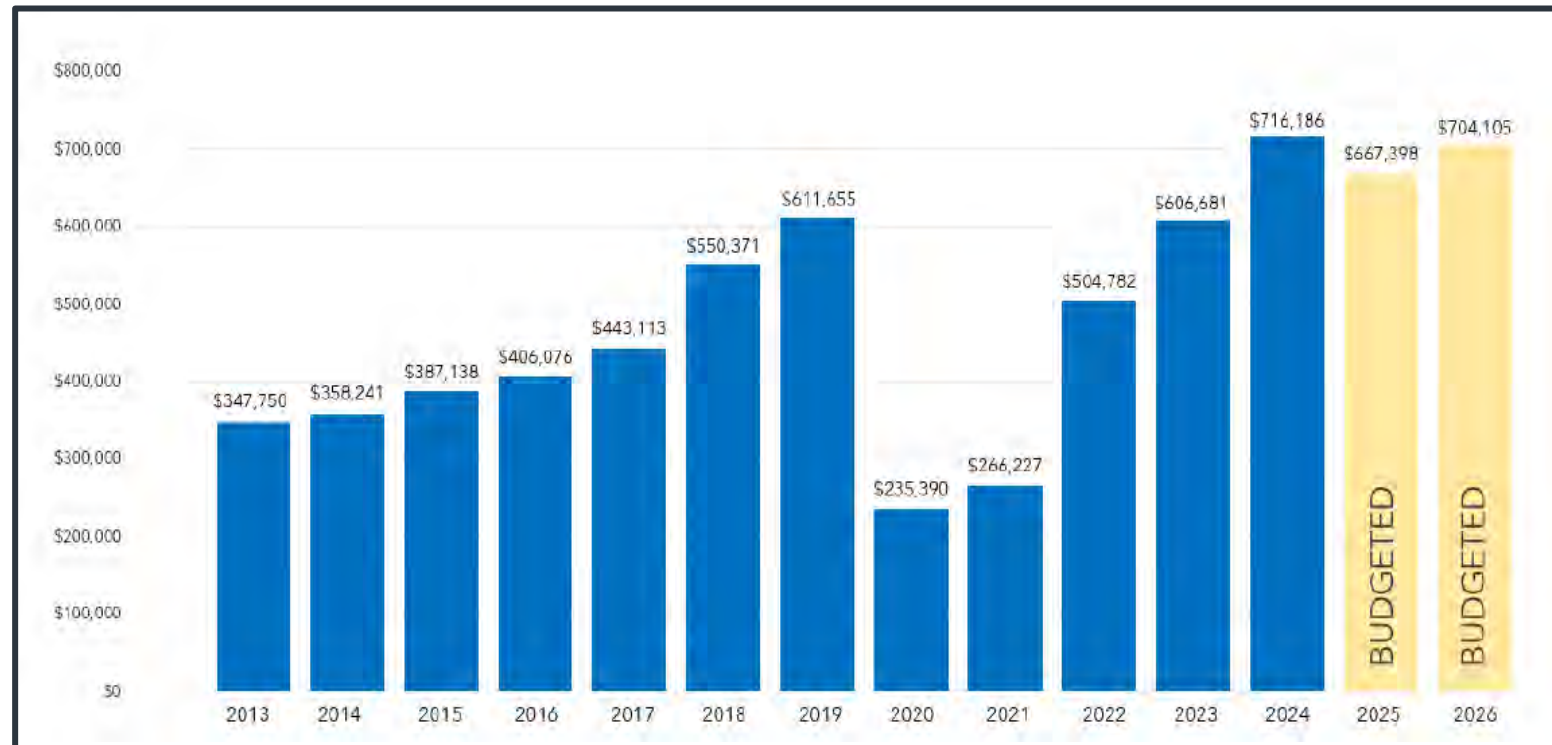
End Fund Reserve Policy

Approved by City Council in 2023

The LTAC recommends maintaining a target end fund reserve of 60% of projected budget revenues for Council's approval.

2025 60% = \$404,400

Historical Annual Lodging Tax Revenue Amounts



Budget Overview - One-time

One-Time Expenses	2025	2026	TOTAL
Marketing & Communications	140,000	165,000	305,000
World Cup activation		50,000	50,000
Light rail opening promotion	35,000		35,000
Innovation and Technology Industry Promotion		50,000	50,000
Promotional products	15,000	15,000	30,000
Photo and video content	20,000	0	20,000
Data Setup	20,000		
Opportunity marketing & advertising	20,000	20,000	40,000
Supplemental Staffing Support for TSP Implementation	30,000	30,000	60,000
Tourism Grant Program (festivals/events/tourism programming)	25,000	25,000	50,000
Tourism Event grants opportunity	25,000	25,000	50,000
Tourism Development	183,000	143,000	326,000
Shuttle pilot - grant match (DT circulator)	68,000	68,000	136,000
Bellwether Overlake Village Visitors Center Capital Investment	75,000	75,000	150,000
Bike storage infrastructure	40,000		40,000
Total Onetime Expense	348,000	333,000	681,000
Current Reserve Fund			1,123,072
Ending Reserve Fund			442,072



City Tourism Project Highlights

.....

Light Rail

- 4 station openings complete
- Connection to Seattle in 2026

PR Agency & Influencer Campaigns

- City of Redmond hired in the Spring

Geofencing Technology

- Now a city-wide platform for data analysis

Experience Redmond Tourism Brand

- Bullseye 3-Year Contract

Additional Promotional Efforts:

- Wine Tourism
- Dog Tourism
- World Cup 2026



City Transportation-related Tourism Projects

.....

On-demand Micro-Transit Shuttle

- Same vendor as Bellevue's Bell Hop
- Q1 - 2026 Soft launch expected

Secure Bike Storage

- Request for Proposals (RFP) Process
- 2026 Expected Launch

Wayfinding:

- City-wide wayfinding project
- 2026: audit of signage and design planning
- 2027: Anticipated signage implementation (TBD)



WA ports await sharp drop in cargo over tariff battle
President's standoff with China is expected to stifle the flow of goods.
By Jake Goldstein-Sreet Washington State Standard • May 3, 2025 6:30 am



Experience Redmond Update

Recent Wins

May 10th Light Rail Opening (DT & Marymoor)

- 547K ad impressions | 1.9K clicks | 280K people reached
- 5.8K unique users to Light Rail landing page
- 3,500 e-newsletter recipients | Redmond Reporter & 425 Magazine placements

Ride & Seek Scavenger Hunt

- 1,250 maps distributed | ~2,000 participants
- 780 scorecards returned (66 % solved 30 + puzzles)
- 787K ad impressions | 3.2K clicks | 381K people reached

Upcoming Promotion

Cirque du Soleil ECHO Partnership

- Promoting on homepage, e-newsletters, and social posts reaching 27,500+ followers.
- 40 tickets used for hotel booking incentives



Q3 Website Traffic

45K Users | 88K Pageviews

Q3 Ad Campaigns Performance

1.12M Impressions | 12K Clicks |
1.07% CTR

Q3 Social Media Growth & Engagement

285K Impressions in Q3, up ~3% YoY
4.8% Engagement Rate in Q3, up ~5% YoY



Experience Redmond Brand Metrics

.....

YTD Website Traffic

129K Users | 258K Pageviews

YTD Ad Campaigns Performance

2.34M Impressions | 24K Clicks | 1% CTR

YTD Social Media Growth & Engagement

17K Followers Combined Across FB, IG, X, TikTok
1.5M Impressions YTD, up ~35 % YoY
5.6% Engagement Rate YTD, up ~17% YoY

Before we start the weekend of celebration it's time for a little family staycation. The kids go back to school next week. @photomeike is traveling this weekend so this is our last hurrah before summer winds down. Thank you @experienceredmond and @aloftseattleredmond for having us.
#hosted



ALOFT SEATTLE REDMOND



ParentMap

Sounders Watch Party at Redmond Town Center



YOUR KID-FRIENDLY GUIDE TO THE

REDMOND LINE 2 GRAND OPENING!



Traveling with **MY**

Have Dog Will Travel: Best Dog-Friendly Hotels in the Pacific Northwest



THE EMERALD PALATE
A taste of the PNW

REDMOND WINE WALK



NEWSRADIO
560 KPQ
101.7 FM

Redmond Staycation Weekend



THESE 8 ROAD TRIPS ARE THE BEST FOR FALL COLORS IN WASHINGTON

Seattle Times | Published August 14, 2023

City of Redmond

Tourism Public Relations Update

March - September 2025

- 15,798,400 media impressions
- 150,600 estimated views

GreenRubino has secured multiple media and influencer visits resulting in coverage across dozens of channels and media sources



World Cup Activations Update

Redmond Is Ready For The World

Vision:

Create an unforgettable experience for visitors, athletes, and residents by showcasing Redmond's connectivity to the region, celebrating our diverse culture, and fostering an atmosphere of excitement and hospitality.



World Cup 2026

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June 11 - July 19, 2026

16 Host Cities across three countries

48 teams and 104 matches

Largest sporting event in world history

Seattle Match Schedule

June 15 Group Stage

June 19 USA Group Stage

June 24 Group Stage

June 26 Group Stage

July 1 Round of 32

July 6 Round of 16

World Cup Final

Sunday, July 19 New York New Jersey
Stadium



Region Opportunity



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From Visit Seattle:

- 750,000 visitors expected in the region
 - 50% will be international visitors
- Average stay is 9 days
- 2-3 billion viewers
- \$652.6 M – Direct Spending Impact
- \$929.0 M – Total Economic Impact
- \$106.5 M – Total state and local taxes generated

*Redmond easily accessible via light rail and the first stop on the line to Seattle Stadium (Lumen Field).

**Economic
Impact**

**District
Development**

**Tourism
Draw**

Activities to Date

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World Cup Community Questionnaire

- Launched World Cup community questionnaire for businesses, community members, and community organizations

Two Match Ready Business and Community Meetings

- Presentations from Sounders legends Brad Evans and James Riley plus Seattle FWC26 Local Organizing Committee SVP Dylan Ordoñez and Seattle Chamber
- 50+ business owners and community members attended

Club World Cup Watch Party at Redmond Town Center

- Kickoff event for City of Redmond's year long campaign
- Sounders legend Jhon Kennedy Hurtado attended
- 250+ attendees
- Thank you to Redmond Town Center and Amazon!



Redmond Senior & Community Center



Upcoming Programming

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October/November

- Watch Party Grants opened, first applicant reviews
- Soccer Stories engagement program
- Fútbol for All Speaker Series launches
 - Soccer 101 class - Oct. 27
- Soccer Ambassador kick-off meeting

Friday, Dec. 5

- World Cup Draw Watch Party



Watch Parties in 2026

- Community watch parties with city grant support
- Meet Me at Marymoor: World Cup Final Community Celebration at Marymoor Park
 - o July 19, 2026

Thank You

Any questions?

