



Community Development

Agenda

Agenda

Tuesday, February 24, 2026 1pm

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: 844 7342 1227
 - [www.zoom.us](https://www.zoom.us/j/84473421227) and entering Webinar ID: 844 7342 1227 Password: 463989
- <https://cityofbellevue.zoom.us/j/84473421227>

- | | |
|--|-------------|
| 1. Call To Order | 1:00 pm |
| The Chair will call the meeting to order. | |
| 2. Approval Of Agenda and Minutes | 1:00 – 1:05 |
| A. The Chair will ask for approval of the agenda. | |
| B. The Chair will ask for approval of the [Month] regular meeting minutes. | |
| 3. Oral Communications | 1:05 – 1:15 |
| The time allowed for Oral Communications shall not exceed 30 minutes. Persons wishing to speak will be called to speak in the order in which they signed in. Speakers will be allowed to speak for three minutes. Additional time will not be allowed unless the Chair or a majority of the Commission allows additional time. | |
| 4. Action, Discussion, and Information Items | |
| A. Action - Bylaws | 1:15 – 1:25 |
| B. Action – Board Member Application Review | 1:25 – 1:30 |
| C. Information - Staff Update – Contracting, 2025 Financial Update, 2026 calendar | 1:30 – 1:40 |
| D. Annual Report OneRedmond | 1:40 – 2:20 |
| E. Annual Report Visit Bellevue | 2:20 – 3:00 |
| 5. Commission Quick Business | |
| [if any] | 3:00pm |
| 6. Reports | |
| A. Visit Bellevue Quarterly Update (written only) | |
| B. OneRedmond Quarterly Update (written only) | |
| 7. Adjournment | 3:00pm |
| The Chair will adjourn the meeting. | |

Tourism Board meetings are wheelchair accessible. Captioning, American Sign Language (ASL), or language interpreters are available upon request. Please phone at least 48 hours in advance 425-452-6168 (VOICE) for ADA accommodations. If you are hearing impaired, please dial 711 (TR). Please contact

the City staff at least two days in advance at lflores@bellevuewa.gov or call 425-452-4869 if you have questions about accommodations.

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

TOURISM BOARD MEMBERS

Caroline Dermarkarian (Chair)

Wade Hashimoto (Vice Chair)

Kate Hudson

Cassandra Lieberman

Nate Moore

Rocky Rosenbach

Kim Saunderson

Staff Contacts

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

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



Community Development

Minutes

BELLEVUE-REDMOND TOURISM PROMOTION AREA ADVISORY BOARD
MEETING MINUTES

November 4, 2025
1:00 pm

Bellevue City Hall
Room 1E-113 / Virtual

MEMBERS PRESENT: Chairperson Dermarkarian, Wade Hashimoto, Kate Hudson, Rocky Rosenbach

MEMBERS REMOTE: Kim Saunderson

MEMBERS ABSENT: Cassandra Leiberman, Nate Moore

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

OTHERS PRESENT: Brad Jones, Visit Bellevue; Kristina Hudson, Melody Lanthorn, OneRedmond; Philly Marsh, Jackie Lalor, City of Redmond

MINUTES SECRETARY: Gerry Lindsay

I. CALL TO ORDER

The meeting was called to order at 1:01 p.m. by Caroline Dermarkarian who presided. All members were present with the exception of Cassandra Leiberman and Nate Moore.

2. APPROVAL OF AGENDA AND MINUTES

A. Approval of Agenda

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

B. Approval of Minutes

Motion to approve the August 5, 2025, minutes as submitted was made by Wade Hashimoto. 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: Bylaws

Cultural Tourism Specialist Lizzette Flores reminded the Board that as previously discussed, meetings will be held monthly between February and July, and on the fourth Tuesday of October. The meeting times will be from 1:00 p.m. to 3:00 p.m.

The Board members were reminded that the bylaw revisions also include standardized decorum and conduct language aligned with Ordinance 6864 and the Bellevue City Code, which is consistent with all city boards and commissions. Among the updates was the extension of the exclusion period for disruptive behavior from 60 to 180 days; a clarification

of the appeals process requiring written notices within six business days; and the specification that appeals will be reviewed by the City Council at its next meeting. Additional edits were limited to formatting improvements and the use of gender-neutral language throughout. Because the updates were only recently finalized by the City Council, all of the changes will be presented together for a single vote at the next meeting.

A motion directing staff to return the full set of recommended bylaw amendments for final adoption at the next meeting was made by Wade Hashimoto. The motion was seconded by Kate Hudson and the motion carried unanimously.

B. Information: Staff Update

Lizzette Flores reported on the City of Bellevue's strategy for the upcoming World Cup. During the World Cup, the City intends to create a lively environment for visitors, residents, and workers by supporting cultural, musical, and artistic programming at several light rail stations. Bellevue will partner with local organizations, including Visit Bellevue, the BelRed Arts District, the Spring District, and the Bellevue Downtown Association, each of which will select and coordinate activations at designated stations. The City also aims to guide small and large businesses regarding sponsorship opportunities and compliance with FIFA regulations, and to align all promotional efforts with nearby jurisdictions such as Redmond to ensure a cohesive regional visitor experience.

Lizzette Flores also described some ongoing process improvements that are intended to facilitate community events, including simplifying the permitting process for neighborhood block parties, easing the requirements for small events under 500 attendees, and identifying streets suitable for periodic closure to support programming. Staff are confident that Sound Transit's light rail line will open in time for the event. There is a shuttle service contingency plan in place that will kick in if necessary.

Answering a question asked by Kate Hudson, Lizzette Flores said the City's community programming fund will include a World Cup-related emphasis to encourage broader cultural activations throughout the city.

Wade Hashimoto pointed out that significant visitor traffic is anticipated during the World Cup and asked if the light rail train capacity will be sufficient. The current light rail trains are running with only two cars. Lizzette Flores agreed to follow up with Sound Transit regarding capacity concerns.

Caroline Dermarkarian asked about the timing of public and hospitality-sector communications. Lizzette Flores said there will be coordination with partner organizations and Visit Bellevue to ensure that hotels and others receive World Cup event and activation details as soon as concrete plans are finalized. The intent is to distribute information well in advance.

5. COMMISSION QUICK BUSINESS – None

6. REPORTS AND PARTNER PRESENTATIONS

Lizzette Flores said the revenue report included in the packet showed the accumulation of remittances, broken down by category and month, and showed what had been drawn from the contingency fund. Bellevue's contingency reserve for 2025 began at approximately \$248,000, and although tourism development expenses have exceeded earlier projections, current spending remains within the available contingency.

A similar overview was provided for Redmond where approximately \$77,000 of an \$88,000 contingency has been used, leaving about \$10,000 remaining to support higher-than-expected marketing and communications costs. There was earlier in the year an invoice that included a line item allocated to festivals and events. It was processed outside of Redmond's festivals and events allocation and the correction was properly applied. Updated tables were reviewed showing remittances, interest earnings, invoiced amounts, beginning balances carried over from the previous year, and administrative fees. A correction to the OneRedmond total was highlighted to ensure consistency and match information already in hand.

The year to date balances for both zone were shared with the Board. Both zones started out with extra funds in their accounts from previous years: Bellevue \$256,000 and Redmond \$640,000. The administration fees were shown as being accounted for.

A. Visit Bellevue Quarterly Report

Brad Jones, executive director of Visit Bellevue, reported that overnight visitors were up two percent, five percent and six percent in the trailing months of the third quarter. Visitor spending also rose steadily, up five percent, nine percent and ten percent and generating an economic impact of roughly \$200 million per month. Hotel occupancy improved significantly in the third quarter with citywide occupancy exceeding 80 percent in July and August and nearing that level in September, though average daily room rates declined in comparison to prior periods due to competitive market pressures and changing visitor demographics.

Hotel revenues remain roughly even for the year, even though September saw a five percent bounce. Domestic spending continues to hold the market up nicely. Domestic travel remains the primary driver of visitor activity, including increased travel from regional Pacific Northwest markets, while international visitation experienced a measurable decline, particularly in spending within the retail and restaurant categories. China remained stable as a visitor origin, while Canada continued to lag. Overall, the international visitor numbers showed a slight downward shift late in the third quarter. The top accommodation markets were Dallas, San Francisco, Spokane, Tri Cities and areas in Oregon. Bellevue's hotel average daily rates and stay values continue to trend positively, which does say something about why Bellevue's average daily rate has been challenged over the last few months.

Brad Jones stated that TPAs statewide are allowed to collect a total of \$5 per night. There was an original bill of \$2 and later a bill was passed that allowed for collecting an additional \$3. The legislature is requiring TPA cities to conduct a program review of the additional program area charge, which is the additional \$3, and submit it by January 1. Eight cities and the state's DMO association joined forces to make sure the reporting is consistent. The cities jointly contracted with an organizational development and policy firm called Uncommon Bridges to prepare a single master report containing consistent data and language, with individual chapters for each jurisdiction. The report will address how assessment funds were spent, what additional marketing activities were undertaken, whether the added assessment supported increased visitation, and the estimated cost per visit attributable to the fee. Once completed, the report will be submitted to the Board for review before being presented to the legislature. The cities intend to advocate for the \$3 assessment to be made permanent, while acknowledging that there is a degree of financial risk, particularly regarding the fifty cent portion of the fee that could be subject to legislative change.

Wade Hashimoto asked if the legislative engagement could also be used to pursue adjustments for inflation or other cost-of-living increases in future assessment levels. Brad Jones responded that the issue is part of ongoing discussions among tourism jurisdictions, but it poses challenges because lodging markets vary significantly across the state. Any legislative proposal to allow percentage-based or rate-based adjustments would need to be structured

carefully. Many stakeholders are cautious about reopening the underlying statute in the current political environment. The legislative session is scheduled to conclude in early spring, at which point the Board will have clearer direction.

Brad Jones noted that website traffic and social media engagement continue to exceed the annual goals. The organization plans to reset the targets upward due to early-year overperformance. The team is also working to ensure Bellevue-related information is accurately represented in artificial intelligence search tools, which are increasingly being used by travelers. Public relations results have been strong, with earned media value exceeding the targets. There is ongoing benefit from the recently launched brand work. Marketing creative assets, particularly short-form video, have been refined continuously to reflect audience engagement trends, and the organization is expanding email and out-of-home communications efforts.

With regard to the international marketing initiatives, Brad Jones noted that the Japan market campaign, operated with a modest budget, has yielded strong impressions and engagement. Based on air travel patterns, traveler spending behavior, and lodging trends, the organization has selected South Korea as its next overseas market. Work will begin on building outreach channels, engaging media partners, and preparing destination promotional toolkits for local tourism partners. The Japan program will continue as an ongoing campaign alongside the new addition.

The inaugural printing of the organization's culinary guide was produced in a run of approximately 20,000 and will be inserted into Vancouver BC Magazine in November and the winter issue of Portland Monthly in mid-November. The remaining copies will be distributed to local restaurants and hotels to address frequent visitor inquiries about dining.

The media missions continue, with one final event scheduled in Portland on November 19 featuring Chef Shota, whose regional profile has driven high journalist interest.

With regard to sales performance, Brad Jones said the lead trends rebounded in the third quarter, yielding a record 331 group leads and 226,000 room-night leads year-to-date. The fourth quarter is pivotal with decisions pending on approximately 82,000 future room nights. Contracted business was characterized as good but below last year's record pace, standing at about 46,000 room nights versus roughly 53,000 at the same time last year. The year-end goal is 75,000. Room nights lost trended about where they were projected to be based on economic impact and room-night volume. There have been 29 conferences and conventions canceled to date due to competitive rate pressures, particularly from Seattle and other West Coast destinations. The day-of-week analysis showed improving weekend performance, reflecting coordinated efforts with hotel sales teams to add and incentivize weekend days.

Kate Hudson asked if the ability of the team to secure weekend gains is tied to rates or to there just being more people wanting to be in the area over the weekend. Brad Jones said rate is certainly the most aggressive motivator to meeting planners. In addition, more leads are being cultivated in the SMERF area and the small-market areas that appeal more to weekend groups.

Brad Jones stated that conversion rates remain healthy, averaging around 29 percent to date in 2025.

The demand for Bellhop has grown markedly, with 7100 rides in September. However, the average wait time remains near twelve minutes. A recent deep-dive found about half of the riders are served within ten minutes and roughly 70 percent within 15 minutes, but the demand currently outstrips the capacity by about two to one. Visitor trips now account for approximately a quarter of the ridership, with residents comprising the largest share and the

workforce remaining significant. The service area remains about six square miles. The organization has initiated community discussions on how to scale the service responsibly over the next six to eight months, but it must be acknowledged that Visit Bellevue's funding is limited relative to total ridership growth.

The airport shuttle metrics indicate 6300 total passengers served to date, with a target of at least 1200 riders per month and a sustainability number closer to 1500. Recent hotel additions include the Courtyard, Residence Inn and InterContinental, and the operator's contract has been extended through next year. The pricing model has been scaled to allow for multi-passenger pricing that can reduce the per-person cost to between \$15 and \$20 for parties of three or four. The typical Uber X fare for four persons is around \$90, and there is no luggage limit. Planning is underway for an on-demand cruise shuttle next summer, supported by the anticipated growth in cruise sailings from two additional lines, a development that is expected to complement the World Cup-related demand.

Discussions regarding what to do with BikeHop going forward are underway. The project has been an interesting one and there are sustainable solutions identified that could be implemented.

Brad Jones said it has been a huge year for culinary tourism through the thematic food weeks. Next year the food weeks will be optimized with content, partnerships, and events.

The Bellevue Bound learning series continues to release new edition monthly. Much can be learned about the community through the series. The culinary series was recently launched hosted by Anna Yan.

Brad Jones offered a thank you to all who are part of Wheel the World, the destination accessibility program that just completed its first year. In all 25 Bellevue businesses were verified and are listed on the booking platform. Content creation is planned for early next year, and another 25 businesses will be added along with the ongoing online staff training. The bookings side is being activated and the return-on-investment is being monitored.

Rocky Rosenbach asked who is in the comp set in terms of market share. Brad Jones said the set is composed of Seattle, Everett, Redmond, Seattle Southside and Tacoma.

B. OneRedmond Quarterly Report

Kristina Hudson, administrator of the Redmond zone TPA, stated that the hotels located in the Redmond zone of the TPA are valued partners who play a key role. In the third quarter OneRedmond worked closely with the City of Redmond and the Experience Redmond brand to improve tourism infrastructure and the efforts emphasized enhancing the accuracy of tourism and hospitality data, streamlining visitor booking tools, and creating new mechanisms to support events that drive overnight stays. To support evidence-based decision making, the team continued refining hotel data sources through CoStar and began exploring KeyData as an alternative. A new Book Direct hotel booking widget was integrated into multiple webpages, including the OneRedmond and Experience Redmond sites, and the Redmond Town Center event pages. Additionally, the staff developed a new grant program to support tourism-oriented event organizers who are creating and promoting events that drive tourism that will increase hotel occupancy. The grant program will provide resources to events that miss the city's LTAC application deadline.

Kristina Hudson explained that OneRedmond uses a flexible staffing model that includes core team members and six to eight contractors who provide support in bookkeeping, logistics, tourism development, sales, and coordination. Redmond maintains approximately 1598 hotel

rooms across ten properties, including two full service hotels, three extended stay hotels, and five limited service hotels. Redmond's hotel occupancy, rooms sold and overnight visitors in the third quarter increased by .76 percent compared to the same quarter in 2024. The average daily rates declined by 2.97 percent compared with the prior year. Year to date through September, Redmond experienced a 2.75 percent increase in occupancy, and a 1.43 percent decrease in the average daily rate compared with the same period in 2024.

Strategic marketing efforts advanced significantly in the third quarter. OneRedmond launched its first targeted tourism campaigns focused on key niche markets, including dog-friendly tourism and entertainment-focused travelers. Dedicated creative assets and landing pages accompanied the campaigns. The early results indicated strong performance: the Google search click-through rates exceeded the benchmarks by 23 percent; the concert-related campaigns on Meta outperformed the travel industry benchmarks by 81 percent; the dog-related Meta campaigns exceeded the benchmarks by over 200 percent; and the display native ads surpassed the industry benchmarks by 57 percent. Combined, the campaigns generated an estimated economic impact of approximately \$26,800 and a return on the ad spend of \$4.20 for every dollar spent. Website user growth rose more than one thousand percent year over year.

Kristina Hudson said the paid search and Meta advertising showed continued performance gains in impressions, click-through rates, and cost efficiency. Through the end of August there were almost 43,000 impressions and 2466 clicks. The click-through rate reached 5.7 percent, 23 percent above the industry benchmark. The cost per click was eighty-four cents. The Meta campaign for concerts generated 293,249 impressions. The link clicks were 4774, and the click-through rate was 81 percent above the benchmark. The cost per click was sixty-two cents. For the dog campaign there were 123,876 impressions. There were 3429 link clicks, and the click-through rate was 2.77 percent, also above the benchmark. The cost per click came in at sixty-one cents.

Programmatic advertising through Datafy produced additional measurable visitation, with an estimated of \$41,400 in visitor spending based on 142 trips, or \$291.60 spent per visitor. The display and native click-through rates outperformed the Datafy benchmarks. The campaign generated returns of \$12.38 per dollar spent.

The Book Direct referral tool measures the number of clicks to the hotel booking engines. By using the tool, referrals converted ten times better than searches at 35.58 percent. The referrals generated 35 percent higher booking values at \$1458. The search volume was three times larger but it underperformed on conversions. Referral customers booked closer to arrival and stayed longer. The upshot is that referrals have zero acquisition costs but deliver great results.

Redmond's LTAC funding for pay-per-click advertising was significantly reduced for the biennium. OneRedmond supplemented Experience Redmond's online advertising program, amplifying Redmond's total tourism outreach. The subsequent metrics showed increases in impressions to 84,000; a rise in clicks by 2220; an improvement in the click-through rate of .43 percent; and only a slight increase in the cost per click. The hotel campaigns conversions are measured as a click-through to individual hotel pages, and the individual clicks on the hotel reservation buttons on the Experience Redmond page. During the period, 1170 conversions or clicks to individual hotel sites were recorded. For the YouTube campaign there were 59 conversions, new followers or subscribers.

With regard to the KPIs for the Experience Redmond website, the primary landing page for the hotel campaign traffic, it was noted that the page views were increased by 142 percent; users increased by 157 percent; page views per active user decreased by six percent; and the average engagement time decreased by 17 percent.

The airport advertising placement promoting Redmond's dog-friendly tourism and public crawl campaign was originally intended for a limited run, but the installation remains in place due to ongoing construction at Seattle-Tacoma International Airport, extending its visibility. The QR code links are being continuously updated to maintain relevance.

With regard to destination development, Kristina Hudson reaffirmed the focus on niche experiential offerings suited to a market without a large conference facility, including dog-friendly, wine-focused, and accessibility-centered tourism programming. Planning for the upcoming year is already underway. The team has confirmed a partnership with Woodinville Wine Country and the City of Redmond for 2026, paired with an expanded engagement with winemakers to support special activations intended to increase overnight stays and strengthen the local hospitality sector.

Dog-focused tourism activations aim to engage visitors and residents. Plans were finalized for a Halloween partnership with Redmond Town Center and hotels featuring a themed costume parade, and for a Santa Paws photo series running Mondays after Thanksgiving through December 22. These initiatives strengthen Redmond's pet-friendly identity, create memorable experiences, and generate promotional content. Partnerships have expanded to include Postdoc Brewing for pet events, Salt & Straw for dog-safe products, and Brick & Mortar Books with Redmond Town Center for dog-themed programming.

OneRedmond continues to pursue inclusive and accessible travel initiatives, including partnerships with certified autism-friendly programs and Wheel the World, and research into digital concierge tools. Several platforms were reviewed to support personalized visitor services. To improve mobility for hotel guests, OneRedmond distributed 300 Sound Transit ORCA day-trip cards to area hotels with reusable sleeves for return and reuse, and will reload cards with \$6 day-trip fares as needed. Additionally, OneRedmond purchased 508 \$25 gift cards for rideshare support, aiding hotel group sales and special packages to enhance transportation convenience.

In destination sales, it was stated that OneRedmond is focused on identifying non-traditional gathering spaces due to the absence of a large conference facility in Redmond, including local venues such as church properties, for potential event use. The organization is also coordinating on branded promotional items such as wireless portable speakers, chargers, water bottles, and luggage tags for use in client outreach, trade shows, and media familiarization tours, all with the intent of reinforcing Redmond's identity as a welcoming destination.

C. City of Redmond Tourism Budget and World Cup Overview

Philly Marsh, city of Redmond Economic Development Manager, introduced the municipal tourism team and explained that the tourism program is funded from two separate sources: the one percent lodging tax collected by the city and managed by the LTAC, which is projected to be about \$700,000; and the \$2.50 nightly fee. Combined, the two sources add up to \$1.5 million. A portion of the lodging tax funds go toward a marketing consultant, Bullseye Creative, to manage the Experience Redmond tourism brand.

The City completed its first tourism strategic plan following extensive internal and external stakeholder engagement. The plan established 64 initiatives, a number of which are already underway. The plan serves as a roadmap to success and dictates the workplan and budget. The plan was developed by a nationally-recognized consultant.

The budget is divided between ongoing expenses and one-time investments guided by the strategic plan. Marketing and communications account for the largest share of the budget,

while the LTAC grant program provides annual support for external tourism-generating events and selected cultural programming. The city established a policy that requires at least 60 percent of the prior year's lodging tax revenues to be held in reserve to protect against economic disruptions. The remaining funds are directed toward pilot initiatives such as supporting preparations for the World Cup, light rail activation, technology enhancements, and digital asset development. The pilots are all designed to be evaluated for long-term continuation as the visitor economy expands.

Philly Marsh highlighted the opening of Marymoor and Downtown Redmond light rail stations as major milestones, with additional marketing planned for the Seattle bridge connection by April 2026. She said the City retained its first PR agency for influencer outreach and media coverage, invested in geofencing to analyze visitor patterns, and awarded a new three-year Experience Redmond contract to Bullseye Creative, supported by a strategic annual content calendar.

The tourism workplan emphasizes transportation infrastructure as a core visitor amenity. The city will introduce its own version of the Bellhop electric shuttle service in early 2026 using the same operating vendor Bellevue uses to provide connections between the downtown light rail station and key destinations. The LTAC has also expressed interest in supporting bicycle-related tourism and that has prompted exploration of secure bike storage options in hotels and coordination with citywide wayfinding improvements.

Several Experience Redmond promotional initiatives were reviewed, including expanded programming around the light rail launch. The Ride and Seek scavenger hunt attracted more than 2000 participants and brought many new visitors into the city. The long-standing partnership with Cirque du Soleil continues and now occurs annually, helping to draw visitors during the winter and shoulder seasons.

Experience Redmond impressions on social media are up and there has been steady growth in website engagement. There were approximately 15 million earned media impressions during the first six months of the new public relations campaign that highlights Redmond's pet-friendly amenities, family-friendly activities, transit access, and outdoor recreation.

Philly Marsh reported that City Council allocated funding to leverage the World Cup as an opportunity to promote Redmond, build community pride, support district development, and attract visitor spending. She said the City's approach highlights Redmond's light rail connectivity, multicultural character, and soccer identity, showcased by Marymoor Park fields visible from the rail line. Marsh noted strong participation in engagement events, including business roundtables, resident outreach, and a Club World Cup watch party supported by Amazon and Redmond Town Center. Continuing programs include watch-party grants, a soccer storytelling campaign, and a public Soccer 101 session led by former players. She added that a neighborhood ambassador group is forming to shape celebrations. Upcoming events include a World Cup draw watch party at the Archer Hotel, with programming concluding in July at the "Meet Me in Marymoor" community celebration during the World Cup final.

7. ADJOURNMENT

Caroline Dermarkarian adjourned the meeting at 2:45 p.m.



Community Development

Action

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 today propose three key updates and some minor formatting changes. The BRTPA Advisory Board reviewed these proposed changes during its November 2025 meeting and endorsed bringing the recommended revisions back to the Board for a vote at its next meeting, which is today.

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 2025 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.

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.

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.

Next Steps

If approved, changes to the bylaws will be adopted.

Options

Option 1: Approve the changes to the bylaws.

Option 2: Do not approve changes to bylaws, and recommend changes.

Attachments

A. Proposed updated BRTPA Advisory Board Bylaws.

Staff Contact

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



Community Development

Action

Action

Tuesday, February 24, 2026, 1pm

Bellevue-Redmond Tourism Promotion Area Advisory Board

1E-113 or Zoom Meeting

City of Bellevue, WA

Advisory Panel Applicant Review

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

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

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

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

BACKGROUND

The Tourism Promotion Area Advisory Board may recommend qualified candidates to serve on its advisory board. There is currently one open position on the Bellevue Tourism Promotion Area Advisory Board, for the Bellevue seat. Board members have been sent this application for review. Today the Board will discuss whether they shall choose this applicant, which they will formally recommend to Bellevue City Manager for appointment.

OPTIONS

Option 1: Board motions to nominate and approve an application for recommendation to the City Manager for appointment.

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

STAFF RECOMMENDATION

Staff recommends the appointment of Crystal Pia, a qualified applicant and respected member of the Redmond hotel community.

NEXT STEPS

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

Attachments: Attachment B. Advisory Board Application

STAFF CONTACT

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



Community Development

Information

Staff Update

At today's meeting, staff will present general updates on the Bellevue Redmond Tourism Promotion Area (BRTPA) since the last meeting, including contracting updates, a quick look at our 2026 meeting schedule, a 2026 financial summary, and information on an upcoming vote

Background

Contracting Updates: Since the last TPA board meeting in November 2025, the City of Bellevue, as legislative authority of the BRTPA, has entered into contracts with Visit Bellevue and OneRedmond for the tourism promotion of the Bellevue and Redmond TPA zones, respectively. Contracts were submitted to Bellevue City Council, which approved them in January 2026. Contracts are effective through December 31, 2026.

2026 Meeting Schedule:

Below are the currently scheduled BRTPA Advisory Board dates, consistent with the recent changes to our bylaws. As a reminder, the first half of the year's meetings are scheduled monthly in order to allow sufficient time to develop the board's annual budget and strategic plan, which will be presented to Bellevue City Council in July 2026.

February 24, 2026	1-3pm
March 24, 2026	1-3pm
April 28, 2026	1-3pm
May 26, 2026	1-3pm
June 23, 2026	1-3pm
July 28, 2026	1-3pm
October 27, 2026	1-3pm

Vote for Chair and Vice Chair: At our next meeting, we will vote for the Board's chair and vice chair. Our current bylaws require that we vote for chair and vice chair annually. There is no limit to the number of terms that a chair or vice chair can serve. Both of these positions require additional training with the City of Bellevue on decorum and parliamentary processes. Either the Chair or Vice chair must attend each BRTPA Advisory board meeting in person.

The Chair generally has an additional agenda review meeting with the board prior to each scheduled board meeting. In addition, the Chair presents the Annual Budget and Scope of work to Bellevue City Council each July, taking part in additional preparatory meetings for this council date.

Revenue Report:

As 2025 is now wrapped up, please find attached several financial summaries, including a TPA invoice tracker, which keeps track of how much is being invoiced by Visit Bellevue and OneRedmond for each area of focus (bucket). Invoices for Q4 are also attached.

Both Visit Bellevue and OneRedmond have stayed within their budget limits, going over in a few categories. However, contingencies for both zones made up for this.

2025 Projected Revenue vs Actual

For 2025, we had a projected annual revenue of \$2,914,000 for the Bellevue zone. Actual remittances for 2025 for the Bellevue zone were \$2,712,004.39, bringing us about \$202,000 short of estimates.

For the Redmond zone in 2025, we projected \$828,418 in revenue. Actual remittances for the Redmond zone in 2025 were \$806,806, \$21,612 short of estimates.

2025 Expenses and Balance

For 2025, the Bellevue Zone invoiced \$2,299,245.54 from the \$2,712,004.39 remitted.

For 2025, the Redmond Zone invoiced 829,861.29 from the \$806,806 remitted. However, Redmond's budget included \$160,212 from reserves. At year end 2025, \$20,352.07 were drawn from reserves for invoicing.

Administrative Reconciliation: As specified by the interlocal agreement, any unused funds from the City of Bellevue's administrative fee go back to each zone's accounts. For the 2025 year, this resulted in \$3,516.31 being deposited into the Bellevue Zone account, and \$1,885.37 being deposited into the Redmond Zone account.

Balance: Including any interest accrued, and the 2025 administrative fee reconciliation, the Bellevue Zone ended 2025 with a balance of \$848,285.31 in its reserve account. The Redmond Zone, also including interest and the 2025 administrative fee reconciliation, ended 2025 with \$688,154.94 in its reserve account. Funds in each zone's accounts may be budgeted for in future year, not including 2026 whose scope of work and budget have already been approved by the Bellevue City Council.

Invoices: Invoices for Q4 are attached to this packet. At times, City staff have requested additional documentation which has been saved on file. Should any board member wish to see any additional documentation, they may request this from City staff.

Attachments

Attachment C: TPA Financial Summary

Staff Contact

Lizzette Flores, Cultural Tourism Specialist
425-452-4869, lflores@bellevuewa.gov



Community Development

Information

Information Only

Tuesday, February 24, 2026,

Bellevue-Redmond Tourism Promotion Area (TPA) Advisory Board

1:00 pm

1E-113 or Zoom Meeting

City of Bellevue, WA

OneRedmond 2025 Annual Report

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

BACKGROUND

OneRedmond serves as the administrator of Tourism Promotion Area (TPA) funds for the Redmond Zone and works in partnership with the local hotels and the City of Redmond to support tourism-related activities. The year 2025 represents the second full year of TPA program administration. Guided by the City of Redmond's five-year Tourism Strategic Plan. This report summarizes OneRedmond's tourism-related activities during 2025. All activities described were funded exclusively through TPA funds.

OVERVIEW

OneRedmond's tourism program entered a new phase of growth in 2025, marked by the launch of niche-market tourism programs, the rollout of new marketing campaigns built around our Dog Tourism and Entertainment activations, the adoption of new measurement tools that strengthen our ability to track performance and demonstrate impact, and new digital concierge technology.

Visitor spending in 2025 generated substantial economic value, with day-trip parties contributing an estimated \$206.9 million based on average expenditures of \$511 per party applied to 404,850 parties, and overnight visitors contributing an estimated \$213.1 million using the \$188 per-person spending benchmark applied to 1,133,580 overnight guests.

Tourism economic modeling like the above, along with the new geofencing data and insights from Datafy, offer different lenses on how tourism dollars translate into economic impact. While Datafy provides the most current and granular view, all three sources will become more powerful together as additional years of consistent data allow the underlying algorithms to mature, align, and produce a multi-method assessment of visitor spending in Redmond.

While this spending underscores the strong economic value of Redmond's visitor activity, the broader lodging landscape told a more complicated story. Redmond hotels also encountered market challenges that influenced 2025 overnight performance. National hotel softness in 2025, shifting traveler behavior that reduces overnight stays, and the addition of 372 new luxury guestrooms in nearby markets collectively created headwinds for Redmond's lodging performance.

In coordination with the City of Redmond, OneRedmond contributed supplemental funding for Experience Redmond's Pay-Per-Click Tourism Campaign. Also in partnership with the City of Redmond, TPA dollars funded fifty-percent of the annual Woodinville Wine County Partnership, an update of an existing logo for use on branded promotional items, and staff time to both explore a potential on-demand transportation pilot program and bike trail user-experience and signage assessment.

OneRedmond's tourism transportation program shifted course this year after the shuttle pilot program demonstrated that a fixed-route service wasn't a cost-effective investment. This led the team to redirect resources toward more flexible options by providing overnight guests with rideshare gift cards and Sound Transit ORCA cards that better match real visitor behavior and mobility needs.

Due to the absence of a large-scale indoor convention or event facility, OneRedmond is laser focused on developing innovative, niche tourism initiatives intended to support overnight stays. In 2025, this included Dog Tourism and entertainment-focused pilot efforts, benchmark development, and targeted advertising campaigns. Marketing efforts centered on building fresh creative assets and destination stories, recognizing that these assets serve as the ongoing narrative foundation that drives the success and consistency of our campaigns.

Significant investment was made in new tourism technology in 2025, with OneRedmond adding platforms that strengthen both planning and visitor engagement: Datafy introduced geofencing and benchmarking capabilities to evaluate the impact of marketing and promotional efforts, while Seeker launched as a digital concierge and trip-planning tool to enhance the experience of overnight guests.

OneRedmond also expanded its visitor-facing presence in 2025 by supplying branded promotional items for hotel guest packages and client outreach, and by launching the Redmond Customer Advisory Board in December with three confirmed members and continued recruitment underway to build out the group.

EXPENDITURES

OneRedmond continued to advance Redmond's tourism strategic plan, regularly assessing our strengths, challenges, and opportunities while exploring innovative programs designed to attract and engage visitors. Efforts focused on developing assets and stories for the niche tourism programs and the launch of new targeted marketing campaigns. Performance measurement tools were added to aggregate data from websites, and campaigns to show how tourism efforts translate into measurable outcomes.

No reserve funds were ultimately used for shuttle service in 2025, as originally anticipated. Instead, transportation dollars were reallocated from the initial scope of work after the late-2024 pilot confirmed that a fixed-route shuttle was not a cost-effective solution. Those funds were redirected toward more flexible, guest-focused options such as rideshare gift cards and Sound Transit ORCA cards, ensuring resources were used where they delivered the greatest value for

visitors.

In total, \$829,861.29 was spent with an outline of the categories below. It is important to note that all the contingency dollars were used to supplement marketing expenses primarily for the new niche tourism campaigns and Experience Redmond Pay-Per-Click programs.

Total Expenditures	
Marketing & Communications	\$ 24,000.00
Admin, Data, & Research	\$ 237,000.00
Destination Sales	\$ 29,500.00
Tourism Development	\$ 451,231.29
Contingency	\$ 88,130.00

HOSPITALITY DATA FOR 2025:

Redmond has a total hotel inventory of 1,598 rooms across ten properties, including two full-service, three extended-stay hotels and five limited-service hotels; a figure that has remained unchanged since 2023.

The 2025 goal was to achieve an eight percent (8%) increase in overnight visitors based on 2024's annual occupancy. However, Redmond hotels also encountered market challenges that influenced 2025 overnight performance.

- **National Headwinds:** National hotel performance reports for 2025 show softer occupancy and Average Daily Rate (ADR) trends, with declines in business travel and Group demand versus 2024. Midweek demand in particular has lagged, which aligns with broader hospitality market weakness.
- **Structural Overnight Conversion Weakness:** Trends in business travel and “bleisure” or hybrid work models have altered travel behavior, with shorter stays or day trips becoming more common. This shift tends to reduce overnight stays even when visitation is stable.
- **Competitive Supply Pressure:** While Redmond hotel inventory remained flat, two new luxury hotel properties opened near Redmond between 2024 and 2025 — expanding overnight supply in nearby markets by 372 new guestrooms within 15 miles.

In 2025, a total of 404,850 guestrooms were sold, representing a 2.6% decrease in occupancy compared to 2024. Total guestroom revenue for the year was \$77,639,914.00, reflecting a 5.05% year-over-year decline, while Average Daily Rate (ADR) decreased by 2.52%. Overnight visitation also declined by 2.6% compared to 2024 (*Source: CoStar Report, January 18, 2026*).

2025	Jan	Feb	Mar	Q1 2025
Total Rooms	52,014	46,981	52,014	151,009
Occupancy %	53.71%	59.41%	67.56%	60.25%
Rooms Sold	27,935	27,911	35,143	90,989
Overnight Visitors	78,218	78,151	98,400	254,769

2025	Apr	May	Jun	Q2 2024
Total Rooms	50,337	52,014	50,337	152,688
Occupancy %	58.32%	67.04%	81.23%	68.84%
Rooms Sold	29,358	34,868	40,888	105,114
Overnight Visitors	82,202	97,630	114,486	294,319

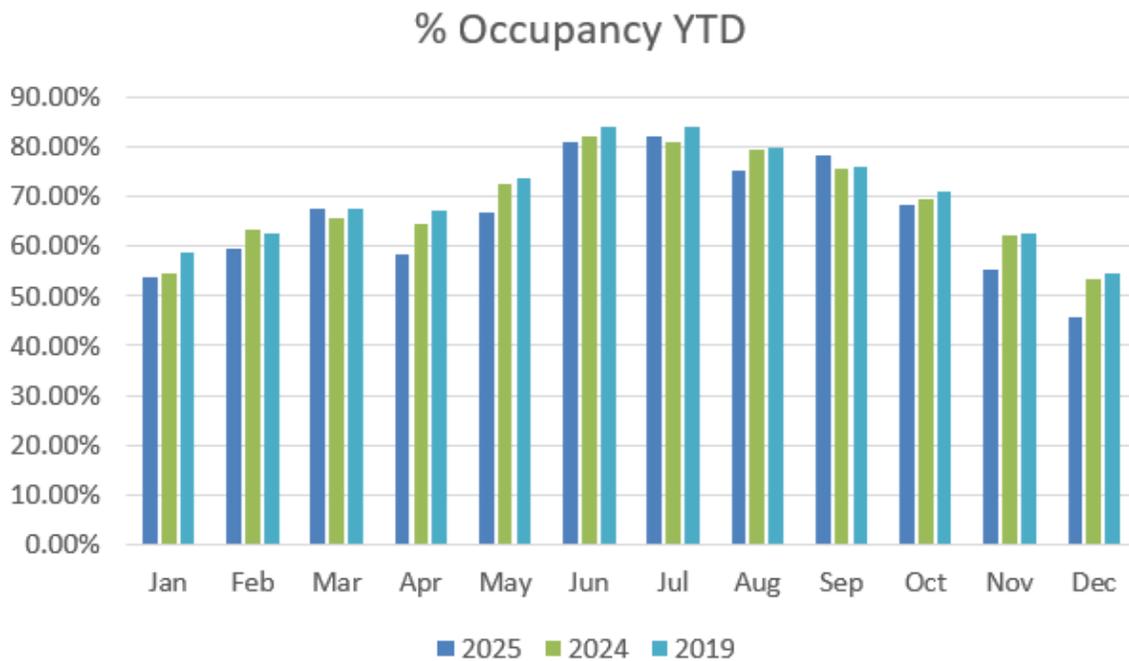
2025	Jul	Aug	Sept	Q3 2025
Total Rooms	52,014	52,014	50,337	154,365
Occupancy %	82.44%	75.41%	78.43%	78.76%
Rooms Sold	42,880	39,225	39,479	121,584
Overnight Visitors	120,064	109,830	110,541	340,435

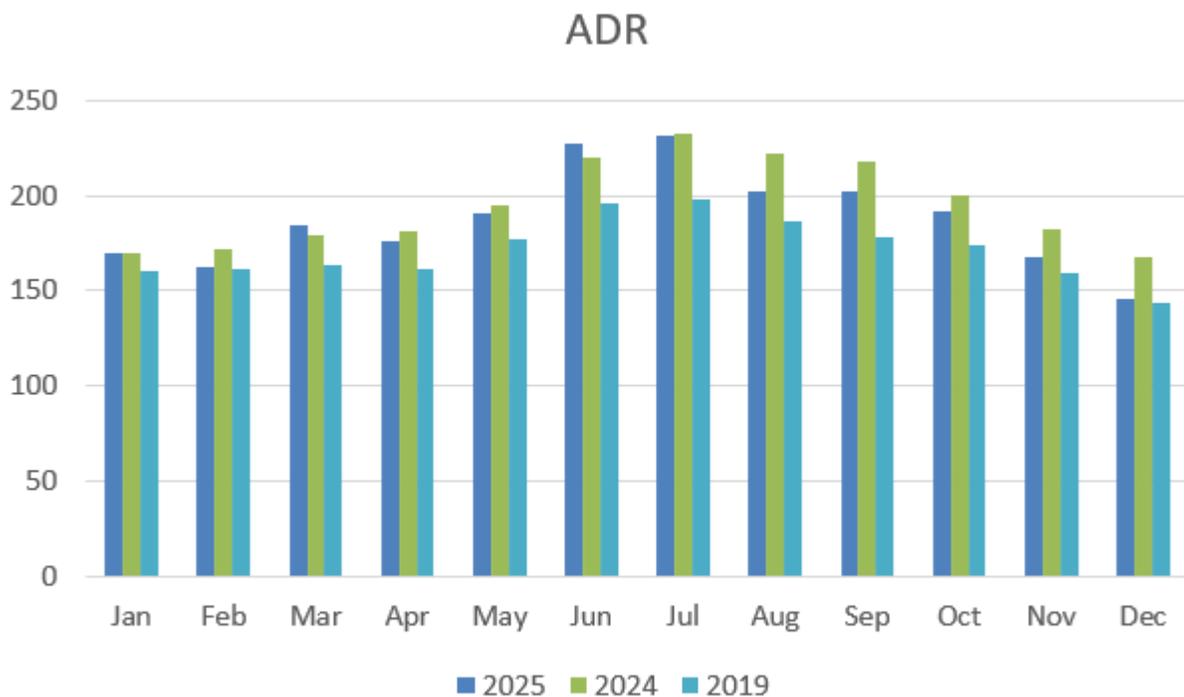
2025	Oct	Nov	Dec	Q4 2025
Total Rooms	52,014	50,337	52,014	154,365
Occupancy %	68.47%	55.24%	45.65%	56.47%
Rooms Sold	35,612	27,807	23,744	87,163
Overnight Visitors	99,714	77,860	66,483	244,056

Source: CoStar report (01/18/26).

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

Estimated 2.8 overnight guests per room.





Source: CoStar report 01/18/26

MARKETING & COMMUNICATIONS:

In 2025, OneRedmond continued promoting Redmond as a welcoming and vibrant destination through focused visitor marketing efforts. Beginning in spring, the organization developed innovative pilot niche marketing approaches and created supporting materials that helped tell Redmond’s story and promote future events. This work laid the groundwork for dog-friendly tourism and entertainment-focused visitor campaigns launched in late summer 2025.

These campaigns used Datafy, a geofencing advertising tool that delivers digital ads based on where visitors go and what they do. The initial launch focused on establishing baseline data to better understand audience behavior and campaign reach, which will inform future marketing decisions and performance improvements. Efforts also included contributing funds to support Bullseye Creative’s existing Pay-Per-Click advertising, directing potential visitors to book hotel stays through Experience Redmond, the LTAC-supported tourism website.

Launch of Targeted Tourism Campaigns | DVA Advertising & Public Relations:

Overview

The recent multichannel campaign delivered strong performance across search, social, display, and partner referral channels. Results show above benchmark engagement, highly efficient spend, and measurable economic impact driven by visitor trips and lodging activity. Book>Direct data further reinforces consistent traveler behavior and strong referral value to partner properties. channel campaign delivered strong performance across search, social, display, and partner referral channels. Results show above benchmark engagement, highly efficient spend, and measurable economic impact driven by visitor trips and lodging activity. Book>Direct data further reinforces consistent traveler behavior and strong referral value to partner properties-channel

campaign delivered strong performance across search, social, display, and partner referral channels. Results show above-benchmark engagement, highly efficient spend, and measurable economic impact driven by visitor trips and lodging activity. BookDirect data further reinforces consistent traveler behavior and strong referral value to partner properties

Key Performance Highlights

Exceptional Channel Engagement

- Search CTR of 6.32%, outperforming benchmark by 35%, with over 7,300 clicks from 116K impressions.
- Meta campaign strength, with:
 - *Concerts*: 1.63% CTR, 81% above benchmark.
 - *Dogs*: 1.95% CTR, 116% above benchmark.
- Display (0.23% CTR) and Native (0.26% CTR) both exceeded industry averages, adding more than 3,200 incremental clicks.

Return on Investment

- The campaign generated \$34 in economic value for every \$1 spent, indicating exceptional efficiency.
- Overall economic impact reached \$531K, driven by:
 - 2,288 visitor trips
 - 798 room nights
 - Average visitor spend of \$165 for 2,288 trips and ADR of \$181.81 from 789 room nights

Search & Social Performance Overview

- Search Campaign
 - CPC held low at \$0.74
 - Users spent 1m 8s on site on average, signaling strong relevance and intent.
- Meta Campaigns
 - Concerts and Dogs campaigns efficiently delivered over 16K total link clicks and maintained CPCs under \$0.70.
 - High CTRs confirm strong audience message alignment.

Datafy Attribution Insights

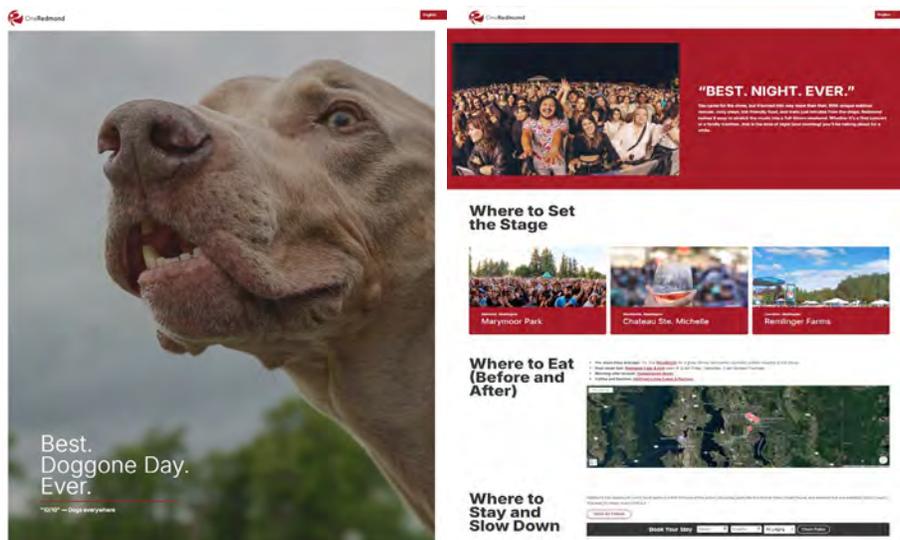
- Attribution window: 8/27/25–12/31/25
- Total estimated impact: \$518K
- Average length of stay: 2.8 nights, which aligns with typical leisure travel norms.

Book>Direct Takeaways

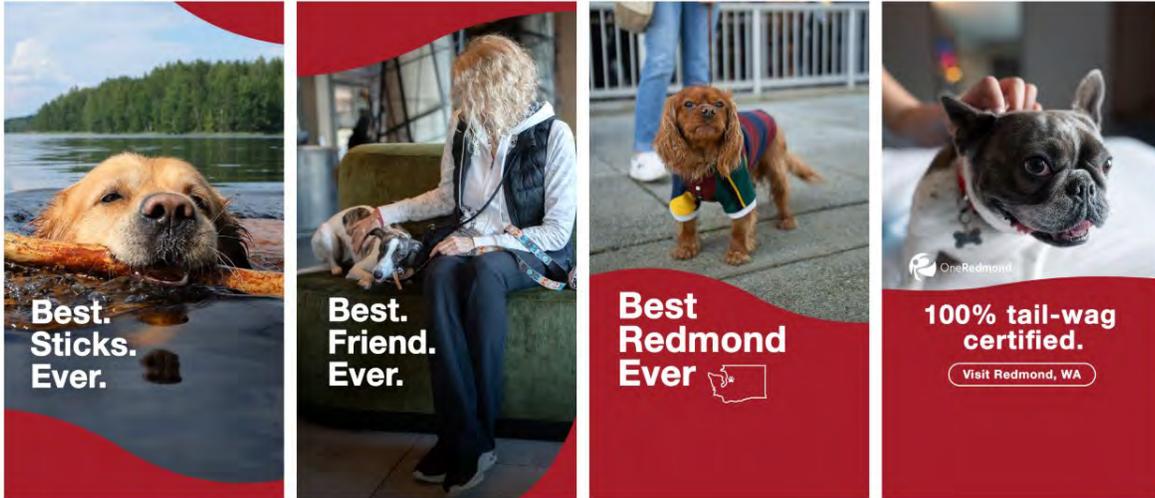
- 43% referral rate (516 of 1,200 searches) highlights strong consumer engagement with lodging options.
- Booking windows across channels remain consistent at 33–35 days, indicating predictable planning behavior.
- Referrals reflect outbound traffic to partner sites, confirming the platform's value as a connector even when bookings occur offsite.

Dog Tourism and Music & Entertainment Campaign | Launched Mid-August through December 2025:

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



#1: Dog Tourism Campaign

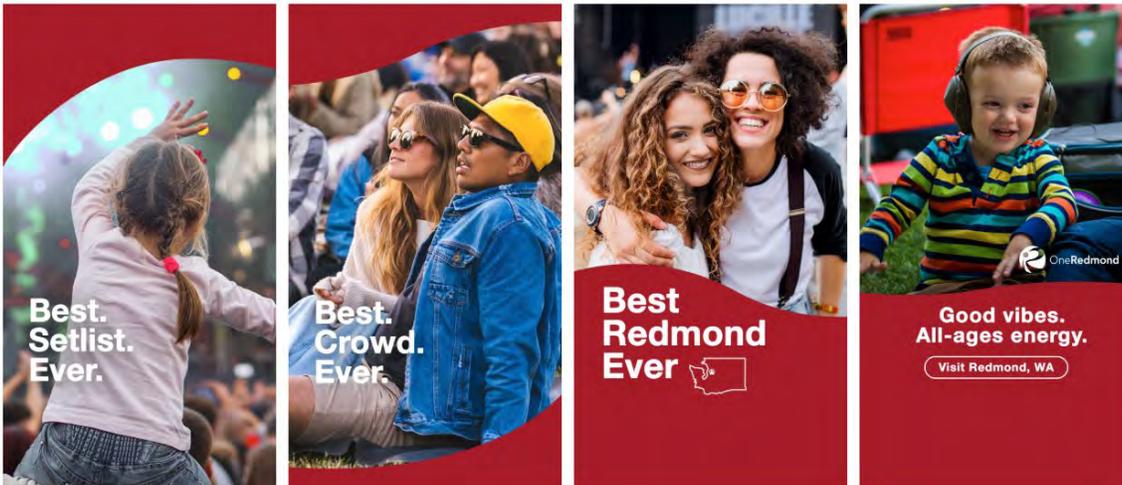


Text (90-125 char): Off-leash trails. Patio treats. Big naps. Redmond rolls out the red carpet for four-legged travelers.

Headline (27 char): Let's play

- Dog Tourism Campaign Run Dates: August 22, 2025 – December 31, 2025

#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

Campaign Takeaways

The campaign delivered high-quality traffic, industry-leading engagement rates, and substantial economic return. Performance across all media channels demonstrates strong creative relevance and effective targeting. Datafy and Book>Direct metrics validate real-world visitation and partner value, positioning the campaign as a highly successful investment that can inform future channel strategy and budget decisions.

DATAFY:

What is Datafy

Datafy is a tool that helps cities understand visitor activity. It uses anonymous, aggregated location information from mobile devices meaning it does *not* collect or store personal data about individuals. Instead, it shows general patterns such as:

- Where visitors are coming from
- How long they stay
- Which areas of the city they visit
- Overall spending and activity trends

Visitor Insights from Datafy

Overall Visitation

- Redmond welcomed over 1.3 million visits in 2025.
- Visitors spent nearly 3.3 million total days in the city.
- The typical visitor was 45–64 years old with a household income above \$75,000.
- Visitors contributed an estimated \$78.6 million in spending throughout the year.

Where Visitors Spent Their Time

Data shows that several parts of Redmond consistently attracted the most visitors:

- Downtown Redmond was the top destination.
- Shopping districts, including Redmond Town Center, were a close second.
- Outdoor recreation areas accounted for a significant share of visits.
- Lodging areas showed strong overnight activity.

Where Visitors Came From

The Seattle–Tacoma area was the largest source of visitors.

- However, Redmond also attracted many out-of-state visitors, especially from Portland, Los Angeles, and San Francisco.
- These markets represent strong opportunities for continued outreach.

Economic Activity

- Spending was spread across hotels, restaurants, retail stores, grocery/drug stores, and entertainment venues.
- The average visitor made 3+ transactions per trip.
- Spending levels were balanced between instate and out-of-state visitors, meaning Redmond is attracting both local and nonlocal dollars.

Lodging Trends

- Visitors stayed an average of 2.8 nights.
- Hotels saw consistent demand across the year, with particularly strong performance in summer and early fall.
- Overnight stays connected strongly with spending in dining, shopping, and recreation.

Why These Findings Matter

These insights help OneRedmond and its partners understand:

- Which areas benefit most from visitor spending
- Which markets are growing or declining
- What types of experiences visitors engage in
- When and where OneRedmond may want to invest in programming, tourism support, or infrastructure improvements

Pay-Per-Click Support of Experience Redmond Brand | Bullseye Creative:

Overview of Bullseye Creative's role with Redmond Tourism

-per-click (PPC) advertising. In addition, Bullseye Creative supports Experience Redmond by producing website content, coordinating social media engagement, delivering digital advertising, promoting hotel partnerships, and creating visual and written assets for citywide initiatives. Bullseye Creative is the agency contracted by the City of Redmond funded through the Lodging Tax Advisory Committee (LTAC) to manage Experience Redmond's digital marketing efforts. Their work includes developing and maintaining digital content, running seasonal promotional campaigns, and managing pay-per-click (PPC) advertising. In addition, Bullseye Creative supports Experience Redmond by producing website content, coordinating social media engagement, delivering digital advertising, promoting hotel partnerships, and creating visual and written assets for citywide initiatives.

PPC Expansion Through BRTPA Redmond Zone Funding

In late September 2025, additional Tourism Promotion Area (TPA) funding was allocated to Bullseye Creative to expand the pay-per-click (PPC) advertising campaigns. These additional funds supported:

- Increase paid search visibility
- Expand display and video ads
- Target event planners (Host Your Event in Redmond initiative)
- Strengthen hotel-focused and destination campaigns

This investment increased reach among travelers and event organizers, delivering meaningful traffic to Experience Redmond digital properties.

Q4 2025: A Strong Quarter for Digital Growth

Q4 2025 was a period of significant momentum, marked by stronger website traffic, increased social media engagement, and expanded visibility through paid digital ads. Key seasonal events helped build this momentum, including:

- Redmond Lights
- Beer & Wine Month
- History & Heritage content
- World's Games Draw Party
- Winter and holiday experiences

Key PPC Campaigns and Their Impact

A. Hotels Campaign (Search PPC)

Bullseye Creative optimized keywords and refreshed ad copy to better match traveler behavior. The search campaigns:

- Drove high-intent traffic from people actively researching accommodations
- Worked alongside hotel landing pages to improve engagement and visibility

B. YouTube Brand Awareness Campaign

Paid YouTube campaigns focused on keeping Redmond “top-of-mind” during peak planning periods, promoting the city’s identity, culture, and year-round experiences.

- Creative messaging supported broad reach
- Campaigns were optimized to strengthen brand familiarity

C. Redmond Campaign (Display & Video)

Another major YouTube initiative extended Redmond’s presence across regional markets. This included promotions for plus-display initiative extended Redmond’s presence across regional markets. This included promotions for:

- Hotels
- Events
- Seasonal activities

Digital Media Boost: Measurable Growth

The PPC and digital media expansion produced notable, measurable gains:

- Impressions increased 46% year-over- year
- Clicks increased 310% year-over-year
- CTR improved by 1.52%

These improvements show that additional TPA funding significantly strengthened online visibility and user engagement.

Website Traffic Impacts

The growth in PPC efforts directly influenced Experience Redmond website usage:

- Website users increased an estimated 20% starting in October
- The hotels page saw an 86% increase in pageviews and 128% increase in users from Sept-Dec, compared to the peak travel months of May–August

This suggests PPC drove meaningful interest during the fall and early winter, traditionally slower travel periods.

Social Media Synergy

Organic and paid efforts worked together:

- Total social impressions increased to 285,000 in Q4
- Engagement rate rose to 4.8%
- Instagram became the fastest growing channel due to Reels and influencer collaborations

PPC efforts supported this growth by boosting visibility and reinforcing messaging across platforms.

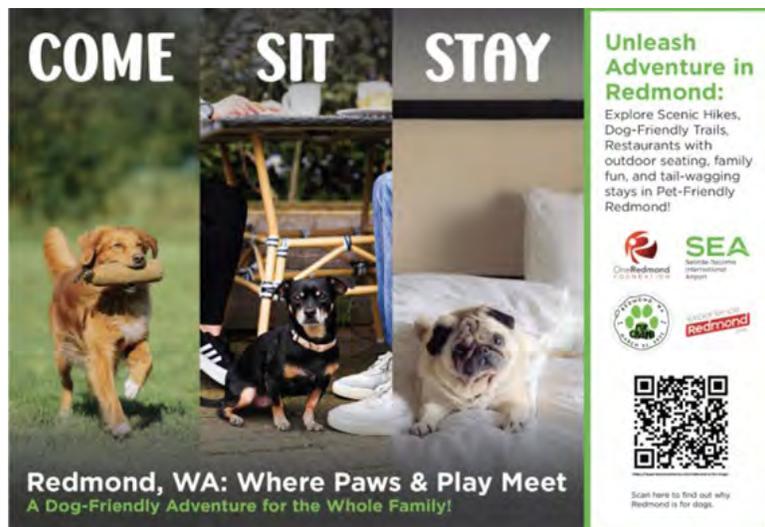
Overall Impact

The PPC efforts managed by Bullseye Creative helped:

- Increase Redmond’s visibility across local and out-of-state markets-of-state markets
- Drive stronger traffic to lodging and event-related pages -related pages
- Support hotels and local businesses during seasonal transitions
- Strengthen Experience Redmond’s brand identity heading into 2026

Port of Seattle SEA Airport Tourism Spotlight Ad – Concourse D:

In partnership with the Port of Seattle, OneRedmond continued its “Come. Sit. Stay.” spotlight advertising at SEA Airport throughout 2025, promoting Redmond’s dog-friendly tourism offerings and the Pup Crawl event. While the campaign originally launched in early 2025, ongoing construction delays extended the visibility of the 62” W x 43” H ad in Concourse D through January 2026, increasing its overall reach beyond the planned timeline. To support this extended exposure, OneRedmond maintained and refreshed the associated QR code landing page, experienceredmond.com/redmond-is-for-dogs, ensuring visitors receive up-to-date information on Redmond’s dog-friendly experiences.



DESTINATION & TOURISM DEVELOPMENT

In 2025, OneRedmond advanced destination and tourism development with a focus on increasing overnight visitation and strengthening Redmond's position as an experiential destination, particularly during identified need periods. In the absence of an anchor conference center, efforts prioritized the strategic development and evaluation of niche tourism programs designed to drive hotel occupancy and sustain overnight stays through creative, experience-driven initiatives.

Key activities included continued assessment of experiential initiatives, the development of niche tourism focused on dog-friendly travel and concert-driven visitation, evaluation of the Concierge Program for visitor experience and hotel return on investment, and research into niche tourism opportunities that support Redmond's growth as an accessible destination. OneRedmond also participated in industry meetings and tradeshow to strengthen partnerships, identify market opportunities, and advance distinctive tourism experiences.

Planning for future activations and partnerships progressed throughout the year, supporting earned media opportunities and laying the groundwork for continued tourism development. Collectively, these efforts reinforced Redmond's tourism strategy and supported sustained overnight visitation.

2025 Destination & Tourism Development Highlights:

Wine Tourism:

OneRedmond advanced several initiatives to strengthen Redmond's position within the regional wine tourism ecosystem and support visitor demand tied to Woodinville Wine Country (WWC).

To ensure program compliance, staff and consultants worked closely with Woodinville Wine Country to interpret and respond to the Washington State Liquor and Cannabis Board (WSLCB) ruling that limits the use of wine district passes within hotel stay packages. Through this collaboration, a viable path forward was identified that maintains regulatory compliance while preserving opportunities for Redmond hotels to participate in wine-related visitor experiences.

In partnership with the City of Redmond, planning for the 2026 WWC partnership was advanced in 2025. Funding for this collaboration will be supported through an equal allocation of City of Redmond LTAC funds and OneRedmond Tourism Promotion Area (TPA) funds, ensuring continued alignment with tourism-focused goals.

To deepen industry relationships and promote Redmond as a lodging destination for wine travelers, team members participated in regional wine events, including:

- Auction of Washington Wine
- Redmond Wine Walk

Throughout the year, OneRedmond also engaged WWC during its leadership transition—meeting with the departing Executive Director, maintaining coordination with current staff, and preparing to participate in an upcoming Board meeting to better understand organizational priorities moving forward.

Dog Tourism:

OneRedmond expanded its dog-friendly tourism strategy by developing new programming, marketing content, and partnerships designed to attract visitors traveling with pets and encourage overnight stays in Redmond hotels.

2025 Dog-Focused Activations

Multiple staff members and partner hotels collaborated to host and produce a series of dog-focused events throughout the year. These activations generated new content, strengthened hotel partnerships, and reinforced Redmond's identity as a dog-friendly destination.

- Pup Crawl – Three weekend activations in spring 2025 across three Redmond hotels in celebration of National Puppy Day.
- Bones, Brews & BBQ – Rooftop activation at the Aloft/Element Hotel Redmond.
- Doggie Glam Event – Hosted at the Hilton Garden Inn Redmond.
- Costume Parade & Paw-ty – Held at The Archer Hotel Redmond, Redmond Town Center, and Seattle Marriott Redmond.
- Howl-O-Ween – October costume contest and parade in partnership with The Archer Hotel Redmond, Redmond Town Center, and Hilton Garden Inn Redmond.
- Santa Paws & Claws – Collaboration with Redmond Town Center to offer pet photos with Santa across three Mondays in December.

Preparation for 2026 Dog-Focused Programming

Planning and development for 2026 initiatives began in 2025, including:

- Redmond Poker Pup Crawl – Solicitation of participating businesses and creation of event graphics and assets.
- Pupchella – Event branding and graphic design.
- Dog Days of Summer – Exploratory discussions with the Jerry Baker Memorial Velodrome for a potential August 2026 collaboration.

Additional Engagement to Support Dog Tourism

To broaden Redmond's dog-friendly appeal, staff participated in regional events, engaged local businesses, and partnered with a non-profit charity:

- FIFA Club World Cup Watch Party at Redmond Town Center – Introduced traveling dog families to Redmond in anticipation of FIFA 2026 and future sporting events.
- Salt & Straw Redmond Ribbon Cutting – Highlighted dog-friendly ice cream offerings to promote Redmond as a welcoming destination for pet owners.
- Motley Zoo Animal Rescue – Researched and established a long-term partnership with this Redmond-based nonprofit animal rescue to support event activations, dog-focused tourism initiatives, and fundraising efforts for the organization.

Staff also visited and coordinated with dog-friendly businesses to explore future collaborations:

- Flatstick Pub Redmond – Allows dogs indoors.
- Brick & Mortar Books – Hosts dog-themed programming in August.
- PostDoc Brewing Redmond – Dog-friendly venue committed to hosting dog events in 2026.

Partnerships and Hotel Packages

OneRedmond partnered with Motley Zoo Animal Rescue, a Redmond-based nonprofit, as the official charity partner for dog-focused events. Motley Zoo supports activations with onsite puppies, engages its network of dog owners, and provides merchandise and information to encourage fundraising and community participation.

To further support overnight visitation, OneRedmond coordinated a dog-friendly hotel package featuring waived pet fees. Hotels are reimbursed through TPA funds, enabling promotion of the package and allowing OneRedmond to track overnight dog visitors to measure program effectiveness.

Dog Tourism Activations



PUPCHELLA

REDMOND, WA

Cirque du Soleil Partnership:

In early 2026, Redmond will welcome Cirque du Soleil ECHO to Marymoor Park, creating a major anchor attraction for regional tourism during the first quarter of the year. With the AVP Pro Beach Volleyball event cancelled for 2026, this partnership fills a critical programming gap while elevating Redmond's visibility as a destination for world-class entertainment.

Cirque du Soleil has a long-standing pattern of returning to Marymoor Park every other year, but Portland, Oregon did not host a Cirque du Soleil show for 2026. Recognizing this opportunity, the staff initiated a strategic collaboration with Cirque du Soleil to jointly drive Portland-area awareness, visitation, and ticket sales.

To ensure alignment and avoid promotional overlap, a Strategy Promotion Meeting was held in November with a comprehensive group of partners, including:

- Cirque du Soleil Marketing Manager
- Two Cirque du Soleil local PR consultants
- City of Redmond Tourism
- GreenRubino PR
- Bullseye Creative Social Media
- OneRedmond Tourism Team
- Three members of the OneRedmond Team
- DVA Team

The outcome was clear: Redmond Tourism will lead the Portland-focused visitor strategy, leveraging Cirque's brand power and our regional marketing channels to convert Portland residents into overnight guests and event attendees.

And in connection with Dog Tourism, ECHO features a juggling dog, giving us a playful, memorable hook for social media and storytelling. This partnership positions Redmond for a strong start to 2026, reinforces our role as a cultural destination, and opens new pathways for visitor growth.

STG Concerts at the Farm Partnership:

To prepare for the 2026 season, OneRedmond has secured an exclusive hotel partnership with Seattle Theatre Group (STG) to support the Concerts at the Farm series held at Remlinger Farm in Carnation, WA. This collaboration positions Redmond as the preferred lodging destination for one of the region's most distinctive outdoor concert experiences.

The 2026 season will mark STG's third year producing and hosting the Concerts at the Farm series at this venue. Based on the 2025 program, the series typically spans late May through September, featuring 10–15 individual concerts along with select multi-day festival events. While final programming is still in development, a similar scale and seasonal footprint is anticipated for 2026.

This partnership is designed to strategically drive both group and individual overnight stays in Redmond particularly during periods when hotel demand is softer, such as weekends without youth sports tournaments. By aligning with STG's growing regional audience and the unique draw

of the Farm venue, Redmond hotels gain a valuable opportunity to capture leisure travelers, concert-goers, and festival attendees throughout the summer and early fall.

Niche Tourism Program Development:

Wellness Niche Tourism

In 2025, OneRedmond initiated foundational work to explore Shinrin Yoku (Forest Bathing) as a potential wellness tourism offering designed to attract overnight visitors seeking restorative, nature-based experiences. An Association of Nature and Forest Therapy (ANFT) Certified Forest Therapy Guide was contracted to conduct a feasibility assessment and outline phased implementation options for a future program.

The consultant's report is expected in Q1 2026 and will evaluate market viability, identify certified guides within Redmond and King County, assess partnership interest among local organizations, and recommend a suitable Redmond venue for hosting Shinrin Yoku sessions. This work lays the groundwork for a differentiated wellness niche that aligns with regional outdoor assets and visitor demand trends.

Accessible Travel Initiatives

Throughout 2025, OneRedmond advanced its commitment to inclusive tourism by exploring partnerships and best practices within the accessible travel sector. Team members engaged with organizations such as Certified Autism Destination programs, Wheel the World, and the PCMA Accessibility Exchange to identify opportunities for future collaboration and program development.

To deepen expertise, OneRedmond representatives attended the Visit Bellevue Boost: Accessible Travel – Wheel the World seminar, gaining insights into accessibility standards, traveler expectations, and destination readiness. Additionally, as part of broader accessibility efforts, a team member completed Autism Speaks Sensory Training, strengthening internal understanding of sensory-friendly considerations for travelers with autism.

Concierge Program:

Throughout 2025, OneRedmond conducted extensive research to evaluate digital concierge tools capable of enhancing visitor engagement and supporting trip planning across Redmond's tourism platforms. Multiple platforms were reviewed, including TrueOmni, VibeMap, and Seeker, with an emphasis on functionality, user experience, and cross-site integration.

Following this evaluation, Seeker was selected as the preferred platform. Seeker offers a comprehensive suite of features—including a digital concierge, trip-planning tools, and a gamification component—and can be embedded across multiple websites. This flexibility enables seamless integration on both Experience Redmond, the City of Redmond's tourism brand site, and OneRedmond, ensuring consistent visitor engagement across platforms.

Data collection and onboarding for Seeker began in October 2025 and will continue into early 2026. As part of the rollout, the platform's gamification feature will undergo a beta test during the Q1 2026 event activation, "Redmond Poker Pup Crawl" (January 31–February 1). This trial will help

evaluate system functionality, user interaction, and overall readiness for broader deployment throughout 2026.

Transportation:

Transportation emerged as one of the primary needs identified by stakeholders, prompting a focused review of how best to support visitor mobility in and around Redmond. Funds allocated to this line item were originally intended to support shuttle services to and from the airport and Woodinville Wine Country. However, after conducting a pilot program, it became clear that a fixed shuttle model did not provide the flexibility visitors needed, and the required infrastructure for ticketing and reservations was not feasible to implement or manage.

In response, the program shifted toward more adaptable transportation solutions. Rideshare gift cards were introduced for Redmond hotels to use in guest packages or for group bookings, offering greater convenience and customization. Additionally, with the launch of Sound Transit's 2 Line, the program invested in Sound Transit ORCA cards to expand multimodal transportation options for hotel guests. This pivot ensures that transportation resources directly support visitor needs while aligning with Redmond's evolving regional connectivity.

Tourism Grant Funding for Events:

The City of Redmond's LTAC Tourism Event Grant Program provides annual competitive funding to support events and initiatives that generate measurable tourism impact, including attracting visitors and increasing overnight stays. To complement this annual grant cycle, OneRedmond established a supplemental event funding program supported by Tourism Promotion Area (TPA) funds. This program aligns with LTAC's tourism-focused guidelines while offering flexible, year-round funding consideration, ensuring timely support for events that advance Redmond's tourism and economic development goals. This dual-program approach strengthens Redmond's ability to support high-impact events throughout the year and respond to emerging opportunities that drive visitor demand.

Tourism & Hospitality Memberships and Meetings:

OneRedmond has joined and attended membership meetings and seminars at the following organizations to increase tourism and hospitality opportunities for the area hotels:

Below are the Tourism & Hospitality Membership and event attendance for 2025:

- State of Washington Tourism (SWT)
 - Annual Conference in Spokane, WA
- Seattle Sports Commission (SSC)
 - Quarterly Meetings
 - Region Ready Summit i
- Washington Festivals and Events Association (WFEA)
 - Virtual Meetings
 - Annual Conference in Bellevue, WA
- Washington State Chapter of Meeting Professionals International (WSCMPI)
- Puget Sound Business Travel Association (PSBTA)
- International Live Events Association Seattle Chapter (ILEA Seattle)
 - Workshops & Seminars

- Washington State Destination Marketing Organization (WSDMO)
 - Symposium in March at Bellevue, WA
 - Regular Virtual Meetings
- Destinations International

Additional Tourism event attendance in 2025:

- Puget Sound Business Journal “The Business of Travel”
- The Special Events Conference
- Eastside Tourism Council Quarterly Meetings
- Northwest Event Show
- Destination Summit in Centralia, WA

DESTINATION SALES:

In the absence of a large conference center or event space, OneRedmond continues to focus on identifying and promoting unique venues and nontraditional spaces capable of accommodating group gatherings and generating overnight stays. Efforts are centered on venue prospecting, relationship development, and direct support to Redmond hotels to increase self-contained group bookings and overall group demand.

Venue Development & Research

In 2025, OneRedmond conducted a series of evaluations to identify potential sites in Redmond that could support future tourism-driven events. Multiple large parking lot locations were researched for feasibility; however, property owners have, to date, declined interest in hosting events on their sites.

To expand venue options for group activities, the team conducted networking and an on-site review with SAMA Cellars at Redmond Town Center to explore opportunities for off-site group events in partnership with Redmond hotels.

Additionally, OneRedmond met with leadership at Overlake Christian Church and completed a full site tour to assess meeting and event capacity. While the venue shows potential for future group business, additional coordination and support will be needed to assist the organization in responding to RFPs and managing group inquiries.

Highlights of Group Business & RFP Activity

In 2025, OneRedmond supported a diverse range of group business opportunities, event inquiries, and industry engagement efforts that strengthen Redmond’s position as a meetings and events destination.

- Redmond Ganesh Festival 2025 – Estimated attendance of approximately 3,000 participants over Labor Day Weekend.
- Quad Ball 2025 – Estimated 100 competitors plus spectators during an August weekend event.
- Supported two Redmond hotels by participating in client events and familiarization tours to showcase Redmond venues, strengthen hospitality partnerships, and promote business opportunities.

- Jerry Baker Memorial Velodrome RFP – Submitted proposal for a July 2026 group business opportunity.
- Dodgeball RFP – Group business prospect for a unique field.

Ongoing industry engagement included participation in monthly networking meetings with the Puget Sound Business Travel Association (PSBTA) and Washington State Meeting Professionals International (MPI) to cultivate relationships and identify future business leads.

Additionally, OneRedmond continued CoStar property development prospecting, sharing relevant activity updates and contact information with Redmond hotels to support both group and transient booking opportunities. Looking ahead to 2026, OneRedmond is confirming participation in entertainment group booking tradeshow to further expand Redmond’s visibility and attract new event opportunities.

Destination & Client Support

To strengthen group business development for Redmond hotels, OneRedmond researched, procured, and coordinated a suite of branded destination materials designed to support client engagement and elevate Redmond’s visibility. These items are used across multiple touchpoints including tradeshow, media interactions, client meetings, and familiarization tours to reinforce Redmond’s brand and enhance hospitality partnerships.

Branded materials developed in 2025 included:

- Wireless portable speaker
- Wireless portable device charger
- Water bottle / dog bottle
- Notebooks
- Microfiber computer wipes
- Luggage tags

ADMINISTRATION & RESEARCH:

Throughout 2025, OneRedmond strengthened the infrastructure supporting Redmond’s tourism and lodging community through ongoing collaboration, data enhancement, and strategic program development aligned with the Redmond Tourism Strategic Plan.

OneRedmond maintained monthly one-on-one meetings with Redmond hotels and continued close collaboration with the City of Redmond and Bullseye Creative, the agency contracted by the City of Redmond to manage the Experience Redmond tourism brand. These efforts focused on identifying and addressing barriers to attracting overnight visitors, improving data accuracy, enhancing booking tools, and advancing initiatives that support long-term tourism growth.

Key Activities

In 2025, OneRedmond staff and contracted consultants collectively advanced a wide range of administrative, research, and program development activities to support Redmond’s tourism and lodging sectors. Key activities included:

- Presenting annual lodging and tourism data to the Redmond Lodging Tax Advisory Committee (LTAC).
- Developing and submitting the 2026 annual scope of work and budget.
- Finalizing and submitting the 2024 BRTPA Redmond Zone Annual Report.
- Maintaining monthly coordination with City of Redmond tourism staff.
- Evaluating, contracting, and implementing new tracking tools to measure marketing effectiveness and event impact, supporting data-informed ROI analysis for Redmond hotels.
- Conducting ongoing troubleshooting with CoStar hospitality data and researching KeyData as a potential supplemental data source.
- Continuing research into the need for, and viability of, a large indoor sports and event facility capable of attracting overnight visitors.
- Initiating recruitment for a Redmond Tourism Customer Advisory Focus Group, with the first meeting held in Q4 2025.
- Implementing the Book>Direct (Simpleview/Granicus) hotel booking widget across OneRedmond, Experience Redmond, and the Redmond Town Center events page to streamline visitor booking access.
- Finalizing the monthly invoice documentation and submission process with City of Bellevue staff to ensure administrative consistency and reporting compliance.

Because the program operates on a reimbursement-only funding model, establishing an ACH service was necessary to ensure the reimbursement payments could be received within the required 30-day window. The City of Bellevue provided this ACH service provider, resulting in an added cost to the TPA program. This arrangement which allows for twice-monthly invoicing and ACH deposits was essential to maintain adequate cash flow and ensure continuity of the program's scope of work throughout the year.

Additional 2025 activities included hiring consultant support for Tourism Public Affairs and legislative monitoring in preparation for the 2026 legislative session, as well as completing a full 2024 Financial Review of the organization, which concluded with no findings.

CONTACT

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Community Development

Information

2025 Bellevue TPA Annual Report

At today's meeting, Visit Bellevue will present the 2025 Tourism Promotion Area annual report

BACKGROUND

Visit Bellevue's 2025 Annual Report outlines a pivotal year in the destination's evolution from recovery to destination maturity, guided by the Bellevue Destination Development Plan and a commitment to purposeful, community-centered growth.

In 2025, Bellevue welcomed 2.2 million overnight visitors who generated \$760 million in visitor spending and more than \$2 billion in overall economic impact, supporting 14,000+ hospitality jobs and strengthening the city's tax base.

Through strategic investment of Tourism Promotion Area resources, Visit Bellevue advanced measurable results across destination sales, marketing and communications, visitor experience, and destination stewardship. Contracting over 71,000 future room nights, delivering hundreds of millions of impressions, elevating our social media, paid media, overseas marketing, and public relations to new heights. We also highlight our expanded mobility programs like BellHop, Bellevue Airport Shuttle, and the launch catalytic initiatives such as our destination accessibility program, Bellevue Bound, Culinary Tourism, Culinary Weeks and The Radiant Table.

As detailed throughout this report, 2025 reflects not only strong performance metrics, but a disciplined approach to managing growth in ways that enhance hotel performance, elevate Bellevue's brand, improve accessibility and sustainability, and ensure the visitor economy delivers long-term value for residents, businesses, and visitors alike.

ATTACHMENTS

Attachment: <https://acrobat.adobe.com/id/urn:aaid:sc:US:ffb9df14-f6c4-4576-9be4-cd96841e9912>

STAFF CONTACT

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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. 10544) 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 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 1:00 pm on the fourth Tuesday of February through 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 be considered.

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.

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 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 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. 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 Board meetings shall remain in effect during the Council's consideration of the appeal.

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

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 they have been disqualified for a conflict of interest or under the Appearance of Fairness doctrine. Such member shall disqualify 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 their opinion, has an interest in any matter before the Board that would tend to prejudice 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, 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 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

DRAFT

DRAFT



Community Development

Attachment B

This will constitute a public record upon submittal to the City and may be subject to disclosure under the state Public Records Act (RCW 42.56).

Profile

Crystal

First Name

Pia

Last Name

cpia@hgiredmond.com

Email Address

[REDACTED]

Home Address

[REDACTED]

Suite or Apt

[REDACTED]

City

[REDACTED]

State

[REDACTED]

Postal Code

Business: (425) 448-9579

Primary Phone

[REDACTED]

Alternate Phone

Which Boards would you like to apply for?

Bellevue-Redmond Tourism Promotion Area Advisory Board: Submitted

Have you ever worked or volunteered for the City of Bellevue?

Yes No

If yes, please list dates/department.

Do you have relative(s) employed by the City of Bellevue or currently serving on a City of Bellevue board or commission?

Yes No

If yes, please indicate name and the department they work for or board or commission they serve on.

Interests & Experiences

Please tell us about yourself and why you want to serve.

Describe why you are interested in serving in this position?

I am the Director of Sales for The Hilton Garden Inn Redmond/Seattle, I would love to be a part of discussions around tourism and promotions in the city and surrounding areas.

Please share your relevant background, experience, and affiliations, including but not limited to education and occupational background, that relates to the Board or Commission you are applying for.

Director of Sales for various Hilton properties throughout my years of experience.

Describe your involvement in the Bellevue community.

NA/Many colleagues and friends in the Bellevue Community.

Question applies to Bellevue-Redmond Tourism Promotion Area Advisory Board

Please note your Hotel affiliation and job title.

Director of Sales Hilton Garden Inn Redmond/Seattle

Please share how you would apply a diversity, equity, and inclusion lens to your work as a board or commission member, either through your lived experience or opportunities you have participated in to increase your knowledge of these topics.

I use a DEI lens by grounding decisions in equity, transparency, and representation. I look for gaps, elevate underrepresented voices, and stay committed to ongoing learning

Please share what sustainability means to you and how you would apply those principles to your work as a board or commission member.

Sustainability means using resources wisely today so future generations benefit tomorrow. I would apply this by advocating for efficient operations, smart budgeting, and programs that minimize environmental impact while strengthening community resilience.

Demographics

Availability

Appointment to a board or commission will require your consistent attendance at regularly scheduled meetings. Please state your availability.

Are you available for evening meetings?

Yes No

Are you available for daytime meetings?

Yes No

Please tell us how you heard about this opportunity: *

Community organization

If other - please describe:

OneRedmond and fellow colleagues



Community Development

Attachment C

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	288,043.23	270,444.80	237,822.55	2,885,111.06	
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	71,377.79	85,007.12	80,500.28	858,304.63	
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	359,421.02	355,451.92	318,322.83	3,743,415.69	
<i>After 1% reduction</i>	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	355,826.81	351,897.40	315,139.60	3,705,981.53	

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	285,162.80	267,740.35	235,444.32	2,856,259.95	
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	70,664.01	84,157.05	79,695.28	849,721.58	
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	355,826.81	351,897.40	315,139.60	3,705,981.53	

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	270,760.64	254,218.11	223,553.19	2,712,004.40
*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	14,402.16	13,522.24	11,891.13	144,255.55
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	67,095.12	79,906.69	75,670.27	806,806.36
*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	3,568.89	4,250.36	4,025.01	42,915.22
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	355,826.81	351,897.40	315,139.60	3,705,981.53

TPA Interest Collected	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
<i>Total Interest Collected</i>	<i>1,046.28</i>	<i>1,068.00</i>	<i>696.06</i>	<i>892.52</i>	<i>762.74</i>	<i>980.82</i>	<i>938.10</i>	<i>1,000.02</i>	<i>1,040.88</i>	<i>1,137.36</i>	<i>1,159.53</i>	<i>911.03</i>	<i>11,633.34</i>
Bellevue TPA Interest 100350100.361900	836.43	825.29	537.75	684.47	572.85	745.94	710.16	774.84	808.12	911.49	882.23	680.64	8,970.20
Redmond TPA Interest 100350200.361900	209.85	242.71	158.31	208.05	189.89	234.88	227.94	225.18	232.76	225.87	277.30	230.39	2,663.14
TOTAL	1,046.28	1,068.00	696.06	892.52	762.74	980.82	938.10	1,000.02	1,040.88	1,137.36	1,159.53	911.03	11,633.34

Grand Total 341,974.12 246,909.40 266,185.90 245,362.93 313,504.35 287,107.64 304,615.18 322,186.76 363,696.84 356,964.17 353,056.93 316,050.63 3,717,614.87

*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

Invoice #	Invoice Dates	Marketing and Communications	Destination Sales	Tourism Development	Festivals and Events	Administration and research	TOTALS
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
TPA-2025-10	10/01 - 10/31/25	\$64,061.90	\$94,568.53		14406.64	\$6,000.00	\$179,037.07
TPA-2025-11	11/01-11/30/25	\$55,870.80	\$63,183.07	(\$50.00)	11355.39	\$6,000.00	\$136,359.26
TPA-2025-12	12/01 - 12/31/25	72,870.73	97,041.14	968.69	53,145.90	\$35,075.00	\$259,101.46
							\$0.00
							\$0.00

Contingency Entire Budget Period

TOTAL	\$873,512.20	\$535,660.37	\$622,688.95	\$163,965.95	\$103,418.07	\$2,299,245.54
2025 Budget limits	\$843,242	\$747,700	\$617,058	\$316,000	142,000	\$2,914,000
Remaining Funds	(\$30,270.20)	\$212,039.63	(\$5,630.95)	\$152,034.05	\$38,581.93	\$614,754.46

Contingency	2025 Budget limits	Invoiced	Remaining
	248,000	(\$35,901.15)	\$212,098.85

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

Invoice #	Invoice Dates	Marketing and Communications	Destination Sales	Tourism Development	Festivals and Events	Administration and research	Contingency	Reserves	TOTALS
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	\$1,620.35	\$34.99	\$4,319.08		\$8,892.64	\$31,340.95		\$46,208.01
1201-2386	08/16 - 08/31/25		\$983.29	\$39,512.41		\$4,579.94	\$800.00		\$45,875.64
1201-2407	09/01 - 09/15		\$409.53	\$7,086.28		\$7,942.34	\$29,665.37		\$45,103.52
1201-2443	9/16 - 9/30		\$229.58	\$35,752.09		\$5,570.51			\$41,552.18
1201 - 2480	10/01 - 10/31		\$231.83	\$80,317.88		\$28,244.48	\$562.17		\$109,356.36
1201-2508	11/01 - 11/15		\$556.90	\$49,301.94		\$13,050.01	\$3,296.00		\$66,204.85
1201-2513	11/16 - 11/28/25		\$512.40	\$7,992.03		\$8,667.25	\$7,188.97		\$24,360.65
1201-2531	12/01 - 12/16/25		\$16,730.63	\$33,733.03		\$10,179.91	\$10,688.40		\$71,331.97
1201-2569	12/17 - 12/31/25			\$75,470.18		\$73.09	\$4,588.14		\$80,131.41
TOTAL		\$24,000.00	\$29,500.00	\$448,154.99	\$3,076.30	\$237,000.00	\$88,130.00		\$829,861.29
2025 Budget limits		\$24,000	\$29,500	\$610,000	\$0	237,000	88,130		\$988,630
Remaining Funds		\$0.00	\$0.00	\$161,845.01	(\$3,076.30)	\$0.00	\$0.00		\$ 158,768.71

Contingency	2025 Budget limits	Invoiced	Remaining
	88,130	\$88,130.00	\$0.00

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	\$270,760.64	\$1,071.77	\$179,037.07
	November	\$254,218.11	\$882.23	\$136,359.26
	December	\$223,553.19	\$680.64	\$259,101.46
	TOTAL	\$2,712,004.39	\$9,130.49	\$2,299,245.54
	2025 Balance			\$421,889.34

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	\$86,655.70
	October	\$67,095.12	\$265.59	\$109,356.36
	November	\$79,906.69	\$277.30	\$90,565.50
	December	\$75,670.27	\$230.39	\$151,463.38
	TOTAL	\$806,806.37	\$2,702.85	\$829,861.29
	2025 Balance minus reserves			(\$20,352.07)

2025 Balance including \$160,212 from reserves

\$139,859.93



INVOICE NUMBER: TPA-2025-10
INVOICE DATE: 11/12/2025
DUE DATE: 12/12/2025

Belleve 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

QUANTITY	DESCRIPTION	UNIT PRICE/MONTH	TOTAL
1	Visit Bellevue tourism promotion area (TPA) services reimbursement for Oct.1, 2025 - Oct.31, 2025.	\$179,037.07	\$179,037.07
			\$179,037.07

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

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

1. Marketing & Communications	\$	64,061.90
2. Tourism Development	\$	-
3. Festivals & Events	\$	14,406.64
4. Administration & Research	\$	6,000.00
5. Destination Sales & Media	\$	94,568.53
TOTAL	\$	179,037.07

1. Marketing & Communications

TRX Date	Journal Entry	Description	Debit Amount
10/1/2025	194335	TCM Models & Talent LLC	750.00
10/1/2025	194423	62ABOVE LLC	15,000.00
10/1/2025	194427	62ABOVE LLC	3,250.00
10/1/2025	194428	62ABOVE LLC	4,000.00
10/1/2025	194683	Damon J. Murray II	165.30
10/2/2025	194321	PROMEPETCH SUWANCHOTE	551.00
10/15/2025	194918	KARA PATAJO	1,430.00
10/15/2025	194919	NELSON YONG	1,500.00
10/20/2025	194588	DIAMOND PUBLIC RELATIONS LA	7,519.00
10/26/2025	194887	TREY OCT 2025 CC RECON	12.46
10/26/2025	194887	TREY OCT 2025 CC RECON	9.16
10/26/2025	194887	TREY OCT 2025 CC RECON	255.50
10/26/2025	194887	TREY OCT 2025 CC RECON	22.45
10/26/2025	194887	TREY OCT 2025 CC RECON	10.90
10/26/2025	194887	TREY OCT 2025 CC RECON	7.63
10/26/2025	194887	TREY OCT 2025 CC RECON	27.96
10/26/2025	194887	TREY OCT 2025 CC RECON	13.75
10/26/2025	194887	TREY OCT 2025 CC RECON	343.46
10/26/2025	194887	TREY OCT 2025 CC RECON	15.63
10/26/2025	194887	TREY OCT 2025 CC RECON	15.38
10/26/2025	194887	TREY OCT 2025 CC RECON	853.91
10/26/2025	194887	TREY OCT 2025 CC RECON	439.70
10/26/2025	194888	ANNA OCT 2025 CC RECON	7.00
10/26/2025	194888	ANNA OCT 2025 CC RECON	18.94
10/26/2025	194888	ANNA OCT 2025 CC RECON	(0.57)
10/26/2025	194892	SHEILA OCT 2025 CC RECO	7.00
10/26/2025	194892	SHEILA OCT 2025 CC RECO	14.00
10/26/2025	194892	SHEILA OCT 2025 CC RECO	22.03
10/26/2025	194892	SHEILA OCT 2025 CC RECO	58.43
10/26/2025	194892	SHEILA OCT 2025 CC RECO	13.22

10/26/2025	194892	SHEILA OCT 2025 CC RECO	323.99
10/26/2025	194892	SHEILA OCT 2025 CC RECO	14.35
10/26/2025	194892	SHEILA OCT 2025 CC RECO	153.00
10/26/2025	194892	SHEILA OCT 2025 CC RECO	18.51
10/26/2025	194892	SHEILA OCT 2025 CC RECO	(184.53)
10/26/2025	194892	SHEILA OCT 2025 CC RECO	79.34
10/26/2025	194892	SHEILA OCT 2025 CC RECO	49.70
10/26/2025	194892	SHEILA OCT 2025 CC RECO	419.65
10/26/2025	194892	SHEILA OCT 2025 CC RECO	716.30
10/26/2025	194892	SHEILA OCT 2025 CC RECO	323.99
10/26/2025	194892	SHEILA OCT 2025 CC RECO	115.60
10/26/2025	194892	SHEILA OCT 2025 CC RECO	106.64
10/26/2025	194892	SHEILA OCT 2025 CC RECO	106.64
10/26/2025	194892	SHEILA OCT 2025 CC RECO	2,100.00
10/26/2025	194892	SHEILA OCT 2025 CC RECO	49.00
10/26/2025	194892	SHEILA OCT 2025 CC RECO	400.00
10/26/2025	194892	SHEILA OCT 2025 CC RECO	400.00
10/26/2025	194892	SHEILA OCT 2025 CC RECO	196.48
10/30/2025	194755	CHASE THE DREAM PRODUCTIONS LLC	1,650.00
10/31/2025	180079	PREPAID EXPENSES - OCT 62ABOVE	10,560.00
10/31/2025	180079	PREPAID EXPENSES - OCT DIAMOND	10,000.00
10/31/2025	194900	KARA PATAJO	130.00

64,061.90

2. Tourism Development

TRX Date	Journal Entry	Description	Debit Amount

-

3. Festivals & Events

TRX Date	Journal Entry	Description	Debit Amount
10/1/2025	194796	ECKERHAUS CONSULTING LLC	1,012.50
10/26/2025	194886	MEREDITH OCT 2025 CC R	930.00
10/26/2025	194886	MEREDITH OCT 2025 CC R	200.00
10/26/2025	194886	MEREDITH OCT 2025 CC R	1,000.00
10/26/2025	194886	MEREDITH OCT 2025 CC R	43.43
10/26/2025	194886	MEREDITH OCT 2025 CC R	55.00
10/26/2025	194886	MEREDITH OCT 2025 CC R	16.52
10/26/2025	194911	BRAD OCT 2025 ADDITION	195.17
10/26/2025	194886	MEREDITH OCT 2025 CC R	16.52
10/30/2025	194628	WHEEL THE WORLD INC.	10,937.50

14,406.64

4. Administration & Research

TRX Date	Journal Entry	Description	Debit Amount
10/31/2025	183532	Oct. VB & Theatre Indirect	6,000.00

6,000.00

5. Destination Sales & Media

TRX Date	Journal Entry	Description	Debit Amount
10/1/2025	194424	62ABOVE LLC	65,000.00
10/2/2025	194318	LASTING IMPRESSIONS GIFT SERVICES	1,007.67
10/2/2025	194326	LAMONTCO LLC	6,500.00
10/10/2025	194480	MELISSA TRAVIS	200.00
10/13/2025	194489	AAA PRINTING, INC.	138.62
10/15/2025	174406	Oct 2025 BOM payroll	40.00
10/16/2025	194514	THE CENTER FOR ASSOCIATION LEADE	(10,995.00)
10/16/2025	194593	LASTING IMPRESSIONS GIFT SERVICES	2,120.93
10/16/2025	194594	LASTING IMPRESSIONS GIFT SERVICES	1,431.93
10/26/2025	194879	VERONICA OCT 2025 CC R	55.15
10/26/2025	194879	VERONICA OCT 2025 CC R	326.70
10/26/2025	194879	VERONICA OCT 2025 CC R	45.00
10/26/2025	194879	VERONICA OCT 2025 CC R	11.73
10/26/2025	194879	VERONICA OCT 2025 CC R	222.88
10/26/2025	194879	VERONICA OCT 2025 CC R	69.13
10/26/2025	194879	VERONICA OCT 2025 CC R	58.21
10/26/2025	194879	VERONICA OCT 2025 CC R	34.40
10/26/2025	194879	VERONICA OCT 2025 CC R	349.96

10/26/2025	194880	MARTY OCT 2025 CC RECO	60.59
10/26/2025	194880	MARTY OCT 2025 CC RECO	105.79
10/26/2025	194880	MARTY OCT 2025 CC RECO	9.27
10/26/2025	194880	MARTY OCT 2025 CC RECO	8.28
10/26/2025	194880	MARTY OCT 2025 CC RECO	130.76
10/26/2025	194880	MARTY OCT 2025 CC RECO	764.00
10/26/2025	194880	MARTY OCT 2025 CC RECO	14.00
10/26/2025	194880	MARTY OCT 2025 CC RECO	45.00
10/26/2025	194880	MARTY OCT 2025 CC RECO	261.92
10/26/2025	194880	MARTY OCT 2025 CC RECO	172.61
10/26/2025	194880	MARTY OCT 2025 CC RECO	34.22
10/26/2025	194880	MARTY OCT 2025 CC RECO	60.00
10/26/2025	194882	CELESTINA OCT 2025 CC R	173.47
10/26/2025	194882	CELESTINA OCT 2025 CC R	280.76
10/26/2025	194882	CELESTINA OCT 2025 CC R	95.92
10/26/2025	194882	CELESTINA OCT 2025 CC R	645.06
10/26/2025	194884	JANE OCT 2025 CC RECON	1,491.06
10/26/2025	194884	JANE OCT 2025 CC RECON	100.00
10/26/2025	194884	JANE OCT 2025 CC RECON	205.54
10/26/2025	194884	JANE OCT 2025 CC RECON	566.61
10/26/2025	194884	JANE OCT 2025 CC RECON	72.90
10/26/2025	194884	JANE OCT 2025 CC RECON	913.93
10/26/2025	194884	JANE OCT 2025 CC RECON	45.00
10/26/2025	194884	JANE OCT 2025 CC RECON	182.47
10/26/2025	194884	JANE OCT 2025 CC RECON	178.77
10/26/2025	194884	JANE OCT 2025 CC RECON	93.15
10/26/2025	194884	JANE OCT 2025 CC RECON	21.99
10/26/2025	194884	JANE OCT 2025 CC RECON	8.00
10/26/2025	194884	JANE OCT 2025 CC RECON	1,029.93
10/26/2025	194884	JANE OCT 2025 CC RECON	23.81

10/26/2025	194884	JANE OCT 2025 CC RECON	43.99
10/26/2025	194884	JANE OCT 2025 CC RECON	8.75
10/26/2025	194884	JANE OCT 2025 CC RECON	52.56
10/26/2025	194884	JANE OCT 2025 CC RECON	126.00
10/26/2025	194884	JANE OCT 2025 CC RECON	531.59
10/26/2025	194884	JANE OCT 2025 CC RECON	12.86
10/26/2025	194884	JANE OCT 2025 CC RECON	57.93
10/26/2025	194884	JANE OCT 2025 CC RECON	154.99
10/26/2025	194884	JANE OCT 2025 CC RECON	18.98
10/26/2025	194884	JANE OCT 2025 CC RECON	62.80
10/26/2025	194884	JANE OCT 2025 CC RECON	15.00
10/26/2025	194884	JANE OCT 2025 CC RECON	10.84
10/26/2025	194884	JANE OCT 2025 CC RECON	128.38
10/26/2025	194884	JANE OCT 2025 CC RECON	18.00
10/26/2025	194884	JANE OCT 2025 CC RECON	8.00
10/26/2025	194884	JANE OCT 2025 CC RECON	356.86
10/26/2025	194886	MEREDITH OCT 2025 CC R	510.05
10/26/2025	194889	BRAD OCT 2025 CC RECON	40.00
10/26/2025	194889	BRAD OCT 2025 CC RECON	140.96
10/26/2025	194889	BRAD OCT 2025 CC RECON	13.26
10/26/2025	194889	BRAD OCT 2025 CC RECON	284.05
10/26/2025	194889	BRAD OCT 2025 CC RECON	551.82
10/26/2025	194889	BRAD OCT 2025 CC RECON	48.29
10/26/2025	194889	BRAD OCT 2025 CC RECON	767.72
10/26/2025	194889	BRAD OCT 2025 CC RECON	43.63
10/26/2025	194889	BRAD OCT 2025 CC RECON	225.75
10/26/2025	194890	STEPHANIE OCT 2025 CC R	37.00
10/26/2025	194890	STEPHANIE OCT 2025 CC R	204.27
10/26/2025	194890	STEPHANIE OCT 2025 CC R	127.56
10/26/2025	194890	STEPHANIE OCT 2025 CC R	76.12

10/26/2025	194890	STEPHANIE OCT 2025 CC R	16.00
10/26/2025	194890	STEPHANIE OCT 2025 CC R	816.00
10/26/2025	194890	STEPHANIE OCT 2025 CC R	30.46
10/26/2025	194890	STEPHANIE OCT 2025 CC R	1,033.23
10/26/2025	194890	STEPHANIE OCT 2025 CC R	20.42
10/26/2025	194890	STEPHANIE OCT 2025 CC R	40.48
10/26/2025	194890	STEPHANIE OCT 2025 CC R	12.50
10/26/2025	194890	STEPHANIE OCT 2025 CC R	21.47
10/26/2025	194890	STEPHANIE OCT 2025 CC R	26.44
10/26/2025	194890	STEPHANIE OCT 2025 CC R	59.80
10/26/2025	194890	STEPHANIE OCT 2025 CC R	36.86
10/26/2025	194890	STEPHANIE OCT 2025 CC R	721.60
10/26/2025	194890	STEPHANIE OCT 2025 CC R	1,061.60
10/26/2025	194890	STEPHANIE OCT 2025 CC R	77.35
10/26/2025	194890	STEPHANIE OCT 2025 CC R	56.81
10/26/2025	194890	STEPHANIE OCT 2025 CC R	1,050.00
10/26/2025	194890	STEPHANIE OCT 2025 CC R	10.15
10/26/2025	194890	STEPHANIE OCT 2025 CC R	12.00
10/26/2025	194890	STEPHANIE OCT 2025 CC R	45.00
10/26/2025	194903	GHOST CARD OCT 2025 AD	2,860.00
10/26/2025	194906	JANE OCT 2025 ADDITION	(356.86)
10/26/2025	194906	JANE OCT 2025 ADDITION	230.00
10/26/2025	194911	BRAD OCT 2025 ADDITION	111.05
10/31/2025	156435	Oct 2025 EOM PAYROLL	19.37
10/31/2025	180,079	PREPAID EXPENSES - OCT HELMS BRISCOE	3,216.67
10/31/2025	180,079	PREPAID EXPENSES - OCT TARSUS CONNECT	4,250.00

94,568.53



Belleve Convention Center Authority

INVOICE NUMBER: TPA-2025-11

INVOICE DATE: 12/10/2025

DUE DATE: 1/10/2026

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

QUANTITY	DESCRIPTION	UNIT PRICE/MONTH	TOTAL
1	Visit Bellevue tourism promotion area (TPA) services reimbursement for NOV.1, 2025 - NOV.30, 2025.	\$136,359.26	\$136,359.26
			\$136,359.26

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

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

1. Marketing & Communications	\$	55,870.80
2. Tourism Development	\$	(50.00)
3. Festivals & Events	\$	11,355.39
4. Administration & Research	\$	6,000.00
5. Destination Sales & Media	\$	63,183.07
TOTAL	\$	136,359.26

1. Marketing & Communications

TRX Date	Journal Entry	Description	Debit Amount
11/1/2025	194925	62ABOVE LLC	3,250.00
11/1/2025	194927	62ABOVE LLC	4,000.00
11/6/2025	194938	DIAMOND PUBLIC RELATIONS LA	863.04
11/10/2025	194943	NELSON YONG	300.00
11/11/2025	194941	KARA PATAJO	1,560.00
11/25/2025	195191	DUFFY ELECTRIC BOATS NW	937.55
11/26/2025	195301	TREY NOV 2025 CC RECON	260.95
11/26/2025	195301	TREY NOV 2025 CC RECON	349.11
11/26/2025	195301	TREY NOV 2025 CC RECON	300.00
11/26/2025	195301	TREY NOV 2025 CC RECON	183.30
11/26/2025	195301	TREY NOV 2025 CC RECON	439.70
11/26/2025	195301	TREY NOV 2025 CC RECON	144.05
11/26/2025	195303	ANNA NOV 2025 CC RECON	219.30
11/26/2025	195303	ANNA NOV 2025 CC RECON	96.00
11/26/2025	195303	ANNA NOV 2025 CC RECON	38.57
11/26/2025	195303	ANNA NOV 2025 CC RECON	1,750.80
11/26/2025	195304	SHEILA NOV 2025 CC RECO	2.56
11/26/2025	195304	SHEILA NOV 2025 CC RECO	99.18
11/26/2025	195304	SHEILA NOV 2025 CC RECO	288.00
11/26/2025	195304	SHEILA NOV 2025 CC RECO	81.55
11/26/2025	195304	SHEILA NOV 2025 CC RECO	(115.60)
11/26/2025	195304	SHEILA NOV 2025 CC RECO	(106.64)
11/26/2025	195304	SHEILA NOV 2025 CC RECO	(419.65)
11/26/2025	195304	SHEILA NOV 2025 CC RECO	716.30
11/26/2025	195304	SHEILA NOV 2025 CC RECO	781.30
11/26/2025	195304	SHEILA NOV 2025 CC RECO	155.38

11/26/2025	195304	SHEILA NOV 2025 CC RECO	111.17
11/26/2025	195304	SHEILA NOV 2025 CC RECO	49.00
11/26/2025	195304	SHEILA NOV 2025 CC RECO	103.53
11/26/2025	195304	SHEILA NOV 2025 CC RECO	(103.53)
11/26/2025	195304	SHEILA NOV 2025 CC RECO	101.80
11/26/2025	195304	SHEILA NOV 2025 CC RECO	40.72
11/26/2025	195304	SHEILA NOV 2025 CC RECO	(106.64)
11/30/2025	180079	PREPAID EXPENSES - NOV	19,200.00
11/30/2025	180079	PREPAID EXPENSES - NOV	10,000.00
11/30/2025	195307	TPA Reclass - Nelson Yong	300.00
9/30/2025	180079	PREPAID EXPENSES - SEP DIAMOND	10,000.00

55,870.80

2. Tourism Development

TRX Date	Journal Entry	Description	Debit Amount
11/4/2025	194743	CITY OF BELLEVUE- PARKS & COMMUNI-VOID	(50.00)
11/10/2025	194944	NELSON YONG	300.00
11/30/2025	195307	Reclass TPA Invoice - NELSON YONG	(300.00)

(50.00)

3. Festivals & Events

TRX Date	Journal Entry	Description	Debit Amount
11/6/2025	194955	WASHINGTON DECA	7,500.00
11/26/2025	195298	MEREDITH NOV 2025 CC R	250.00
11/26/2025	195298	MEREDITH NOV 2025 CC R	145.54
11/26/2025	195298	MEREDITH NOV 2025 CC R	200.00

11/26/2025	195298	MEREDITH NOV 2025 CC R	14.93
11/26/2025	195298	MEREDITH NOV 2025 CC R	792.96
11/26/2025	195298	MEREDITH NOV 2025 CC R	55.00
11/26/2025	195298	MEREDITH NOV 2025 CC R	357.54
11/26/2025	195298	MEREDITH NOV 2025 CC R	(4.30)
11/26/2025	195298	MEREDITH NOV 2025 CC R	1,874.02
11/26/2025	195298	MEREDITH NOV 2025 CC R	153.18
11/26/2025	195298	MEREDITH NOV 2025 CC R	16.52

11,355.39

4. Administration & Research

TRX Date	Journal Entry	Description	Debit Amount
11/30/2025	183532	Nov. VB & Theatre Indirect	6,000.00

6,000.00

5. Destination Sales & Media

TRX Date	Journal Entry	Description	Debit Amount
11/2/2025	194756	EAGLE TOWNCAR SERVICE LLC	6,009.00
11/10/2025	195219	CHUN IM KIM	400.00
11/13/2025	194865	HOSPITALITY PERFORMANCE NETWORK	7,500.00
11/13/2025	194866	NORTHSTAR TRAVEL MEDIA, LLC	6,175.00
11/20/2025	195057	TALLEY MANAGMENT GROUP, INC.	929.46
11/21/2025	195196	PACKAGING SPECIALTIES	449.00
11/24/2025	195147	LASTING IMPRESSIONS GIFT SERVICES	402.89

11/26/2025	195286	GHOST CARD NOV 2025 CC	5,144.80
11/26/2025	195294	CELESTINA NOV 2025 CC R	331.56
11/26/2025	195294	CELESTINA NOV 2025 CC R	15.90
11/26/2025	195294	CELESTINA NOV 2025 CC R	17.00
11/26/2025	195294	CELESTINA NOV 2025 CC R	86.42
11/26/2025	195294	CELESTINA NOV 2025 CC R	175.00
11/26/2025	195294	CELESTINA NOV 2025 CC R	54.19
11/26/2025	195294	CELESTINA NOV 2025 CC R	25.23
11/26/2025	195294	CELESTINA NOV 2025 CC R	621.46
11/26/2025	195295	MARTY NOV 2025 CC RECO	30.38
11/26/2025	195295	MARTY NOV 2025 CC RECO	(231.25)
11/26/2025	195295	MARTY NOV 2025 CC RECO	9.11
11/26/2025	195295	MARTY NOV 2025 CC RECO	92.63
11/26/2025	195295	MARTY NOV 2025 CC RECO	82.65
11/26/2025	195295	MARTY NOV 2025 CC RECO	66.74
11/26/2025	195295	MARTY NOV 2025 CC RECO	8.00
11/26/2025	195295	MARTY NOV 2025 CC RECO	16.24
11/26/2025	195295	MARTY NOV 2025 CC RECO	763.79
11/26/2025	195295	MARTY NOV 2025 CC RECO	3,579.14
11/26/2025	195295	MARTY NOV 2025 CC RECO	20.00
11/26/2025	195295	MARTY NOV 2025 CC RECO	22.00
11/26/2025	195295	MARTY NOV 2025 CC RECO	134.75
11/26/2025	195295	MARTY NOV 2025 CC RECO	399.71
11/26/2025	195297	JANE NOV 2025 CC RECON	23.16
11/26/2025	195297	JANE NOV 2025 CC RECON	45.36
11/26/2025	195297	JANE NOV 2025 CC RECON	38.24
11/26/2025	195297	JANE NOV 2025 CC RECON	16.25
11/26/2025	195297	JANE NOV 2025 CC RECON	7.19
11/26/2025	195297	JANE NOV 2025 CC RECON	31.87
11/26/2025	195297	JANE NOV 2025 CC RECON	125.91

11/26/2025	195297	JANE NOV 2025 CC RECON	31.48
11/26/2025	195297	JANE NOV 2025 CC RECON	656.64
11/26/2025	195297	JANE NOV 2025 CC RECON	62.21
11/26/2025	195297	JANE NOV 2025 CC RECON	16.73
11/26/2025	195297	JANE NOV 2025 CC RECON	596.21
11/26/2025	195297	JANE NOV 2025 CC RECON	106.95
11/26/2025	195297	JANE NOV 2025 CC RECON	329.85
11/26/2025	195297	JANE NOV 2025 CC RECON	100.00
11/26/2025	195297	JANE NOV 2025 CC RECON	10.00
11/26/2025	195297	JANE NOV 2025 CC RECON	6.00
11/26/2025	195297	JANE NOV 2025 CC RECON	31.60
11/26/2025	195297	JANE NOV 2025 CC RECON	216.26
11/26/2025	195297	JANE NOV 2025 CC RECON	226.24
11/26/2025	195297	JANE NOV 2025 CC RECON	50.00
11/26/2025	195297	JANE NOV 2025 CC RECON	300.00
11/26/2025	195297	JANE NOV 2025 CC RECON	588.60
11/26/2025	195297	JANE NOV 2025 CC RECON	6.00
11/26/2025	195297	JANE NOV 2025 CC RECON	100.00
11/26/2025	195297	JANE NOV 2025 CC RECON	1,388.90
11/26/2025	195297	JANE NOV 2025 CC RECON	13.22
11/26/2025	195297	JANE NOV 2025 CC RECON	121.82
11/26/2025	195297	JANE NOV 2025 CC RECON	336.61
11/26/2025	195297	JANE NOV 2025 CC RECON	52.25
11/26/2025	195297	JANE NOV 2025 CC RECON	89.96
11/26/2025	195297	JANE NOV 2025 CC RECON	6.00
11/26/2025	195299	STEPHANIE NOV 2025 CC R	96.59
11/26/2025	195299	STEPHANIE NOV 2025 CC R	100.00
11/26/2025	195299	STEPHANIE NOV 2025 CC R	137.36
11/26/2025	195299	STEPHANIE NOV 2025 CC R	16.00
11/26/2025	195299	STEPHANIE NOV 2025 CC R	134.40

11/26/2025	195299	STEPHANIE NOV 2025 CC R	7.00
11/26/2025	195299	STEPHANIE NOV 2025 CC R	179.64
11/26/2025	195299	STEPHANIE NOV 2025 CC R	205.34
11/26/2025	195299	STEPHANIE NOV 2025 CC R	75.89
11/26/2025	195299	STEPHANIE NOV 2025 CC R	215.35
11/26/2025	195299	STEPHANIE NOV 2025 CC R	18.62
11/26/2025	195299	STEPHANIE NOV 2025 CC R	17.58
11/26/2025	195299	STEPHANIE NOV 2025 CC R	511.35
11/26/2025	195299	STEPHANIE NOV 2025 CC R	156.49
11/26/2025	195299	STEPHANIE NOV 2025 CC R	22.40
11/26/2025	195299	STEPHANIE NOV 2025 CC R	16.00
11/26/2025	195299	STEPHANIE NOV 2025 CC R	8.00
11/26/2025	195299	STEPHANIE NOV 2025 CC R	183.08
11/26/2025	195299	STEPHANIE NOV 2025 CC R	74.00
11/26/2025	195299	STEPHANIE NOV 2025 CC R	21.61
11/26/2025	195302	VERONICA NOV 2025 CC R	976.00
11/26/2025	195302	VERONICA NOV 2025 CC R	46.99
11/26/2025	195302	VERONICA NOV 2025 CC R	800.00
11/26/2025	195302	VERONICA NOV 2025 CC R	100.00
11/26/2025	195302	VERONICA NOV 2025 CC R	72.73
11/30/2025	180079	PREPAID EXPENSES - NOV	3,216.67
11/30/2025	180079	PREPAID EXPENSES - NOV	2,500.00
9/30/2025	180079	PREPAID EXPENSES - SEP HELMS BRISCOE	3,216.67
9/30/2025	194429	THE CENTER FOR ASSOCIATION LEADE	10,995.00

63,183.07



Belleve Convention Center Authority

INVOICE NUMBER: TPA-2025-12

INVOICE DATE: 1/9/2026

DUE DATE: 2/9/2026

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

QUANTITY	DESCRIPTION	UNIT PRICE/MONTH	TOTAL
1	Visit Bellevue tourism promotion area (TPA) services reimbursement for DEC.1, 2025 - DEC.31, 2025.	\$259,101.46	\$259,101.46
			\$259,101.46

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

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

1. Marketing & Communications	\$	72,870.73
2. Tourism Development / Contingency	\$	968.69
3. Festivals & Events	\$	53,145.90
4. Administration & Research	\$	35,075.00
5. Destination Sales & Media	\$	97,041.14
TOTAL	\$	259,101.46

1. Marketing & Communications

TRX Date	Journal Entry	Description	Debit Amount
12/1/2025	195311	62ABOVE LLC	3,250.00
12/1/2025	195313	62ABOVE LLC	4,000.00
12/1/2025	195328	NELSON YONG	500.00
12/2/2025	195315	AMY NGUYEN	811.39
12/8/2025	195563	NELSON YONG	2,000.00
12/15/2025	195413	KARA PATAJO	1,430.00
12/17/2025	195551	FIELD ARTIST MANAGEMENT, LLC	20,000.00
12/18/2025	195648	DIAMOND PUBLIC RELATIONS LA	3,770.00
12/23/2025	195649	DIAMOND PUBLIC RELATIONS LA	637.88
12/26/2025	195728	SHEILA DEC 2025 CC RECO	1,520.87
12/26/2025	195728	SHEILA DEC 2025 CC RECO	1,050.00
12/26/2025	195728	SHEILA DEC 2025 CC RECO	18.51
12/26/2025	195728	SHEILA DEC 2025 CC RECO	99.18
12/26/2025	195728	SHEILA DEC 2025 CC RECO	230.36
12/26/2025	195728	SHEILA DEC 2025 CC RECO	230.36
12/26/2025	195728	SHEILA DEC 2025 CC RECO	499.41
12/26/2025	195728	SHEILA DEC 2025 CC RECO	460.72
12/26/2025	195728	SHEILA DEC 2025 CC RECO	49.00
12/26/2025	195728	SHEILA DEC 2025 CC RECO	49.00
12/26/2025	195731	TREY DEC 2025 CC RECON	144.05
12/26/2025	195731	TREY DEC 2025 CC RECON	29.03
12/26/2025	195731	TREY DEC 2025 CC RECON	1,499.00
12/26/2025	195731	TREY DEC 2025 CC RECON	75.25
12/26/2025	195731	TREY DEC 2025 CC RECON	327.97
12/26/2025	195731	TREY DEC 2025 CC RECON	75.25
12/26/2025	195731	TREY DEC 2025 CC RECON	122.59

12/26/2025	195731	TREY DEC 2025 CC RECON	439.70
12/26/2025	195731	TREY DEC 2025 CC RECON	178.32
12/26/2025	195731	TREY DEC 2025 CC RECON	172.00
12/31/2025	180079	PREPAID EXPENSES - DEC - 62ABOVE	19,200.89
12/31/2025	180079	PREPAID EXPENSES - DEC - Diamond PR	10,000.00

72,870.73

2. Tourism Development / Contingency

TRX Date	Journal Entry	Description	Debit Amount
12/26/2025	195721	ANNA DEC 2025 CC RECON	64.20
12/26/2025	195721	ANNA DEC 2025 CC RECON	302.37
12/26/2025	195733	MEREDITH DEC 2025 CC R	200.00
12/26/2025	195733	MEREDITH DEC 2025 CC R	55.00
12/26/2025	195733	MEREDITH DEC 2025 CC R	330.60
12/26/2025	195733	MEREDITH DEC 2025 CC R	16.52

968.69

3. Festivals & Events

TRX Date	Journal Entry	Description	Debit Amount
12/2/2025	195544	EAGLE TOWNCAR SERVICE LLC	1,452.50
12/9/2025	195576	SEEKER WORLDWIDE INC	9,100.00
12/15/2025	195416	LASTING IMPRESSIONS GIFT SERVICES	273.77
12/16/2025	195415	LASTING IMPRESSIONS GIFT SERVICES	409.94
12/18/2025	195590	TRUE OMNI LLC	25,500.00
12/26/2025	195717	BRAD DEC 2025 CC RECON	670.58
12/26/2025	195717	BRAD DEC 2025 CC RECON	586.98

12/26/2025	195728	SHEILA DEC 2025 CC RECO	165.13
12/30/2025	195543	EAGLE TOWNCAR SERVICE LLC	3,017.00
12/30/2025	195661	National Adult Protective Services Associati	3,857.50
12/30/2025	195784	National Academy of Elder Law Attorneys	2,167.50
12/30/2025	195785	American Segmental Bridge Institute	1,690.00
12/31/2025	195663	Pacific Northwest Economic Region Founda	1,755.00
12/31/2025	195692	Utah State University	2,500.00

53,145.90

4. Administration & Research

TRX Date	Journal Entry	Description	Debit Amount
12/1/2025	195198	WSDMO	1,500.00
12/1/2025	195788	ZARTICO, INC.	27,575.00
12/31/2025	183532	Dec. VB & Theatre Indirect	6,000.00

35,075.00

5. Destination Sales & Media

TRX Date	Journal Entry	Description	Debit Amount
12/1/2025	195580	WASHINGTON TOURISM ALLIANCE	5,000.00
12/2/2025	195217	MELISSA TRAVIS	400.00
12/2/2025	195218	Public Retirement Information System Mana	1,871.27
12/3/2025	195314	AAA PRINTING, INC.	139.29
12/10/2025	195414	LASTING IMPRESSIONS GIFT SERVICES	1,196.99
12/11/2025	195542	EAGLE TOWNCAR SERVICE LLC	2,310.00
12/16/2025	195557	LASTING IMPRESSIONS GIFT SERVICES	577.98
12/17/2025	195566	JUDD MEETINGS & EVENTS, LLC	626.97

12/26/2025	195716	GHOST CARD DEC 2025 CC	171.55
12/26/2025	195716	GHOST CARD DEC 2025 CC	30.00
12/26/2025	195717	BRAD DEC 2025 CC RECON	120.47
12/26/2025	195717	BRAD DEC 2025 CC RECON	321.00
12/26/2025	195717	BRAD DEC 2025 CC RECON	1,499.00
12/26/2025	195717	BRAD DEC 2025 CC RECON	416.59
12/26/2025	195717	BRAD DEC 2025 CC RECON	14.98
12/26/2025	195717	BRAD DEC 2025 CC RECON	498.62
12/26/2025	195717	BRAD DEC 2025 CC RECON	416.32
12/26/2025	195717	BRAD DEC 2025 CC RECON	1,395.00
12/26/2025	195718	CELESTINA DEC 2025 CC R	22.51
12/26/2025	195718	CELESTINA DEC 2025 CC R	8.81
12/26/2025	195718	CELESTINA DEC 2025 CC R	39.37
12/26/2025	195718	CELESTINA DEC 2025 CC R	24.23
12/26/2025	195718	CELESTINA DEC 2025 CC R	27.38
12/26/2025	195720	JANE DEC 2025 CC RECON	82.38
12/26/2025	195720	JANE DEC 2025 CC RECON	300.00
12/26/2025	195720	JANE DEC 2025 CC RECON	12.50
12/26/2025	195720	JANE DEC 2025 CC RECON	26.42
12/26/2025	195720	JANE DEC 2025 CC RECON	8.00
12/26/2025	195720	JANE DEC 2025 CC RECON	30.20
12/26/2025	195720	JANE DEC 2025 CC RECON	39.03
12/26/2025	195720	JANE DEC 2025 CC RECON	361.02
12/26/2025	195720	JANE DEC 2025 CC RECON	12.74
12/26/2025	195720	JANE DEC 2025 CC RECON	16.85
12/26/2025	195720	JANE DEC 2025 CC RECON	34.50
12/26/2025	195720	JANE DEC 2025 CC RECON	11.96
12/26/2025	195720	JANE DEC 2025 CC RECON	21.78
12/26/2025	195720	JANE DEC 2025 CC RECON	18.53
12/26/2025	195720	JANE DEC 2025 CC RECON	9.00

12/26/2025	195720	JANE DEC 2025 CC RECON	39.84
12/26/2025	195720	JANE DEC 2025 CC RECON	18.19
12/26/2025	195720	JANE DEC 2025 CC RECON	8.00
12/26/2025	195720	JANE DEC 2025 CC RECON	1,353.15
12/26/2025	195720	JANE DEC 2025 CC RECON	137.19
12/26/2025	195720	JANE DEC 2025 CC RECON	82.38
12/26/2025	195720	JANE DEC 2025 CC RECON	305.00
12/26/2025	195723	MARTY DEC 2025 CC RECO	269.27
12/26/2025	195723	MARTY DEC 2025 CC RECO	500.00
12/26/2025	195723	MARTY DEC 2025 CC RECO	259.91
12/26/2025	195723	MARTY DEC 2025 CC RECO	75.53
12/26/2025	195723	MARTY DEC 2025 CC RECO	83.08
12/26/2025	195723	MARTY DEC 2025 CC RECO	740.54
12/26/2025	195732	VERONICA DEC 2025 CC R	595.00
12/26/2025	195732	VERONICA DEC 2025 CC R	11.69
12/26/2025	195732	VERONICA DEC 2025 CC R	1,981.82
12/26/2025	195732	VERONICA DEC 2025 CC R	12.13
12/26/2025	195732	VERONICA DEC 2025 CC R	332.92
12/26/2025	195732	VERONICA DEC 2025 CC R	55.15
12/26/2025	195732	VERONICA DEC 2025 CC R	164.70
12/26/2025	195732	VERONICA DEC 2025 CC R	40.98
12/26/2025	195732	VERONICA DEC 2025 CC R	34.00
12/26/2025	195734	STEPHANIE DEC 2025 CC R	12.50
12/26/2025	195734	STEPHANIE DEC 2025 CC R	34.00
12/26/2025	195734	STEPHANIE DEC 2025 CC R	5.96
12/26/2025	195734	STEPHANIE DEC 2025 CC R	28.10
12/26/2025	195734	STEPHANIE DEC 2025 CC R	52.38
12/26/2025	195734	STEPHANIE DEC 2025 CC R	101.33
12/26/2025	195734	STEPHANIE DEC 2025 CC R	32.48
12/26/2025	195734	STEPHANIE DEC 2025 CC R	22.80

12/26/2025	195734	STEPHANIE DEC 2025 CC R	143.10
12/26/2025	195734	STEPHANIE DEC 2025 CC R	60.65
12/26/2025	195734	STEPHANIE DEC 2025 CC R	34.40
12/26/2025	195734	STEPHANIE DEC 2025 CC R	14.36
12/26/2025	195734	STEPHANIE DEC 2025 CC R	31.64
12/26/2025	195734	STEPHANIE DEC 2025 CC R	8.00
12/26/2025	195734	STEPHANIE DEC 2025 CC R	1,640.74
12/26/2025	195734	STEPHANIE DEC 2025 CC R	5.54
12/26/2025	195734	STEPHANIE DEC 2025 CC R	44.52
12/26/2025	195734	STEPHANIE DEC 2025 CC R	12.50
12/26/2025	195734	STEPHANIE DEC 2025 CC R	636.75
12/26/2025	195734	STEPHANIE DEC 2025 CC R	16.00
12/26/2025	195734	STEPHANIE DEC 2025 CC R	43.62
12/26/2025	195734	STEPHANIE DEC 2025 CC R	365.86
12/26/2025	195734	STEPHANIE DEC 2025 CC R	350.09
12/26/2025	195734	STEPHANIE DEC 2025 CC R	7.00
12/26/2025	195734	STEPHANIE DEC 2025 CC R	7.69
12/26/2025	195734	STEPHANIE DEC 2025 CC R	28.90
12/26/2025	195734	STEPHANIE DEC 2025 CC R	16.00
12/26/2025	195734	STEPHANIE DEC 2025 CC R	40.36
12/26/2025	195734	STEPHANIE DEC 2025 CC R	595.35
12/26/2025	195734	STEPHANIE DEC 2025 CC R	50.00
12/26/2025	195734	STEPHANIE DEC 2025 CC R	20.00
12/26/2025	195734	STEPHANIE DEC 2025 CC R	47.23
12/28/2025	195310	PLAYON INC	4,995.00
12/29/2025	195545	EAGLE TOWNCAR SERVICE LLC	965.00
12/29/2025	195556	LAMONTCO LLC	3,375.00
12/29/2025	195735	LASTING IMPRESSIONS GIFT SERVICES	5,589.24
12/30/2025	195554	Granicus LLC	8,816.00
12/31/2025	156435	Dec 2025 EOM PAYROLL	22.54

12/31/2025	180079	PREPAID EXPENSES - DEC - HELMS BRISCOE	3,216.63
12/31/2025	180079	PREPAID EXPENSES - DEC - Tarsus Connect	4,250.00
12/31/2025	180079	PREPAID EXPENSES - DEC - Talley Management	27,500.00
12/31/2025	180079	PREPAID EXPENSES - DEC - Granicus	6,299.00
12/31/2025	195681	Amanda C. Jay	1,052.43
12/31/2025	195703	College of Optometrists in Vision Developm	1,236.74

97,041.14

OneRedmond

OneRedmond

8383 158th Ave NE Suite 225
Redmond, WA 98052
+14258854014
invoices@oneredmond.org
www.oneredmond.org



INVOICE

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

INVOICE 1201-2480
DATE 11/03/2025
TERMS Net 30
DUE DATE 12/03/2025

P.O. NUMBER
2450317

DESCRIPTION	QTY	RATE	AMOUNT
Operation of the BRTPA–Redmond Zone October 1, 2025 - October 31, 2025	1	109,356.36	109,356.36

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

BALANCE DUE

\$109,356.36

[Pay invoice](#)

Please contact us to pay via credit card. A fee may apply.

Remit to: OneRedmond

Tax ID: 46-0535220

Page 1 of 1

PAGE 2: SUMMARY

Page:

3. MARKETING & COMMUNICATION	\$	-
4. ADMIN & RESEARCH	\$	28,244.48
5. FESTIVALS & EVENTS	\$	-
6. DESTINATION SALES	\$	231.83
7. TOURISM DEVELOPMENT	\$	80,317.88
8. CONTINGENCY	\$	562.17
TOTAL	\$	<u>109,356.36</u>

PAGE 3:

Category: MARKETING & COMMUNICATION

Category	Description	MARKETING & COMMUNICATION
TPA MARCOM	Bullseye Creative	-
TPA MARCOM	DVA Advertising & Public Relations	562.17
TPA MARCOM	DVA Advertising & Public Relations	-
TPA MARCOM	Contingency	(562.17)
	TOTAL	0.00

PAGE 4:

Category: ADMIN & RESEARCH

Category	Description	ADMIN & RESEARCH
Bank Fees	PayMode	1,987.96
Computer & Software	Comcast, Adobe, Microsoft, Zoom, IT	308.77
Computer & Software	CoStar	3,990.69
Computer & Software	IT Support	775.00
Equip Rental/Maintenance	KYOCERA COPIER	156.82
Equip Rental/Maintenance	TechSoup	211.20
Admin	Office Supplies, Licensing	23.00
Insurance	Redmond General Insurance Agency	217.39
Legal + Accounting	HRK Advisors, Mountain View CPAs	1,995.81
Rent / Office Lease	Rent / Office Lease	2,224.16
Staffing	Dedicated hours from four staff members	16,353.68
	TOTAL	28,244.48

PAGE 7:

Category: TOURISM DEVELOPMENT

Category	Description	TOURISM DEVELOPMENT
TPA	PromoShop, Inc. *3rd Deposit toward full invoice	20,678.84
TPA	Orca Cards *2nd Deposit toward full invoice	6,300.00
TPA	Tour Connection Event	3,995.00
TPA	Orca Card Sleeves	425.88
TPA	Delivery Expenses to Hotels	746.42
TPA	Everything In Between Consulting	600.00
TPA	Uber - Bulk Card Purchase via Launch Gift Cards, Inc	12,550.00
TPA	Woodinville Wine Country Tourism Partnership for 2025/2026	10,080.00
Staffing	Dedicated hours from four staff members	24,941.74
	TOTAL	80,317.88

PAGE 8:

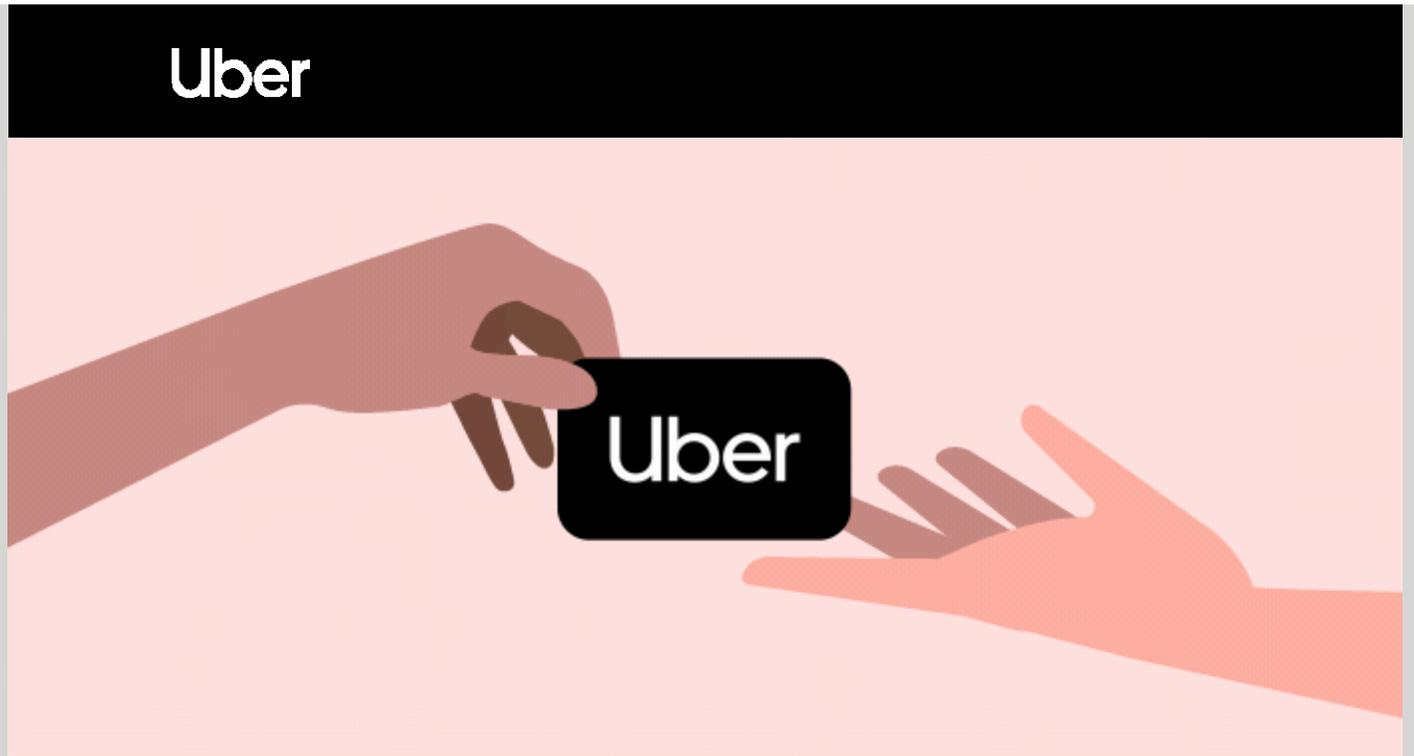
Category: Contingency

For overages in categories in 2025 Budget

Category	Description	Contingency
TPA MARCOM	MarCom Overage	562.17
	TOTAL	562.17

Julie Boselly

From: Uber for Business - Gift Cards <u4b@launchgiftcards.com>
Sent: Friday, October 31, 2025 8:32 AM
To: Julie Boselly
Subject: Uber Gift Card Order Invoice - U4B-110414
Attachments: U4B-110414 invoice.pdf



Hello Julie,

We have received your Physical (US Only) Uber gift card order!

Please see the invoice below for U4B-110414 that contains total amount due of \$12,500.00 USD and the bank transfer details.

Once payment has been received, we will provide you with the activated gift cards in a secure manner that you can distribute as needed. Due to the increased demand for gift cards, please allow up to 3 business days to receive the gift cards after payment.

Please let us know if you have any questions by replying to this email.

Thank you,
Uber for Business Gift Card Team

© LaunchGiftCards.com

Uber

FAQ

Privacy

Terms

Launch Gift Cards, Inc.
(On behalf of GMG Lifestyle Entertainment, Inc.
d/b/a TDS Gift Cards)
360 Park Avenue South
17th Floor
New York, NY 10010
Tax ID # 82-4533135

INVOICE

BILL TO

Julie Boselly
OneRedmond
8383 158th Avenue Northeast Suite 225
Redmond WA 98052

INVOICE # U4B-110414
DATE 2025-10-31
DUE DATE 2025-10-31
TERMS Due on Receipt
CURRENCY USD

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
2025-10-31	Shipping		1	50.0	\$ 50.00
2025-10-31	Gift Card Sales - Bulk		500	25.0	\$ 12500.00

**CHECKS ARE NOT
ACCEPTED**

Wire/ACH Instructions:

City National Bank

400 N. Roxbury Drive

Beverly Hills, CA 90210

Routing # 122016066

Account # 127570116

SWIFT Code: CINAUS6L

**Please include the invoice
number in the reference section
of the wire.

Total: \$ 12550.00
Balance Due: \$ 12550.00

3rd deposit paid toward full invoice #423891-1

Julie Boselly

From: Charlotte Heaton <CJHeaton@promoshopwa.com>
Sent: Tuesday, October 28, 2025 11:46 AM
To: invoices; Audrey Fan; Melody Lanthorn
Cc: Matthew Mason
Subject: RE: Invoice (#423891-1) from PromoShop, Inc.

Thanks Julie, I see the payment pending and will send the revised invoice once posted.

Charlotte Heaton

PromoShop

Office: (206) 262-4756

From: invoices <invoices@oneredmond.org>
Sent: Tuesday, October 28, 2025 11:40 AM
To: Charlotte Heaton <CJHeaton@promoshopwa.com>; Audrey Fan <audreyf@oneredmond.org>; Melody Lanthorn <Melody@oneredmond.org>
Subject: RE: Invoice (#423891-1) from PromoShop, Inc.

Hi Charlotte,

I have paid this. After it posts, can you please send an updated invoice showing the final balance due?

Thank you!

-Julie

From: Charlotte Heaton <cjheaton@promoshopwa.com>
Sent: Tuesday, October 28, 2025 7:41 AM
To: invoices <invoices@oneredmond.org>; Audrey Fan <audreyf@oneredmond.org>; Melody Lanthorn <Melody@oneredmond.org>
Subject: Invoice (#423891-1) from PromoShop, Inc.

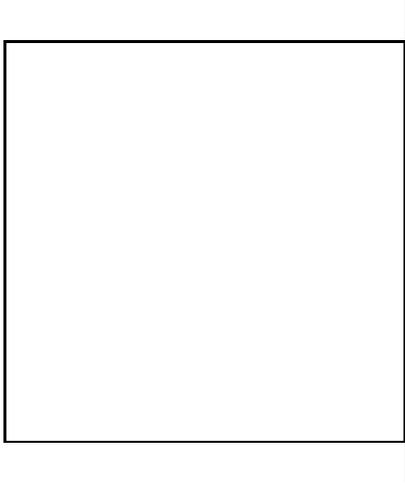


Hello Audrey Fan

Thank you for choosing PromoShop, Inc.. Please find attached a copy of your invoice.

Pay Deposit

*This deposit can be paid without a login by using the Guest payment process at the "Pay Deposit" link. Otherwise, please sign in using the credentials and email address (begins with a****f@o****d.org) associated with this deposit.*



Charlotte Heaton
Associate Account Executive
PromoShop, Inc.

(206) 262-4756

cjheaton@promoshopwa.com

shop.promoshopinc.com/charlotteheaton



INVOICE TO
OneRedmond
 Audrey Fan
 8383 158th Ave NE
 Suite 225
 Redmond, WA
 United States, 98052

SHIP TO
OneRedmond
 Melody Lanthorn
 8383 158th Ave NE
 Suite 225
 Redmond, WA
 United States, 98052

PROFORMA INVOICE

423891-1

Oct/28/2025

3rd deposit paid toward full invoice #423891-1

QTY	DESCRIPTION	UNIT PRICE	EXTENSION
280	Cordelia Wireless IPX7 Waterproof Speaker		
	Color: Black		
280	• Size: 1.25 " x 0.24 " x 4.75 "	\$49.99	\$13,997.20
	Decoration Method: Laser Engrave		
1	• Decoration Location: Side	\$55.00	\$55.00
	• Setup Charge:		
	• Decoration Size: TBD		
	• Design Name: Redmond Washington		
	• Decoration Color: White		
500	Wine Opener		
	Color: Black		
500	• Size: 4.8"W X 1.06"H	\$6.95	\$3,475.00
	Decoration Method: Pad Print		
	• Decoration Location: Side		
	• Decoration Size: TBD		
	• Design Name: OneRedmond		
	• Decoration Color: White		
500	Travel Tech Organizer		
	Color: Gray (GY)		
500	• Size: 16.9"W X 9.45"H	\$12.00	\$6,000.00
	Decoration Method: 1-color		
	• Decoration Location: TBD on Front		
	• Decoration Size: TBD		
	• Design Name: Redmond Washington		
	• Decoration Color: White		
500	Asobu Dog Bowl Bottle Lite		
	Color: Burgundy		

MATTHEW MASON

5420 McConnell Avenue
 Los Angeles, CA
 United States, 90066

Tel : (310) 821-1780
 mmason@promoshopwa.com

Client ID
 2399880

Ship Via
 Our Discretion

FOB
 Factory

Terms
 Net 30 days

TERMS & CONDITIONS

Thank you for your order. If you have any questions regarding this invoice, please contact your Sales Rep. Please contact AR@promoshopla.com for payment information

Continued on next page

PLEASE REMIT PAYMENT TO:
PROMOSHOP, INC.

5420 McConnell Avenue
 Los Angeles, CA
 United States, 90066

Tel : (310) 821-1780

surfsup@promoshopla.com
 shop.promoshopinc.com



INVOICE TO
OneRedmond
 Audrey Fan
 8383 158th Ave NE
 Suite 225
 Redmond, WA
 United States, 98052

SHIP TO
OneRedmond
 Melody Lanthorn
 8383 158th Ave NE
 Suite 225
 Redmond, WA
 United States, 98052

PROFORMA INVOICE

423891-1

Oct/28/2025

QTY	DESCRIPTION	UNIT PRICE	EXTENSION
500	<ul style="list-style-type: none"> Size: 50 oz Decoration Method: Silkscreen	\$22.47	\$11,235.00
1	<ul style="list-style-type: none"> Decoration Location: TBD Setup Charge: Decoration Size: TBD Design Name: OneRedmond Decoration Color: Black 	\$75.00	\$75.00
2000	Harvest Fruit Fiber™ Notebook		
	Color: Tan Citrus		
2000	<ul style="list-style-type: none"> Size: 6 " x 8.5 " x 0.5 " Decoration Method: Full Color Direct To Substrate	\$8.95	\$17,900.00
1	<ul style="list-style-type: none"> Decoration Location: Front Notebook Cover Setup Charge: Decoration Size: TBD Design Name: OneRedmond Decoration Color: Red 186C 	\$50.00	\$50.00
1000	ProBuff™ Cloth		
	Color: White-Black		
1000	<ul style="list-style-type: none"> Size: 7 1/4 " x 5 1/2 " Decoration Method: 4 Color Process	\$3.58	\$3,580.00
1	<ul style="list-style-type: none"> Decoration Location: TBD Setup Charge: Decoration Size: TBD Design Name: OneRedmond Decoration Color: Red 186c/White 	\$50.00	\$50.00
3000	Traveler Rectangular Luggage Tag		
	Color: Red		
3000	<ul style="list-style-type: none"> Size: 2 3/4 " x 4 3/4 " x 3/16 " 	\$0.99	\$2,970.00

TERMS & CONDITIONS

Continued on next page

Thank you for your order. If you have any questions regarding this invoice, please contact your Sales Rep. Please contact AR@promoshopla.com for payment information

MATTHEW MASON

5420 McConnell Avenue
 Los Angeles, CA
 United States, 90066
 Tel : (310) 821-1780
 mmason@promoshopwa.com

Client ID
2399880

Ship Via
Our Discretion

FOB
Factory

Terms
Net 30 days

PLEASE REMIT PAYMENT TO:
PROMOSHOP, INC.

5420 McConnell Avenue
 Los Angeles, CA
 United States, 90066

Tel : (310) 821-1780

surfsup@promoshopla.com
 shop.promoshopinc.com



INVOICE TO
OneRedmond
 Audrey Fan
 8383 158th Ave NE
 Suite 225
 Redmond, WA
 United States, 98052

SHIP TO
OneRedmond
 Melody Lanthorn
 8383 158th Ave NE
 Suite 225
 Redmond, WA
 United States, 98052

PROFORMA INVOICE

423891-1

Oct/28/2025

QTY	DESCRIPTION	UNIT PRICE	EXTENSION
1	Decoration Method: Pad Print • Decoration Location: Front • Setup Charge: • Decoration Size: TBD • Design Name: Redmond Washington • Decoration Color: White	\$55.00	\$55.00
300	iTwist 10,000mAh UL Eco 8-in-1 Combo Charger		
300	Color: White Decoration Method: 1-Color Imprint	\$42.95	\$12,885.00
1	• Setup Charge: • Decoration Location: Front • Decoration Size: TBD • Design Name: Redmond Washington • Decoration Color: PMS 424C grey	\$60.00	\$60.00

MATTHEW MASON

5420 McConnell Avenue
 Los Angeles, CA
 United States, 90066

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 mmason@promoshopwa.com

Client ID
2399880

Ship Via
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FOB
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Terms
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TERMS & CONDITIONS

Thank you for your order. If you have any questions regarding this invoice, please contact your Sales Rep. Please contact AR@promoshopla.com for payment information

Artwork	\$0.00
Freight	\$6,734.42
Sub Total	\$79,121.62
Tax 10.3%	\$8,149.56
Total	\$87,271.18
Deposit	\$45,913.50
Deposit Due	\$20,678.84

PLEASE REMIT PAYMENT TO:
PROMOSHOP, INC.

5420 McConnell Avenue
 Los Angeles, CA
 United States, 90066

Tel : (310) 821-1780

surfsup@promoshopla.com
 shop.promoshopinc.com



Please complete and return this form to Fares at least 60 days in advance of needing fare media to ensure time for eligibility review, signature approval and coordination with applicable internal departments. Fares will notify requestor within 10 days if proposal meets eligibility requirement.

To be filled out by Requestor:

Your Name	Melody Lanthorn	
Business Name / Dept	OneRedmond	
Address (no PO Box)	8383 158th Ave NE, Redmond, WA 98052	
Telephone Number	510-377-1649	
Categories that can qualify for Complimentary Passes: Bulk Purchase Request Type: Paid Fare If request does not qualify for Complimentary Passes, please provide budget account code below. ST Account Code to Charge: N/A		
Program Objectives / Value to ST: Provide Redmond Hotels with day passes for Link Light Rail. We would like 300 passes immediately and 700 passes imbossed with a logo. We understand production time for the logo is 90 days.		
Program Duration	Start Date: 10/1/2025	End Date: No end date
Date Fare Media is needed by	Date: 10/1/2025	

Available Fare Media	Value	Quantity	Total
Link Light Rail Day Pass Adult (Valid on Line 1 & 2)	\$ 6.00	0	\$ 0.00
Tacoma Light Rail Day Pass Adult	\$ 4.00	0	\$ 0.00
Souder Commuter Rail Day Pass Adult	\$ 11.50	0	\$ 0.00
ST Express Bus - Per Trip Ticket	\$ 3.25	0	\$ 0.00
ORCA Card Fee (per card)	\$ 3.00	1000	\$3,000.00
ORCA Card Epurchase	\$ 6.00	1000	\$6,000.00
Total			\$9,000.00

**2nd deposit paid toward full invoice
Paid \$2700 previously**

To be filled out by Fares:

Meets Eligibility for Complimentary Fare?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
Approval request routed to: Fares - <i>Kelly Mashiba</i>		

Please include your COMPANY NAME and INVOICE NUMBER on any wire transfers in the memo section. Otherwise, we will be unable to process your payment and credit your invoice correctly. Thank you!

Tour Connection, Inc.
511 Olde Towne Rd / P.O. Box 80220
Rochester, MI 48308 US
+12486503070
accounting@tourconnection.com
tourconnection.com

Invoice

BILL TO

OneRedmond
8383 158th Avenue NE, Suite 225
Redmond, WA 98052

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
98217B	09/08/2025	\$3,995.00	10/08/2025	Net 30	

SALES REP

Beth

ITEM	DESCRIPTION	QTY	RATE	AMOUNT
LA26 Terranea	One Admission to Tour Connection 2026 Event at Terranea. March 12 - 14 2026 Attendee - Melody Lanthorn	1	3,995.00	3,995.00

Thank you for your business!

SUBTOTAL	3,995.00
TAX	0.00
TOTAL	3,995.00
BALANCE DUE	\$3,995.00

Please note our new address and update your records accordingly:

511 Olde Towne Road / P.O. Box 80220
Rochester, MI 48308

To view this invoice and/or pay by credit card/bank transfer or any other electronic method, please click on the button below that says review and pay. The invoice will instruct you from there how to proceed.

Please include your COMPANY NAME and INVOICE NUMBER on any wire transfer in the memo section. Otherwise, we will be unable to process your payment and credit your invoice correctly. Thank you!

Woodinville Wine Country

13590 NE Village Square Dr Ste 1030
Woodinville, WA 98072 US
accounting@woodinvillewinecountry.com
woodinvillewinecountry.com

INVOICE

BILL TO
OneRedmond
8383 158th AVE NE Suite 225
Redmond, WA 98052

INVOICE 1283
DATE 09/09/2025
TERMS Net 30
DUE DATE 10/09/2025

DATE	SERVICE	DESCRIPTION	QTY	RATE	AMOUNT
	Sponsorship	Tourism Partnership for 2025/2026	1	10,080.00	10,080.00

		SUBTOTAL			10,080.00
		TAX			0.00
		TOTAL			10,080.00

		BALANCE DUE			\$10,080.00

OneRedmond

OneRedmond

8383 158th Ave NE Suite 225
Redmond, WA 98052
+14258854014
invoices@oneredmond.org
www.oneredmond.org



INVOICE

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

INVOICE 1201-2508
DATE 11/18/2025
TERMS Net 30
DUE DATE 12/18/2025

P.O. NUMBER
2450317

DESCRIPTION	QTY	RATE	AMOUNT
Operation of the BRTPA–Redmond Zone November 1, 2025 - November 15, 2025	1	66,204.85	66,204.85

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

BALANCE DUE

\$66,204.85

[Pay invoice](#)

Please contact us to pay via credit card. A fee may apply.

Remit to: OneRedmond

Tax ID: 46-0535220

Page 1 of 1

PAGE 2: SUMMARY

Page:

3. MARKETING & COMMUNICATION	\$	-
4. ADMIN & RESEARCH	\$	13,050.01
5. FESTIVALS & EVENTS	\$	-
6. DESTINATION SALES	\$	556.90
7. TOURISM DEVELOPMENT	\$	49,301.94
8. CONTINGENCY	\$	3,296.00
TOTAL	\$	<u>66,204.85</u>

PAGE 3:

Category: MARKETING & COMMUNICATION

Category	Description	MARKETING & COMMUNICATION
TPA MARCOM	Bullseye Creative	3,296.00
TPA MARCOM	DVA Advertising & Public Relations	-
TPA MARCOM	DVA Advertising & Public Relations	-
TPA MARCOM	Contingency	(3,296.00)
	TOTAL	0.00

PAGE 4:

Category: ADMIN & RESEARCH

Category	Description	ADMIN & RESEARCH
Bank Fees	PayMode	-
Computer & Software	Comcast, Adobe, Microsoft, Zoom, IT	158.42
Computer & Software	CoStar	-
TPA	Hoshi Sora LLC tourism legislative consultant	2,500.00
Equip Rental/Maintenance	KYOCERA COPIER	-
TPA Administrative & Research	JetSpace	1,875.00
Admin	Office Supplies, Licensing	-
Insurance	Redmond General Insurance Agency	217.39
Legal + Accounting	HRK Advisors	1,090.26
Rent / Office Lease	Rent / Office Lease	2,224.16
Staffing	Dedicated hours from four staff members	4,984.78
	TOTAL	13,050.01

PAGE 7:

Category: TOURISM DEVELOPMENT

Category	Description	TOURISM DEVELOPMENT
TPA	PromoShop, Inc. - Final payment	20,772.00
TPA	Consultant KRO Hours	1,200.00
TPA	Consultant MK Hours	537.50
TPA	Consultant ML Expenses	209.36
TPA	Agency M, LLC Hours	500.00
TPA	Everything In Between Consulting	212.50
TPA	Hilton Garden Inn Redmond-Hotel Reimbursement	843.78
TPA	Seeker Worldwide Inc-Digital Concierge	17,988.00
TPA		
Staffing	Dedicated hours from four staff members	7,038.80
	TOTAL	49,301.94

PAGE 8:

Category: Contingency

For overages in categories in 2025 Budget

Category	Description	Contingency
TPA MARCOM	MarCom Overage	3,296.00
	TOTAL	3,296.00

Bullseye Creative, Inc

317 N 148th St
Shoreline, WA 981336406 US
bullseyecreative.com



INVOICE

BILL TO

OneRedmond
OneREDMOND
invoices@oneredmond.org

INVOICE # 10997

DATE 10/24/2025

DUE DATE 11/07/2025

TERMS Net 14

DESCRIPTION	AMOUNT
September Experience Redmond Media: Reimbursed at cost, client retains title	2,996.00
September agency fee: 10% of media (DISCOUNTED per existing contract prior to 10/1/2025, non-taxable)	300.00

PAYED

Thank you for your business. Please make checks payable to Bullseye Creative, Inc and mail a check to 317 N 148th Street, Shoreline WA 98133

NOTE: In accordance with new WA DOR regulations, all design and advertising services are now subject to Excise tax, effective October 1, 2025.

SUBTOTAL	3,296.00
TAX	0.00
TOTAL	3,296.00
PAYMENT	3,296.00
BALANCE DUE	\$0.00

Pay invoice

A service charge will be assessed on all past due accounts. Service charges will be computed by a periodic rate of 1.5% per month (or a minimum of \$5.00 for balances under \$333.33), which is an annual percentage rate of 18%. Bullseye Creative reserves the right to feature work in their own self-promotion (website, social media, portfolio, company brochure, etc).

INVOICE

Hoshi Sora

13301 SE 79th Place, Unit C412
Newcastle, WA 98059

kelly.ogilvie@gmail.com

+1 (206) 290-5355

hoshisora.xyz

HOSHI SORA

Bill to

OneRedmond
8383 158th Ave NE, Suite 225
Redmond, WA 98052

Invoice details

Invoice no.: 1011
Invoice date: 11/11/2025
Due date: 11/24/2025

#	Date	Product or service	Description	Qty	Rate	Amount
1.		Political Consulting	Lobbying, policy advisory, consultation		\$2,500.00	\$2,500.00

Tourism Consulting

Total

\$2,500.00

Note to customer

Thank you for your business.

JETSPACE STUDIO

206-412-3044
robert@jetsapcestudio.com
jetspace.studio

1222 E Madison St #219
Seattle, WA
98122

Billed To
OneRedmond
Attn: Audrey Fan
8383 158th Ave NE
Ste 225
Redmond, WA
98052

Invoice Number
OR20251031-01

Invoice Date
10/31/25

Due Date
11/15/25

Invoice Total

\$1,875.00

Item	Price	Qty	Extended
OneRedmond Q3 Report Deck	\$125.00	15.0	\$1,875.00

Terms & Conditions

The grant on any license or right of copyright is conditional on receipt of full payment. Designer retains ownership of all original work, whether preliminary or final, unless express release is given in writing. All work is provided as-is, with no warranty offered or implied. All sales are final.

Subtotal

\$1,875.00

Amount Paid

\$0.00

Amount Due

\$1,875.00



INVOICE TO
OneRedmond
 Audrey Fan
 8383 158th Ave NE
 Suite 225
 Redmond, WA
 United States, 98052

SHIP TO
OneRedmond
 Melody Lanthorn
 8383 158th Ave NE
 Suite 225
 Redmond, WA
 United States, 98052

PROFORMA INVOICE

423891-1

Nov/13/2025

FINAL PAYMENT MADE

QTY	DESCRIPTION	UNIT PRICE	EXTENSION
280	Cordelia Wireless IPX7 Waterproof Speaker		
	Color: Black		
280	• Size: 1.25 " x 0.24 " x 4.75 "	\$49.99	\$13,997.20
	Decoration Method: Laser Engrave		
	• Decoration Location: Side		
1	• Setup Charge:	\$55.00	\$55.00
	• Decoration Size: TBD		
	• Design Name: Redmond Washington		
	• Decoration Color: White		
500	Wine Opener		
	Color: Black		
500	• Size: 4.8"W X 1.06"H	\$6.95	\$3,475.00
	Decoration Method: Pad Print		
	• Decoration Location: Side		
	• Decoration Size: TBD		
	• Design Name: OneRedmond		
	• Decoration Color: White		
500	Travel Tech Organizer		
	Color: Gray (GY)		
500	• Size: 16.9"W X 9.45"H	\$12.00	\$6,000.00
	Decoration Method: 1-color		
	• Decoration Location: TBD on Front		
	• Decoration Size: TBD		
	• Design Name: Redmond Washington		
	• Decoration Color: White		
500	Asobu Dog Bowl Bottle Lite		
	Color: Burgundy		

MATTHEW MASON

5420 McConnell Avenue
 Los Angeles, CA
 United States, 90066

Tel : (310) 821-1780
 mmason@promoshopwa.com

Client ID
 2399880

Ship Via
 Our Discretion

FOB
 Factory

Terms
 Net 30 days

TERMS & CONDITIONS

Continued on next page

Thank you for your order. If you have any questions regarding this invoice, please contact your Sales Rep. Please contact AR@promoshopla.com for payment information

PLEASE REMIT PAYMENT TO:
PROMOSHOP, INC.

5420 McConnell Avenue
 Los Angeles, CA
 United States, 90066

Tel : (310) 821-1780

surfsup@promoshopla.com
 shop.promoshopinc.com



INVOICE TO
OneRedmond
 Audrey Fan
 8383 158th Ave NE
 Suite 225
 Redmond, WA
 United States, 98052

SHIP TO
OneRedmond
 Melody Lanthorn
 8383 158th Ave NE
 Suite 225
 Redmond, WA
 United States, 98052

PROFORMA INVOICE

423891-1

Nov/13/2025

FINAL PAYMENT MADE

QTY	DESCRIPTION	UNIT PRICE	EXTENSION
500	<ul style="list-style-type: none"> Size: 50 oz Decoration Method: Silkscreen	\$22.47	\$11,235.00
1	<ul style="list-style-type: none"> Decoration Location: TBD Setup Charge: Decoration Size: TBD Design Name: OneRedmond Decoration Color: Black 	\$75.00	\$75.00
2000	Harvest Fruit Fiber™ Notebook		
	Color: Tan Citrus		
2000	<ul style="list-style-type: none"> Size: 6 " x 8.5 " x 0.5 " Decoration Method: Full Color Direct To Substrate	\$8.95	\$17,900.00
1	<ul style="list-style-type: none"> Decoration Location: Front Notebook Cover Setup Charge: Decoration Size: TBD Design Name: OneRedmond Decoration Color: Red 186C 	\$50.00	\$50.00
1000	ProBuff™ Cloth		
	Color: White-Black		
1000	<ul style="list-style-type: none"> Size: 7 1/4 " x 5 1/2 " Decoration Method: 4 Color Process	\$3.58	\$3,580.00
1	<ul style="list-style-type: none"> Decoration Location: TBD Setup Charge: Decoration Size: TBD Design Name: OneRedmond Decoration Color: Red 186c/White 	\$50.00	\$50.00
3000	Traveler Rectangular Luggage Tag		
	Color: Red		
3000	<ul style="list-style-type: none"> Size: 2 3/4 " x 4 3/4 " x 3/16 " 	\$0.99	\$2,970.00

TERMS & CONDITIONS

Continued on next page

Thank you for your order. If you have any questions regarding this invoice, please contact your Sales Rep. Please contact AR@promoshopla.com for payment information

MATTHEW MASON

5420 McConnell Avenue
 Los Angeles, CA
 United States, 90066
 Tel : (310) 821-1780
 mmason@promoshopwa.com

Client ID
2399880

Ship Via
Our Discretion

FOB
Factory

Terms
Net 30 days

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5420 McConnell Avenue
 Los Angeles, CA
 United States, 90066

Tel : (310) 821-1780

surfsup@promoshopla.com
 shop.promoshopinc.com



INVOICE TO
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 Suite 225
 Redmond, WA
 United States, 98052

SHIP TO
OneRedmond
 Melody Lanthorn
 8383 158th Ave NE
 Suite 225
 Redmond, WA
 United States, 98052

PROFORMA INVOICE

423891-1

Nov/13/2025

FINAL PAYMENT MADE

QTY	DESCRIPTION	UNIT PRICE	EXTENSION
1	Decoration Method: Pad Print • Decoration Location: Front • Setup Charge: • Decoration Size: TBD • Design Name: Redmond Washington • Decoration Color: White	\$55.00	\$55.00
300	iTwist 10,000mAh UL Eco 8-in-1 Combo Charger		
300	Color: White	\$42.95	\$12,885.00
1	Decoration Method: 1-Color Imprint • Setup Charge: • Decoration Location: Front • Decoration Size: TBD • Design Name: Redmond Washington • Decoration Color: PMS 424C grey	\$60.00	\$60.00

MATTHEW MASON

5420 McConnell Avenue
 Los Angeles, CA
 United States, 90066

Tel : (310) 821-1780
 mmason@promoshopwa.com

Client ID
 2399880

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 Factory

Terms
 Net 30 days

TERMS & CONDITIONS

Thank you for your order. If you have any questions regarding this invoice, please contact your Sales Rep. Please contact AR@promoshopla.com for payment information

Artwork	\$0.00
Freight	\$6,818.88
Sub Total	\$79,206.08
Tax 10.3%	\$8,158.26
Total	\$87,364.34
Deposit	\$87,364.34
Balance Due	\$0.00

PLEASE REMIT PAYMENT TO:
PROMOSHOP, INC.

5420 McConnell Avenue
 Los Angeles, CA
 United States, 90066

Tel : (310) 821-1780

surfsup@promoshopla.com
 shop.promoshopinc.com



Hilton Garden Inn - Redmond Seattle, WA LKEGI
 Address : 16630 Redmond Way, Redmond, WA - 98052
 Contact : 4254487660
 Email : frontdesk@hgiredmond.com
 Website : <https://www.hilton.com/en/hotels/lkegigi-hilton-garden-inn-redmond-seattle/>

Invoice Date : 11-Nov-25
 Invoice Number : 1762909317
 Payment Terms : UPON RECEIPT
 Invoice Due Date : null
 Last Modify Date : 12-Nov-25

Company Invoice

Bill To

OneRedmond
 8383 158th Ave NE Suite 225
 Redmond, WA, 98052
 +14258854014

Pup Crawl Tourism Development

Reservation Details

Date	Confirmation Number	Guest Name	Secondary Guest Name	Bill Number	PO Number	Check In Date	Check Out Date	Nights	Room	Total Amount
Oct 26, 2025	3363522205	Ben Spiegel	Myriam Spiegel	0035695	Pet Fee	Oct 24, 2025	Oct 26, 2025	2	Q2-408	\$140.63
Oct 27, 2025	3363295888	CATHERINE TROWBRIDGE		0035759	Pet Fee	Oct 26, 2025	Oct 27, 2025	1	K1-315	\$140.63
Oct 29, 2025	3356113778	Mohammad Sous		0035905	Pet Fee	Oct 26, 2025	Oct 29, 2025	3	Q2-540	\$140.63
Oct 29, 2025	3362093284	JAMES HILL	Judith Hill	0035903	Pet Fee	Oct 24, 2025	Oct 25, 2025	1	Q2-616	\$140.63
Oct 29, 2025	3362783067	Ryan Martin		0035904	Pet Fee	Oct 24, 2025	Oct 26, 2025	2	K1-429	\$140.63
Oct 30, 2025	3356409615	Jackie Mayes		0035998	Pet Fee	Oct 26, 2025	Oct 28, 2025	2	Q2-209	\$140.63
Grand Total	Total Transactions			6						\$843.78

Summary

Invoice Total	\$843.78
Total Settlement Payment	\$0.00
Invoice Balance	\$843.78

INVOICE

Seeker Worldwide, Inc
2100 Geng Rd
Palo Alto, CA 94303

heyseeker@seeker.io
+1 (650) 740-5300



OneRedmond

Bill to

Kristina Hudson
One Redmond
8383 158th Avenue Northeast
Suite 225
Redmond, WA 98052 US

Ship to

Kristina Hudson
OneRedmond
8383 158th Avenue Northeast
Suite 225
Redmond, WA 98052 US

Invoice details

Invoice no.: 1476
Terms: Net 30
Invoice date: 10/21/2025
Due date: 11/20/2025

#	Date	Product or service	Description	Qty	Rate	Amount
1.		Implementation	- Seeker XP + Visitor Hub - Setup and configuration of account - Standard brand integration with colors, logo and custom URL - 1 training session	1	\$1,800.00	\$1,800.00
2.		Events Implementation	-Setup and configuration of events network - Standard branding with colors and logo - 1 training/consulting session	1	\$3,600.00	\$3,600.00
3.		Challenges Starter	1 Concurrent Experience. Unlimited Participants. Discounted from \$350/month	12	\$299.00	\$3,588.00
4.		Visitor Hub - Add-on	Unlimited Guides. Unlimited Trips. Discounted from \$499/month	12	\$250.00	\$3,000.00
5.		Events Network Starter	Includes 250 Active Events, Unlimited Sources. Unlimited Widgets.	12	\$500.00	\$6,000.00

Total **\$17,988.00**

Ways to pay



OneRedmond

OneRedmond

8383 158th Ave NE Suite 225
Redmond, WA 98052
+14258854014
invoices@oneredmond.org
www.oneredmond.org



INVOICE

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

INVOICE 1201-2513
DATE 11/28/2025
TERMS Net 30
DUE DATE 12/28/2025

P.O. NUMBER
2450317

DESCRIPTION	QTY	RATE	AMOUNT
Operation of the BRTPA–Redmond Zone November 16, 2025 - November 28, 2025	1	24,360.65	24,360.65

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

BALANCE DUE

\$24,360.65

Pay invoice

Please contact us to pay via credit card. A fee may apply.

Remit to: OneRedmond

Tax ID: 46-0535220

Page 1 of 1

PAGE 2: SUMMARY

Page:

3. MARKETING & COMMUNICATION	\$	-
4. ADMIN & RESEARCH	\$	8,667.25
5. FESTIVALS & EVENTS	\$	-
6. DESTINATION SALES	\$	512.40
7. TOURISM DEVELOPMENT	\$	7,992.03
8. CONTINGENCY	\$	7,188.97
TOTAL	\$	<u>24,360.65</u>

PAGE 3:

Category: MARKETING & COMMUNICATION

Category	Description	MARKETING & COMMUNICATION
TPA MARCOM	Bullseye Creative	4,022.00
TPA MARCOM	DVA Advertising & Public Relations	3,166.97
TPA MARCOM	DVA Advertising & Public Relations	-
TPA MARCOM	Contingency	(7,188.97)
	TOTAL	0.00

PAGE 4:

Category: ADMIN & RESEARCH

Category	Description	ADMIN & RESEARCH
Bank Fees	PayMode	-
Computer & Software	Comcast, Adobe, Microsoft, Zoom, IT	129.80
Computer & Software	CoStar	941.94
TPA	CD Consultant	350.00
TPA	KRO Consultant Hours	816.00
Equip Rental/Maintenance	KYOCERA COPIER	156.82
Admin	Office Supplies, Licensing	-
Insurance	Redmond General Insurance Agency	-
Legal + Accounting	HRK Advisors	-
Rent / Office Lease	Rent / Office Lease	-
Staffing	Dedicated hours from four staff members	6,272.69
	TOTAL	8,667.25

PAGE 7:

Category: TOURISM DEVELOPMENT

Category	Description	TOURISM DEVELOPMENT
TPA	Hilton Pet Fees	562.52
TPA	Consultant KRO Hours	-
TPA	Consultant MK Hours	-
TPA	Consultant ML Expenses	-
TPA	Agency M, LLC Hours	-
TPA	Everything In Between Consulting	250.00
TPA	Lugg Deliveries	479.34
TPA	Ruff Guides	18.48
TPA		
Staffing	Dedicated hours from four staff members	6,681.69
	TOTAL	7,992.03

PAGE 8:

Category: Contingency

For overages in categories in 2025 Budget

Category	Description	Contingency
TPA MARCOM	MarCom Overage	7,188.97
	TOTAL	7,188.97

Bullseye Creative, Inc

317 N 148th St
Shoreline, WA 981336406 US
bullseyecreative.net



INVOICE

BILL TO

OneRedmond
OneREDMOND
invoices@oneredmond.org

INVOICE # 11037

DATE 11/10/2025

DUE DATE 11/24/2025

TERMS Net 14

DESCRIPTION	AMOUNT
October Experience Redmond Media: Reimbursed at cost; client retails title	3,656.00
October agency fee: 10% of media (DISCOUNTED), Existing contract prior to 10/1/2025, non-taxable	366.00

Thank you for your business. Please make checks payable to Bullseye Creative, Inc and mail a check to 317 N 148th Street, Shoreline WA 98133

NOTE: In accordance with new WA DOR regulations, all design and advertising services are now subject to Excise tax, effective October 1, 2025.

SUBTOTAL	4,022.00
TAX	0.00
TOTAL	4,022.00
BALANCE DUE	\$4,022.00

Pay invoice

A service charge will be assessed on all past due accounts. Service charges will be computed by a periodic rate of 1.5% per month (or a minimum of \$5.00 for balances under \$333.33), which is an annual percentage rate of 18%. Bullseye Creative reserves the right to feature work in their own self-promotion (website, social media, portfolio, company brochure, etc).

OneRedmond
 Kristina Hudson
 8383 158th Ave NE, Suite 225
 Redmond, WA 98052

Invoice # 1623
 Invoice Date 10/31/2025
 Due Date 11/30/2025
 Terms Net 30

2025 Strategic planning, account management	\$1,331.25 *
Digital Management /Strategy - Dog & Concert Tourism	\$1,305.00 *
Public relations	\$476.25 *

Invoice Subtotal	\$3,112.50
Washington Excise Tax - 1.75%	\$54.47
Invoice Total	<u>\$3,166.97</u>
Amount Due	\$3,166.97

Terms: Net 30

Please note: There will be a late fee of 1% on all invoices that are past due.

Julie Boselly

From: Redmond Tourism
Sent: Tuesday, November 25, 2025 10:55 AM
To: Julie Boselly
Cc: Melody Lanthorn
Subject: Fw: Order #5850 confirmed

Hi Julie,

In case you need better receipts. This is the order confirmation for the Dog Guide.

~ Audrey

From: Ruff Guides <store+71185989862@t.shopifyemail.com>
Sent: Tuesday, November 25, 2025 10:26 AM
To: Redmond Tourism <tourism@oneredmond.org>
Subject: Order #5850 confirmed

RUFF GUIDES

ORDER #5850

Thank you for your purchase!

We're getting your order ready to be shipped. We will notify you when it has been sent.

[View your order](#)

or [Visit our store](#)

Order summary



Ruff Guide: Best Places to Stay & Play With Your Dog in All 50 States × 1 **\$13.49**

Subtotal **\$13.49**

Shipping	\$4.99
Taxes	\$0.00
<hr/>	
Total	\$18.48 USD

Customer information

Shipping address

Melody Lanthorn

[REDACTED]

[REDACTED]

[REDACTED]

Billing address

Kristina Hudson

8383 158th Avenue Northeast

Redmond WA 98052

United States

Payment

 ending with [REDACTED]

Shipping method

Shipping (4 to 5 business days)

If you have any questions, reply to this email or contact us at ruffguides@bringfido.com



Hilton Garden Inn - Redmond Seattle, WA LKEGI
 Address : 16630 Redmond Way, Redmond, WA - 98052
 Contact : 4254487660
 Email : frontdesk@hgiredmond.com
 Website : <https://www.hilton.com/en/hotels/lkegigi-hilton-garden-inn-redmond-seattle/>

Invoice Date : 20-Nov-25
 Invoice Number : 1763681243
 Payment Terms : UPON RECEIPT
 Invoice Due Date : null
 Last Modify Date : 20-Nov-25

Company Invoice

Bill To

OneRedmond
 8383 158th Ave NE Suite 225
 Redmond, WA, 98052
 +14258854014

Reservation Details

Date	Confirmation Number	Guest Name	Secondary Guest Name	Bill Number	PO Number	Check In Date	Check Out Date	Nights	Room	Total Amount
Nov 01, 2025	██████████	██████████		██████████	Pet Fee	Oct 29, 2025	Nov 01, 2025	3	██████████	\$140.63
Nov 06, 2025	██████████	██████████		██████████	Pet Fee	Nov 05, 2025	Nov 06, 2025	1	██████████	\$140.63
Nov 07, 2025	██████████	██████████	██████████	██████████	Pet Fee	Nov 02, 2025	Nov 03, 2025	1	██████████	\$140.63
Nov 08, 2025	██████████	██████████		██████████	Pet Fee	Nov 04, 2025	Nov 08, 2025	4	██████████	\$140.63
Grand Total	Total Transactions		4							\$562.52

Summary

Invoice Total	\$562.52
Total Settlement Payment	\$0.00
Invoice Balance	\$562.52

OneRedmond

OneRedmond

8383 158th Ave NE Suite 225
Redmond, WA 98052
+14258854014
invoices@oneredmond.org
www.oneredmond.org



INVOICE

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

INVOICE 1201-2531
DATE 12/18/2025
TERMS Net 30
DUE DATE 01/15/2026

P.O. NUMBER
2450317

DESCRIPTION	QTY	RATE	AMOUNT
Operation of the BRTPA–Redmond Zone December 1, 2025 - December 16, 2025	1	71,331.97	71,331.97

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

BALANCE DUE

\$71,331.97

[Pay invoice](#)

Please contact us to pay via credit card. A fee may apply.

Remit to: OneRedmond

Tax ID: 46-0535220

Page 1 of 1

PAGE 2: SUMMARY

Page:

3. MARKETING & COMMUNICATION	\$	-
4. ADMIN & RESEARCH	\$	10,179.91
5. FESTIVALS & EVENTS	\$	-
6. DESTINATION SALES	\$	16,730.63
7. TOURISM DEVELOPMENT	\$	33,733.03
8. CONTINGENCY	\$	10,688.40
TOTAL	\$	<u>71,331.97</u>

PAGE 3:

Category: MARKETING & COMMUNICATION

Category	Description	MARKETING & COMMUNICATION
TPA MARCOM	Bullseye Creative	7,556.00
TPA MARCOM	DVA Advertising & Public Relations	-
TPA MARCOM	DVA Advertising & Public Relations	-
TPA MARCOM	Contingency	(7,556.00)
	TOTAL	0.00

PAGE 4:

Category: ADMIN & RESEARCH

Category	Description	ADMIN & RESEARCH
Bank Fees	PayMode	-
Computer & Software	Comcast, Adobe, Microsoft, Zoom, IT	203.91
Computer & Software	CoStar	-
Admin	Partner appreciation event	669.24
TPA	KRO Consultant Hours	592.00
Equip Rental/Maintenance	KYOCERA COPIER	-
Admin	Office Supplies, Licensing, Other	-
Insurance	Redmond General Insurance Agency	217.39
Legal + Accounting	HRK Advisors	1,222.50
Rent / Office Lease	Rent / Office Lease	2,224.16
Staffing	Dedicated hours from five staff members	5,050.71
TPA ADMIN	Contingency	-
	TOTAL	10,179.91

PAGE 6:

Category: DESTINATION SALES

Category	Description	DESTINATION SALES
TPA	PromoShop - For Tradeshows	8,272.50
TPA	Bullseye - Seeker Digital Concierge	5,000.00
TPA	Bullseye - Destination Sales - Tour Connection Info Sheet Design	1,750.00
TPA	Tour Connection	3,539.00
Staffing	Dedicated hours from four staff members	1,182.54
TPA	PTBSA Meeting Expenses	118.99
TPA SALES	Contingency	(3,132.40)
	TOTAL	16,730.63

PAGE 7:

Category: TOURISM DEVELOPMENT

Category	Description	TOURISM DEVELOPMENT
TPA	Hilton Pet Fees	1,270.67
TPA	Hyatt Pet Fees	1,200.00
TPA	Hotel Meeting	253.96
TPA	Archer Pet Fees	2,193.75
TPA	Hello Happiness Design	3,450.00
TPA	Consultant MK Hours	-
TPA	Consultant ML Expenses	367.18
TPA	Agency M, LLC Hours	-
TPA	Seattle Theatre Group	10,000.00
TPA	Consultant LL Notebook	500.00
TPA	HD Creative	237.50
TPA	PromoShop Swag	6,131.93
Staffing	Dedicated hours from four staff members	8,128.04
	TOTAL	33,733.03

PAGE 8:

Category: Contingency

For overages in categories in 2025 Budget

Category	Description	Contingency
TPA MARCOM	MarCom Overage	7,556.00
TPA ADMIN	Admin Overage	0.00
TPA SALES	Sales Overage	3,132.40
	TOTAL	10,688.40

Bullseye Creative, Inc

317 N 148th St
Shoreline, WA 981336406 US
bullseyecreative.com



INVOICE

BILL TO

OneRedmond
OneREDMOND
invoices@oneredmond.org

INVOICE # 11075

DATE 12/01/2025

DUE DATE 12/15/2025

TERMS Net 14

DESCRIPTION **AMOUNT**

November Experience Redmond Media: Reimbursed at cost; client retails title	6,869.00
November agency fee: 10% of media (DISCOUNTED), Existing contract prior to 10/1/2025, non-taxable	687.00

Thank you for your business. Please make checks payable to Bullseye Creative, Inc and mail a check to 317 N 148th Street, Shoreline WA 98133

NOTE: In accordance with new WA DOR regulations, all design and advertising services are now subject to Excise tax, effective October 1, 2025.

SUBTOTAL	7,556.00
TAX	0.00
TOTAL	7,556.00
BALANCE DUE	\$7,556.00

Pay invoice

A service charge will be assessed on all past due accounts. Service charges will be computed by a periodic rate of 1.5% per month (or a minimum of \$5.00 for balances under \$333.33), which is an annual percentage rate of 18%. Bullseye Creative reserves the right to feature work in their own self-promotion (website, social media, portfolio, company brochure, etc).



Invoice

Status: Confirmed

Order No: 413

Order Created on
Sun 11/30/2025 11:38 AM

Customer
Katie Olney
katieo@oneredmond.org

Delivery Date
Wed 12/03/2025 03:30 PM - 03:45 PM

Recipient
Katie Olney
The Charles Appartment
8065 161st Ave NE
Redmond, WA 98052
4254780043

Serving Time
04:15 PM

Order Type
Catering Delivery

Payment Method
Mastercard - 3703

Number of Guests
50

Payment Status
Paid

Do you need serving utensils?
No

Delivery Instructions

Go to front concierge desk in lobby and Katie will meet you there.

Qty	Item	Price	Amount
4	Ancho Chili Chicken Crepes	\$52.00 per dozen	\$208.00
2	Artisan Cheese and Charcuterie Display	\$125.00 per platter	\$250.00
4	Basil Citrus Marinated Prawn Platter	\$43.00 per dozen	\$172.00
1	Fresh Vegetable Crudite Platter	\$130.00 per platter	\$130.00
4	House-Smoked Turkey on Onion Bun Sliders	\$61.00 per dozen	\$244.00
3	Pickled Vegetable Fresh Rolls	\$49.00 per dozen	\$147.00
3	Raiding the Cookie Jar Platter	\$30.00 per platter	\$90.00
3	Raising the Bar Platter	\$30.00 per platter	\$90.00

4	Slow Roasted Strip Loin Sliders	\$64.00 per dozen	\$256.00
4	Thai Peanut Glazed Chicken Skewers	\$46.00 per dozen	\$184.00
		Subtotal	\$1,771.00
		Delivery Fee	\$75.00
		Sales Tax	\$182.41
		Tip	\$332.20
		Credit Card Fee	\$73.00
		Total	\$2,433.61
		Payment - Mastercard - 3703 - 12/01/2025 12:23 PM	-\$2,433.61
		Amount Due	\$0.00

Dupar and Co.
18005 NE 68th St., A-150, Redmond, WA 98052
(425) 881-3250
dotf@duparandcompany.com

Order No. 413
Wed 12/03/2025 03:30 PM - 03:45 PM
Katie Olney

HRK Advisors
 PO Box 2694
 Redmond, WA 98073 US
 4252692372
 mia@hrkadvisorsllc.com
 www.hrkadvisorsllc.com

Invoice



BILL TO
OneRedmond 8383 158th Ave NE Suite 225 Redmond, WA 98052 US

SHIP TO
OneRedmond 8383 158th Ave NE Suite 225 Redmond, WA 98052 US

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
6146	11/30/2025	\$0.00	12/01/2025	Due on receipt	

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
11/03/2025	Bookkeeping Services	Budget work, A/P, QBO OR, ORF, TPA Inv, enter 2026 LTAC invoices, send Cathy all Hotel folios for TPA	6:00	95.00	570.00
11/03/2025	Administration	Tourism project - hotel-vendor data/dogs; Minutes - dig sig;	2:00	50.00	100.00
11/05/2025	Bookkeeping Services	Emails, ORF questions about A/R	0:30	95.00	47.50
11/05/2025	Administration	Tourism project - hotel-vendor data/dogs;	0:30	50.00	25.00
11/06/2025	Bookkeeping Services	A/P, DOR conv with Margo	1:00	95.00	95.00
11/06/2025	Administration	Tourism project - hotel-vendor data/dogs; digitize paper Board docs-research;	2:45	50.00	137.50
11/07/2025	Bookkeeping Services	Meeting with Kristina, TPA update, ACH Hotel email, pay TPA invoices, transfer funds	2:00	95.00	190.00
11/07/2025	Administration	Tourism project - hotel-vendor data/dogs, call with Audrey; eSSCert project-vendor comms	2:30	50.00	125.00
11/10/2025	Bookkeeping Services	c6 Budget, financials, SOS update/correct filing c3	7:00	95.00	665.00
11/10/2025	Administration	Projecs: digitize paper Board docs-research, eSSCert-vendor comms; Minutes - dig sig; Tourism project - hotel-vendor data/dogs;	0:45	50.00	37.50
11/10/2025	Bookkeeping Services	SAW/DOR access; invoices - not sent/printed	0:30	95.00	47.50
11/11/2025	Bookkeeping Services	bank reconciliation	0:30	95.00	47.50
11/12/2025	Bookkeeping Services	Pay A/P, clean up emails	0:15	95.00	23.75
11/13/2025	Bookkeeping Services	Emails, TPA spending, update QBO, transfer funds	2:15	95.00	213.75

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
11/13/2025	Administration	NOVI	0:15	50.00	12.50
11/14/2025	Bookkeeping Services	Meeting with Kristina	0:15	95.00	23.75
11/14/2025	Administration	Foundation: Audrey/Flickr - Robot Battle project; Kristina/projects: eSS, digitze, Primo Water;	1:45	50.00	87.50
11/17/2025	Administration	sponsorship deck access/next steps (S Meats); membership inquiry (Discover Yoga);	0:15	50.00	12.50
11/18/2025	Bookkeeping Services	TPA finalize invoice, A/P	1:30	95.00	142.50
11/18/2025	HR Manager	sponsorship: deck, identify prospects - call with Margo sched	0:15	50.00	12.50
11/19/2025	Bookkeeping Services	NOVI meeting	0:30	95.00	47.50
11/19/2025	Sponsorship	intro call with Sara and Margo, prospecting-Economic Outlook Summit	3:15	50.00	162.50
11/20/2025	Bookkeeping Services	QB update, emails, A/P	0:30	95.00	47.50
11/21/2025	Bookkeeping Services	Meeting with Kristina, update QBO, emails	1:00	95.00	95.00
11/21/2025	Administration	Tourism: dog events spend tracking	0:45	50.00	37.50
11/21/2025	Bookkeeping Services	reporting - current members: contact and level	0:30	95.00	47.50
11/22/2025	Bookkeeping Services	custom report: current members, contact + membership level	0:15	95.00	23.75
11/22/2025	Sponsorship	prospecting-Economic Outlook Summit	0:30	50.00	25.00
11/24/2025	Bookkeeping Services	TPA invoice, update QBO, pay bills, invoice Redmond, ORF Board reports	2:30	95.00	237.50
11/24/2025	Administration	WordPress project;	0:15	50.00	12.50
11/24/2025	Bookkeeping Services	custom report: current members, contact + membership level	0:30	95.00	47.50
11/24/2025	Sponsorship	prospecting-Economic Outlook Summit/add'l events	0:15	50.00	12.50
11/25/2025	Bookkeeping Services	Emails, update QB payables	0:15	95.00	23.75
11/25/2025	Bookkeeping Services	custom report: current members, contact + membership level	0:30	95.00	47.50
11/26/2025	Bookkeeping Services	CC entries, prep TPA invoice, meet with KH, estimate YE cash c6, Meta invoice	1:45	95.00	166.25
11/26/2025	Administration	Tourism inquiry re: Eventbrite, Constant Contact use (Audrey)	0:15	50.00	12.50
11/26/2025	Sponsorship	call with Margo; finalize prospect list & sent to Margo	0:45	50.00	37.50
11/30/2025	Bookkeeping Services	c6 TPA, QB Update, c3 budget review, update, transfer funds, emails	2:00	95.00	190.00

Pay invoice

SUBTOTAL	3,890.00
TAX	0.00
TOTAL	3,890.00
PAYMENT	3,890.00
BALANCE DUE	\$0.00



Payment scheduled

Your **\$14,404.43** payment to **PromoShop, Inc.** is scheduled for 12/16/2025.

2 bills ^

\$6131.93 | Bill no. 2399880-2

[View bill](#)

\$8272.50 | Bill no. 2399880-4

[View bill](#)

Pay to vendor	\$14,404.43
Processing fee (if applicable)	\$0.50 + applicable taxes

No fees apply to the first 5 ACH payments of your monthly billing cycle.

Pay from	OneRedmond JPMORGAN CHASE BANK, NA (...8253)
-----------------	---

Withdrawal date	12/16/2025
------------------------	------------

Deliver to	PromoShop, Inc. FIFTH THIRD BANK (...9655)
-------------------	---

Estimated delivery date ⓘ	12/19/2025
----------------------------------	------------

You can cancel this payment	Cancel this payment
-----------------------------	-------------------------------------

Need help with this payment?

Select Help to get a callback from an expert. We may ask you for the **reference ID**: 4404010928868374650

[Terms of service](#)

Bullseye Creative, Inc

317 N 148th St
Shoreline, WA 981336406 US
bullseyecreative.com



INVOICE

BILL TO

OneRedmond
8383 158th Avenue NE
Suite 225
Redmond, WA 98052

INVOICE # 11088

DATE 12/15/2025

DUE DATE 01/14/2026

TERMS Net 30

DESCRIPTION **AMOUNT**

(existing contract, non-taxable) Seeker - General platform integration 5,000.00

Thank you for your business. Please make checks payable to Bullseye Creative, Inc and mail a check to 317 N 148th Street, Shoreline WA 98133

NOTE: In accordance with new WA DOR regulations, all design and advertising services are now subject to Excise tax, effective October 1, 2025.

SUBTOTAL	5,000.00
TAX	0.00
TOTAL	5,000.00
BALANCE DUE	\$5,000.00

Pay invoice

A service charge will be assessed on all past due accounts. Service charges will be computed by a periodic rate of 1.5% per month (or a minimum of \$5.00 for balances under \$333.33), which is an annual percentage rate of 18%. Bullseye Creative reserves the right to feature work in their own self-promotion (website, social media, portfolio, company brochure, etc).

Bullseye Creative, Inc

317 N 148th St
Shoreline, WA 981336406 US
bullseyecreative.com



INVOICE

BILL TO

OneRedmond
8383 158th Avenue NE
Suite 225
Redmond, WA 98052

INVOICE # 11085

DATE 12/12/2025

DUE DATE 01/11/2026

TERMS Net 30

DESCRIPTION

AMOUNT

(existing contract, non-taxable) Destination Sales - Tour Connection Info Sheet Design

1,750.00

Thank you for your business. Please make checks payable to Bullseye Creative, Inc and mail a check to 317 N 148th Street, Shoreline WA 98133

NOTE: In accordance with new WA DOR regulations, all design and advertising services are now subject to Excise tax, effective October 1, 2025.

SUBTOTAL	1,750.00
TAX	0.00
TOTAL	1,750.00
BALANCE DUE	\$1,750.00

Pay invoice

A service charge will be assessed on all past due accounts. Service charges will be computed by a periodic rate of 1.5% per month (or a minimum of \$5.00 for balances under \$333.33), which is an annual percentage rate of 18%. Bullseye Creative reserves the right to feature work in their own self-promotion (website, social media, portfolio, company brochure, etc).

thank you!



Date: December 12, 2025
Commissioned By: Audrey Fan
Invoice #: 7781

To: OneRedmond Tourism

Project: Tourism Development - Event Logos (vector)

Itemized Expenses: (Other Billable Expenses)

Pup Crawl Logo (2.00 Hours)	\$190.00
Pup Crawl Branding (0.50 Hours)	\$47.50

TOTAL BALANCE DUE: \$237.50

OneRedmond will own the assets and not pay any use fees or royalties to use the design.

Payment Information

HD Creative, Inc.
18310 Village Parkway East
Bonney Lake, WA 98391

Routing #325070760
Account #879070191

INVOICE

DATE

12/10/2025

INVOICE NO

1057

Company

Laura Lepel
1909 Franklin Ave E, #202
Seattle, WA 98102
206-999-6733
lauralepel09@gmail.com

INVOICE TO

Audrey Fan
OneRedmond - The Eastside Partnership
8383 158th Ave NE, Suite 225
Redmond, WA 98052
AudreyF@oneredmond.org

JOB

OneRedmond - Notebook Quality Control

PAYMENT TERMS

Due on Receipt

DATE	DESCRIPTION	# HOURS	HOURLY RATE	LINE TOTAL
-------------	--------------------	----------------	--------------------	-------------------

11/19/2025	Notebook QC	5	\$40.00	\$200.00
11/20/2025	Notebook QC	7.5	\$40.00	\$300.00

Subtotal	\$500.00
Sales Tax	-
Total	\$500.00

INVOICE

Hello Happiness Design
9421 Dreyfus Pl
Scottsdale, AZ 85260

lauren@hellohappinessdesign.com
+1 (410) 303-3390
www.hellohappinessdesign.com



Bill to

OneRedmond
8383 158th Ave NE Suite 225
Redmond, WA 98052 US

Invoice details

Invoice no.: 1239
Invoice date: 12/01/2025
Due date: 12/05/2025

#	Product or service	Description	Qty	Rate	Amount
1.	Graphic Design	Pup Crawl - Poker Playing Cards	1	\$1,350.00	\$1,350.00

Total **\$1,350.00**

Ways to pay



[View and pay](#)

INVOICE

Hello Happiness Design
9421 Dreyfus Pl
Scottsdale, AZ 85260

lauren@hellohappinessdesign.com
+1 (410) 303-3390
www.hellohappinessdesign.com



Bill to

OneRedmond
8383 158th Ave NE Suite 225
Redmond, WA 98052 US

Invoice details

Invoice no.: 1240
Invoice date: 12/01/2025
Due date: 12/05/2025

#	Product or service	Description	Qty	Rate	Amount
1.	Graphic Design	Pup Crawl - Pupchella Event Logo	1	\$2,100.00	\$2,100.00

Total **\$2,100.00**

Ways to pay



[View and pay](#)



SEATTLE THEATRE GROUP
 911 PINE ST
 SEATTLE, WA 98101

Invoice No. OneRedmCATF26

INVOICE

Name OneRedmond
Attn: Audrey Fan
Address 8383 158th Ave NE Suite 225
City Redmond, WA 98052

Date 12/5/2025
Due Net 30

Qty	Description	Unit Price	TOTAL
1	Sponsorship of STG's Concerts at the Farm 2026	\$ 10,000.00	\$ 10,000.00

	SubTotal	\$ 10,000.00
	Shipping	
Tax Rate(s)		
	TOTAL	\$ 10,000.00

Office Use Only

Please make check payable to Seattle Theatre Group Attn Accounting 911 Pine St, Seattle WA 98101

Thank You!

Please include your COMPANY NAME and INVOICE NUMBER on any wire transfers in the memo section. Otherwise, we will be unable to process your payment and credit your invoice correctly. Thank you!

Tour Connection, Inc.
 511 Olde Towne Rd / P.O. Box 80220
 Rochester, MI 48308 US
 +12486503070
 accounting@tourconnection.com
 tourconnection.com

Invoice

BILL TO
OneRedmond 8383 158th Avenue NE, Suite 225 Redmond, WA 98052

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
98920B	12/03/2025	\$3,539.00	01/02/2026	Net 30	

SALES REP

Beth

ITEM	DESCRIPTION	QTY	RATE	AMOUNT
NY26 Admission	One Admission to Tour Connection New York 2026	1	2,195.00	2,195.00
NY26 Networking Meetings	One Admission to Small Group Meetings New York 2026	1	995.00	995.00
NY26 Happy Hour	One Admission Happy Hour New York 2026	1	349.00	349.00
	Attendee - Audrey Fan			

Thank you for your business!

Please note our new address and update your records accordingly:

511 Olde Towne Road / P.O. Box 80220
Rochester, MI 48308

To view this invoice and/or pay by credit card/bank transfer or any other electronic method, please click on the button below that says review and pay. The invoice will instruct you from there how to proceed.

Please include your COMPANY NAME and INVOICE NUMBER on any wire transfer in the memo section. Otherwise, we will be unable to process your payment and credit your invoice correctly. Thank you!

Pay invoice

SUBTOTAL	3,539.00
TAX	0.00
TOTAL	3,539.00
BALANCE DUE	\$3,539.00

OneRedmond

OneRedmond

8383 158th Ave NE Suite 225
Redmond, WA 98052
+14258854014
invoices@oneredmond.org
www.oneredmond.org



INVOICE

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

INVOICE 1201-2569
DATE 01/05/2026
TERMS Net 30
DUE DATE 02/04/2026

P.O. NUMBER
2450317

DESCRIPTION	QTY	RATE	AMOUNT
Operation of the BRTPA–Redmond Zone December 17, 2025 - December 31, 2025	1	80,131.41	80,131.41

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

BALANCE DUE

\$80,131.41

[Pay invoice](#)

Please contact us to pay via credit card. A fee may apply.

Remit to: OneRedmond

Tax ID: 46-0535220

Page 1 of 1

PAGE 2: SUMMARY

Page:

3. MARKETING & COMMUNICATION	\$	-
4. ADMIN & RESEARCH	\$	73.09
5. FESTIVALS & EVENTS	\$	-
6. DESTINATION SALES	\$	-
7. TOURISM DEVELOPMENT	\$	75,470.18
8. CONTINGENCY	\$	4,588.14
TOTAL	\$	<u>80,131.41</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	-
Computer & Software	Comcast, Adobe, Microsoft, Zoom, IT	32.35
Computer & Software	CoStar	941.94
Admin		-
TPA	KRO Consultant Hours	-
Equip Rental/Maintenance	KYOCERA COPIER	156.82
Admin	Office Supplies, Licensing, Other	8.40
Insurance	Redmond General Insurance Agency	-
Legal + Accounting	HRK Advisors	-
Staffing	Dedicated hours from five staff members including board approved incentive compensation	- 2,372.79
TPA ADMIN	Contingency	(3,439.21)
	TOTAL	73.09

PAGE 6:

Category: DESTINATION SALES

Category	Description	DESTINATION SALES
TPA	WFEA Membership Renewal	150.00
TPA	MPI Membership	297.50
TPA	AF Expenses	382.07
Staffing	Dedicated hours from five staff members including board approved incentive compensation	416.98
TPA SALES	Contingency	(1,246.55)
	TOTAL	0.00

PAGE 7:

Category: TOURISM DEVELOPMENT

Category	Description	TOURISM DEVELOPMENT
TPA	Hilton Pet Fees	562.52
TPA	NewCo, Cirque du Soleil	25,000.00
TPA	Vista Print	167.60
TPA	AF Expenses	2,270.02
TPA	Bullseye	6,650.00
TPA	Bullseye	2,500.00
TPA	Bullseye	3,100.00
TPA	Consultant KRO Expenses + Hours	1,664.00
TPA	SM Expenses	67.89
TPA	KH Expenses	211.87
TPA	Alicia Moneyhun Consultant	250.00
TPA	Agency M, LLC	7,500.00
TPA	Agency M, LLC	250.00
TPA	Agency M, LLC	1,000.00
TPA	Agency M, LLC	3,750.00
TPA	HD Creative	1,000.00
Staffing	Dedicated hours from five staff members including board approved incentive compensation	19,526.28
	TOTAL	75,470.18

PAGE 8:

Category: Contingency

For overages in categories in 2025 Budget

Category	Description	Contingency
TPA MARCOM	MarCom Overage	0.00
TPA ADMIN	Admin Overage	3,439.21
TPA SALES	Sales Overage	1,246.55
TPA SALES	Remove Overage Contingency	-97.62
	TOTAL	4,588.14



Hilton Garden Inn - Redmond Seattle, WA LKEGI
 Address : 16630 Redmond Way, Redmond, WA - 98052
 Contact : 4254487660
 Email : frontdesk@hgiredmond.com
 Website : https://www.hilton.com/en/hotels/lkegigi-hilton-garden-inn-redmond-seattle/

Invoice Date : 17-Dec-25
 Invoice Number : 1766009516
 Payment Terms : UPON RECEIPT
 Invoice Due Date : null
 Last Modify Date : 17-Dec-25

Company Invoice

Bill To

OneRedmond
 8383 158th Ave NE Suite 225
 Redmond, WA, 98052
 +14258854014

Reservation Details

Date	Confirmation Number	Guest Name	Secondary Guest Name	Bill Number	PO Number	Check In Date	Check Out Date	Nights	Room	Total Amount
Dec 08, 2025	██████████	██████████		██████████	Pet Fee	Dec 05, 2025	Dec 07, 2025	2	██████████	\$140.63
Dec 08, 2025	██████████	██████████	██████████	██████████	Pet Fee	Dec 07, 2025	Dec 14, 2025	7	██████████	\$140.63
Dec 11, 2025	██████████	██████████		██████████	Pet Fee	Dec 10, 2025	Dec 11, 2025	1	██████████	\$140.63
Dec 12, 2025	██████████	██████████	██████████	██████████	Pet Fee	Dec 12, 2025	Dec 13, 2025	1	██████████	\$140.63
Grand Total	Total Transactions		4							\$562.52

Summary

Invoice Total	\$562.52
Total Settlement Payment	\$0.00
Invoice Balance	\$562.52

LE GROUPE
CIRQUE DU SOLEIL™
 ENTERTAINMENT GROUP



**FACTURE
 INVOICE**

CIRQUE DU SOLEIL AMERICA NEWCO, INC
 1151 Grier Drive, suite C
 Las Vegas, Nevada
 USA, 89119
 TÉL: (514) 722-2324 FAX: (514) 723-7619

Cie: 1710

FACTURÉ À - INVOICE TO

OneRedmond
 Att: Audrey Fan
 8383 158th Avenue NE, Suite 225
 Redmond, WA
 98052
 USA

DATE FACTURATION INVOICE DATE	December 15, 2025
NO DE FACTURE INVOICE NO	2025-1800000101
No de client Customer No.	182319
Conditions Terms	Upon receipt

DEVISE/CURRENCY: USD

DESCRIPTION	MONTANT - AMOUNT
-------------	------------------

<p>Cirque du Soleil ECHO 2026 Partnership with OneRedmond</p> <p style="text-align: right; margin-top: 20px;">\$25 000,00</p> <p style="margin-top: 20px;">Please ensure to include the invoice number on your payment notice (check, wire, EFT or ACH) Please inform your bank to NOT CONVERT the currency, additional fees may be charged if the bank has converted the payment.</p> <p>Please remit your payment to the following account or by check: ACCOUNT HOLDER: CIRQUE DU SOLEIL AMERICA NEWCO, INC ADDRESS: 1151 Grier Drive, suite C, Las Vegas, Nevada, USA, 89119</p> <p>MAILING ADDRESS: 8400 AV. DU CIRQUE - MONTRÉAL - QC - CANADA - H1Z 4M6 BANK NAME: Caisse d'économie solidaire Desjardins BANK ADDRESS: 155, Boulevard Charest Est, bureau 500, Quebec, QC, G1K 3G6, Canada SWIFT : CCDQCAMM TRANSIT: 081592276 FOLIO: 081592276800243-8 CURRENCY: USD</p>	
---	--

TOTAL DÙ TOTAL DUE	\$25 000,00
--	--------------------

Bullseye Creative, Inc

317 N 148th St
Shoreline, WA 981336406 US
bullseyecreative.com



INVOICE

BILL TO

OneRedmond
8383 158th Avenue NE
Suite 225
Redmond, WA 98052

INVOICE # 11086

DATE 12/12/2025

DUE DATE 01/11/2026

TERMS Net 30

DESCRIPTION	AMOUNT
(existing contract, non-taxable) Tourism Development "Redmond Poker Pup Crawl, Winter Edition" Seeker XP Configuration	1,750.00
(existing contract, non-taxable) Tourism Development Configure "Poker Pup Crawl" Business Locations in Seeker XP (6 @ \$150 each)	900.00
(existing contract, non-taxable) Tourism Development 5-6 "Poker Pup Crawl" Badge/Sticker Designs	1,000.00
(existing contract, non-taxable) Tourism Development "Poker Pup Run" Graphics for Seeker XP	750.00
(existing contract, non-taxable) Tourism Development "Poker Pup Run" Posters, Table Tent/Cards	1,500.00
(existing contract, non-taxable) Tourism Development "Poker Pup Run" PR, Event Calendar Listings	750.00

Thank you for your business. Please make checks payable to Bullseye Creative, Inc and mail a check to 317 N 148th Street, Shoreline WA 98133	SUBTOTAL 6,650.00
NOTE: In accordance with new WA DOR regulations, all design and advertising services are now subject to Excise tax, effective October 1, 2025.	TAX 0.00
	TOTAL 6,650.00
	BALANCE DUE \$6,650.00

Pay invoice

A service charge will be assessed on all past due accounts. Service charges will be computed by a periodic rate of 1.5% per month (or a minimum of \$5.00 for balances under \$333.33), which is an annual percentage rate of 18%. Bullseye Creative reserves the right to feature work in their own self-promotion (website, social media, portfolio, company brochure, etc).

Bullseye Creative, Inc

317 N 148th St
Shoreline, WA 981336406 US
bullseyecreative.com



INVOICE

BILL TO

OneRedmond
8383 158th Avenue NE
Suite 225
Redmond, WA 98052

INVOICE # 11087

DATE 12/12/2025

DUE DATE 01/11/2026

TERMS Net 30

DESCRIPTION **AMOUNT**

(existing contract, non-taxable) Tourism Development Dog Promo Flyer/Card Design 2,500.00

Thank you for your business. Please make checks payable to Bullseye Creative, Inc and mail a check to 317 N 148th Street, Shoreline WA 98133

NOTE: In accordance with new WA DOR regulations, all design and advertising services are now subject to Excise tax, effective October 1, 2025.

SUBTOTAL	2,500.00
TAX	0.00
TOTAL	2,500.00
BALANCE DUE	\$2,500.00

Pay invoice

A service charge will be assessed on all past due accounts. Service charges will be computed by a periodic rate of 1.5% per month (or a minimum of \$5.00 for balances under \$333.33), which is an annual percentage rate of 18%. Bullseye Creative reserves the right to feature work in their own self-promotion (website, social media, portfolio, company brochure, etc).

Bullseye Creative, Inc

317 N 148th St
Shoreline, WA 981336406 US
bullseyecreative.com



INVOICE

BILL TO

OneRedmond
8383 158th Avenue NE
Suite 225
Redmond, WA 98052

INVOICE # 11084

DATE 12/12/2025

DUE DATE 01/11/2026

TERMS Net 30

DESCRIPTION

AMOUNT

(existing contract, non-taxable) TPA Tourism Development Website Updates & Configurations

3,100.00

Thank you for your business. Please make checks payable to Bullseye Creative, Inc and mail a check to 317 N 148th Street, Shoreline WA 98133

NOTE: In accordance with new WA DOR regulations, all design and advertising services are now subject to Excise tax, effective October 1, 2025.

SUBTOTAL	3,100.00
TAX	0.00
TOTAL	3,100.00
BALANCE DUE	\$3,100.00

Pay invoice

A service charge will be assessed on all past due accounts. Service charges will be computed by a periodic rate of 1.5% per month (or a minimum of \$5.00 for balances under \$333.33), which is an annual percentage rate of 18%. Bullseye Creative reserves the right to feature work in their own self-promotion (website, social media, portfolio, company brochure, etc).



Everything in Between
Consulting LLC

Alicia or James Moneyhun
22126 NE 78th Street Redmond, WA 98053
425.691.8374 alicia.moneyhun@yahoo.com

Invoice

Date	Invoice #
12/30/2025	EIB10099

Bill To
OneRedmond

P.O. No.	Terms	Project

Item	Date	Quantity	Description	Rate	Amount
Alicia A Moneyhun	12/15/2025 -12/31/2025	10 hours	OneRedmond Tourism Development	\$50.00	\$500.00
				Total	\$500.00



Agency M, LLC 2220 186th Ave E
(206) 484-9855 Lake Tapps, WA 98391

Invoice Number
00001220

Billed To
Audrey Fan
One Redmond
8383 158th Ave NE Suite 225,
Redmond, WA 98052

Date of
Issue
12/12/15

Due Date
NET 30

Amount Due (USD)
\$1,000.00

Description

Line Total

Tourism Account Management

\$1,000.00

Amount Due (USD)

\$1,000.00



Agency M, LLC 2220 186th Ave E
(206) 484-9855 Lake Tapps, WA 98391

Invoice Number
00001221

Billed To
Audrey Fan
One Redmond
8383 158th Ave NE Suite 225,
Redmond, WA 98052

Date of
Issue
12/12/15

Due Date
NET 30

Amount Due (USD)
\$7,500.00

Description

Line Total

Pupchella Development

\$7,500.00

Amount Due (USD)

\$7,500.00



Agency M, LLC 2220 186th Ave E
(206) 484-9855 Lake Tapps, WA 98391

Invoice Number
00001222

Billed To
Audrey Fan
One Redmond
8383 158th Ave NE Suite 225,
Redmond, WA 98052

Date of
Issue
12/12/15

Due Date
NET 30

Amount Due (USD)
\$3,750.00

Description

Line Total

Dog Days of Summer Development – 50% Production

\$3,750.00

Amount Due (USD)

\$3,750.00



Agency M, LLC 2220 186th Ave E
(206) 484-9855 Lake Tapps, WA 98391

Invoice Number
00001223

Billed To
Audrey Fan
One Redmond
8383 158th Ave NE Suite 225,
Redmond, WA 98052

Date of
Issue
12/12/15

Due Date
NET 30

Amount Due (USD)
\$250.00

Description

Line Total

Redmond Poker Pup Crawl Development

\$250.00

Amount Due (USD)

\$250.00

thank you!



To: OneRedmond
8383 158th Avenue NE, Suite 225
Redmond, WA 98052
Attn: Audrey Fan | e: audreyF@oneredmond.org

Date: December 19, 2025
Invoice #: 7786

For: Dog Tourism Development Assets

Itemized Expenses: (Other Billable Expenses)

Pupchella - Additional Content
Dog Days of Summer
Howl-O-Ween

TOTAL BALANCE DUE: \$1,000

OneRedmond will own the assets and not pay any use fees or royalties to use the design.

Payment Information

HD Creative, Inc.
18310 Village Parkway East
Bonney Lake, WA 98391

Routing #325070760
Account #879070191



Community Development

Attachment D

Information Only

Tuesday, February 24, 2026,

Bellevue-Redmond Tourism Promotion Area (TPA) Advisory Board

1:00 pm

1E-113 or Zoom Meeting

City of Bellevue, WA

OneRedmond 2025 Annual Report

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

BACKGROUND

OneRedmond serves as the administrator of Tourism Promotion Area (TPA) funds for the Redmond Zone and works in partnership with the local hotels and the City of Redmond to support tourism-related activities. The year 2025 represents the second full year of TPA program administration. Guided by the City of Redmond's five-year Tourism Strategic Plan. This report summarizes OneRedmond's tourism-related activities during 2025. All activities described were funded exclusively through TPA funds.

OVERVIEW

OneRedmond's tourism program entered a new phase of growth in 2025, marked by the launch of niche-market tourism programs, the rollout of new marketing campaigns built around our Dog Tourism and Entertainment activations, the adoption of new measurement tools that strengthen our ability to track performance and demonstrate impact, and new digital concierge technology.

Visitor spending in 2025 generated substantial economic value, with day-trip parties contributing an estimated \$206.9 million based on average expenditures of \$511 per party applied to 404,850 parties, and overnight visitors contributing an estimated \$213.1 million using the \$188 per-person spending benchmark applied to 1,133,580 overnight guests.

Tourism economic modeling like the above, along with the new geofencing data and insights from Datafy, offer different lenses on how tourism dollars translate into economic impact. While Datafy provides the most current and granular view, all three sources will become more powerful together as additional years of consistent data allow the underlying algorithms to mature, align, and produce a multi-method assessment of visitor spending in Redmond.

While this spending underscores the strong economic value of Redmond's visitor activity, the broader lodging landscape told a more complicated story. Redmond hotels also encountered market challenges that influenced 2025 overnight performance. National hotel softness in 2025, shifting traveler behavior that reduces overnight stays, and the addition of 372 new luxury guestrooms in nearby markets collectively created headwinds for Redmond's lodging performance.

In coordination with the City of Redmond, OneRedmond contributed supplemental funding for Experience Redmond's Pay-Per-Click Tourism Campaign. Also in partnership with the City of Redmond, TPA dollars funded fifty-percent of the annual Woodinville Wine County Partnership, an update of an existing logo for use on branded promotional items, and staff time to both explore a potential on-demand transportation pilot program and bike trail user-experience and signage assessment.

OneRedmond's tourism transportation program shifted course this year after the shuttle pilot program demonstrated that a fixed-route service wasn't a cost-effective investment. This led the team to redirect resources toward more flexible options by providing overnight guests with rideshare gift cards and Sound Transit ORCA cards that better match real visitor behavior and mobility needs.

Due to the absence of a large-scale indoor convention or event facility, OneRedmond is laser focused on developing innovative, niche tourism initiatives intended to support overnight stays. In 2025, this included Dog Tourism and entertainment-focused pilot efforts, benchmark development, and targeted advertising campaigns. Marketing efforts centered on building fresh creative assets and destination stories, recognizing that these assets serve as the ongoing narrative foundation that drives the success and consistency of our campaigns.

Significant investment was made in new tourism technology in 2025, with OneRedmond adding platforms that strengthen both planning and visitor engagement: Datafy introduced geofencing and benchmarking capabilities to evaluate the impact of marketing and promotional efforts, while Seeker launched as a digital concierge and trip-planning tool to enhance the experience of overnight guests.

OneRedmond also expanded its visitor-facing presence in 2025 by supplying branded promotional items for hotel guest packages and client outreach, and by launching the Redmond Customer Advisory Board in December with three confirmed members and continued recruitment underway to build out the group.

EXPENDITURES

OneRedmond continued to advance Redmond's tourism strategic plan, regularly assessing our strengths, challenges, and opportunities while exploring innovative programs designed to attract and engage visitors. Efforts focused on developing assets and stories for the niche tourism programs and the launch of new targeted marketing campaigns. Performance measurement tools were added to aggregate data from websites, and campaigns to show how tourism efforts translate into measurable outcomes.

No reserve funds were ultimately used for shuttle service in 2025, as originally anticipated. Instead, transportation dollars were reallocated from the initial scope of work after the late-2024 pilot confirmed that a fixed-route shuttle was not a cost-effective solution. Those funds were redirected toward more flexible, guest-focused options such as rideshare gift cards and Sound Transit ORCA cards, ensuring resources were used where they delivered the greatest value for

visitors.

In total, \$829,861.29 was spent with an outline of the categories below. It is important to note that all the contingency dollars were used to supplement marketing expenses primarily for the new niche tourism campaigns and Experience Redmond Pay-Per-Click programs.

Total Expenditures	
Marketing & Communications	\$ 24,000.00
Admin, Data, & Research	\$ 237,000.00
Destination Sales	\$ 29,500.00
Tourism Development	\$ 451,231.29
Contingency	\$ 88,130.00

HOSPITALITY DATA FOR 2025:

Redmond has a total hotel inventory of 1,598 rooms across ten properties, including two full-service, three extended-stay hotels and five limited-service hotels; a figure that has remained unchanged since 2023.

The 2025 goal was to achieve an eight percent (8%) increase in overnight visitors based on 2024's annual occupancy. However, Redmond hotels also encountered market challenges that influenced 2025 overnight performance.

- **National Headwinds:** National hotel performance reports for 2025 show softer occupancy and Average Daily Rate (ADR) trends, with declines in business travel and Group demand versus 2024. Midweek demand in particular has lagged, which aligns with broader hospitality market weakness.
- **Structural Overnight Conversion Weakness:** Trends in business travel and “bleisure” or hybrid work models have altered travel behavior, with shorter stays or day trips becoming more common. This shift tends to reduce overnight stays even when visitation is stable.
- **Competitive Supply Pressure:** While Redmond hotel inventory remained flat, two new luxury hotel properties opened near Redmond between 2024 and 2025 — expanding overnight supply in nearby markets by 372 new guestrooms within 15 miles.

In 2025, a total of 404,850 guestrooms were sold, representing a 2.6% decrease in occupancy compared to 2024. Total guestroom revenue for the year was \$77,639,914.00, reflecting a 5.05% year-over-year decline, while Average Daily Rate (ADR) decreased by 2.52%. Overnight visitation also declined by 2.6% compared to 2024 (*Source: CoStar Report, January 18, 2026*).

2025	Jan	Feb	Mar	Q1 2025
Total Rooms	52,014	46,981	52,014	151,009
Occupancy %	53.71%	59.41%	67.56%	60.25%
Rooms Sold	27,935	27,911	35,143	90,989
Overnight Visitors	78,218	78,151	98,400	254,769

2025	Apr	May	Jun	Q2 2024
Total Rooms	50,337	52,014	50,337	152,688
Occupancy %	58.32%	67.04%	81.23%	68.84%
Rooms Sold	29,358	34,868	40,888	105,114
Overnight Visitors	82,202	97,630	114,486	294,319

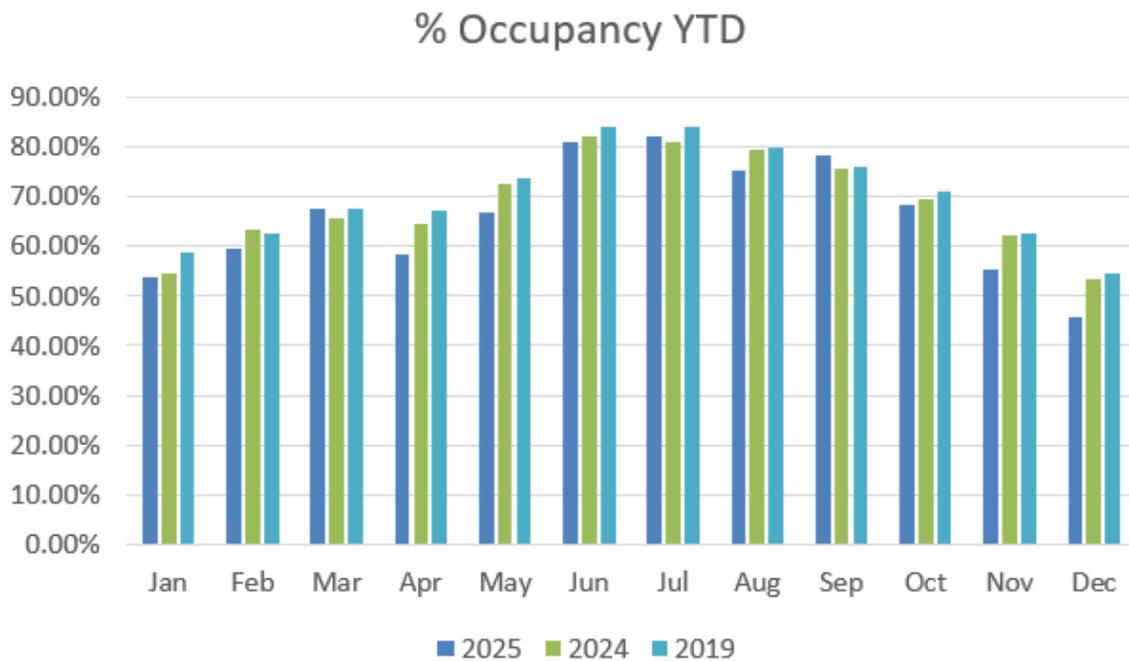
2025	Jul	Aug	Sept	Q3 2025
Total Rooms	52,014	52,014	50,337	154,365
Occupancy %	82.44%	75.41%	78.43%	78.76%
Rooms Sold	42,880	39,225	39,479	121,584
Overnight Visitors	120,064	109,830	110,541	340,435

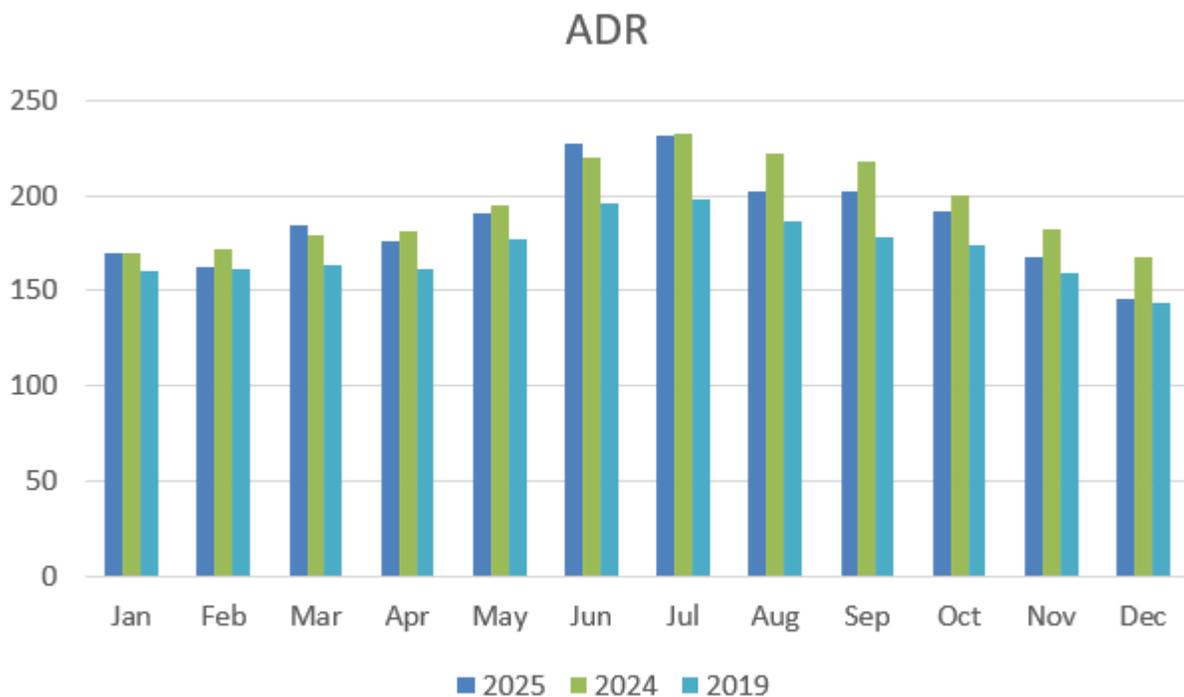
2025	Oct	Nov	Dec	Q4 2025
Total Rooms	52,014	50,337	52,014	154,365
Occupancy %	68.47%	55.24%	45.65%	56.47%
Rooms Sold	35,612	27,807	23,744	87,163
Overnight Visitors	99,714	77,860	66,483	244,056

Source: CoStar report (01/18/26).

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

Estimated 2.8 overnight guests per room.





Source: CoStar report 01/18/26

MARKETING & COMMUNICATIONS:

In 2025, OneRedmond continued promoting Redmond as a welcoming and vibrant destination through focused visitor marketing efforts. Beginning in spring, the organization developed innovative pilot niche marketing approaches and created supporting materials that helped tell Redmond’s story and promote future events. This work laid the groundwork for dog-friendly tourism and entertainment-focused visitor campaigns launched in late summer 2025.

These campaigns used Datafy, a geofencing advertising tool that delivers digital ads based on where visitors go and what they do. The initial launch focused on establishing baseline data to better understand audience behavior and campaign reach, which will inform future marketing decisions and performance improvements. Efforts also included contributing funds to support Bullseye Creative’s existing Pay-Per-Click advertising, directing potential visitors to book hotel stays through Experience Redmond, the LTAC-supported tourism website.

Launch of Targeted Tourism Campaigns | DVA Advertising & Public Relations:

Overview

The recent multichannel campaign delivered strong performance across search, social, display, and partner referral channels. Results show above benchmark engagement, highly efficient spend, and measurable economic impact driven by visitor trips and lodging activity. Book>Direct data further reinforces consistent traveler behavior and strong referral value to partner properties-channel campaign delivered strong performance across search, social, display, and partner referral channels. Results show above benchmark engagement, highly efficient spend, and measurable economic impact driven by visitor trips and lodging activity. Book>Direct data further reinforces consistent traveler behavior and strong referral value to partner properties-channel

campaign delivered strong performance across search, social, display, and partner referral channels. Results show above-benchmark engagement, highly efficient spend, and measurable economic impact driven by visitor trips and lodging activity. BookDirect data further reinforces consistent traveler behavior and strong referral value to partner properties

Key Performance Highlights

Exceptional Channel Engagement

- Search CTR of 6.32%, outperforming benchmark by 35%, with over 7,300 clicks from 116K impressions.
- Meta campaign strength, with:
 - *Concerts*: 1.63% CTR, 81% above benchmark.
 - *Dogs*: 1.95% CTR, 116% above benchmark.
- Display (0.23% CTR) and Native (0.26% CTR) both exceeded industry averages, adding more than 3,200 incremental clicks.

Return on Investment

- The campaign generated \$34 in economic value for every \$1 spent, indicating exceptional efficiency.
- Overall economic impact reached \$531K, driven by:
 - 2,288 visitor trips
 - 798 room nights
 - Average visitor spend of \$165 for 2,288 trips and ADR of \$181.81 from 789 room nights

Search & Social Performance Overview

- Search Campaign
 - CPC held low at \$0.74
 - Users spent 1m 8s on site on average, signaling strong relevance and intent.
- Meta Campaigns
 - Concerts and Dogs campaigns efficiently delivered over 16K total link clicks and maintained CPCs under \$0.70.
 - High CTRs confirm strong audience message alignment.

Datafy Attribution Insights

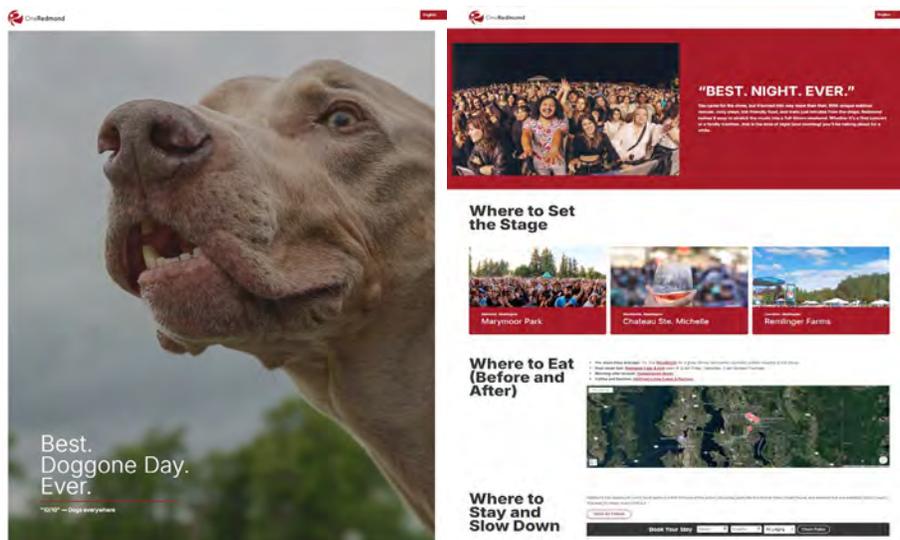
- Attribution window: 8/27/25–12/31/25
- Total estimated impact: \$518K
- Average length of stay: 2.8 nights, which aligns with typical leisure travel norms.

Book>Direct Takeaways

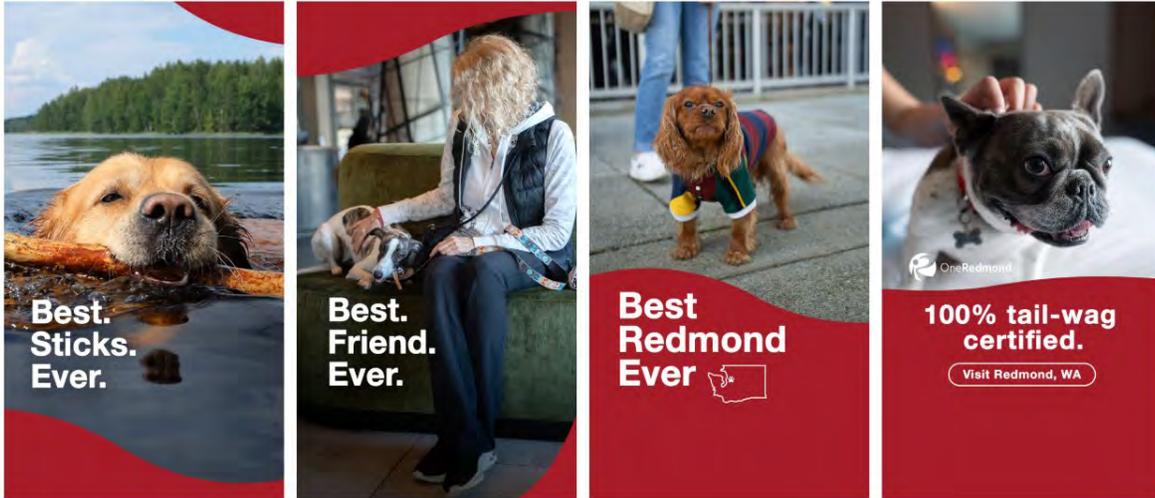
- 43% referral rate (516 of 1,200 searches) highlights strong consumer engagement with lodging options.
- Booking windows across channels remain consistent at 33–35 days, indicating predictable planning behavior.
- Referrals reflect outbound traffic to partner sites, confirming the platform's value as a connector even when bookings occur offsite.

Dog Tourism and Music & Entertainment Campaign | Launched Mid-August through December 2025:

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



#1: Dog Tourism Campaign

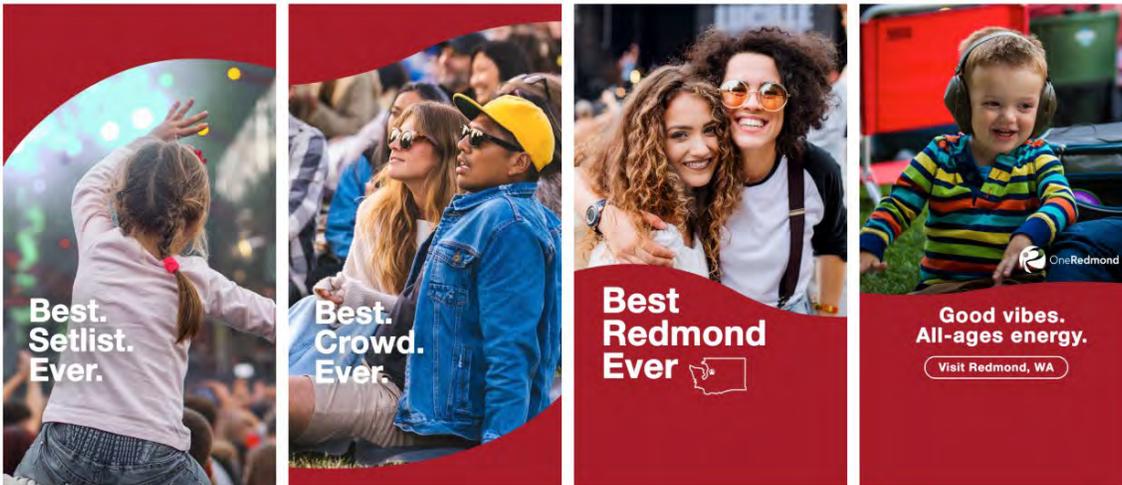


Text (90-125 char): Off-leash trails. Patio treats. Big naps. Redmond rolls out the red carpet for four-legged travelers.

Headline (27 char): Let's play

- Dog Tourism Campaign Run Dates: August 22, 2025 – December 31, 2025

#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

Campaign Takeaways

The campaign delivered high-quality traffic, industry-leading engagement rates, and substantial economic return. Performance across all media channels demonstrates strong creative relevance and effective targeting. Datafy and Book>Direct metrics validate real-world visitation and partner value, positioning the campaign as a highly successful investment that can inform future channel strategy and budget decisions.

DATAFY:

What is Datafy

Datafy is a tool that helps cities understand visitor activity. It uses anonymous, aggregated location information from mobile devices meaning it does *not* collect or store personal data about individuals. Instead, it shows general patterns such as:

- Where visitors are coming from
- How long they stay
- Which areas of the city they visit
- Overall spending and activity trends

Visitor Insights from Datafy

Overall Visitation

- Redmond welcomed over 1.3 million visits in 2025.
- Visitors spent nearly 3.3 million total days in the city.
- The typical visitor was 45–64 years old with a household income above \$75,000.
- Visitors contributed an estimated \$78.6 million in spending throughout the year.

Where Visitors Spent Their Time

Data shows that several parts of Redmond consistently attracted the most visitors:

- Downtown Redmond was the top destination.
- Shopping districts, including Redmond Town Center, were a close second.
- Outdoor recreation areas accounted for a significant share of visits.
- Lodging areas showed strong overnight activity.

Where Visitors Came From

The Seattle–Tacoma area was the largest source of visitors.

- However, Redmond also attracted many out-of-state visitors, especially from Portland, Los Angeles, and San Francisco.
- These markets represent strong opportunities for continued outreach.

Economic Activity

- Spending was spread across hotels, restaurants, retail stores, grocery/drug stores, and entertainment venues.
- The average visitor made 3+ transactions per trip.
- Spending levels were balanced between instate and out-of-state visitors, meaning Redmond is attracting both local and nonlocal dollars.

Lodging Trends

- Visitors stayed an average of 2.8 nights.
- Hotels saw consistent demand across the year, with particularly strong performance in summer and early fall.
- Overnight stays connected strongly with spending in dining, shopping, and recreation.

Why These Findings Matter

These insights help OneRedmond and its partners understand:

- Which areas benefit most from visitor spending
- Which markets are growing or declining
- What types of experiences visitors engage in
- When and where OneRedmond may want to invest in programming, tourism support, or infrastructure improvements

Pay-Per-Click Support of Experience Redmond Brand | Bullseye Creative:

Overview of Bullseye Creative's role with Redmond Tourism

-per-click (PPC) advertising. In addition, Bullseye Creative supports Experience Redmond by producing website content, coordinating social media engagement, delivering digital advertising, promoting hotel partnerships, and creating visual and written assets for citywide initiatives. Bullseye Creative is the agency contracted by the City of Redmond funded through the Lodging Tax Advisory Committee (LTAC) to manage Experience Redmond's digital marketing efforts. Their work includes developing and maintaining digital content, running seasonal promotional campaigns, and managing pay-per-click (PPC) advertising. In addition, Bullseye Creative supports Experience Redmond by producing website content, coordinating social media engagement, delivering digital advertising, promoting hotel partnerships, and creating visual and written assets for citywide initiatives.

PPC Expansion Through BRTPA Redmond Zone Funding

In late September 2025, additional Tourism Promotion Area (TPA) funding was allocated to Bullseye Creative to expand the pay-per-click (PPC) advertising campaigns. These additional funds supported:

- Increase paid search visibility
- Expand display and video ads
- Target event planners (Host Your Event in Redmond initiative)
- Strengthen hotel-focused and destination campaigns

This investment increased reach among travelers and event organizers, delivering meaningful traffic to Experience Redmond digital properties.

Q4 2025: A Strong Quarter for Digital Growth

Q4 2025 was a period of significant momentum, marked by stronger website traffic, increased social media engagement, and expanded visibility through paid digital ads. Key seasonal events helped build this momentum, including:

- Redmond Lights
- Beer & Wine Month
- History & Heritage content
- World's Games Draw Party
- Winter and holiday experiences

Key PPC Campaigns and Their Impact

A. Hotels Campaign (Search PPC)

Bullseye Creative optimized keywords and refreshed ad copy to better match traveler behavior. The search campaigns:

- Drove high-intent traffic from people actively researching accommodations
- Worked alongside hotel landing pages to improve engagement and visibility

B. YouTube Brand Awareness Campaign

Paid YouTube campaigns focused on keeping Redmond “top-of-mind” during peak planning periods, promoting the city’s identity, culture, and year-round experiences.

- Creative messaging supported broad reach
- Campaigns were optimized to strengthen brand familiarity

C. Redmond Campaign (Display & Video)

Another major YouTube initiative extended Redmond’s presence across regional markets. This included promotions for plus-display initiative extended Redmond’s presence across regional markets. This included promotions for:

- Hotels
- Events
- Seasonal activities

Digital Media Boost: Measurable Growth

The PPC and digital media expansion produced notable, measurable gains:

- Impressions increased 46% year-over- year
- Clicks increased 310% year-over-year
- CTR improved by 1.52%

These improvements show that additional TPA funding significantly strengthened online visibility and user engagement.

Website Traffic Impacts

The growth in PPC efforts directly influenced Experience Redmond website usage:

- Website users increased an estimated 20% starting in October
- The hotels page saw an 86% increase in pageviews and 128% increase in users from Sept-Dec, compared to the peak travel months of May–August

This suggests PPC drove meaningful interest during the fall and early winter, traditionally slower travel periods.

Social Media Synergy

Organic and paid efforts worked together:

- Total social impressions increased to 285,000 in Q4
- Engagement rate rose to 4.8%
- Instagram became the fastest growing channel due to Reels and influencer collaborations

PPC efforts supported this growth by boosting visibility and reinforcing messaging across platforms.

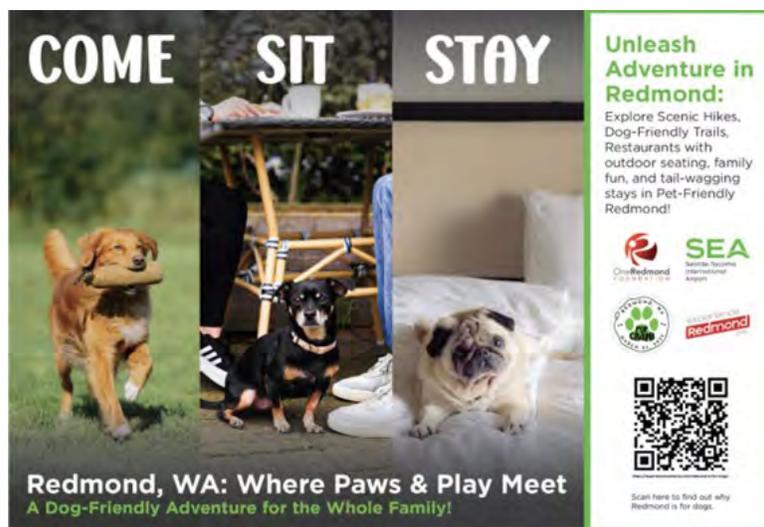
Overall Impact

The PPC efforts managed by Bullseye Creative helped:

- Increase Redmond’s visibility across local and out-of-state markets-of-state markets
- Drive stronger traffic to lodging and event-related pages -related pages
- Support hotels and local businesses during seasonal transitions
- Strengthen Experience Redmond’s brand identity heading into 2026

Port of Seattle SEA Airport Tourism Spotlight Ad – Concourse D:

In partnership with the Port of Seattle, OneRedmond continued its “Come. Sit. Stay.” spotlight advertising at SEA Airport throughout 2025, promoting Redmond’s dog-friendly tourism offerings and the Pup Crawl event. While the campaign originally launched in early 2025, ongoing construction delays extended the visibility of the 62” W x 43” H ad in Concourse D through January 2026, increasing its overall reach beyond the planned timeline. To support this extended exposure, OneRedmond maintained and refreshed the associated QR code landing page, experienceredmond.com/redmond-is-for-dogs, ensuring visitors receive up-to-date information on Redmond’s dog-friendly experiences.



DESTINATION & TOURISM DEVELOPMENT

In 2025, OneRedmond advanced destination and tourism development with a focus on increasing overnight visitation and strengthening Redmond's position as an experiential destination, particularly during identified need periods. In the absence of an anchor conference center, efforts prioritized the strategic development and evaluation of niche tourism programs designed to drive hotel occupancy and sustain overnight stays through creative, experience-driven initiatives.

Key activities included continued assessment of experiential initiatives, the development of niche tourism focused on dog-friendly travel and concert-driven visitation, evaluation of the Concierge Program for visitor experience and hotel return on investment, and research into niche tourism opportunities that support Redmond's growth as an accessible destination. OneRedmond also participated in industry meetings and tradeshows to strengthen partnerships, identify market opportunities, and advance distinctive tourism experiences.

Planning for future activations and partnerships progressed throughout the year, supporting earned media opportunities and laying the groundwork for continued tourism development. Collectively, these efforts reinforced Redmond's tourism strategy and supported sustained overnight visitation.

2025 Destination & Tourism Development Highlights:

Wine Tourism:

OneRedmond advanced several initiatives to strengthen Redmond's position within the regional wine tourism ecosystem and support visitor demand tied to Woodinville Wine Country (WWC).

To ensure program compliance, staff and consultants worked closely with Woodinville Wine Country to interpret and respond to the Washington State Liquor and Cannabis Board (WSLCB) ruling that limits the use of wine district passes within hotel stay packages. Through this collaboration, a viable path forward was identified that maintains regulatory compliance while preserving opportunities for Redmond hotels to participate in wine-related visitor experiences.

In partnership with the City of Redmond, planning for the 2026 WWC partnership was advanced in 2025. Funding for this collaboration will be supported through an equal allocation of City of Redmond LTAC funds and OneRedmond Tourism Promotion Area (TPA) funds, ensuring continued alignment with tourism-focused goals.

To deepen industry relationships and promote Redmond as a lodging destination for wine travelers, team members participated in regional wine events, including:

- Auction of Washington Wine
- Redmond Wine Walk

Throughout the year, OneRedmond also engaged WWC during its leadership transition—meeting with the departing Executive Director, maintaining coordination with current staff, and preparing to participate in an upcoming Board meeting to better understand organizational priorities moving forward.

Dog Tourism:

OneRedmond expanded its dog-friendly tourism strategy by developing new programming, marketing content, and partnerships designed to attract visitors traveling with pets and encourage overnight stays in Redmond hotels.

2025 Dog-Focused Activations

Multiple staff members and partner hotels collaborated to host and produce a series of dog-focused events throughout the year. These activations generated new content, strengthened hotel partnerships, and reinforced Redmond's identity as a dog-friendly destination.

- Pup Crawl – Three weekend activations in spring 2025 across three Redmond hotels in celebration of National Puppy Day.
- Bones, Brews & BBQ – Rooftop activation at the Aloft/Element Hotel Redmond.
- Doggie Glam Event – Hosted at the Hilton Garden Inn Redmond.
- Costume Parade & Paw-ty – Held at The Archer Hotel Redmond, Redmond Town Center, and Seattle Marriott Redmond.
- Howl-O-Ween – October costume contest and parade in partnership with The Archer Hotel Redmond, Redmond Town Center, and Hilton Garden Inn Redmond.
- Santa Paws & Claws – Collaboration with Redmond Town Center to offer pet photos with Santa across three Mondays in December.

Preparation for 2026 Dog-Focused Programming

Planning and development for 2026 initiatives began in 2025, including:

- Redmond Poker Pup Crawl – Solicitation of participating businesses and creation of event graphics and assets.
- Pupchella – Event branding and graphic design.
- Dog Days of Summer – Exploratory discussions with the Jerry Baker Memorial Velodrome for a potential August 2026 collaboration.

Additional Engagement to Support Dog Tourism

To broaden Redmond's dog-friendly appeal, staff participated in regional events, engaged local businesses, and partnered with a non-profit charity:

- FIFA Club World Cup Watch Party at Redmond Town Center – Introduced traveling dog families to Redmond in anticipation of FIFA 2026 and future sporting events.
- Salt & Straw Redmond Ribbon Cutting – Highlighted dog-friendly ice cream offerings to promote Redmond as a welcoming destination for pet owners.
- Motley Zoo Animal Rescue – Researched and established a long-term partnership with this Redmond-based nonprofit animal rescue to support event activations, dog-focused tourism initiatives, and fundraising efforts for the organization.

Staff also visited and coordinated with dog-friendly businesses to explore future collaborations:

- Flatstick Pub Redmond – Allows dogs indoors.
- Brick & Mortar Books – Hosts dog-themed programming in August.
- PostDoc Brewing Redmond – Dog-friendly venue committed to hosting dog events in 2026.

Partnerships and Hotel Packages

OneRedmond partnered with Motley Zoo Animal Rescue, a Redmond-based nonprofit, as the official charity partner for dog-focused events. Motley Zoo supports activations with onsite puppies, engages its network of dog owners, and provides merchandise and information to encourage fundraising and community participation.

To further support overnight visitation, OneRedmond coordinated a dog-friendly hotel package featuring waived pet fees. Hotels are reimbursed through TPA funds, enabling promotion of the package and allowing OneRedmond to track overnight dog visitors to measure program effectiveness.

Dog Tourism Activations



PUPCHELLA

REDMOND, WA

Cirque du Soleil Partnership:

In early 2026, Redmond will welcome Cirque du Soleil ECHO to Marymoor Park, creating a major anchor attraction for regional tourism during the first quarter of the year. With the AVP Pro Beach Volleyball event cancelled for 2026, this partnership fills a critical programming gap while elevating Redmond's visibility as a destination for world-class entertainment.

Cirque du Soleil has a long-standing pattern of returning to Marymoor Park every other year, but Portland, Oregon did not host a Cirque du Soleil show for 2026. Recognizing this opportunity, the staff initiated a strategic collaboration with Cirque du Soleil to jointly drive Portland-area awareness, visitation, and ticket sales.

To ensure alignment and avoid promotional overlap, a Strategy Promotion Meeting was held in November with a comprehensive group of partners, including:

- Cirque du Soleil Marketing Manager
- Two Cirque du Soleil local PR consultants
- City of Redmond Tourism
- GreenRubino PR
- Bullseye Creative Social Media
- OneRedmond Tourism Team
- Three members of the OneRedmond Team
- DVA Team

The outcome was clear: Redmond Tourism will lead the Portland-focused visitor strategy, leveraging Cirque's brand power and our regional marketing channels to convert Portland residents into overnight guests and event attendees.

And in connection with Dog Tourism, ECHO features a juggling dog, giving us a playful, memorable hook for social media and storytelling. This partnership positions Redmond for a strong start to 2026, reinforces our role as a cultural destination, and opens new pathways for visitor growth.

STG Concerts at the Farm Partnership:

To prepare for the 2026 season, OneRedmond has secured an exclusive hotel partnership with Seattle Theatre Group (STG) to support the Concerts at the Farm series held at Remlinger Farm in Carnation, WA. This collaboration positions Redmond as the preferred lodging destination for one of the region's most distinctive outdoor concert experiences.

The 2026 season will mark STG's third year producing and hosting the Concerts at the Farm series at this venue. Based on the 2025 program, the series typically spans late May through September, featuring 10–15 individual concerts along with select multi-day festival events. While final programming is still in development, a similar scale and seasonal footprint is anticipated for 2026.

This partnership is designed to strategically drive both group and individual overnight stays in Redmond particularly during periods when hotel demand is softer, such as weekends without youth sports tournaments. By aligning with STG's growing regional audience and the unique draw

of the Farm venue, Redmond hotels gain a valuable opportunity to capture leisure travelers, concert-goers, and festival attendees throughout the summer and early fall.

Niche Tourism Program Development:

Wellness Niche Tourism

In 2025, OneRedmond initiated foundational work to explore Shinrin Yoku (Forest Bathing) as a potential wellness tourism offering designed to attract overnight visitors seeking restorative, nature-based experiences. An Association of Nature and Forest Therapy (ANFT) Certified Forest Therapy Guide was contracted to conduct a feasibility assessment and outline phased implementation options for a future program.

The consultant's report is expected in Q1 2026 and will evaluate market viability, identify certified guides within Redmond and King County, assess partnership interest among local organizations, and recommend a suitable Redmond venue for hosting Shinrin Yoku sessions. This work lays the groundwork for a differentiated wellness niche that aligns with regional outdoor assets and visitor demand trends.

Accessible Travel Initiatives

Throughout 2025, OneRedmond advanced its commitment to inclusive tourism by exploring partnerships and best practices within the accessible travel sector. Team members engaged with organizations such as Certified Autism Destination programs, Wheel the World, and the PCMA Accessibility Exchange to identify opportunities for future collaboration and program development.

To deepen expertise, OneRedmond representatives attended the Visit Bellevue Boost: Accessible Travel – Wheel the World seminar, gaining insights into accessibility standards, traveler expectations, and destination readiness. Additionally, as part of broader accessibility efforts, a team member completed Autism Speaks Sensory Training, strengthening internal understanding of sensory-friendly considerations for travelers with autism.

Concierge Program:

Throughout 2025, OneRedmond conducted extensive research to evaluate digital concierge tools capable of enhancing visitor engagement and supporting trip planning across Redmond's tourism platforms. Multiple platforms were reviewed, including TrueOmni, VibeMap, and Seeker, with an emphasis on functionality, user experience, and cross-site integration.

Following this evaluation, Seeker was selected as the preferred platform. Seeker offers a comprehensive suite of features—including a digital concierge, trip-planning tools, and a gamification component—and can be embedded across multiple websites. This flexibility enables seamless integration on both Experience Redmond, the City of Redmond's tourism brand site, and OneRedmond, ensuring consistent visitor engagement across platforms.

Data collection and onboarding for Seeker began in October 2025 and will continue into early 2026. As part of the rollout, the platform's gamification feature will undergo a beta test during the Q1 2026 event activation, "Redmond Poker Pup Crawl" (January 31–February 1). This trial will help

evaluate system functionality, user interaction, and overall readiness for broader deployment throughout 2026.

Transportation:

Transportation emerged as one of the primary needs identified by stakeholders, prompting a focused review of how best to support visitor mobility in and around Redmond. Funds allocated to this line item were originally intended to support shuttle services to and from the airport and Woodinville Wine Country. However, after conducting a pilot program, it became clear that a fixed shuttle model did not provide the flexibility visitors needed, and the required infrastructure for ticketing and reservations was not feasible to implement or manage.

In response, the program shifted toward more adaptable transportation solutions. Rideshare gift cards were introduced for Redmond hotels to use in guest packages or for group bookings, offering greater convenience and customization. Additionally, with the launch of Sound Transit's 2 Line, the program invested in Sound Transit ORCA cards to expand multimodal transportation options for hotel guests. This pivot ensures that transportation resources directly support visitor needs while aligning with Redmond's evolving regional connectivity.

Tourism Grant Funding for Events:

The City of Redmond's LTAC Tourism Event Grant Program provides annual competitive funding to support events and initiatives that generate measurable tourism impact, including attracting visitors and increasing overnight stays. To complement this annual grant cycle, OneRedmond established a supplemental event funding program supported by Tourism Promotion Area (TPA) funds. This program aligns with LTAC's tourism-focused guidelines while offering flexible, year-round funding consideration, ensuring timely support for events that advance Redmond's tourism and economic development goals. This dual-program approach strengthens Redmond's ability to support high-impact events throughout the year and respond to emerging opportunities that drive visitor demand.

Tourism & Hospitality Memberships and Meetings:

OneRedmond has joined and attended membership meetings and seminars at the following organizations to increase tourism and hospitality opportunities for the area hotels:

Below are the Tourism & Hospitality Membership and event attendance for 2025:

- State of Washington Tourism (SWT)
 - Annual Conference in Spokane, WA
- Seattle Sports Commission (SSC)
 - Quarterly Meetings
 - Region Ready Summit i
- Washington Festivals and Events Association (WFEA)
 - Virtual Meetings
 - Annual Conference in Bellevue, WA
- Washington State Chapter of Meeting Professionals International (WSCMPI)
- Puget Sound Business Travel Association (PSBTA)
- International Live Events Association Seattle Chapter (ILEA Seattle)
 - Workshops & Seminars

- Washington State Destination Marketing Organization (WSDMO)
 - Symposium in March at Bellevue, WA
 - Regular Virtual Meetings
- Destinations International

Additional Tourism event attendance in 2025:

- Puget Sound Business Journal “The Business of Travel”
- The Special Events Conference
- Eastside Tourism Council Quarterly Meetings
- Northwest Event Show
- Destination Summit in Centralia, WA

DESTINATION SALES:

In the absence of a large conference center or event space, OneRedmond continues to focus on identifying and promoting unique venues and nontraditional spaces capable of accommodating group gatherings and generating overnight stays. Efforts are centered on venue prospecting, relationship development, and direct support to Redmond hotels to increase self-contained group bookings and overall group demand.

Venue Development & Research

In 2025, OneRedmond conducted a series of evaluations to identify potential sites in Redmond that could support future tourism-driven events. Multiple large parking lot locations were researched for feasibility; however, property owners have, to date, declined interest in hosting events on their sites.

To expand venue options for group activities, the team conducted networking and an on-site review with SAMA Cellars at Redmond Town Center to explore opportunities for off-site group events in partnership with Redmond hotels.

Additionally, OneRedmond met with leadership at Overlake Christian Church and completed a full site tour to assess meeting and event capacity. While the venue shows potential for future group business, additional coordination and support will be needed to assist the organization in responding to RFPs and managing group inquiries.

Highlights of Group Business & RFP Activity

In 2025, OneRedmond supported a diverse range of group business opportunities, event inquiries, and industry engagement efforts that strengthen Redmond’s position as a meetings and events destination.

- Redmond Ganesh Festival 2025 – Estimated attendance of approximately 3,000 participants over Labor Day Weekend.
- Quad Ball 2025 – Estimated 100 competitors plus spectators during an August weekend event.
- Supported two Redmond hotels by participating in client events and familiarization tours to showcase Redmond venues, strengthen hospitality partnerships, and promote business opportunities.

- Jerry Baker Memorial Velodrome RFP – Submitted proposal for a July 2026 group business opportunity.
- Dodgeball RFP – Group business prospect for a unique field.

Ongoing industry engagement included participation in monthly networking meetings with the Puget Sound Business Travel Association (PSBTA) and Washington State Meeting Professionals International (MPI) to cultivate relationships and identify future business leads.

Additionally, OneRedmond continued CoStar property development prospecting, sharing relevant activity updates and contact information with Redmond hotels to support both group and transient booking opportunities. Looking ahead to 2026, OneRedmond is confirming participation in entertainment group booking tradeshow to further expand Redmond’s visibility and attract new event opportunities.

Destination & Client Support

To strengthen group business development for Redmond hotels, OneRedmond researched, procured, and coordinated a suite of branded destination materials designed to support client engagement and elevate Redmond’s visibility. These items are used across multiple touchpoints including tradeshow, media interactions, client meetings, and familiarization tours to reinforce Redmond’s brand and enhance hospitality partnerships.

Branded materials developed in 2025 included:

- Wireless portable speaker
- Wireless portable device charger
- Water bottle / dog bottle
- Notebooks
- Microfiber computer wipes
- Luggage tags

ADMINISTRATION & RESEARCH:

Throughout 2025, OneRedmond strengthened the infrastructure supporting Redmond’s tourism and lodging community through ongoing collaboration, data enhancement, and strategic program development aligned with the Redmond Tourism Strategic Plan.

OneRedmond maintained monthly one-on-one meetings with Redmond hotels and continued close collaboration with the City of Redmond and Bullseye Creative, the agency contracted by the City of Redmond to manage the Experience Redmond tourism brand. These efforts focused on identifying and addressing barriers to attracting overnight visitors, improving data accuracy, enhancing booking tools, and advancing initiatives that support long-term tourism growth.

Key Activities

In 2025, OneRedmond staff and contracted consultants collectively advanced a wide range of administrative, research, and program development activities to support Redmond’s tourism and lodging sectors. Key activities included:

- Presenting annual lodging and tourism data to the Redmond Lodging Tax Advisory Committee (LTAC).
- Developing and submitting the 2026 annual scope of work and budget.
- Finalizing and submitting the 2024 BRTPA Redmond Zone Annual Report.
- Maintaining monthly coordination with City of Redmond tourism staff.
- Evaluating, contracting, and implementing new tracking tools to measure marketing effectiveness and event impact, supporting data-informed ROI analysis for Redmond hotels.
- Conducting ongoing troubleshooting with CoStar hospitality data and researching KeyData as a potential supplemental data source.
- Continuing research into the need for, and viability of, a large indoor sports and event facility capable of attracting overnight visitors.
- Initiating recruitment for a Redmond Tourism Customer Advisory Focus Group, with the first meeting held in Q4 2025.
- Implementing the Book>Direct (Simpleview/Granicus) hotel booking widget across OneRedmond, Experience Redmond, and the Redmond Town Center events page to streamline visitor booking access.
- Finalizing the monthly invoice documentation and submission process with City of Bellevue staff to ensure administrative consistency and reporting compliance.

Because the program operates on a reimbursement-only funding model, establishing an ACH service was necessary to ensure the reimbursement payments could be received within the required 30-day window. The City of Bellevue provided this ACH service provider, resulting in an added cost to the TPA program. This arrangement which allows for twice-monthly invoicing and ACH deposits was essential to maintain adequate cash flow and ensure continuity of the program's scope of work throughout the year.

Additional 2025 activities included hiring consultant support for Tourism Public Affairs and legislative monitoring in preparation for the 2026 legislative session, as well as completing a full 2024 Financial Review of the organization, which concluded with no findings.

CONTACT

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Community Development

Attachment E



**VISIT
BELLEVUE**

ANNUAL REPORT

2025

WE RECOGNIZE, RESPECT, AND HONOR.

Visit Bellevue acknowledges that our destination is located on the Indigenous Land of the Coast Salish peoples, including the Duwamish, Suquamish Tribe, Muckleshoot Indian Tribe, and Snoqualmie Indian Tribe. We thank and honor the caretakers of this land, which has been their home since time immemorial. We thank and honor their connection to the land and region, and pay respect to Coast Salish Elders past and present. We commit to care for the land and water, and equity.

Our Commitment

Visit Bellevue is dedicated to:

- Supporting Indigenous-owned businesses and cultural initiatives.
- Promoting inclusive storytelling and authentic representation in tourism.
- Partnering with local Indigenous communities to celebrate their history and contributions.

We encourage visitors to learn more about the Indigenous heritage of this land and to engage with the rich traditions, stories, and perspectives that continue to shape Bellevue today.



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DEFINING A DESTINATION AND PURPOSEFUL GROWTH

In 2025, Visit Bellevue advanced the city's evolution as a destination where economic vitality, community values, and visitor experience progressed together. Guided by the Bellevue Destination Development Plan (DDP), the organization focused on intentional growth, measurable outcomes, and strategic investment, ensuring tourism delivers shared value for residents, businesses, and visitors alike.

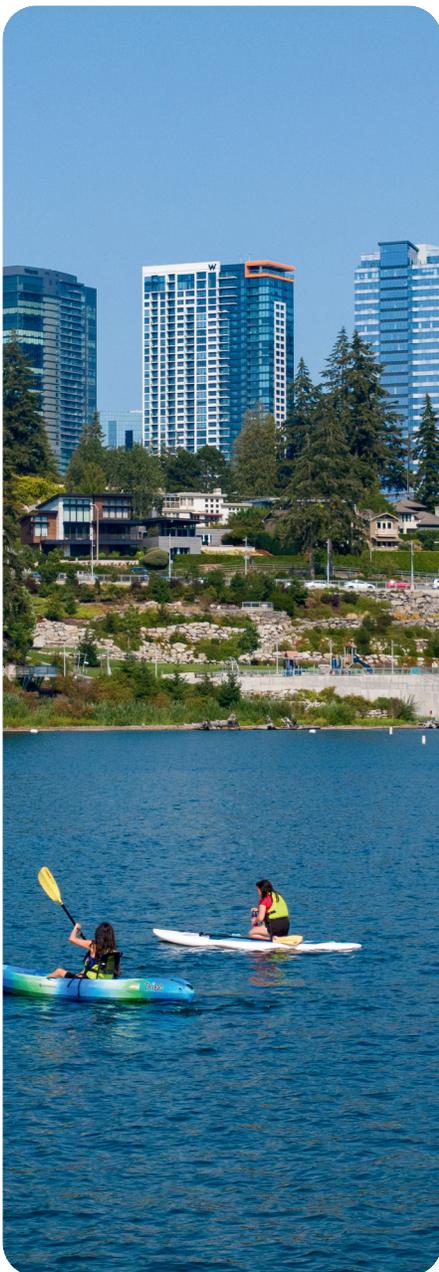
The year represented a pivotal shift from recovery-driven activity to destination maturity. Visit Bellevue's strategies moved beyond restoring demand to strengthening long-term competitiveness, diversify demand across seasons, and reinforce the city's sense of place. Through coordinated efforts across destination sales, marketing, communications, and tourism development, the organization supported peak-period performance while expanding shoulder-season demand to promote year-round economic stability.

Collectively, these efforts generated strong and measurable outcomes. Bellevue welcomed 2.2 million overnight visitors in 2025, reinforcing its growing market share within King County and the broader region. As Bellevue continues to evolve as a premier regional destination, this year's progress reflects purposeful investment and sustainable momentum. Together, we are savoring growth and welcoming tomorrow with confidence.

2025 Key Achievements

- 2.2 million overnight visitors, strengthening Bellevue's position as a leading destination within the region
- \$760 million in overnight visitor spending, contributing to more than \$2 billion in total economic impact citywide
- 72,000 future contracted room nights generated through destination sales efforts
- 300,000+ room night leads in the sales pipeline, supporting sustained demand in future years
- 970 million marketing and communications impressions delivered across paid, earned, and owned channels
- 900,000 engagements driven through integrated campaigns, content expansion, and audience targeting

A STRATEGIC VISITOR ECONOMY INVESTMENT



In 2025, the Bellevue Tourism Promotion Area (TPA) served as a critical and strategic resource for driving incremental visitation, strengthening hotel performance, and generating measurable economic impact. Building on programs established in 2024, TPA funding allowed Visit Bellevue to shift from program launch to optimization, shifting focus toward effectiveness, return on investment, and sustained growth for Bellevue’s lodging and tourism sectors.

TPA-supported initiatives strengthened destination marketing, advanced destination sales efforts, and enhanced tourism development programs that directly support overnight stays and lodging revenue. Marketing investments increased visibility and engagement in priority domestic and international markets, while destination sales activities contributed to increased demand across both leisure and group segments. Tourism development and visitor experience initiatives further differentiated Bellevue by improving transportation options, supporting events and culinary experiences, improving weekend hotel occupancy, and enhancing visitor services that encourage longer stays and increased spending.

Equally important, the TPA’s public-private partnership structure ensures accountability, transparency, and alignment with industry and community priorities. Through ongoing collaboration with hotel partners and the City of Bellevue, Visit Bellevue continuously evaluates performance and refines strategies to maximize impact. As Bellevue continues to mature as a destination city, the TPA remains an essential tool for fueling economic growth, supporting hotel success, and sustaining a visitor economy that delivers long-term value to the Bellevue community.

BUILDING STRONGER FOR BELLEVUE'S FUTURE

Visit Bellevue's success is powered by a dedicated and experienced team committed to advancing Bellevue as a destination city. In 2025, the organization benefited from team continuity across all departments, enabling consistent execution, strategic alignment, and strong performance. This stability allowed staff to focus on optimizing programs, strengthening partnerships, and delivering measurable results that support economic growth, a quality visitor experience, and community well-being.

With no changes to staff in 2025, Visit Bellevue leveraged institutional knowledge and cross-department collaboration to build on the programs and initiatives launched in prior years. This continuity supported more effective decision-making, improved coordination across marketing, destination sales, visitor experience, community relations, and destination stewardship, and ensured that investments were implemented with accountability, efficiency, and purpose.

With a strong team in place and a proven ability to deliver results, Visit Bellevue is well positioned to support Bellevue's continued growth as a premier visitor destination in the Pacific Northwest while maintaining alignment with community priorities and long-term goals.



DESTINATION SALES

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



MARKETING & COMMUNICATIONS

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



VISITOR EXPERIENCE

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



DESTINATION STEWARDSHIP & COMMUNITY RELATIONS

Develops built environments and enables conditions to spur growth in the arts, innovation, sustainability, accessibility

THE VALUE OF OVERNIGHT VISITORS

Overnight visitors play a quiet but essential role in Bellevue’s economic ecosystem. Their spending supports thousands of jobs, strengthens both small and large businesses alike, and helps fund the public services residents rely on every day. While their presence is often most visible in hotels, restaurants, and retail districts, the economic benefits of overnight visitation extend throughout the city and the ripple effects of overnight visitation reach in many supporting industries.

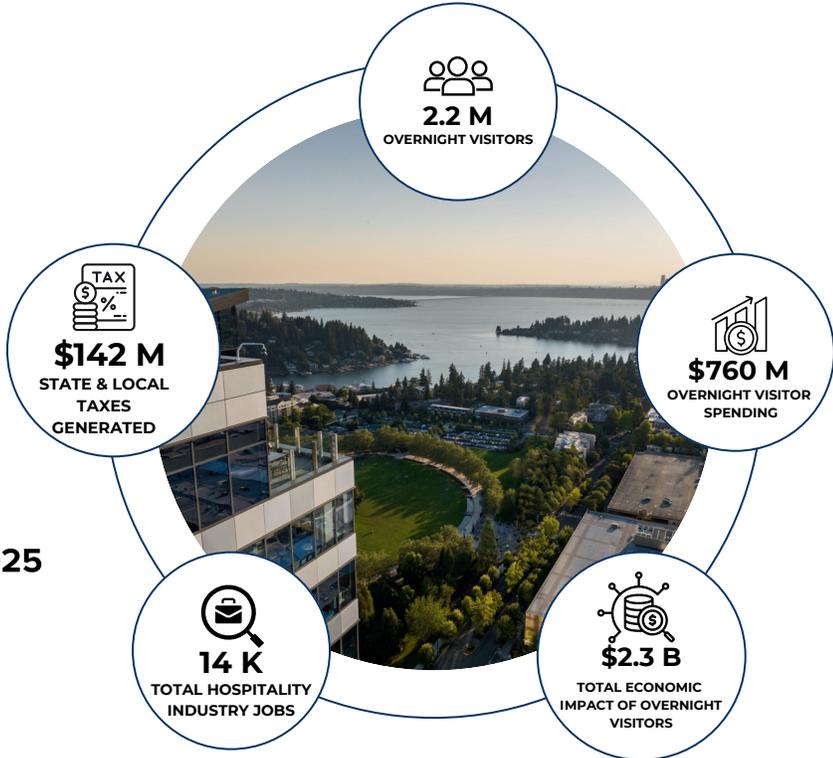
If Overnight Visitor Spending Disappeared

To illustrate the role overnight visitors play in supporting Bellevue’s economy, economic modeling shows that their absence would create a significant funding and spending gap—one that would ultimately need to be absorbed by Bellevue households.

- City services would require new resident funding, equivalent to an additional \$1,419 per household each year to maintain current service levels.
- Local economic activity would contract sharply, requiring households to replace an estimated \$48,610 per year in spending to sustain today’s business and employment base.

These figures underscore the critical role overnight visitation plays in maintaining Bellevue’s economic vitality, supporting public services, and ensuring the city remains a thriving and vibrant place to live, work, and visit.

The Bellevue Visitor Economy- 2025



BELLEVUE'S HOTEL INDUSTRY

HOTELS: THE VISITOR ECONOMY FOUNDATION

Bellevue's hoteliers, hospitality teams, and lodging partners are at the heart of our city's visitor experience. They provide more than places to stay, Bellevue's hotels serve as foundational infrastructure, delivering high-quality service, enhancing visitor satisfaction, and creating a welcoming environment that encourages repeat visitation and long-term demand.

By partnering with Visit Bellevue and investing in tourism development, our hotels help:

- Attract high-value visitors, strengthening the city's economy and tax base.
- Host conventions, meetings, and corporate travel, driving the business of tourism.
- Support major events and activations, strengthening the city's destination appeal.
- Provide jobs and economic opportunities, benefiting the local workforce.

As Bellevue's tourism industry continues to mature, hotel partners remain essential to sustaining momentum and ensuring the city thrives as a premier destination for business, leisure, and events.

BELLEVUE HOTEL LODGING METRICS (2019 - 2025)

	SUPPLY	DEMAND	OCCUPANCY	REVENUE	ADR	REVPAR
2019	2,017,598	1,420,278	70%	\$261,689,981	\$184	\$130
2022	1,912,600	1,145,298	60%	\$214,006,728	\$188	\$113
2023	1,912,600	1,193,801	62%	\$232,362,063	\$195	\$122
2024	1,928,188	1,411,967	68%	\$272,329,697	\$208	\$141
2025	1,949,830	1,485,552	68%	\$273,896,653	\$ 210	\$ 142

THE STRATEGY BEHIND THE DESTINATION

The updated DDP provides a long-term strategic framework to guide Bellevue's continued evolution into a true destination city. While the original DDP plan focused on launching key actions, the updated DDP establishes six interconnected priorities that align partners, investments, and decision-making around a shared vision for sustainable, community-centered growth.

In 2025, Visit Bellevue advanced this framework by focusing on initiatives that sharpened Bellevue's identity and enhanced the visitor experience, most notably through culinary development. Culinary programs, events, and storytelling served as a powerful expression of Bellevue's diversity, creativity, and sense of place, translating strategy into experiences that deliver shared value for residents, businesses, and visitors alike.

The updated DDP defines this vision, positioning Bellevue as a city that seamlessly blends:



Strategic Priorities for Sustainable Growth

The plan focuses on six key areas to drive economic growth, enhance visitor experiences, and enrich community life:

- Urban Lifestyle & Placemaking – Strengthening Bellevue's identity as a world-class city.
- Arts & Innovation – Supporting creative industries and cultural experiences.
- Recreation & Experiences – Expanding outdoor activities and unique attractions.
- Culinary Destination – Positioning Bellevue as a premier food and beverage hub.
- Conferences & Events – Enhancing Bellevue's reputation as a top-tier meeting destination.
- Built Environment & Enabling Conditions – Investing in infrastructure, accessibility, and sustainability.

This roadmap ensures that Bellevue remains a dynamic, inclusive, and attractive city for residents, businesses, and visitors alike—fostering long-term prosperity and quality of life.

STRATEGIC PRIORITIES

Bellevue blends urban sophistication, cultural richness, natural beauty, and innovation. Building on the foundation established by the original Destination Development Plan, this updated plan shifts focus from start-up and structure to growth and refinement. It provides a strategic framework to guide investment, enhance programming, and support innovation, ensuring Bellevue continues to evolve as a distinctive, competitive destination aligned with the city's aspirations and quality of life.

STRATEGIC PRIORITY 1

Urban Lifestyle & Placemaking

To foster well-rounded retail destinations, vibrant public spaces and engaging community activities, Visit Bellevue and its partners will implement initiatives that emphasize the city's exceptional quality of life and commitment to Pacific Northwest wellness. This includes promoting healthy living through accessible green spaces, wellness programs and a focus on sustainable urban development.



STRATEGIC PRIORITY 4

Culinary Destination

It takes intentional and strategic planning to become a culinary destination that not only showcases the city's diverse flavors and creativity but also encourages visitors to choose Bellevue in their vacation itinerary. Partnering with local chefs, restaurants and food festivals can help curate a distinctive and ever-evolving experience.



STRATEGIC PRIORITY 2

Arts & Innovation

As a quickly maturing city, Bellevue has the opportunity to distinguish itself as a destination at the intersection of arts and technology. By activating events, installations and collaboration opportunities that celebrate this intersection, the city can become the hub of art, culture and technology advancement.



STRATEGIC PRIORITY 5

Conferences & Events

From international conferences to local festivals, there are ample opportunities for Visit Bellevue and its partners to build upon existing events and create new activations that enhance the city's reputation as a premier destination for business and leisure travelers.



STRATEGIC PRIORITY 3

Recreation & Experiences

Located in the heart of the Pacific Northwest, Bellevue's natural beauty and access to recreational opportunities create a formidable foundation to attract visitors looking for outdoor adventures. By leaning into this strength, Bellevue can create experiences that leave lasting impressions and encourage repeat visits.



STRATEGIC PRIORITY 6

Built Environment & Enabling Conditions

Ensuring that the visitor experience is both enjoyable and accessible is an important aspect of promoting destination stewardship. Improving Bellevue's vibrancy only goes as far as a visitor can experience it. By prioritizing transportation, public spaces and sustainable development, Visit Bellevue and its partners can ensure that the city creates an ecosystem where visitors feel welcome and safe.



LODGING PERFORMANCE & GROWTH

Bellevue's lodging industry continued to perform strongly in 2025, reflecting the city's evolution into a more established and competitive destination. Rather than focusing on recovery, Visit Bellevue's efforts centered on managing growth intentionally, supporting healthy demand while strengthening the long-term stability of the lodging sector.

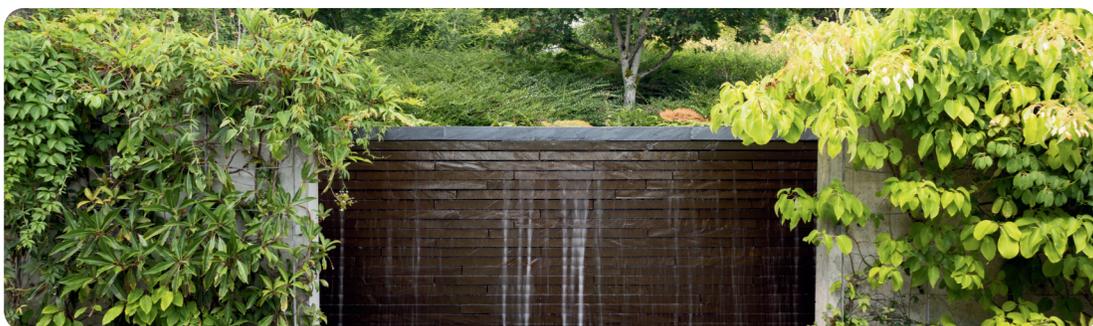
Visit Bellevue aligned destination sales, marketing, and visitor experience strategies to ensure growth delivered shared value. During peak periods, efforts amplified demand and maximized performance, while targeted initiatives during shoulder periods and weekends helped smooth occupancy patterns and support consistent revenue throughout the year.

These strategies contributed to strong overnight visitation, sustained lodging performance, and meaningful economic impact for Bellevue in 2025.

Strategic investment in marketing and sales generated future demand, strengthened the booking pipeline, and reinforced Bellevue's appeal for both leisure and group travel. These efforts helped sustain lodging performance while positioning the destination to remain competitive amid evolving travel patterns and market conditions.

Equally important, Visit Bellevue approached growth with balance. By focusing on quality visitation, seasonality management, and alignment with broader destination development priorities, the organization helped ensure that lodging success supports, not strains, community infrastructure and quality of life.

Bellevue's lodging industry advanced through a model of thoughtful growth, strengthening performance today while preparing for tomorrow. This included expanding equitable access through our partnership with Wheel the World, achieving accessibility certification, and broadening distribution channels where travelers can directly book accessible accommodations. Together, these efforts reinforce a resilient, inclusive lodging sector that supports Bellevue's continued success as a destination city.



OVERALL GOALS & PACE

OVERNIGHT VISITORS

2025 RESULT



2.2M VISITORS

2026 GOAL



2.4M VISITORS

RECENT RESULTS 2022: 1.8M 2023: 1.93M 2024: 2.2M

CITYWIDE HOTEL OCCUPANCY

2025 RESULT



68% OCCUPANCY

2026 GOAL



72% OCCUPANCY

RECENT RESULTS 2022: 60% 2023: 63% 2024: 68%

WEEKEND HOTEL OCCUPANCY

2025 RESULT



64.5% OCCUPANCY

2026 GOAL



67% OCCUPANCY

RECENT RESULTS 2022: 57% 2023: 61% 2024: 64%

ECONOMIC IMPACT

2025 RESULT



\$2.03B IMPACT

2026 GOAL



\$2.125B IMPACT

RECENT RESULTS 2022: \$1.4B 2023: \$1.5B 2024: \$1.9B



TPA IMPACT SUMMARY

- Overnight Visitor Two Year TPA Impact: +280k Overnight Visitors
- Hotel Occupancy was 68% Two Year Impact +9%
- Weekend Occupancy 64.5% +1% Two Year Impact +6%
- Visitor Spending \$760M +\$54M Two year Impact \$183M
- Economic Impact \$2,03B +141M Two Year Impact +\$533M

DESTINATION SALES

Visit Bellevue's Destination Sales team served as a key driver of group business, overnight stays, and visitor-generated economic impact in 2025. Efforts focused on contracting and prospecting new business, strengthening industry relationships, and generating incremental group demand across a diverse mix of national, regional, and emerging markets.

With a full year of staffing at four full-time positions, including the addition of a dedicated small-market sales manager, the team expanded its capacity and market reach. Destination Sales participated in 16 industry trade shows and conducted three targeted sales missions, engaging with meeting planners and industry partners across association, third-party, sports, cruise, emerging segments. Outreach included events hosted by leading organizations such as the American Society of Association Executives, ConferenceDirect, HelmsBriscoe, LamontCo, Meeting Professionals International, and Professional Convention Management Association, as well as sports and cruise market engagements.

To support conversion and booking momentum, the team leveraged an event sponsorship program and introduced a year-end signing bonus to incentivize bookings at Bellevue hotels and Meydenbauer Center. The Destination Services Manager supported confirmed business through convention services, including marketing collateral, digital campaigns, social media outreach, and destination services designed to drive attendance and enhance the delegate experience.

Prospecting and lead generation were supported by industry-standard platforms including Cvent, Mint+, and Simpleview CRM, strengthening sales distribution, tracking, and conversion. In 2025, the team also expanded its toolkit through paid third-party marketing partnerships and the launch of a Destination Sales microbrand supported by a targeted paid media campaign.

2025 Destination Sales Highlights

- 298,426 room night leads generated, achieving 99% of the annual goal
- 71,246 room nights contracted, exceeding the booking goal by 9%
- 16 industry trade shows attended and 3 targeted sales missions conducted
- Expanded sales capacity with the addition of a small-market sales manager

These results reflect strong market demand, effective sales strategies, and Bellevue's continued growth as a competitive destination for meetings and conferences.



OVERALL GOALS & PACE

LEADS GENERATED

2025 RESULT



298K RM NIGHTS

2026 GOAL



325K RM NIGHTS

RECENT RESULTS 2022: 240K 2023: 269K 2024: 295K

BOOKED BUSINESS

2025 RESULT



71K RM NIGHTS

2026 GOAL



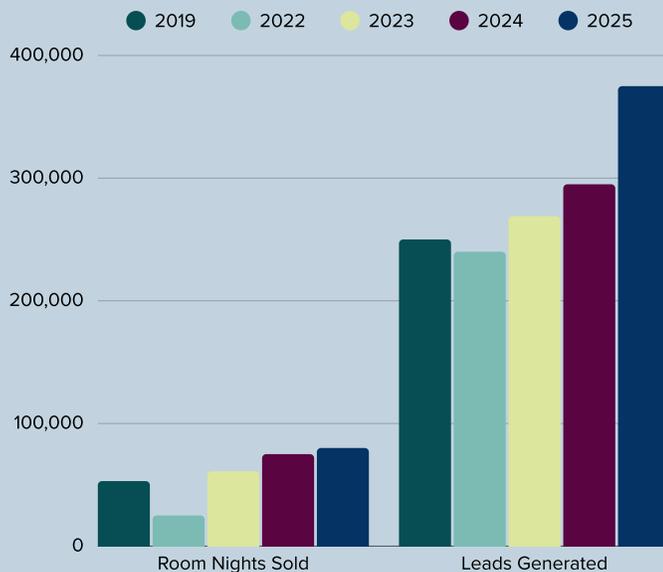
76K RM NIGHTS

RECENT RESULTS 2022: 25K 2023: 61K 2024: 75K



2025 TPA IMPACT SUMMARY

- Expanded sales capacity with a full year of four destination sales staff
- 298,426 room night leads generated, reaching 99% of goal
- 71,246 room nights contracted, exceeding goal by 9%
- Stronger market reach and conversion through 16 trade shows, 3 sales missions, and booking incentives



MARKETING & COMMUNICATIONS

Visit Bellevue's marketing and communications efforts played a central role in driving visitation, hotel demand, and economic impact. Campaigns were intentionally aligned with Bellevue's natural travel cycles, amplifying interest during peak planning and travel periods while sustaining awareness during quieter months. Through a coordinated mix of digital platforms, paid media, public relations, and content, marketing investments translated awareness into engagement and visitation, supporting strong destination performance throughout the year.

1.5MSessions Up
150% YOY

Website & SEO

VisitBellevue.com functioned as the primary trip-planning and conversion hub for prospective visitors. Expanded content, improved user experience, and continued SEO investment significantly increased visibility and engagement across the planning journey. Spikes mirroring travel intent patterns reinforce the site's role in capturing demand at critical decision points.

1.3MClicks
580% to goal

Social Media & Content

Social media served as Bellevue's primary inspiration and engagement engine, using storytelling, short-form video, and authentic voices to introduce new audiences to the destination. Content not only built awareness but also drove meaningful action, becoming one of the top referral sources to Visit Bellevue's website and partner pages.

594KClicks
297% to goal

Paid Media

Paid media scaled reach and captured high-intent travelers during key booking windows. A strategic mix of performance-driven advertising and brand-building media prioritized quality engagement over raw impressions, resulting in strong efficiency and conversion outcomes. Campaigns adapted throughout the year to support seasonal demand and long-term brand visibility.

\$11.6MEarned Media Value
232% to goal

Public Relations & Earned Media

Public relations efforts generated high-impact earned media that elevated Bellevue's credibility and visibility in national and international markets. Coverage highlighted Bellevue's culinary scene, wellness offerings, events, and overall destination appeal, reinforcing long-term brand perception and driving incremental interest throughout the year.

52%Open Rate
44% increase YOY

Email Marketing

Email marketing functioned as a highly effective nurture channel, engaging a qualified audience of travelers, planners, and locals. While list growth was modest, engagement remained exceptionally strong, supporting repeat visitation, event participation, and website traffic at minimal cost.

OVERALL GOALS & PACE

PAID MEDIA GOALS



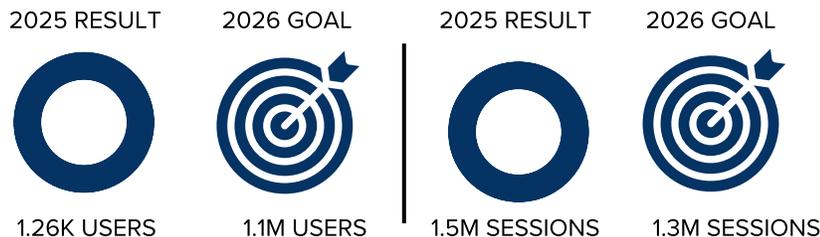
2024 TOTAL: 31.5 MILLION IMPRESSIONS / 345K CLICKS / \$0.46 CPC / 3.4% CTR

SOCIAL MEDIA GOALS



2024 TOTAL: 24.1 MILLION IMPRESSIONS / 701K ENGAGEMENT / 279K CLICKS / 28.2K AUDIENCE

WEBSITE GOALS



2024: 605K / 630K 2025: 1.26M / 1.51M

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

OVERALL GOALS & PACE

PUBLIC RELATIONS GOALS



2025 TOTAL: 407 EARNED MEDIA PLACEMENTS / \$11.6M MEDIA VALUE / 140.1 M READERSHIP



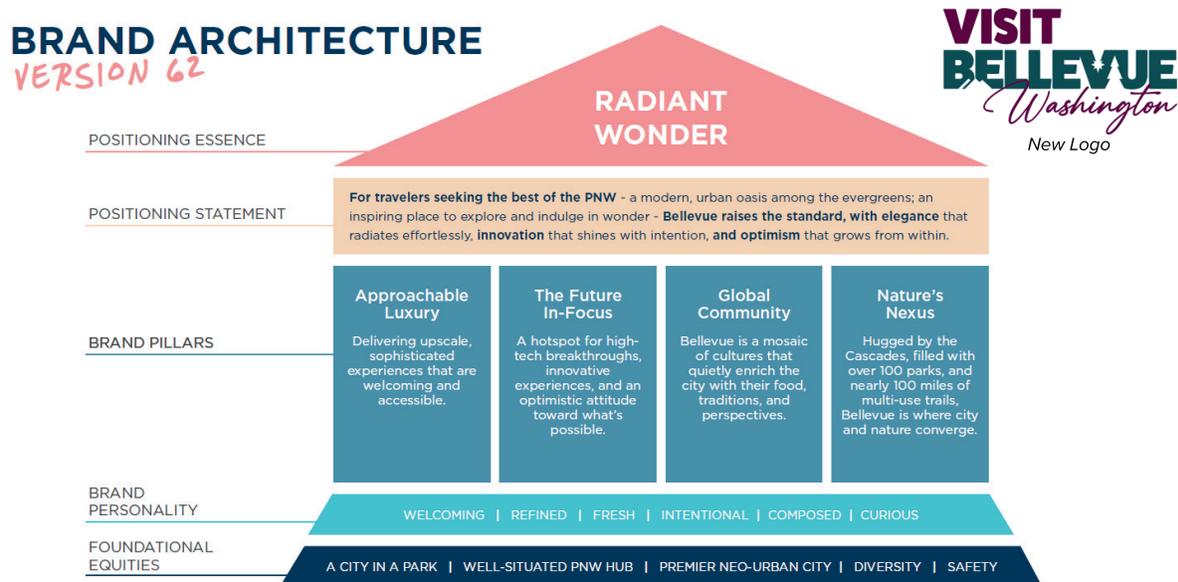
2025 TPA IMPACT SUMMARY

- Expanded reach and visibility, driving 235 million impressions across paid, owned, and earned channels. **Total 301 million TPA driven Impressions**
- Significantly increased engagement, generating more than 900,000 total engagements across platforms. **Total 1.2 million TPA driven engagements**
- Doubled website traffic, with 1.49 million sessions driven by TPA-supported content, SEO, and campaigns. **Total 1.8 million TPA driven sessions**
- Improved marketing efficiency, delivering above-benchmark performance across paid media and social channels

DEFINING BELLEVUE'S AUTHENTIC IDENTITY

In 2025, Visit Bellevue introduced a refreshed brand that reflects the city Bellevue has become—and the destination it is continuing to grow into. Building on years of insight, research, and on-the-ground experience, the new brand represents a shift from positioning Bellevue as a place of contrast to inviting visitors to discover what makes it genuinely distinctive. The evolution from Welcome to the Edge to UnExpect it signals a move away from defining Bellevue by what it borders or balances, toward expressing the sense of surprise, delight, and refinement that visitors experience firsthand.

The new brand is centered on authenticity and discovery. UnExpect it reflects Bellevue's ability to exceed expectations through its culinary depth, cultural richness, natural beauty, and modern urban energy, often in ways visitors don't anticipate. It conveys a city that is confident, welcoming, and quietly sophisticated, where global influences and local character coexist seamlessly. This evolution provides Visit Bellevue with a more flexible, experience-led platform for storytelling, one that aligns with the Destination Development Plan and supports long-term destination growth. As Bellevue continues to mature as a destination city, the brand serves not just as a marketing expression, but as a shared narrative, guiding how the city is experienced, communicated, and remembered.



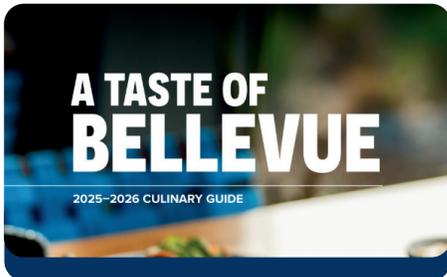
CULINARY TOURISM

In 2025, Marketing & Communications played a central role in advancing Strategic Priority 4 of the Destination Development Plan: Culinary Destination. Visit Bellevue moved decisively from concept to execution, launching a comprehensive culinary tourism ecosystem that integrates content, experiences, partnerships, events, and and citywide activations.



CHEF SHOTA & BELLEVUE EATS

Season two featured Chef Shota Nakajima, delivering 923,505 impressions, 73,627 clicks, and eight episodes elevating Bellevue's culinary credibility.



CULINARY GUIDE

A standalone Culinary Guide showcased Bellevue's dining scene through high-impact storytelling, strategic magazine distribution, and strong stakeholder and visitor engagement.



CULINARY WEEKS

Four seasonal Culinary Weeks: Berry, Crab, Noodle, and Dumpling, created repeatable, food-driven visitation opportunities engaging restaurants, hotels, and local audiences.



RADIANT TABLE

The Radiant Table debuted as a 16 night sold-out, ticketed dining experience blending cuisine, art, and storytelling to elevate Bellevue's destination perception.

OVERSEAS MARKETS

In 2025, Visit Bellevue advanced a more focused and strategic approach to international destination marketing, aligning global efforts with the Destination Development Plan's priorities for sustainable growth and long-term competitiveness. Rather than pursuing broad, exploratory outreach, Visit Bellevue concentrated on markets with strong brand alignment, clear access, and measurable return potential. This approach reflects a shift toward intentional global destination building—leveraging proven frameworks, regional partnerships, and culturally relevant storytelling to grow international awareness and overnight visitation.

JAPAN

Japan remained a key international market in 2025, transitioning from active campaign mode to an always-on maintenance strategy. After re-establishing Bellevue's presence through culturally tailored digital content, the focus shifted to sustaining awareness and repeat visitation efficiently. This was accomplished by a Japanese Instagram profile, hosting 3 Japanese FAMs, and paid media.

This approach preserves brand equity in a mature, high-value market while leveraging existing content and partnerships, allowing Visit Bellevue to redirect resources toward new growth opportunities such as South Korea.



SOUTH KOREA

Following a data-driven evaluation, South Korea was selected as Visit Bellevue's next primary international growth market. The market offers direct flight access, a fully recovered outbound travel base, and digitally native FIT travelers whose interests in culinary, shopping, design, safety, and urban-nature balance closely align with Bellevue's brand.

Visit Bellevue enters the South Korea market with momentum already in place, supported by regional airline promotion and prior Superfam participation. The campaign will follow a proven digital-first model—localized content, influencer partnerships, and paid media across Korean platforms—enabling faster execution and measurable results within a single fiscal year.

VISITOR EXPERIENCE & TOURISM DEVELOPMENT

Visit Bellevue's Visitor Experience programs are designed to enhance how visitors move through, engage with, and experience Bellevue—while directly supporting overnight stays, visitor spending, and resident quality of life. In 2025, Visit Bellevue expanded transportation options, strengthened visitor services, piloted innovative experiences, and refined programs using real-time data, visitor and community feedback.

BELLHOP

BellHop remains a signature Visitor Experience program and a model for sustainable, first- and last-mile mobility. This free, electric, on-demand shuttle addresses transportation gaps across Bellevue while reducing congestion and emissions. In 2025, new funding partners Amazon and the City of Bellevue enabled expanded service hours and fleet capacity, including the addition of Kia EV9 electric vehicles.

BellHop served 87,603 passengers in 2025, with 72% of rides shared, traveling 57,518 passenger miles at an average ride time of 9 minutes. The service maintained a 4.92 out of 5 user rating and avoided an estimated 73.3 metric tons of CO₂ emissions. Since launch, BellHop has served nearly 250,000 passengers, saving an estimated 197 metric tons of CO₂.

MOBILE WELCOME CENTER – VUEFINDER

In 2025, Visit Bellevue rebranded the Mobile Welcome Center as Vuefinder, An UnOrdinary Welcome Center, aligning the program with the organization's broader brand evolution. Vuefinder delivered visitor services and destination information at high-traffic locations, conventions, and community events throughout the year serving as both a visible welcome point and a platform for gathering real-time visitor insights.

Vuefinder supported 17 conventions, attended 25 community events, and assisted approximately 15 familiarization tours. Through these efforts, Visit Bellevue collected 5,515 Bellevue Cares Visitor Surveys, providing critical insights to inform destination planning, stewardship, and service improvements.



FESTIVALS AND EVENTS INCUBATOR PROGRAM

The Festivals & Events Incubator Program supports the attraction and growth of events that generate overnight stays and measurable economic impact. Funding priorities include technology, arts, wellness, culinary, multicultural, shopping, creative economy, and convention-related events, with awards ranging from \$5,000 to \$50,000. In 2025, seven events received \$73,000 in funding, generating an estimated \$4.48 million in economic impact. Supported signature events such as the Northwest Chocolate Festival, Fly Fishing Show, Global Beauty Awards, Varsity All Cheer, Theatre 33, and the Emerald Cup Competition.

BELLEVUE AIRPORT SHUTTLE

The Bellevue Airport Shuttle provides affordable reliable transportation between Seattle-Tacoma International Airport and downtown Bellevue improving access and reducing friction for overnight visitors and residents. In 2025, service expanded to eight downtown hotels with extended operating hours. The program served 8,005 riders, averaging 667 bookings per month, demonstrating strong demand for reliable airport connectivity.

BIKEHOP PROGRAM → RIDE BELLEVUE

The BikeHop pilot program increased awareness of Bellevue's outdoor recreation assets through complimentary e-bike access at five hotels. In 2025, the program recorded more than 2,400 hours of usage. While visitor interest was strong, operational complexity identified the need for a more scalable, visitor-ready model. In 2026, BikeHop will transition to Ride Bellevue, partnering with professional operators to deliver a sustainable program aligned with long-term visitor experience and operational goals.

DESTINATION SERVICES PROGRAM

Destination Services provided comprehensive support to more than 25 groups in 2025, including attendance-building initiatives, site visits, curated destination insights, volunteer coordination, and on-site resources. Of 25 groups supported, 16 achieved 80% or greater room-night pickup, and four exceeded 100%, reflecting strong attendee engagement and effective destination support.

BELLE THE BOBCCAT

Belle the Bobcat continued to serve as a highly visible destination yurachara, attending 25 community events in 2025. Belle also became the official mascot for the City of Bellevue's Grand Connection campaign, supporting visitor engagement through interactive wayfinding and information tools.



OVERALL GOALS & PACE

FESTIVALS AND EVENTS

2025 RESULT



\$11.2M VISITOR
SPENDING

2026 GOAL



\$15M VISITOR
SPENDING

2025 RESULT



16K WEEKEND
ROOM NIGHTS

2026 GOAL



30K WEEKEND
ROOM NIGHTS

2025 RESULT



30K OVERNIGHT
VISITORS

2026 GOAL



58K OVERNIGHT
VISITORS

2025 RESULT



\$25M ECONOMIC
IMPACT

2026 GOAL



\$35M ECONOMIC
IMPACT



2025 TPA IMPACT SUMMARY

- Expanded mobility and access, serving 87,603 BellHop passengers and reducing transportation barriers across downtown Bellevue
- Enhanced visitor services and data collection, engaging thousands of visitors through Vuefinder and collecting 5,515 visitor surveys
- Increased overnight visitation through events, generating \$4.48 million in economic impact via the Festivals & Events Incubator Program
- Improved accessibility and inclusivity, verifying 25 hotels, restaurants, and attractions through the Wheel the World partnership

DESTINATION STEWARDSHIP & COMMUNITY RELATIONS

Destination Stewardship & Community Relations was fully launched in 2025 to ensure Bellevue's visitor economy grows in a way that delivers shared value for residents, businesses, and visitors alike. In its inaugural year, the department established foundational partnerships and programs that advance sustainability, accessibility, community engagement, work force development, and long-term destination competitiveness—while also contributing to increased visitor spending and local economic vitality.

BELLEVUE BOUND

Visit Bellevue launched Bellevue Bound, a podcast and video series designed to spotlight the people, places, and experiences that define Bellevue's character, educates our workforce, and brings awareness to visitor experiences throughout Bellevue and the area. In 2025, seven episodes were released, covering topics ranging from Snowflake Lane to outdoor adventures.

In its first year, Bellevue Bound generated nearly 10,000 views and more than 140 hours of watch time on YouTube. Produced in partnership with Just Talk Studios, the series incorporates interview footage, B-roll, and sizzle reels for social media. Plans are underway to expand the program in 2026, including culinary-focused episodes hosted by Anna Yan.

WHEEL THE WORLD

Visit Bellevue partnered with Wheel the World to advance accessibility and inclusive travel. The program verified accessibility features at 25 hotels, restaurants, and attractions, which were then promoted to Wheel the World's global network of travelers with disabilities.

Accessibility verification will continue in 2026, with an additional 25 businesses and the development of accessibility-friendly itineraries for adults and families.



BELLEVUE CARES

Bellevue Cares is Visit Bellevue’s corporate social responsibility (CSR) program, developed to support local nonprofits while appealing to convention planners and engaging their event attendees. In 2025, Destination Stewardship vetted nonprofit partners aligned with the Destination Development Plan and developed donation opportunities and team-building experiences.

Bellevue Cares will officially launch publicly in February 2026, positioning Bellevue as a destination where meetings and events can provide meaningful community impact. Partners include:

DONATION PARTNERS:

BelRed Arts District • Issaquah Alps Trails Club • Jubilee Reach • Outdoors for All • The Sophia Way

HELPING HANDS PARTNERS:

BelRed Run/Walk Club • Issaquah Alps Trails Club • Jubilee Reach • KidsQuest Children’s Museum

PARTNER ENGAGEMENT

Partner engagement is central to Destination Stewardship’s mission. In 2025, Visit Bellevue added 128 new partner listings and received 716 partner-submitted calendar listings. Attendance at partner activation meetings exceeded goals by 8%.

A new quarterly networking series, **Bellevue Boost**, launched to connect hospitality professionals and share industry best practices.

PARTNER ENGAGEMENT KPIS:

- Bellevue Boost Attendance: 161
- New Partner Listings: 128
- Partner Event Listings: 716
- Partner Activation Attendance: 91



REGIONAL PARTNERSHIPS

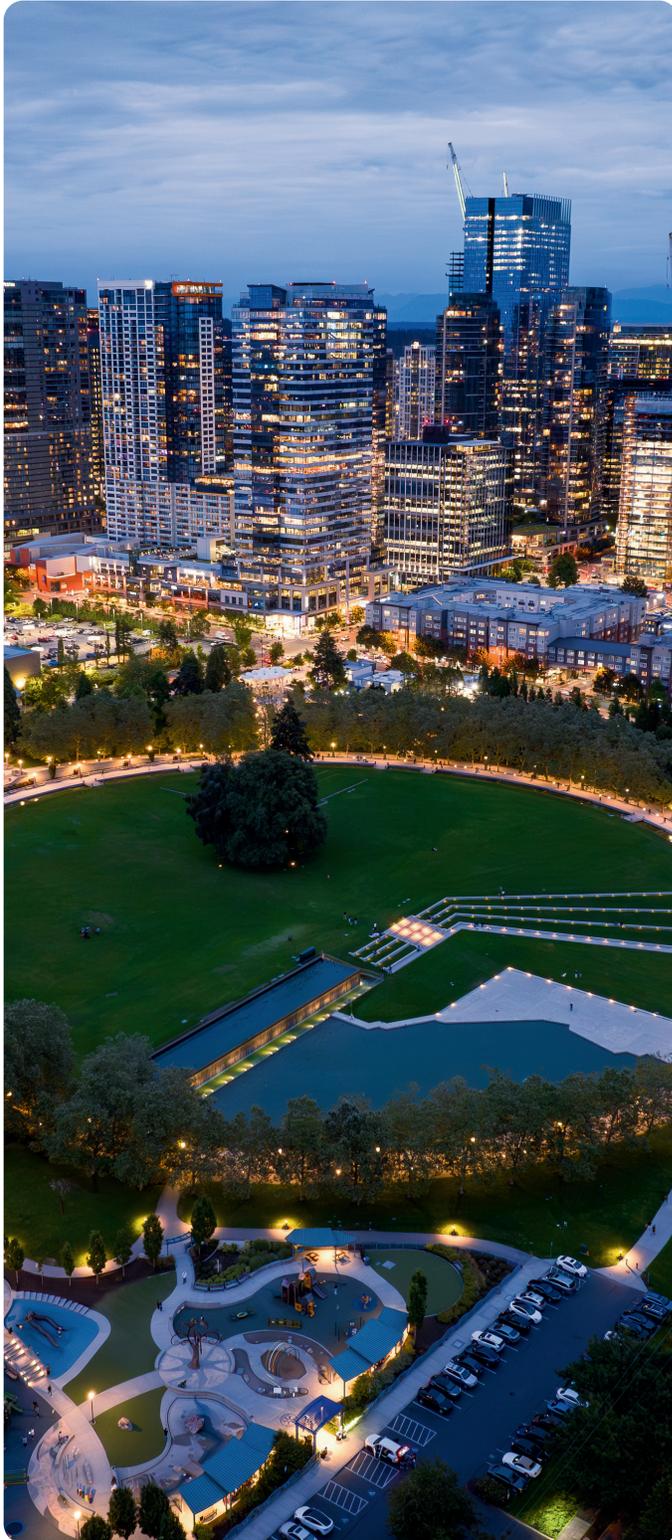
Visit Bellevue continued to strengthen regional collaboration through leadership of the Eastside Regional Tourism Committee, convening quarterly to align on shared opportunities, large-scale events, and advocacy efforts.

Participating partners include: Bothell, Issaquah, Kirkland, Redmond, and Snoqualmie—supporting coordinated tourism promotion and regional readiness for major events such as the World Cup.

STEWARDING BELLEVUE’S FUTURE

Destination Stewardship ensures that tourism growth strengthens Bellevue’s community fabric. By investing in accessibility, nonprofit partnerships, regional collaboration, and responsible destination practices, Visit Bellevue is building trust, enhancing livability, and positioning Bellevue for long-term success as a welcoming and resilient destination city.

THANK YOU



On behalf of Visit Bellevue, Bellevue’s official destination management organization, thank you for the continued trust and partnership that made this work possible. In 2025, we focused on advancing tourism with measurable impact and long-term vision, savoring growth as we responsibly welcome tomorrow.

Through your investment in the Tourism Promotion Area, Visit Bellevue was empowered to manage growth intentionally, amplifying demand, enhancing the visitor experience, supporting local businesses, and stewarding Bellevue’s evolution as a destination city. From sales and marketing to visitor experience, culinary development, and destination stewardship, each initiative was guided by purpose, data, and collaboration.

We are proud of the progress achieved and deeply appreciative of the partnerships that brought this work to life. As Bellevue continues to mature as a destination, Visit Bellevue remains committed to welcoming tomorrow with confidence, building on today’s momentum to ensure tourism continues to benefit residents, businesses, and visitors alike.



11100 NE 6TH Street, Bellevue, WA 98004
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www.visitbellevue.com



Community Development

Attachment F

B RTPA Advisory Board

At the meeting on February 24th, Visit Bellevue will present the Q4 report. Following is the Q4 Executive Summary

CONTACT

Brad Jones, Executive Director



In Q4, Bellevue hosted an estimated 487,035 overnight visitors, generating an estimated economic impact of \$451 million, which is a new all-time high. The Bellevue citywide hotel occupancy in December was 52% (even to 2024) with an average daily rate of \$181 (-1% from 2024) generating a total of \$15.5 million in total lodging revenue for the month (-1% compared to 2024). Bellevue achieved a 14% market share of overnight visitors & a wonderful 15% hotel revenue market share in December. Bellevue achieved 52% weekend occupancy in December, which is above average.

Q4 delivered a record-setting visitor spending (\$169m) and economic impact (\$451m) despite regional softening, reinforcing Bellevue's growing competitive position and resilience. To illustrate, King County occupancy in December was down -5% & Seattle occupancy was down -7%. King County ADR was down -5% and city of Seattle ADR was down -7%. Bellevue performed very well with flat occupancy and a slight decrease in hotel revenue as hotel revenue in the city of Seattle was down -13% and hotel revenue for king county was down -8%.

At year-end of 2025, Bellevue hosted an estimated 2.2 million overnight visitors (+ 30k) generating an estimated economic impact of \$2.03 billion (+141m). The Bellevue citywide hotel occupancy at year end was 67% (-1% compared to 2024) with an average daily rate of \$206 (+1% compared to 2024) generating a total of \$267 million in total lodging revenue YTD (even compared to 2024).

Q4 Overnight Visitor Trends

Overnight Visitors		
October	November	December
190,013 +3%	153,259 -8%	143,763 +2%
Visitor Spending		
October	November	December
\$66 m +8%	\$ 53 m -2%	\$ 50 m +8%
Economic Impact		
October	November	December
\$ 176 m +9%	\$142 m -2%	\$133 m +8%

Q4 Hotel & Lodging Trends

Hotel Occupancy		
October	November	December
68% even	58% -7%	52% even
Average Daily Rates		
October	November	December
\$218 +3%	\$ 199 +3%	\$ 181 -2%
Hotel Revenue		
October	November	December
\$ 25 m +2%	\$18 m -3%	\$16 m even

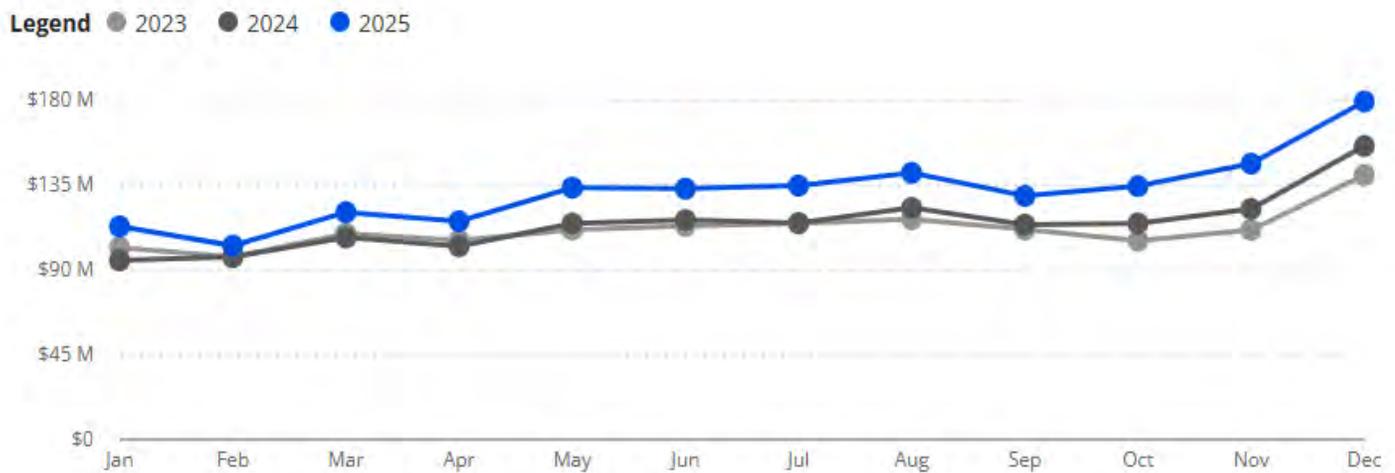
Visit Bellevue 2026 Organizational Goals

Visit Bellevue enters 2026 positioned for continued growth as we deliver on the updated destination

development plan and expand programs that elevate Bellevue's as a destination city, strengthen the visitor economy, and enhance the experience for leisure, business, and international travelers. The [2026 Visit Bellevue Organizational Goals](#) highlight our in-depth future goals and priorities by department as we grow overnight visitation and economic impact and gain regional market share, with overnight visitors targeted to reach 2.4 million in 2026. Citywide hotel occupancy goal target is to rise to 72%, supported by enhanced seasonal initiatives, improved weekend performance. These targets assume continued regional demand stability and successful execution of enhanced weekend and seasonal initiatives.

Domestic Overnight Visitor Spending in Bellevue

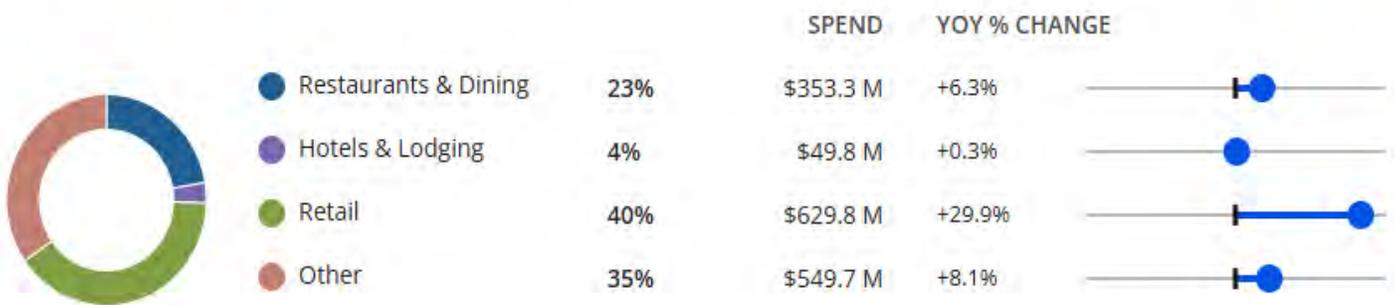
Through Q4 2025, domestic overnight visitor spending trends for Bellevue are visualized by month. Total domestic overnight visitor spending in Bellevue for 2025 was \$913 million (up \$117 million (+14%) compared to 2024). The largest increase in domestic visitor spending year to date (+29%) occurred in the retail segment, followed by dining / restaurant segment (+7%), and hotel / lodging (+1%).



MARKET SEGMENTS

Current Period: JAN (01) - DEC (12) 2025

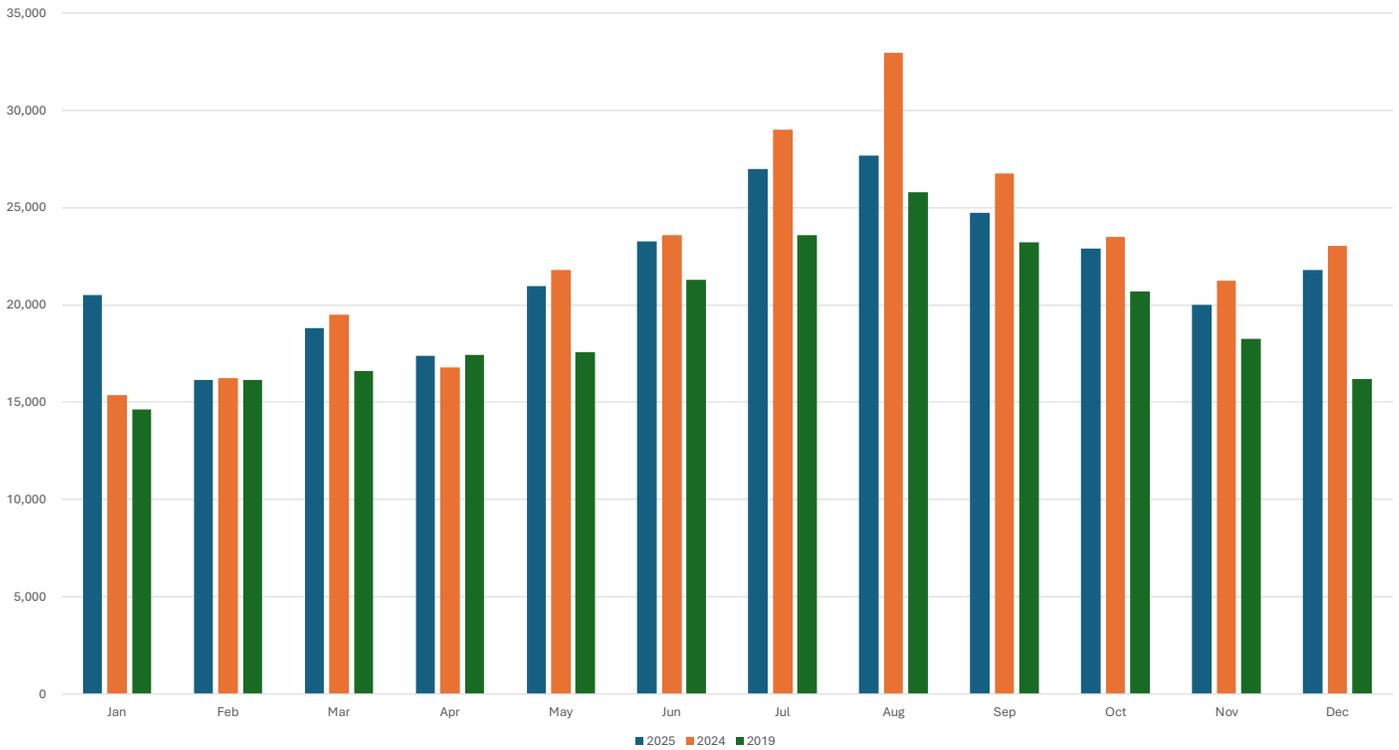
Here is a breakout of primary market segments and year-over-year change.



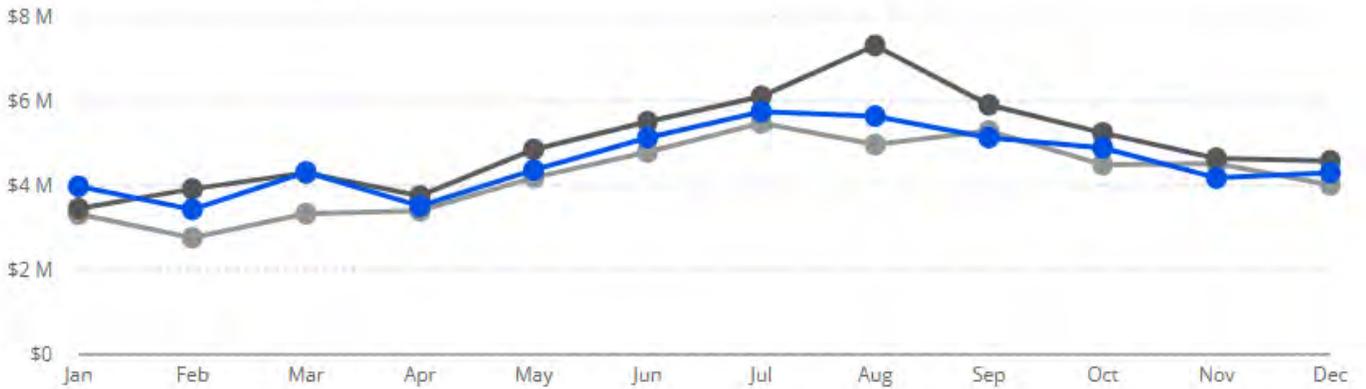
International Visitor Spending in Bellevue

International visitor spending trends for Bellevue are visualized by month. International visitor spending through December was \$77 million (down \$9 million (-15%) compared to 2024), all segments in international visitor spending are down year to date (-6%) occurred in the hotel & lodging segment, the restaurant segment (-7%) and retail trends have been sluggish (-8%) for the international visitor segment.

International Visitors to Bellevue



Legend ● 2023 ● 2024 ● 2025



MARKET SEGMENTS

Current Period: JAN (01) - DEC (12) 2025

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



Origin Country	Spend	YoY % Change	Card Count	YoY % Change
<input type="checkbox"/> China Mainland	\$14,191,485	-2%	20.9 K	+3%
<input type="checkbox"/> Canada	\$9,314,354	-31%	44.5 K	-25%
<input type="checkbox"/> India	\$4,630,827	-1%	9.9 K	+4%
<input type="checkbox"/> United Kingdom	\$2,213,830	-7%	6 K	+4%
<input type="checkbox"/> Taiwan	\$2,170,821	+10%	4.6 K	+27%
<input type="checkbox"/> Japan	\$1,742,729	-15%	5.7 K	-5%
<input type="checkbox"/> Mexico	\$1,510,845	-2%	6.2 K	+10%
<input type="checkbox"/> South Korea	\$1,472,103	+2%	4.1 K	+7%
<input type="checkbox"/> Germany	\$1,466,681	+5%	6.9 K	+10%
<input type="checkbox"/> Ireland	\$1,095,558	+17%	2.2 K	+11%

Marketing, Public Relations & Communications Update Website & SEO

Visit Bellevue website traffic for 2025 was up 252% year over year with 1.26m users and 1.5m sessions. We achieved 87k users and 95k sessions in December. Paid search is the largest website acquisition channel, followed by organic search, direct, referral, and paid social, while our events, vue videos, and things to do pages are the most popular.

Web Traffic

December 2025



87,671

Users

Total YTD 1,262,013- 219% to goal of 575k

95,571

Sessions

Total YTD 1,511,376- 252% to goal of 600k

Acquisitions

Channel	Sessions
Paid Social	42,903
Organic Search	26,962
Direct	10,558
Referral	2,551
Paid Search	2,241

Social Media

Social media programs for Visit Bellevue in 2025 had 42.5m impressions, 636k engagements with 1.3m clicks to our content. Our subscribed audience is 52k with our team posting an impressive 8,589 messages. Some of our top posts include culinary, the vue episodes, events, and our tourism development programs. Overall, our impressions are 213% to annual goal and clicks are up 582% over our annual goal.

Social Media

Organic and Boosted

December 2025



4,068,434

Impressions

Total YTD 42,584,749- 213% to goal of 20m

9,574

Engagements

Total YTD 636,672- 127% to goal of 500k

1,186

Clicks

Total YTD 1,310,153- 582% to goal of 225k

52,801

Audience

Total YTD 52,801-103% to goal of 50k

672

Messages

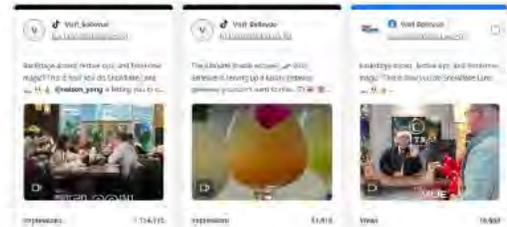
Total YTD 8,589 171% to goal of 5k

Organic Grown

Social media closed out the year with strong overall visibility and audience growth, driven primarily by high-performing video content on TikTok and Instagram. While engagement volume was lower compared to peak travel months, impressions remained strong, reinforcing social's role as a top-of-funnel awareness driver during the winter season. TikTok continued to outperform other platforms in reach and video views with minimal posting frequency, demonstrating its efficiency as a scalable awareness channel, while Instagram supported steady audience growth and consistent brand presence. Key Insights & Opportunities

TikTok remains the primary engine for large-scale impressions and discovery, even with limited posts, while Instagram and Facebook play a supporting role in maintaining engagement and community connection.

TOP 3 ORGANIC POSTS



PR – Earned Media & Communications

Public relations & earned media program has secured 38 new placements for the month of December and 407 total for year-end 2025 resulting 370% to our annual goal. These placements had a potential reach of 140+m. These features had a media value of \$11.6m (232% of our annual goal) if we were to purchase this coverage. This coverage can be reviewed in our [newsroom](#) features on the website. Of special note, Bellevue won the Good Housekeeping best destinations (top 23 awards).

PR

December 2025



38

Placements

Total YTD 407- 370% to goal of 110

18,301,278

Readership

Total YTD 140,159,216- 140% to goal of 100m

\$1,218,669.00

Media Value

Total YTD \$11,616,321.00- 232% to goal of 5m

Earned Media

December delivered a strong close to the year for earned media, with 30 placements generating over 18.3 million in reach and more than \$1.2 million in media value. Coverage spanned national, regional, and local outlets, reinforcing Bellevue's positioning across leisure travel, culinary excellence, and meetings. Notable national features in Food & Wine and Smart Meetings elevated Bellevue's profile in both consumer and industry-facing publications, while lifestyle coverage in San Joaquin Magazine further expanded reach in key feeder markets.

December's coverage demonstrates the sustained impact of strategic pitching and long-lead media placements, particularly in food, lifestyle, and meetings verticals. The strong mix of national and regional exposure supports both visitor demand and meetings lead generation, while accompanying social placements helped extend the lifespan of earned stories. Year-to-date results underscore PR's role as a high-value awareness driver, complementing paid and owned channels by delivering large-scale visibility and third-party credibility heading into 2026.



Paid Media

Visit Bellevue's paid media campaigns have generated 26.4m impressions through December with an amazing 594k clicks year to date (297% to goal). Our average cost per click has achieved our goal and is currently a strong \$.49. and a click-through rate of 2.48% year to date which is 88% to goal.

Paid Media

December 2025



1,657,455

Impressions

Total YTD 26,458,564- 66% to goal of 40m

41,179

Clicks

Total YTD 594,022- 297% to goal of 200k

\$0.49

Cost Per Click (CPC)

100% to goal of \$1.25

2.48%

Click-Through Rate (CTR)

Average YTD 2.66% - 88% to goal of 3%

Summary

December closed out the year with strong overall paid media efficiency, particularly in driving site traffic and exceeding click and CPC benchmarks. Meta continued to be the primary traffic driver, delivering the vast majority of clicks at a very low cost, though engagement quality remained limited. Google paid search stood out for high-intent performance, achieving the highest CTR and strongest average time on site, reinforcing its role as a critical lower-funnel channel despite higher costs. Additional budget flexibility allowed for increased investment in CTV to support holiday and brand awareness efforts, rounding out a full-funnel approach during the peak travel inspiration period.

Key Takeaways & Forward-Looking Insights

While December impressions were constrained by higher-cost awareness tactics and algorithm resets tied to creative refreshes, year-end results significantly exceeded click and efficiency goals, demonstrating strong demand capture and budget discipline. Incremental visitation data reaffirmed the value of display and online video earlier in the year, while CTV proved effective for awareness but limited for direct response. These findings point to a clear 2026 opportunity to rebalance upper-funnel investment toward more efficient awareness channels (such as YouTube Demand Gen) while preserving high-intent search and performance social to maintain traffic and engagement momentum.

Email marketing performance is improving as we enter 2026, with engagement metrics at a very strong 36% open rate and a 5.1% CTR, both doubling our annual goals and highlighting strong content. While new subscriptions and website referrals continue to build. Looking ahead, our revamped strategy for owned media will energize acquisition and engagement, providing an exciting opportunity to grow our list and convert interest into deeper destination awareness.

COMMS

December 2025



15,700

Engagements

Total YTD 108,796- 145% to goal of 75k

36.62

Open Rate

100% to goal of 25%

5.1%

Click Through Rate (CTR)

YTD Average 8% -100% to goal of 6%

11

New Subscriptions

Total YTD 1,395 28% to goal of 5k

409

Website Referrals

Total YTD 3,874- 55% to goal of 5k

Email Marketing

Email marketing closed the year with exceptionally strong engagement, driven by timely seasonal content and high audience relevance. The Winter Aspire by Visit Bellevue newsletter and holiday card campaigns were the top-performing sends, generating the highest engagement and reinforcing the value of editorial storytelling paired with seasonal inspiration. Open and click-through rates continued to significantly exceed industry benchmarks, reflecting a highly engaged and well-maintained subscriber base.

December results underscore the effectiveness of visually driven, emotionally resonant content during the holiday period, particularly when aligned with planning mindsets. While new subscriber growth slowed seasonally, website referrals remained strong, demonstrating email's continued role as a reliable traffic driver. Heading into 2026, expanding seasonal editorial series and integrating stronger list-growth tactics—such as sweepstakes, partner promotions, and on-site capture—will help convert high engagement into sustained subscriber and referral growth.



Destination Website Buildout & New Destination Video

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 Q1).



MARKETING & COMMUNICATIONS

2026 Departmental Priorities

WEBSITE REDESIGN



Deliver a modern website aligned with Bellevue's refreshed brand and optimized for user engagement.

SOUTH KOREA 2026



Execute a culturally tailored and culturally competent campaign to engage high-value Korean FIT travelers and media partners.

DATA DASHBOARD



Create a real-time dashboard uniting Visit Bellevue departmental data to strengthen decisions and stakeholder transparency.

PAID MEDIA OPTIMIZATION



Attract more visitors through an enhanced paid media program. Integrate new channel testing, performance benchmarking, and ROI-driven optimization.



MARKETING & COMMUNICATIONS

2026 Departmental Priorities

AI-ENABLED MARKETING



Use AI to enhance analytics, personalization, and rapid decision-making across campaigns and crisis monitoring.

CRISIS COMMUNICATIONS



Strengthen preparedness through refined response plans, proactive media monitoring, and leadership media training.

OWNED MEDIA OPTIMIZATION



Elevate Visit Bellevue's content ecosystem: blogs, social, and video to increase reach, engagement, and SEO performance.

EMAIL MARKETING OPTIMIZATION

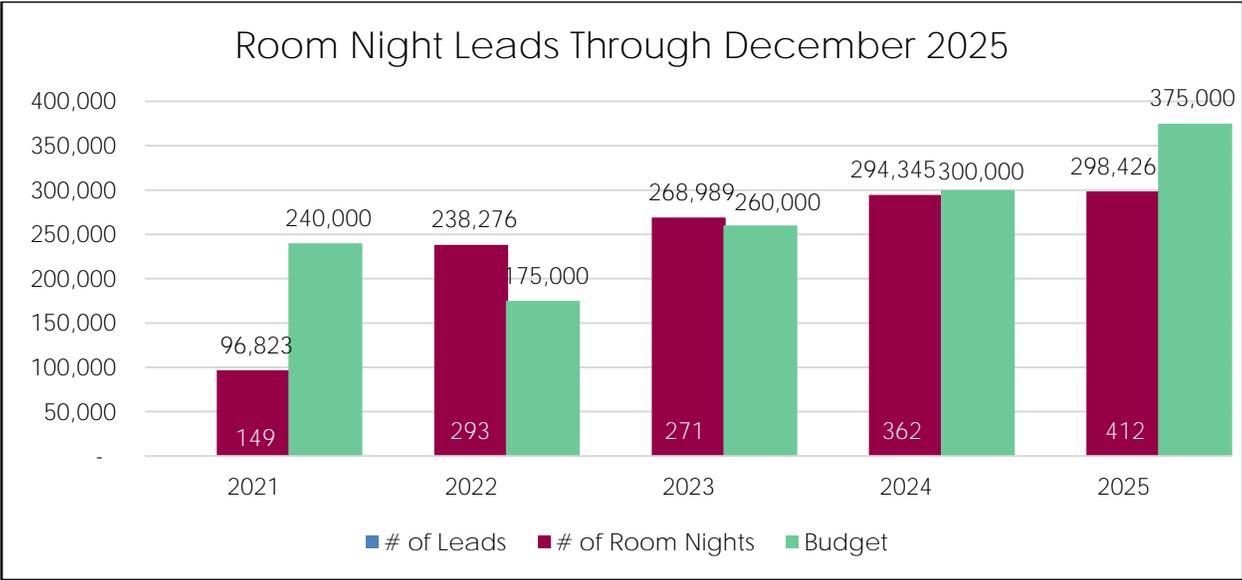


Integrate data capturing applications and segmentation tools to deliver personalized content to increase engagement and subscriptions.

Visit Bellevue Destination Sales

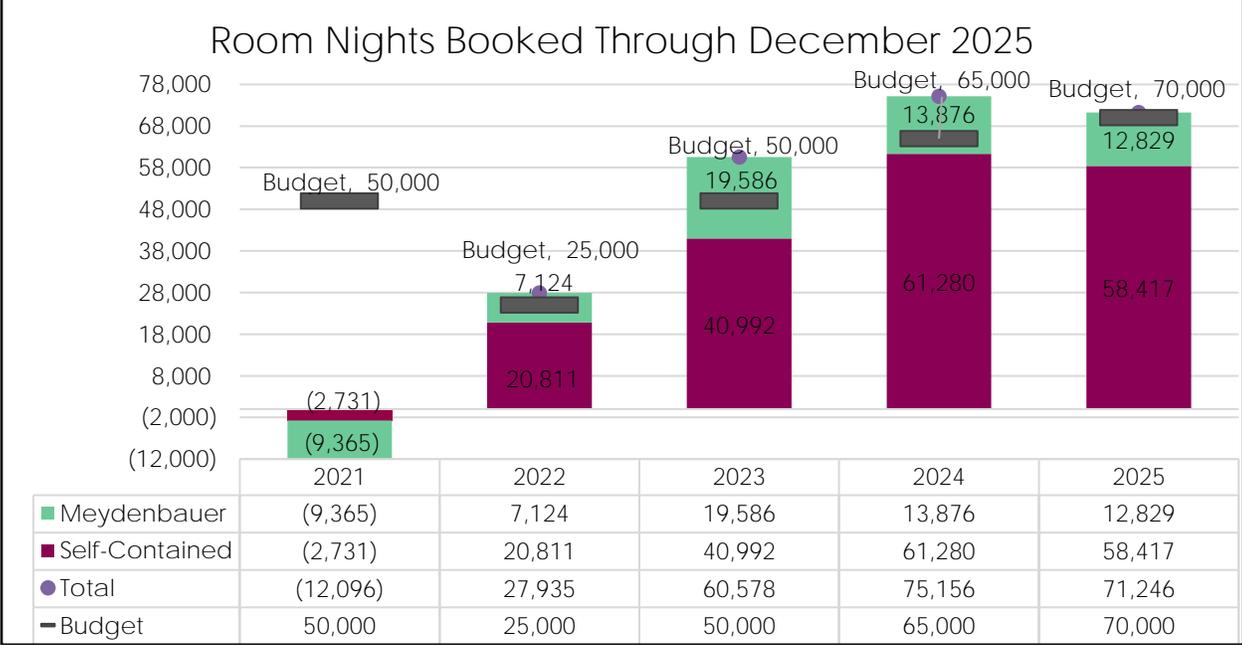
Destination Sales Leads December 2025

The Destination Sales Team generated 412 room nights leads through the end of December, which represents 298,426 room nights and is approximately \$164,881,113 in estimated economic impact. Destination Sales ended the year with a new record of room night leads generated.



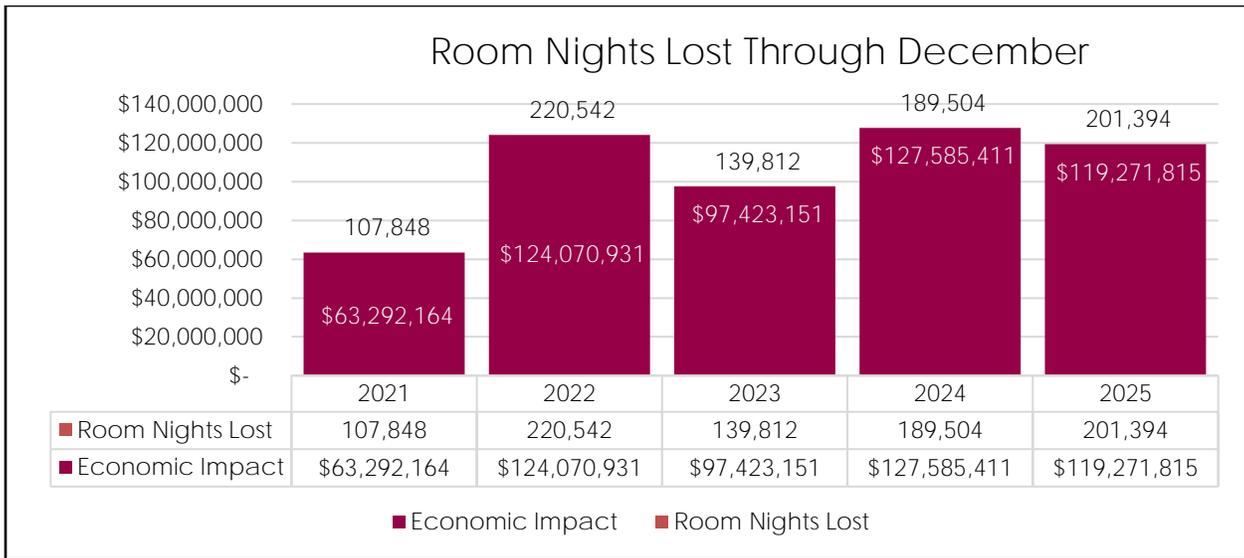
Destination Sales Room Nights Booked December 2025

Destination Sales contracted 22,412 room nights in December 2025 with an estimated economic impact of \$15,034,665. The annual room night goal was exceeded.



Destination Sales Lost Business December 2025

The graph below compares lost business from 2021– 2025 through December. The 201,394 room nights lost through December of 2025 represents \$119,271,815 in lost potential economic impact in Bellevue.



Lost Business Detail

Lost Business By Reason

Lost Reason	Economic Impact	Lost Count
Booked West Coast (Specific City in Notes)	\$31,819,341.42	43
Convention Cancelled	\$20,694,792.26	42
Preferred Downtown Seattle	\$16,697,039.55	40
Booked Destination within Washington State	\$4,769,636.76	23
Booked Central US (Specific City in Notes)	\$10,726,613.45	21
Decline to Bid - Poor fit for Bellevue	\$2,852,063.83	16
Lost Third Party Planner	\$2,144,714.15	15
Booked Eastern US (Specific City in Notes)	\$7,323,920.79	13
Booked Pacific Northwest	\$2,724,182.06	13
Multiple Reasons	\$7,323,490.01	13
Unable to Fill Room Block	\$2,252,411.45	11

Lost Business by Economic Impact

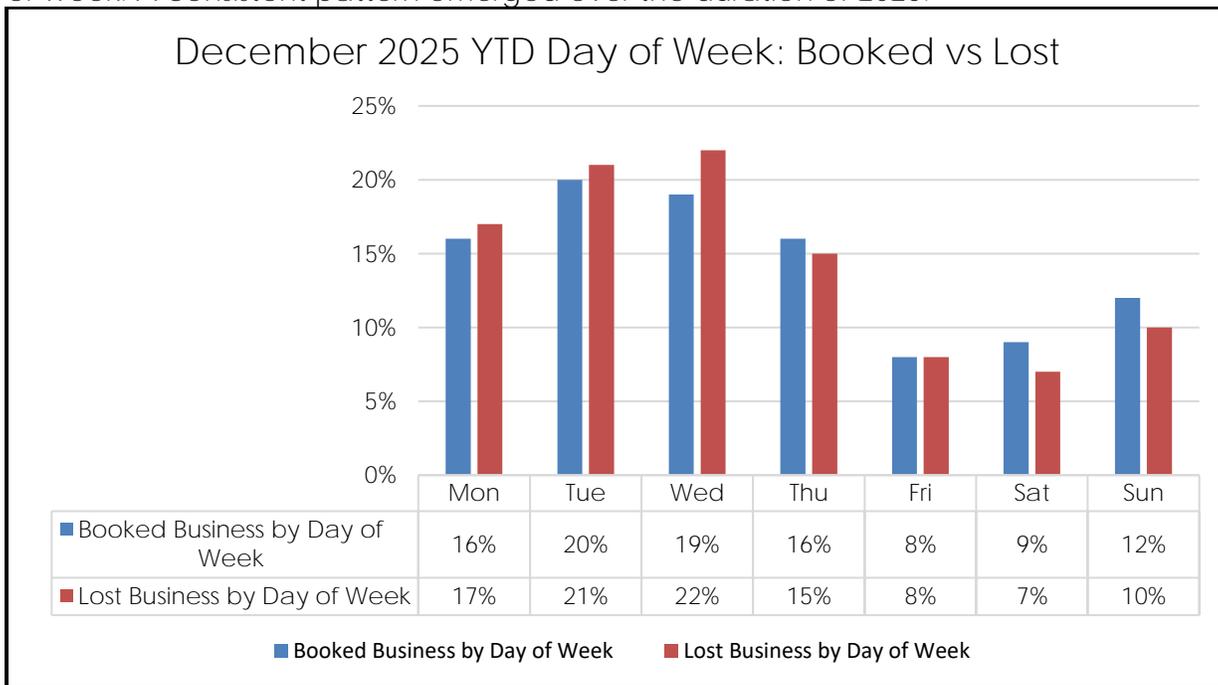
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Multiple Reasons	\$7,323,490.01	13
Booked Destination within Washington State	\$4,769,636.76	23
Space Programming	\$3,774,026.00	3
Decline to Bid - Poor fit for Bellevue	\$2,852,063.83	16
Booked Pacific Northwest	\$2,724,182.06	13

Lost to Seattle Detail

Lost Reason: Preferred Downtown Seattle	Lost Count
Preferred Downtown Seattle	40
Hyatt Regency Seattle	
Hyatt Regency Seattle	10
Seattle in General - Venue Not Identified	9
Westin	4
Marriott Waterfront	4
Sheraton	3
W	2

Lost Business by Day of Week Compared to Booked Business by Day of Week

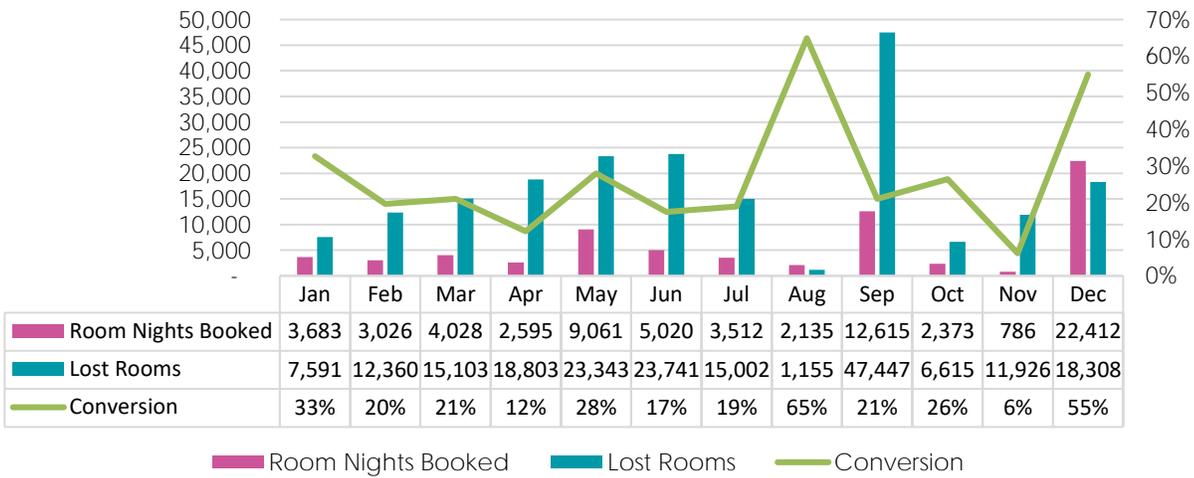
The two graphs below show the lost business by day of week followed by the booked business by day of week. A consistent pattern emerged over the duration of 2025.



Conversion Report

The graph below shows the conversion rate for Visit Bellevue Destination Sales by month through December 2025. The average conversion rate for 2025 was 27%. As a comparison, the average conversion rate for 2024 was 29%.

Conversion by Month Through December 2025

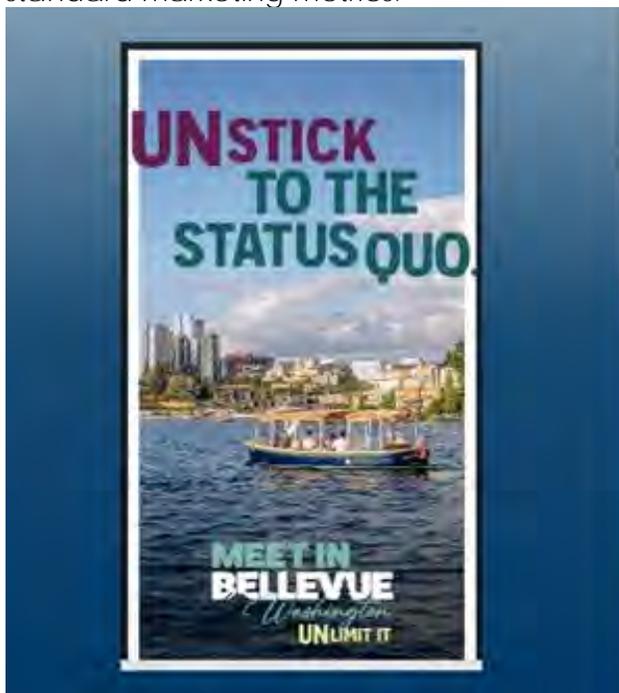


Destination Sales Team Update

December ended a successful year for Destination Sales by reaching a high-water mark for leads generated and exceeding the annual room night booking goal. The 4th quarter room night booking goal was exceeded by 130%, bringing the year to a successful close. December also found the team at the Connect DC show with twenty-two appointments and while there, hosted a successful dinner for twenty-six Washington, D.C. based planners. Five site inspections rounded out the month. The team is excited to take the momentum of 2025 into 2026 and is poised to continue the success of 2025.

Destination Sales Micro Brand & Marketing Campaign

Destination Sales has contracted with 62Above to create a microbrand and launch marketing campaigns. This strategy will extend the reach of Destination Sales and will have metrics which will be reported regularly. The efficacy of the campaign, which was launched in December and will continue through 2026, will be determined by the number of RFP's received along with some standard marketing metrics.



Destination Sales Microbrand: **Unlimit It**

Get more from your meetings when you come together in Bellevue. Here, you'll have access not only to great accommodations and venue options...but to endless possibilities beyond. That could mean team bonding on the ropes course, a surprising and unforgettable dinner or natural inspiration in every direction. When you meet in Bellevue, there's no limit to what you can accomplish.





DESTINATION SALES

2026 Departmental Priorities

PAID MARKETING



Partnering with PCMA
DestinAItor which is an
automated RFP development
tool for meeting professionals

19 TRADESHOWS & MISSIONS



New Shows: Go West,
American Express, CVENT
Connect
New'ish Show: Prestige
Fan Favorites Shows: ASAE,
Connect

THIRD PARTY RELATIONSHIPS



Sponsorship packages with
third party intermediaries will
include: HelmsBriscoe,
ConferenceDirect, LamontCo,
and HPN

MARKETING CAMPAIGN



Destination Sales will have a
microbrand and marketing
campaign with success
measured by submitted RFP's

Bellevue Visitor Experience & Tourism Development

The BellHop service provided rides to 7,352 passengers in December and 219+k passengers overall. The busiest hours of service are between 3pm – 6pm, the 5pm hour has continued to surge. The busiest days of the week in December were Saturday & Sunday, with all days performing well. We have been spending some time with our strategic funding partners and community stakeholders in the next week 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 December 2025

Top Pickup & Dropoff Locations

- Grocery Stores
- Bellevue Collection
- Hotels
- Apartment Buildings
- Amazon
- Office Buildings
- Botanical Garden
- Farmer market
- Transit Center



7,352 December 2025

219,025 Total
Total Passengers Served

Ridership

- 1/4: Visitors
- 1/2: Residents
- 1/4: Office Workers



4.92 November 2025

4.93 Total
Driver Rating



691 December 2025

29,907 Total
Gallons of Gas Saved

Improving Bellevue's
carbon footprint while
building a premier safe /
clean destination city



12:00 December 2025

11:37 Total
Average Wait Time

BellHop is providing free
services and performing
within typical wait times of
mainstream TNCs

BellHop is part of Bellevue's
Certified Tourism
Ambassador program and
dedicated to exceptional
visitor experience

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 432 paid customers in December and 8,005 so far this year. Trends continue to be positive and consumer feedback has been incredible.

Bellevue Airport Shuttle Program



432 November 2025

*689 average per month

8,005 Total
Passengers Served

Pickup & Dropoff Locations

Hyatt Regency	Courtyard by Marriott
Westin - W Hotel	Hilton Bellevue
Marriott	Residence Inn
Intercontinental	SEA Airport

Ridership

2/3: Visitors
1/3: Residents



Bellevue Airport Shuttle offers transportation hourly from 4am to **Midnight** from Bellevue to SEA. The shuttle utilizes comfortable, spacious Sprinter vans, and is family friendly.

*New Multi-Passenger Rates

- 1 Passenger \$ 30
- 2 Passengers \$ 50
- 3 Passengers \$ 70
- 4 Passengers \$ 90
- 5 Passengers \$ 105
- 6 Passengers \$ 125

*Up to two children under the age of 2 can ride for free with each reservation.

BikeHop Pilot Program – Our pilot program phase of operating the [BikeHop](#) has ended at the end of December and will be transitioning the program to Ride Bellevue. We hosted our partners and received mostly positive comments and sentiment regarding this program with a few operational challenges, so we have agreed on a new provider and approach to the program beginning in Spring 2026. The following are some results of the usage of the e-bikes. Our long-term recommendation for this type of program based on our learnings and potential partnerships will take shape during the winter months. So far, we have served 6,273 total hours.



VISITOR EXPERIENCE

2026 Departmental Priorities

CULINARY WEEKS



Whether you're a local foodie or a first-time visitor, Culinary Weeks are the perfect way to discover new favorites, support local restaurants, and connect with Bellevue's incredible food community.

WORLD CUP



Whether you're catching every game or exploring between matches, Bellevue blends world-class hospitality with Pacific Northwest charm. From local watch parties to incredible dining experiences.

CROSSLAKE OPENING



The 2 Line connection between Seattle and the Eastside will transform how visitors travel around the region when it opens in early 2026. Sports – Entertainment, workforce, and airport transportation.

CRUISE SHUTTLE PROGRAM



We are exploring convenient, on-demand, and affordable shuttle services from Bellevue hotels to Seattle Cruise Terminals. We feel that this will help increase our market share.

Destination Stewardship & Community Relations

Visit Bellevue's Destination Stewardship & Community Relations department continues 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 verified and trained 25 Bellevue business partners and their employees. We are looking forward to our second round of 25 businesses in early 2026.



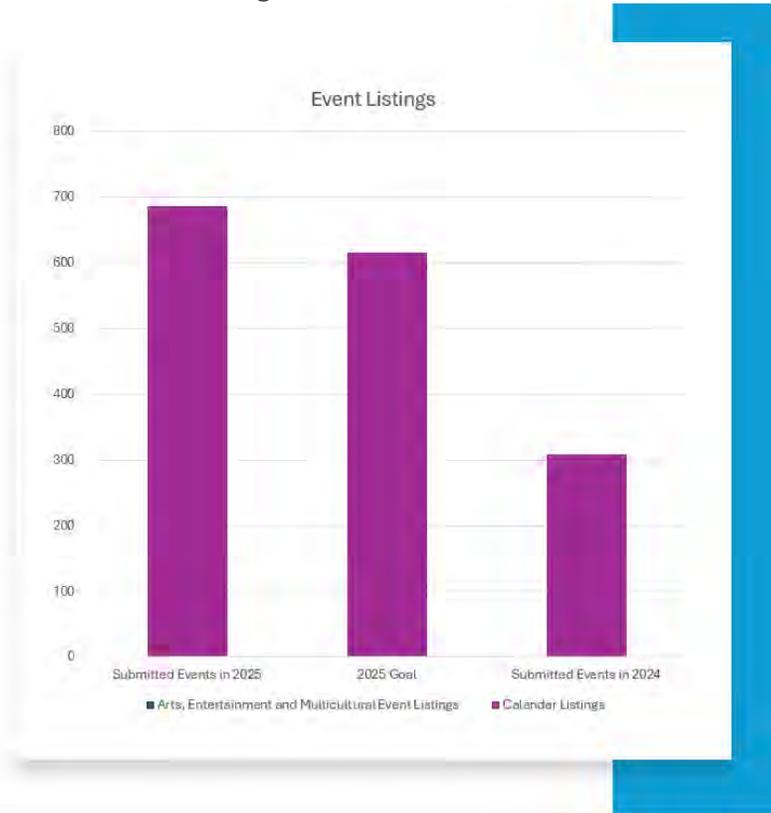
Wheel the World KPIs	Number of Partners & People	Goal	Percent to Goal
Wheel the World Business Verifications	25	25	100%
Wheel the World Trainings Complete	60	500	12%

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.



Calendar Listings and Events



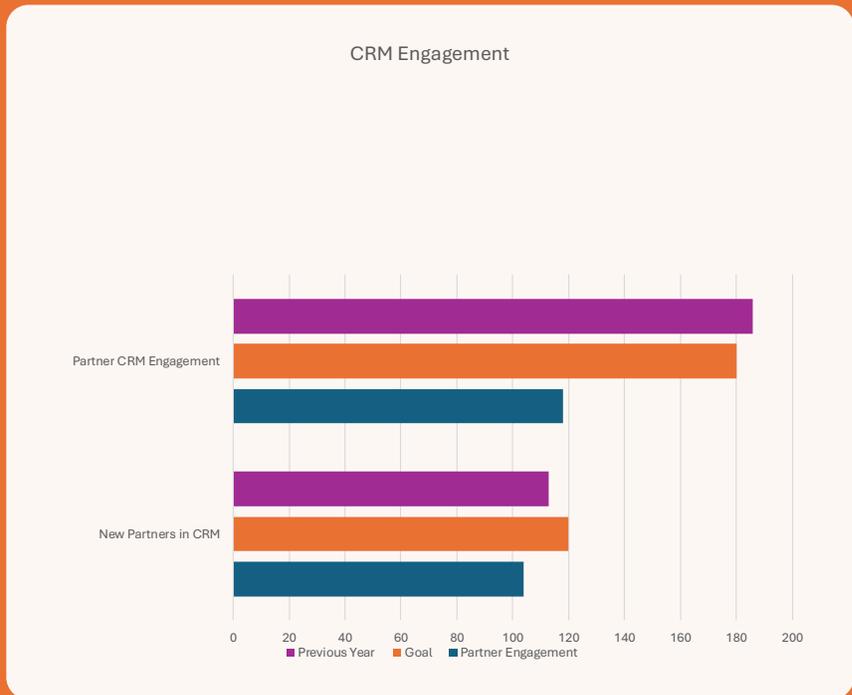
Partner Attendance at Visit Bellevue Functions



Partner Attendance	2025	2025 Goal
Partner Activation Meetings	91	84
Bellevue Boost	161	200



Customer Relationship Management tracking (CRM) PARTNER PORTAL



Bellevue Bound Podcast

Bellevue Bound, 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 Collection & Snowflake Lane, Yuan Spa, Bellevue Adventures, Mirra, KidsQuest, NW Paragliding, Meeting Planners, and Mox Boarding House, Benchmark analytics: 2,848 Views, 5:10 average view time per session with 108+ hours viewed in total.

[Subscribe and listen live here.](#)





2025 SNAPSHOT

QUICK STATS & HIGHLIGHTS

Metric	Result
Total Views	2,848
Watch Time	108.3 Hours
Avg View Duration	5:10
Avg Viewed %	22%

- ✓ Viewers are spending meaningful time on each episode.
- ✓ Average watch duration Just over 5 minutes — solid for long-form local content.
- ✓ Consistent audience return across episodes.





DESTINATION STEWARDSHIP

2026 Departmental Priorities

DESTINATION ACCESSIBILITY



Visit Bellevue and Wheel the World will continue their partnership by verifying the accessibility of 25 new businesses (50 in total) and train 5 staff members at each business in accessible hospitality.

DESTINATION SUSTAINABILITY



Visit Bellevue will partner with 2030 Districts and a 3rd Party Sustainability organization to access, train, verify, and promote Hotel Partners' Environmental Sustainability.

BELLEVUE CARES



This Corporate Social Responsibility (CSR) program invites convention and event attendees to participate in giving back to the local community through donations and hands-on teambuilding activities that benefit non-profits and community organizations.

PARTNER RESOURCES



Visit Bellevue hosts multiple partner programs intended to inform, inspire and engage including Bellevue Boost - our Partner Meet-Up Series, Partner Activation Meetings - helping to engage new partners, and Bellevue Bound - our Podcast for hospitality professionals and more!

Visitor Trends

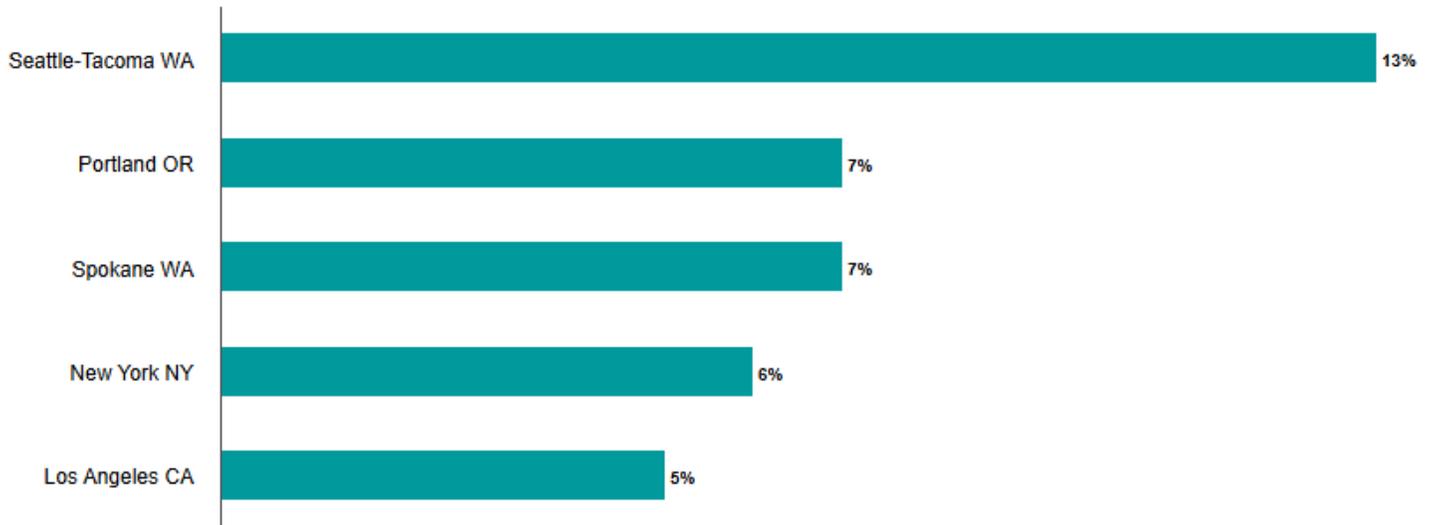
Our advanced data insights system powered by Zartico geolocation data and Visa Destination Insights provide us with domestic and international visitor spending and visitation data. Below are a few current key spending metrics and domestic visitor trend data relating to top origin markets by

geolocation, and top accommodation visitors for Bellevue regions.

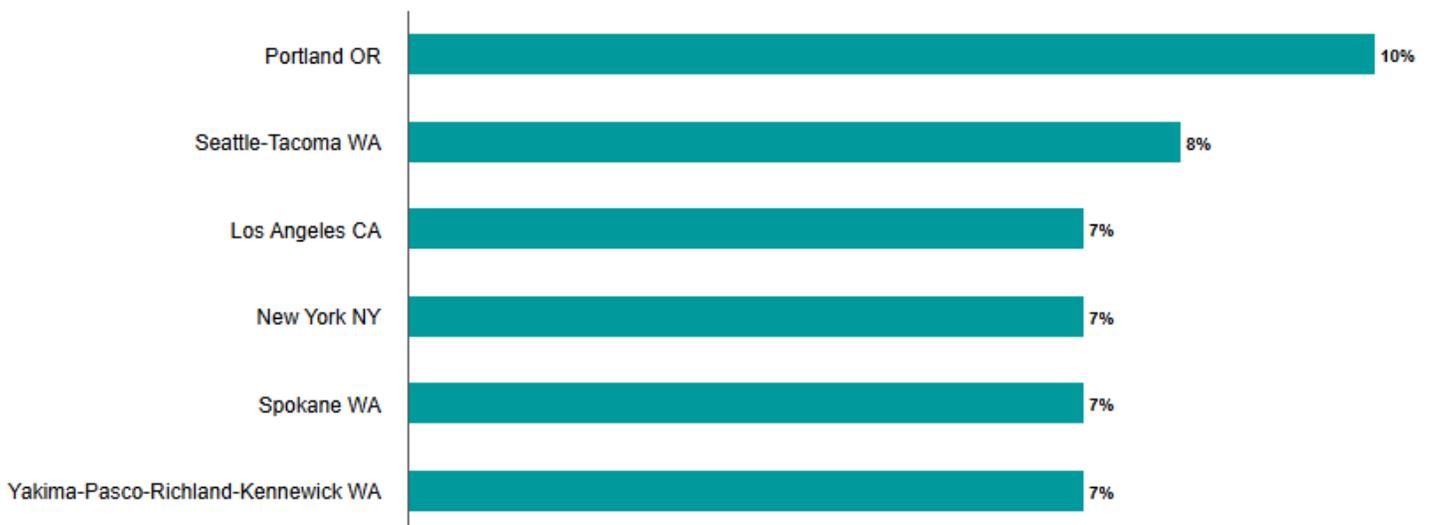
Our Top-Quality Visitor Markets – YTD 2025

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



Where in the region are Bellevue visitors also going?



SEA activity measures | Week 3 (beg. Jan 11, 2026)

[Click here for data](#)

Published: 19 Jan 2026
(updated Mondays)

Hover over data to see more detailed information.

Compare to:

Measure	Avg. daily	% difference			Last 52 weeks
		vs. 2025	MTD	YTD	
TSA screened volume	45,800	5%	3%	3%	
Aircraft operations	990	-4%	-2%	-2%	
Roadway traffic	46,200	0%	-2%	-2%	



Community Development

Attachment G

Information Only

Tuesday, February 24, 2026,

Bellevue-Redmond Tourism Promotion Area (TPA) Advisory Board

1:00 pm

1E-113 or Zoom Meeting

City of Bellevue, WA

OneRedmond 2025 Q4 Report

OneRedmond, the administrator of Tourism Promotion Area (TPA) funds for the Redmond Zone, is submitting 2025 Q4 activities and progress for inclusion in the BRTPA report.

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. OneRedmond is submitting their activities and progress during 2025 Q4 (October, November, December) as read only.

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 Q4 2025:

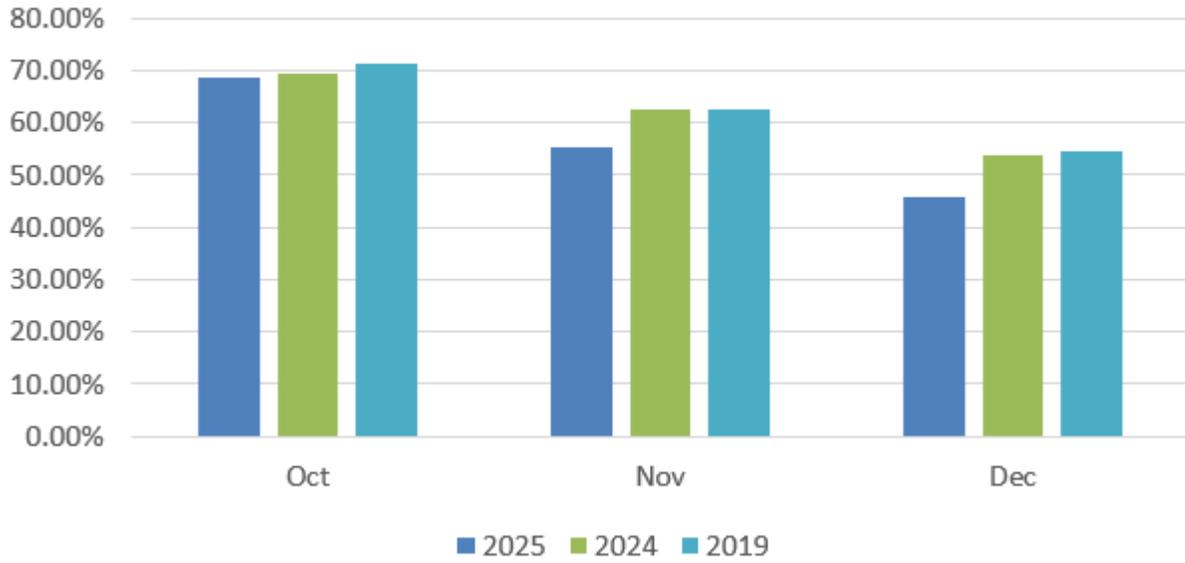
Redmond has a total hotel inventory of 1,598 rooms across ten properties, including two full-service, two extended-stay hotels and six limited-service hotels. The following data is Redmond Hotel occupancy, rooms sold, and overnight visitors in Q4 2025:

	2025	Oct	Nov	Dec	Q4 2025
Total Rooms		52,014	50,337	52,014	154,365
Occupancy %		68.47%	55.24%	45.65%	56.47%
Rooms Sold		35,612	27,807	23,744	87,163
Overnight Visitors		99,714	77,860	66,483	244,056

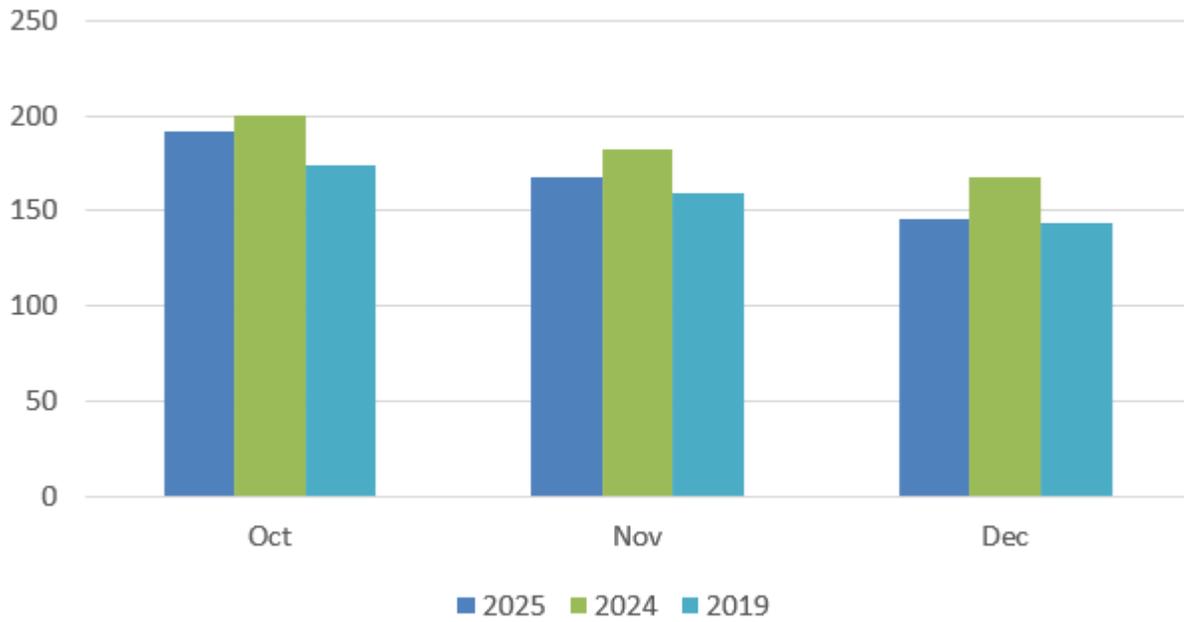
Source: CoStar report (01/18/26).

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.

% Occupancy - Current Quarter



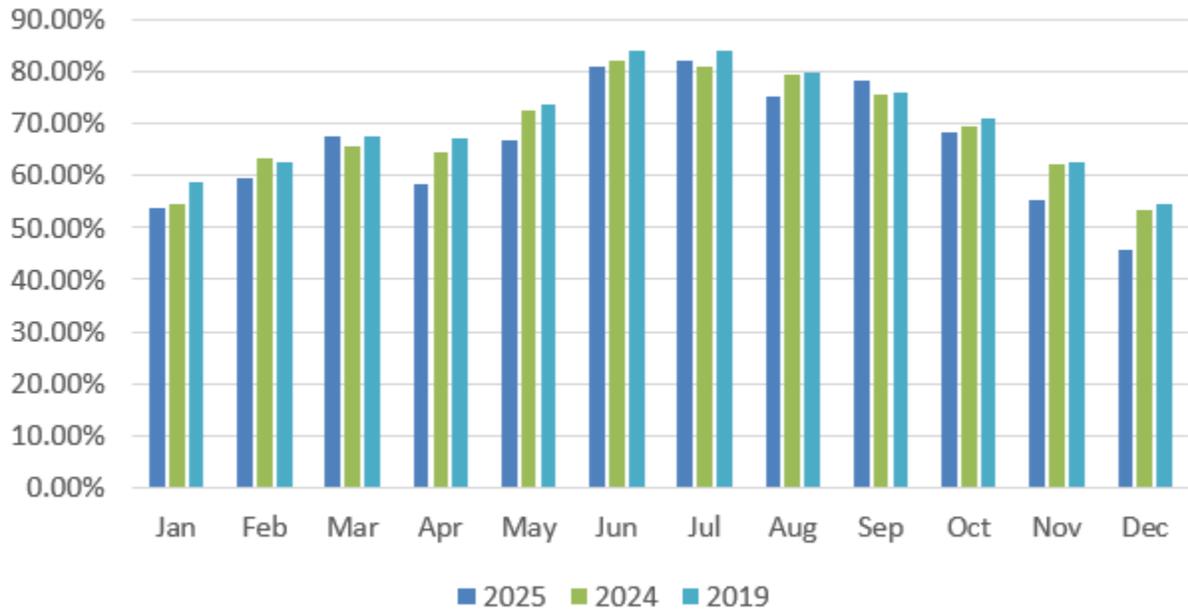
ADR



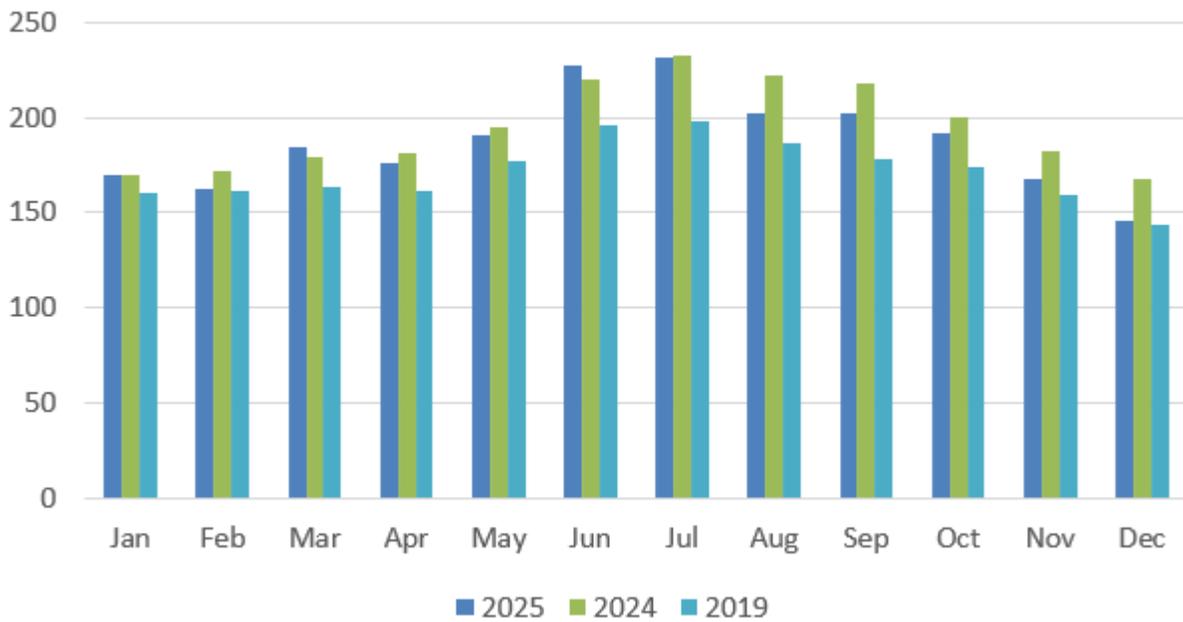
Source: CoStar report 01/18/26

- **Occupancy:** Q4 2025 showed a 6.08% decrease compared to Q4 2024.
- **ADR:** Q4 2025 showed a 2.05% decrease compared to Q4 2024.

% Occupancy YTD



ADR



Source: CoStar report 01/18/26

Through December, Redmond experienced a 2.60% decrease in occupancy and a 2.52% decrease in ADR compared to the same period in 2024.

MARKETING & COMMUNICATIONS:

In the fourth quarter of 2025, OneRedmond advanced targeted tourism initiatives to designed strengthen Redmond's visibility and support shoulder-season visitation. Two integrated campaigns were launched highlighting dog-friendly travel and entertainment-focused visitors, supported by dedicated landing pages and tailored digital outreach. The entertainment-focused campaign will run through the shoulder season, while dog-friendly tourism continues as a year-round strategy. In addition, the SEA Airport Spotlight advertisement promoting Redmond's dog-friendly tourism remains active, extending the campaign's reach to regional and national travelers.

Supplemental funds were also contributed to the City of Redmond's Experience Redmond destination marketing program. Supported by Lodging Tax Advisory Committee (LTAC) funds and implemented by Bullseye Creative, this allocation specifically supports the program's digital media campaigns focused on driving overnight visitation.

These coordinated marketing and communications efforts are structured to increase overnight stays, strengthen support for local businesses, and reinforce Redmond's reputation as a welcoming and vibrant destination. Detailed program outcomes and performance metrics will be included in the 2025 BRTPA Redmond Zone Annual Report.

DESTINATION & TOURISM DEVELOPMENT

In Q4 2025, OneRedmond continued advancing destination and tourism development through strategic activations, partnership development, and niche market expansion. With the absence of an anchor conference center, efforts remain focused on developing niche, experiential tourism that drives overnight visitors. Fourth quarter work emphasized implementation of earlier planning efforts, activation of dog-focused programming, continued wine tourism engagement, accessibility research, and early preparation for 2026 anchor events.

Q4 2025 Destination & Tourism Development highlights:

- **Wine Tourism:**
 - Distributed updated Woodinville Wine Country (WWC) District Passes to Redmond Hotels
 - Created a front desk memo to update hotel staff on the changes to the District Passes
- **Dog-Focused Activations**
 - **Howl-O-Ween:** Produced the inaugural *Howl-O-Ween* event (October 19) in partnership with The Archer Hotel, Redmond Town Center, and Hilton Garden Inn, creating a multi-location activation including a costume parade and celebration 'paw-ty'.
 - **Santa Paws & Claws:** Santa Claus photos with dogs (December 1, 8, 15) at Redmond Town Center. Set up photo shoot with dogs to promote this activation. Redmond Town Center reported a 42.4% increase in traffic over the comparable Mondays in 2024 and confirmed continuation of the program in 2026.
 - **Redmond Poker Pup Crawl - Winter Edition:** Advance planning for the inaugural event (January 31 – February 1, 2026) including:

- Branding development
 - Business recruitment
 - Integration of a gamified visitor experience through the Seeker digital concierge platform.
- **Additional Niche Tourism Development:**
 - **Accessible Travel Research & Development**
 - Continued research into accessible travel opportunities, including exploration of Certified Autism Destination programs, Wheel the World, PCMA Accessibility Exchange and other inclusive travel partners.
 - Attendance at Visit Bellevue Boost: Wheel the World Accessible Travel seminar
 - **Shinrin Yoku (Forest Bathing)**
 - Contracted a subject matter expert to evaluate the feasibility of developing Shinrin Yoku (Forest Bathing) experiences in Redmond.
 - **Robot Combat Competition**
 - Produced the 3rd annual *Rumble in Redmond – Robot Combat Competition* (October 18) at Redmond Middle School.
 - Began exploring larger venue options to expand future capacity.
- **Concierge Program:**
 - Hired Bullseye Creative to assist with the implementation of the Seeker digital concierge platform across OneRedmond and Experience Redmond website.
 - Research and gathered data for design and experience within Seeker
- **Transportation:** Ordered and distributed additional Sound Transit ORCA Cards and Rideshare Gift Cards to Hotels
- **Tourism Grant Program:** OneRedmond established a supplemental event funding program supported by Tourism Promotion Area (TPA) funds. This program aligns with the City of Redmond’s LTAC’s tourism-focused guidelines while offering flexible, year-round funding consideration, ensuring timely support for events that advance Redmond’s tourism and economic development goals. This dual-program approach strengthens Redmond’s ability to support high-impact events throughout the year and respond to emerging opportunities that drive visitor demand.
- **Tourism Partnerships:**
 - **Seattle Theatre Group Concerts at the Farm:**
 - Secured an exclusive hotel partnership to position Redmond as the preferred lodging destination for the 2026 Concerts at the Farm series at Remlinger Farm.
 - The partnership is expected to help generate leisure and group hotel stays in Redmond
 - **Cirque du Soleil ECHO**
 - Entered into a partnership with Cirque du Soleil ECHO (January 30 – March 22, 2026) using the funds allocated for AVP Pro Beach Volleyball which cancelled their 2026 launch

- Initiated a multi-partner strategy meeting to align promotional efforts and identify Portland, OR as a target market

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:

- **Q4 2025 Tourism & Hospitality Memberships:**
 - State of Washington Tourism (SWT)
 - Seattle Sports Commission (SSC)
 - Washington Festivals and Events Association (WFEA)
 - Washington State Chapter of Meeting Professionals International (WSCMPI)
 - Puget Sound Business Travel Association (PSBTA)
 - International Live Events Association Seattle Chapter (ILEA Seattle)
 - Washington State Destination Marketing Organization (WSDMO)
 - Destinations International (DI)
- **Q4 2025 Tourism & Hospitality meeting highlights:**
 - State of Washington Tourism (SWT) Annual October Conference in Spokane, WA
 - Eastside Regional Tourism Meeting | 12/3 at The SOMM, Woodinville
 - FIFA World Cup Redmond Ambassador Meeting
 - Dec 5th City of Redmond World's Game Draw Celebration at The Archer Hotel
 - Dec 5th SSC FIFA World Cup Draw Party at Stoup Capitol Hill
 - Seattle Sports Commission Q4 Commissioners' Meeting - 12/9 in Seattle
 - Bi-weekly WA State Destination Tourism Calls

DESTINATION SALES:

In the absence of a large conference center or event space, OneRedmond continues to focus on identifying and promoting unique venues and nontraditional spaces capable of accommodating group gatherings and generating overnight stays. Efforts are centered on venue prospecting, relationship development, and direct support to Redmond hotels to increase self-contained group bookings and overall group demand.

Q4 2025 Destination Sales highlights:

- **Venue Development & Research:**
 - OneRedmond continues to research for large spaces that could support future tourism-driven events.
- **Group Business & RFP:**
 - Jerry Baker Memorial Velodrome RFP – Submitted proposal for a July 2026 group business opportunity.
- **SWAG:**
 - Continue to research luggage tags

- Begin distribution of Notebooks
- **Sales Networking Events:**
 - Puget Sound Business Travel Association (PSBTA)
 - 11/18: Intercontinental Hotel Group Bellevue
 - 12/16: Fairmont Olympic Hotel Seattle
 - Just Because Happy Hour (JBHH) 12/12 Networking at Hotel Theodore Seattle

ADMINISTRATION & RESEARCH:

In Q4 2025, OneRedmond continued strengthening tourism infrastructure, data capabilities, and interagency coordination in alignment with the Redmond Tourism Strategic Plan. Efforts focused on improving data utilization, advancing visitor booking tools, strengthening financial oversight, and preparing for 2026 legislative and tourism initiatives.

Q4 2025 Administration & Research highlights:

- **CoStar Training:**
 - Completed CoStar training to improve prospecting capabilities and hospitality data analysis.
 - Continued hospitality data review and reporting enhancements.
- **Seeker | Digital Concierge Platform:**
 - Contracted with Bullseye Creative to support the implementation of Seeker on to the OneRedmond and Experience Redmond website
 - Multiple training sessions to activate the platform
 - Research and collection of data for the digital concierge platform
- **Book>Direct (Simpleview/Granicus)**
 - Implemented the hotel booking widget across OneRedmond, Experience Redmond, and the Redmond Town Center website to streamline visitor booking access
- **Customer Advisory Board:**
 - Convened the inaugural Customer Advisory Board meeting to support tourism strategy.
- **Consultant Support:**
 - Contracted additional consultants to include support of:
 - Tourism Public Affairs and legislative monitoring in preparation for the 2026 legislative session
 - 2024 full financial review of the BRTPA expenses
 - Event Production & Logistics
 - Hospitality data review and reports
- **Administrative Process Improvements:**
 - Collaborated with and finalized invoice documentation and submission process with City of Bellevue staff to ensure administrative consistency and reporting compliance.
 - Established ACH reimbursement processes and increased reimbursement frequency to support operational cash flow.

CONTACT

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