Community Development

Agenda

Agenda

Tuesday, October 27, 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 864 3384 1293
- www.zoom.us and entering Webinar ID: 864 3384 1293 Passcode: 810498

https://cityofbellevue.zoom.us/j/86433841293

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 July regular meeting minutes.

3. **Oral Communications** 1:05 – 1:10
   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. Information – Staff update – Revenue Report 1:10 – 1:30

5. **Commission Quick Business**
   [if any]

6. **Reports**
   A. OneRedmond Q3 Report 1:30 – 2:15
   B. Visit Bellevue Q3 Report 2:15 – 3:00pm

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

Wade Hashimoto (Chair)
Kate Hudson (Vice Chair)
Cassandra Lieberman
Nate Moore
Henning Nopper
Crystal Pia
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

DRAFT

BELLEVUE-REDMOND TOURISM PROMOTION AREA ADVISORY BOARD MEETING MINUTES

July 28, 2026 | Bellevue City Hall
10:00 a.m. | Room 1E-113 / Virtual

MEMBERS PRESENT:	Chairperson Wade Hashimoto, Cassandra Leiberman, Henning Nopper, Nate Moore, Rocky Rosenbach
MEMBERS REMOTE:	Crystal Pia
MEMBERS ABSENT:	Kate Hudson, Kim Saunderson
STAFF PRESENT:	Manette Stamm, Lorie Hoffman, Lizzette Flores, Jesse Canedo, Department of Community Development
OTHERS PRESENT:	Brad Jones, Jane Kantor, Megan Adams, Melody Lanthorn, Visit Bellevue; Audrey Fan, OneRedmond
MINUTES SECRETARY:	Gerry Lindsay

I. CALL TO ORDER

The meeting was called to order at 1:05 p.m. by Chair Wade Hashimoto who presided. All members were present with the exception of Kate Hudson and Kim Saunderson.

2. APPROVAL OF AGENDA AND MINUTES

A. Approval of Agenda

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

B. Approval of Minutes

Motion to approve the June 23, 2026, minutes as submitted was made by Cassandra Leiberman. The motion was seconded was by Henning Nopper and the motion carried unanimously.

3. ORAL COMMUNICATIONS – None

4. ACTION, DISCUSSION AND INFORMATION ITEMS

A. Information – Staff Update

Cultural Tourism Specialist Lizzette Flores reported that the Board's proposed budget and strategic plan was presented to the Bellevue City Council by staff and the Board chair. Following several months of work, both the budget and strategic plan were approved by the Council. The next interaction with the City Council will likely occur later in the year or early in 2027 when major contracts requiring Council approval are presented.

Lizzette Flores shared the financial update for both tourism promotion zones. For the Bellevue zone, it was noted that the remittances after administrative fees totaled approximately $1.137

million, with additional interest earnings being returned to the zone. For the Redmond zone, the remittances totaled approximately $385,414, while the invoiced amounts were approximately $439,000. The Board was reminded that Redmond is intentionally drawing from reserves during the current year, making the financial results consistent with the expectations.

Arts Community Manager Lorie Hoffman provided an update regarding the independent financial review. The contract with the accounting firm Clark Nuber was executed and the review process has officially begun. The firm has already coordinated with both zone administrators, and the review will continue over the coming weeks. The anticipation is that a final report will be ready for the Board at the October meeting. If additional time is required, a special meeting could be called, or the report could be presented at a subsequent regular meeting.

B. Information – Reserves Policy Discussion

Lizzette Flores clarified that reserves are needed in order to maintain adequate balances essential to operations stability. The reserves policy applies to both the Bellevue and Redmond zones. The year-end 2026 reserve balances are projected to be approximately $848,000 for Bellevue and $207,000 for Redmond. Under the newly approved budget, Bellevue is expected to maintain its reserve level because projected revenues will be fully allocated to planned expenditures, while Redmond's 2027 budget reflected the Board's previously discussed target of maintaining reserves at approximately eight percent.

Lorie Hoffman said the written recommendation from Visit Bellevue was included in the packet materials. It suggests a reserve balance equal to 25 percent of projected revenues. The reserve practices elsewhere in the state for TPAs include the City of Redmond's Lodging Tax Advisory Committee which targets approximately 60 percent in reserves, while the Spokane Valley Tourism Promotion Area maintains reserves of roughly 35 percent, although that amount does not appear to be governed by a formal policy. The current reserve levels are approximately 28 percent for Bellevue and eight percent for Redmond, which is consistent with prior Board discussions even absent an established formal policy.

Chair Wade Hashimoto emphasized the importance of ensuring that reserve funds remain dedicated to their intended purposes and not be absorbed into administrative expenses or other uses that do not directly benefit the tourism promotion areas.

Cassandra Leiberman sought clarification regarding the Redmond reserve percentage approved in the 2027 budget and asked how it compares with previous levels. Lorie Hoffman explained that the eight percent reserve will apply going forward and that the discussion will help guide administrators during preparation of the 2028 budget.

Cassandra Leiberman commented that eight percent to 25 percent is a large jump. Such a significant increase could substantially affect existing programs and future spending priorities. Lorie Hoffman reiterated that any policy changes will not affect the already approved 2027 budget but will instead guide future budgeting decisions.

Henning Nopper commented that the TPA legislation will further guide the future but asked if the two zones should ultimately maintain the same reserve percentage. Lorie Hoffman observed that the Bellevue and Redmond zones operate under different circumstances and suggested that different reserve targets might be appropriate. No legal or policy requirement exists for the two zones to maintain identical reserve percentages, although using percentages rather than fixed dollar amounts naturally accounts for the differing financial scales of the two zones.

Rocky Rosenbach expressed support for the 25 percent recommendation but recognized that that would represent a considerable increase for Redmond.

Cassandra Leiberman asked if the Board should seek input from OneRedmond regarding how a 25 percent reserve requirement might affect its operations. Lorie Hoffman clarified that the Board did not need to make a decision at the current meeting, noting that the purpose of the discussion was simply to gather input. It was agreed that recommendations from OneRedmond could be sought along with additional information on whether maintaining different reserve percentages between the two zones would be appropriate. Lizzette Flores added that should a higher reserve target ultimately be adopted implementation could occur gradually over a period of several years rather than immediately.

Chair Wade Hashimoto asked if a reserve policy calling for a 25 percent reserve target for the Bellevue zone is appropriate or whether a lower target, such as 20 percent, would better balance fiscal security with investing available funds in programs and initiatives. Maintaining a 25 percent reserve might unnecessarily restrict resources that could otherwise be used to advance the organization's objectives, and emphasized the importance of ensuring that funds remain productive rather than sitting idle.

Henning Nopper observed that, depending on the outcome of pending state legislation, reserve levels could effectively decline to approximately 20 percent. Lorie Hoffman explained that if the current additional 50 cent tourism assessment is not extended, projected revenues will decrease by roughly 10 percent beginning July 1, 2027, and by approximately 20 percent during 2028 because the reduction will apply to the entire year. The Board will know the outcome of the legislative process before finalizing the 2028 budget, allowing sufficient time to adjust budget planning accordingly.

Chair Wade Hashimoto asked if there will be opportunities to advocate for continuation of the additional assessment should the legislation fail to pass. Lorie Hoffman recommended dedicating a full discussion to legislative issues at the October meeting, explaining that the topic involved numerous considerations that warrant a more comprehensive presentation. When asked whether there were any indications regarding the likelihood of the legislation's success, staff responded that there is insufficient information to speculate on the prospects. The reserve policy comments received will help to guide the preparation of additional policy options for review in October. The expectation is that a formal recommendation could be presented for Board action in February, allowing for sufficient time ahead of the next budget cycle.

Chair Wade Hashimoto suggested that future discussions should address how any funds made available through a reduction in reserve levels might be allocated toward new initiatives or enhanced programming. Lorie Hoffman said it would be premature to speculate because the projected revenues for 2028 have not yet been developed, making it impossible to determine whether reserves will ultimately be needed to offset revenue fluctuations.

5. QUICK BUSINESS – None

6. REPORTS

A. OneRedmond Q2 Report

Lorie Hoffman advised the Board that no quarterly report had been received from the Redmond zone administrator. Quarterly reports are contractually required to be submitted to Bellevue two weeks before each Board meeting. Multiple reminders, calendar invitations, and

opportunities for deadline extensions were provided, but despite those efforts no report had been received by the publication deadline for the meeting materials. Lorie Hoffman said staff will work with OneRedmond to resolve the issue and improve future compliance. Chair Wade Hashimoto acknowledged the explanation and indicated the report will instead be addressed at a future meeting.

B. Visit Bellevue Q2 Report

Brad Jones with Visit Bellevue provided an update on the pending state legislation affecting tourism promotion areas statewide, noting that the eight tourism promotion area cities in Washington have jointly retained a new lobbyist to advocate during the upcoming legislative session. The proposed legislation has already been pre-filed, and the effort is receiving strong support from the Washington tourism and hospitality industries. Optimism was expressed that the legislation extending the tourism promotion area assessment will ultimately be approved.

Brad Jones explained that the performance metrics in the report reflected activity through June, with the exception of visitor spending data which was through May. The report showed that overnight visitation, visitor spending, and economic impact were particularly strong during April and May. The June numbers, however, reflect unusual market conditions because the World Cup significantly altered normal travel patterns. Although traditional visitation declined during the latter half of the month, that denotes only a shift in visitor composition rather than a negative outcome. Total overnight visitation during June was reported at approximately 210,000 visitors, generating an estimated economic impact of nearly $196 million.

Hotel occupancy increased by approximately three percent in April and five percent in May before declining by 2.7 percent in June. Despite the lower occupancy, average daily room rates increased during all three months, culminating in a 10 percent increase during June, while hotel revenues also continued to grow. The industry is doing well in spite of the challenging market conditions. The broader King County lodging market remains somewhat oversupplied, creating additional competitive pressure during periods of market disruption.

Bellevue achieved stronger revenue per available room (RevPAR) growth than either comparison market, reflecting successful pricing strategies by local hotels. While room demand declined modestly in Bellevue during June, the decrease was significantly smaller than those experienced elsewhere in the region. Bellevue hotels maintained pricing discipline and successfully increased revenues despite lower-than-anticipated occupancy growth. The year-to-date comparison further demonstrates that Bellevue continues to outperform the broader regional market in RevPAR growth while maintaining stable occupancy, a result attributed largely to Bellevue's balanced seven-day business travel market.

Chair Wade Hashimoto asked if the performance data could be further segmented by hotel class, such as luxury, upper-upscale, and mid-scale properties. Brad Jones confirmed that such data is available and can be organized geographically, including comparisons between Downtown Bellevue and other parts of the city. Downtown Bellevue hotels generally outperformed the citywide average in both occupancy and room rates. Chair Wade Hashimoto suggested the data would be helpful to have in hand.

With regard to the World Cup-related lodging patterns, Brad Jones reported that preliminary booking data indicates that nearly 70 percent of reservations made through major travel platforms were concentrated in Bellevue's mid-scale hotel segment rather than in luxury or upscale properties, suggesting that many World Cup visitors sought more economical accommodations. Chair Wade Hashimoto allowed that differing reports regarding the event's impact have circulated and expressed an interest in comparing Bellevue's experience with data

from other jurisdictions. Brad Jones agreed to provide the requested segmentation and comparative analysis for future review.

Brad Jones said domestic visitor spending through May reflects visitors traveling from more than 100 miles away but does not distinguish between overnight and day visitors. Domestic visitor spending showed strong performance, with May increasing by approximately 10 percent over the previous year. Retail spending experienced a significant rebound after a comparatively weak performance the prior year. The miscellaneous spending category was the only segment to record a decline. The overall trend reflects healthy growth in domestic visitation and consumer spending.

With regard to international visitation, Brad Jones reported encouraging signs of recovery. International visitation during May increased by approximately 18 percent from the previous year, with roughly 24,000 additional international visitors recorded during the month. Although year-to-date international spending remains relatively flat, visitation trends are improving and the expectation is that there will be additional gains during the peak travel season. Approximately 101,000 international visitors visited Bellevue through May. The key international markets analysis showed that China continues to generate the highest visitor spending despite a decline in total expenditures, while the number of visitors increased. Exchange rates and geopolitical factors likely contributed to lower per-visitor spending. Canada also showed improvement, with visitor spending stabilizing and visitor counts increasing by approximately six percent. Japan, one of Visit Bellevue's established international focus markets, experienced an increase in visitor numbers despite lower overall spending, while South Korea, a newer target market, recorded increases in both visitor spending and visitation, indicating encouraging early results from recent marketing efforts.

Brad Jones said Visit Bellevue spent several years preparing for the World Cup event and focused its efforts on three primary areas: sales and marketing, visitor experience programs, and community engagement. Although numerous last-minute adjustments were required, the team responded effectively and successfully coordinated marketing, communications, visitor support resources, and public relations activities. The event fostered a strong sense of community pride and regional collaboration, with tourism, sports, and local engagement working together to create a positive experience throughout the region.

Brad Jones stressed that the preliminary World Cup performance metrics presented to the Board represent Visit Bellevue's internal analysis rather than official statistics from Visit Seattle or the Seattle host committee. The early estimates indicate that the event generated approximately 14,500 hotel room nights in Bellevue and an estimated $12.5 million in economic impact. The final room-night figures will likely be revised after additional reports become available in August. Group bookings declined somewhat while individual fan travel exceeded the expectations. During match periods, Bellevue hotels experienced approximately a one percent increase in occupancy and a 14.2 percent increase in average daily room rates, resulting in hotel revenue growth of approximately 16 percent. Based on geolocation data, the Seattle World Cup matches attracted approximately 144,000 long-distance visitors, generating roughly 69,000 room nights and an estimated $67 million in total regional economic impact.

With regard to Visit Bellevue's marketing and communications activities for the second quarter, Brad Jones explained that the organization's efforts centered on maintaining strong summer momentum, increasing full-funnel marketing performance, and capitalizing on the heightened visibility created by the World Cup. Significant emphasis was placed on expanding first-party marketing data by increasing subscriptions to Visit Bellevue's own communication channels, allowing the organization to communicate directly with prospective visitors. Video content was identified as an increasingly important component of the organization's marketing strategy because of its effectiveness in capturing audience attention

in a highly competitive digital environment. Website traffic exceeded the performance goals during the quarter, driven both by ongoing marketing initiatives and increased interest associated with the World Cup. That strong performance will not diminish future marketing efforts.

Brad Jones turned to digital advertising performance and reported that there were approximately 2.7 million paid media impressions during the second quarter. There were nearly 32,000 click-throughs at an average cost per click of approximately $0.16, and an overall click-through rate approaching five percent. The social media efforts generated approximately 2.2 million impressions, more than 33,000 audience engagements, and nearly 94,000 click-throughs, while the organization's subscriber base grew to nearly 56,000 individuals. The organization's earned media met with success with a reported 21 media placements during June alone and 82 placements year-to-date. The placements generated an estimated $4 million in media value during June and approximately $41 million in value year-to-date, substantially exceeding the annual performance goals. National publications featuring Bellevue included *Travel + Leisure*, *Food & Wine*, *Reader's Digest*, *TravelPulse*, and MSN; additional major stories are expected to be published in the coming months.

It was reported that approximately 42,000 emails have been sent out during the year, and they have achieved exceptionally strong engagement rates, including a year-to-date open rate of approximately 47 percent. Contrary to common perceptions that email marketing has become ineffective, it was emphasized that carefully targeted content and audience segmentation continues to produce excellent results.

Chair Wade Hashimoto asked how subscriber email addresses are obtained and Brad Jones explained that all subscribers complete a double opt-in process after responding to marketing campaigns or visiting the organization's website, ensuring compliance with email marketing requirements before promotional messages are distributed.

Brad Jones said Visit Bellevue partnered with a number of community organizations in regard to the World Cup. The city did the work of convening and getting everyone on the same page. The website was developed in partnership with numerous community organizations and the City of Bellevue and was expected to generate approximately 25,000 unique user sessions and nearly 30,000 page views during the event. The website served as a central resource for visitors seeking hotel packages, watch parties, soccer-related events, and other community activities. Additional paid marketing efforts were conducted through Expedia, search engine marketing, Sojern, and other advertising platforms. More detailed performance reports will be provided in the future, including hotel-specific booking results. There was favorable national publicity generated during the event, including an article in *Matador Network* describing Bellevue as the most interesting location from which to experience Seattle's World Cup matches. The Expedia campaign alone generated approximately $1.9 million in direct lodging revenue for Bellevue while producing an estimated 78-to-1 return on advertising investment, demonstrating the effectiveness of the organization's targeted marketing strategy.

Two major marketing initiatives have been under development for approximately a year: the new destination promotional video and a completely redesigned website. The video, which was released the previous week, is a versatile marketing asset that can be adapted into shorter advertisements and social media content. The video, which was aired for the Board, showcased Bellevue's attractions through the organization's new branding and emphasized the city's unexpected experiences and sense of discovery. The production features cinematic-quality footage and will become a central element of future promotional campaigns.

The new website is the result of approximately 16 months of development. Although the previous website was only five years old, its underlying infrastructure no longer meets

modern digital standards. The redesigned site places greater emphasis on visual content rather than text while prominently featuring the new destination video and recently created marketing materials. The site has also been specifically optimized for artificial intelligence search tools, reflecting the growing number of travelers who rely on AI-powered search platforms when planning trips. The new website organizes content and metadata in ways that improve AI discoverability while continuing to strengthen the site's online authority. As with any large website launch, minor issues have been identified and corrected.

Cassandra Leiberman inquired about an icon displayed in the upper corner of the homepage, and Brad Jones explained that it is an accessibility tool provided through AudioEye. The system allows users to adjust colors, fonts, and other display settings to accommodate vision impairments, provides screen-reading functionality, and helps ensure continued compliance with accessibility requirements while reducing legal exposure related to website accessibility.

Cassandra Leiberman asked how the website can be both image-focused and optimized for AI search. Brad Jones explained that much of the optimization occurs behind the scenes through coding, metadata, search terms, and structured content that reflects how travelers use AI search platforms. The website is designed to build online authority over time, improving its visibility within AI search engines.

Jane Kantor, director of destination sales for Visit Bellevue, reported that while both lead generation and rooms booked are currently below the budget targets for 2026, overall performance remains stronger than during the same period in 2025. Approximately 129,000 sales leads have been generated compared with the annual budget target of 146,000. The entire industry continues to face a challenging environment. The sales team remains focused on maximizing every available opportunity while working closely with local stakeholders to generate additional business and improve conversion rates.

Jane Kantor, director of destination sales for Visit Bellevue further reported that booking production, although below budget expectations, exceeded the previous year's performance. The current demand is being driven primarily by corporate and association groups, but the events are generally smaller than in prior years, requiring significantly more leads to produce equivalent booking volume. While the lost business trend has begun to decline, it remains disappointing to lose events to Seattle. It is important to maintain perspective and to recognize that Bellevue competes with numerous destinations beyond Seattle. A continued focus on presenting the strongest overall value will remain essential.

With regard to booking patterns and conversion rates, the greatest concentration of lost business continues to occur on Tuesdays and Wednesdays. Weekends remain Bellevue's most persistent challenge because of lower leisure demand. Year-over-year conversion rates have improved by approximately two percentage points. Improving conversions remains one of the organization's highest priorities. To strengthen future performance, Visit Bellevue plans to expand collaboration with hotel partners through strategy sessions focused on identifying new approaches to attracting business. The initial discussions will emphasize attracting additional citywide events and creating more customized visitor experiences that distinguish Bellevue from competing destinations. Some successful citywide events have grown large enough to migrate to bigger cities, creating an ongoing need to replace those events with new opportunities.

Answering a question asked by Chair Wade Hashimoto, Jane Kantor elaborated on efforts to target business during Bellevue's slower shoulder seasons. Rather than concentrating solely on large citywide conventions, Visit Bellevue intends to pursue events that fit more naturally into off-peak periods, similar to successful cheer and dance competitions that have generated business during traditionally slower months. The Lenovo event is a perfect example of

something that worked out really well, but it was an uncommon opportunity rather than a repeatable model. Future efforts will focus on attracting value-oriented events that can fill hotel demand during late fall through early spring while providing flexibility to meet the needs of event organizers. Chair Wade Hashimoto agreed that collaborative efforts such as the Lenovo event benefit the entire community, but recognized that future sales strategies will likely emphasize smaller off-season opportunities capable of strengthening Bellevue's year-round visitation.

Henning Nopper asked if Visit Bellevue's ability to generate additional sales leads is constrained by current staffing levels, and added the suggestion that future discussions about reserve balances might include consideration of investing additional resources in staffing. Jane Kantor responded that simply adding personnel will not necessarily improve results unless those resources are deployed strategically. The current sales team consists of three managers focused respectively on corporate business, association business, and small-market opportunities. Rather than immediately increasing staffing, a future reallocation of responsibilities from smaller markets to larger opportunities might be more effective as market conditions improve.

Brad Jones added that lead generation itself is not the organization's primary challenge, rather the greater need is to make Bellevue's proposals more competitive. While additional staffing could increase activity and the number of leads pursued, it will not by itself improve the competitiveness of those opportunities. Many competing destinations are offering stronger incentive packages and suggested that refining Bellevue's competitive strategy in partnership with local stakeholders will produce greater long-term benefits than simply expanding the sales force.

Transitioning to the Destination Stewardship report, Destination Stewardship and Community Relations director Megan Adams, explained that one of the most effective ways to strengthen Bellevue's competitive position is by providing exceptional visitor experiences, services, and amenities. It was stated that the BellHop transportation program has now provided more than 260,000 rides while saving over 33,000 gallons of fuel. The airport shuttle program has been in operation for about a year and a half and it has served more than 11,700 passengers. It has consistently received excellent customer satisfaction ratings. During June, BellHop continued to maintain strong ridership, and the staff are satisfied with the program's environmental benefits as well as the responsiveness of its operating partner, Circuit. BellHop is an important amenity that assists the destination sales team when competing for meetings and events.

BellHop enjoys a diverse user base. Approximately one-quarter of the riders are visitors, one-half are residents, and the remaining one-quarter are office workers. Although visitor usage represents only a portion of total ridership, the program contributes significantly to placemaking, community building, and the overall visitor experience, all of which ultimately supports tourism growth. The recent Destinations International conference highlighted the importance of integrating tourism into broader community development efforts.

The Bellevue Light Rail Shuttle pilot program is scheduled to begin on August 3 and operate through December 31. The service, which will be funded by Amazon, will operate weekdays from 8:00 a.m. to 6:00 p.m. using two dedicated shuttle vehicles. Visitors arriving at the Downtown light rail station will be able to board the shuttle without using the mobile application and travel directly to hotels, restaurants, retail destinations, and attractions within the BellHop service area. Return trips will be arrangeable through the existing BellHop application. The program will support Amazon's return-to-office initiative while simultaneously advancing Bellevue's sustainability and accessibility goals by encouraging greater use of public transportation. The Board members were invited to attend the program's launch event.

An update was provided regarding the Bellevue Airport and Cruise Shuttle program. Megan Adams said the cruise shuttle, which was launched about a month ago, is already generating positive results, including a recent group reservation of 30 hotel guests who plan to use the service. The shuttle provides transportation from eleven Bellevue hotels directly to the cruise terminal seven days per week at a cost of $30 per passenger, with discounted rates available for larger groups. The shuttle represents another valuable visitor amenity that enhances Bellevue's competitiveness for both group and leisure travel.

Megan Adams shared that the recent Cake Picnic event attracted more than 800 participants over two sessions at Downtown Park. It generated substantial social media attention, including participation by international visitors. The event also served as the launch of Berry Week, a culinary promotion encouraging both visitors and residents to explore Bellevue's restaurants through themed dining experiences. Future culinary promotions, including Crab Week, are planned as part of an ongoing strategy to showcase Bellevue's dining scene. The culinary promotions include a gamified experience encouraging participants to visit multiple establishments, with promotional incentives designed to increase engagement.

With regard to the active transportation initiatives, Megan Adams said Visit Bellevue is partnering with the Hyatt Regency and InterContinental hotels to pilot a Ride-E electric bicycle program that allows guests to rent high-end electric bicycles directly from participating hotels. Data collection is underway to evaluate the program's performance. The Lime Bike Experience partnership offers bicycle rentals ranging from electric bicycles to mountain bikes. Complimentary one-hour rental vouchers are being distributed to participating hotels, allowing guests to explore Bellevue and the surrounding trail system at no cost during the first hour. Both initiatives are pilot programs that are intended to encourage visitors to experience destinations in new ways while expanding sustainable transportation options.

The Destination Stewardship report concluded with updates regarding partner engagement and accessibility initiatives. It was reported that event listing submissions are already approaching or exceeding the annual goals, which reflects strong participation by community partners. Increased engagement through the organization's partner portal has resulted in more businesses updating amenities, submitting events, and enhancing their online listings. The ongoing collaboration with Wheel the World is aimed at improving accessibility training for local businesses and hotels. Approximately 50 partners have already completed verification through the program, and additional training opportunities are planned to substantially increase participation. The efforts are beginning to generate measurable results, including inquiries for accessible hotel accommodations associated with conferences hosted in Bellevue.

The broader partner engagement efforts include regular meetings with hospitality professionals, restaurants, retailers, and front desk staff. The Bellevue Bound podcast, was created to familiarize hospitality employees, many of whom live outside Bellevue, with the city's attractions, businesses, and visitor experiences. Recent episodes have featured Sound Transit, Bellevue Brewing Company, and destination sales initiatives. Optimism was expressed that continued growth in the podcast's audience will further strengthen the hospitality professionals' knowledge of the destinations and enhance their ability to recommend Bellevue experiences to visitors.

7. ADJOURNMENT

Chair Wade Hashimoto adjourned the meeting at 2:18 p.m.

Community Development

Information

Staff Update

Staff will present an update on TPA related information since the last board meeting, including our most recent revenue report

BACKGROUND

Revenue Report

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

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

As of September 2026, the remittances for the Bellevue Zone, after administrative fees are $1,856,549.22. Visit Bellevue has invoiced $1,425,887.71 For the Redmond zone for the same period, and after the same fees, remittances are $603,736.11. OneRedmond has invoiced $687,335.89

ATTACHMENTS

Attachment A: Q3 BRTPA Financial Update Report
Attachment B: TPA Invoices

STAFF CONTACT

Lizzette Flores, Cultural Tourism Specialist
425-452-4869

Community Development

Information

Information Only

Tuesday, October 27, 2026, Bellevue-Redmond Tourism Promotion Area (TPA) Advisory Board

1:00 pm

1E-113 or Zoom Meeting City of Bellevue, WA

OneRedmond 2026 Q3 Report

At today's meeting, OneRedmond, the administrator of Tourism Promotion Area (TPA) funds for the Redmond Zone, will present their 2026 Q3 activities and progress.

BACKGROUND

OneRedmond serves as the administrator of Tourism Promotion Area (TPA) funds for the Redmond Zone, working with the City of Redmond to increase tourism in the City. Today, OneRedmond will present their activities and progress during 2026 Q3 (July, August, September).

OVERVIEW

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

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

ATTACHMENTS FOR Q3 2026:

Attachment C: 2026 Q3 2026 BRTPA Redmond Zone Report

CONTACT
Audrey Fan, Strategic Tourism Director
+1 425-885-4014, audreyf@oneredmond.org

Community Development

Information

Information Only

Tuesday October 27, 2026, 1pm

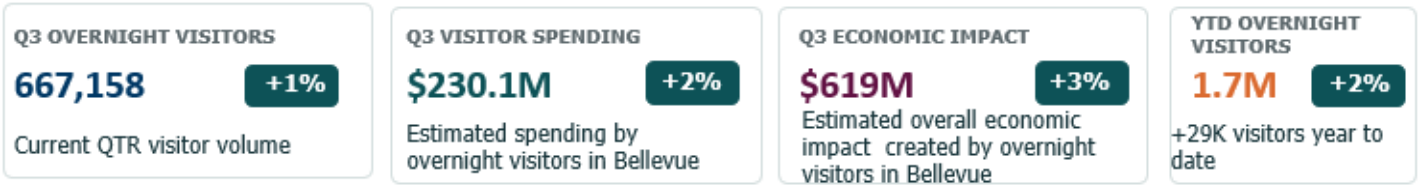
Q3 Executive Summary

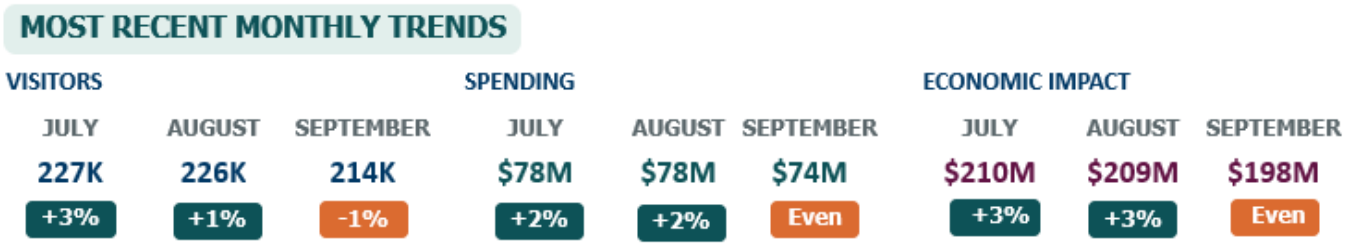
At today's meeting (Visit Bellevue) will present the Quarterly Bellevue Tourism Report.

To: Visit Bellevue Advisory Board
From: Brad Jones - Executive Director
RE: Visit Bellevue Executive Summary

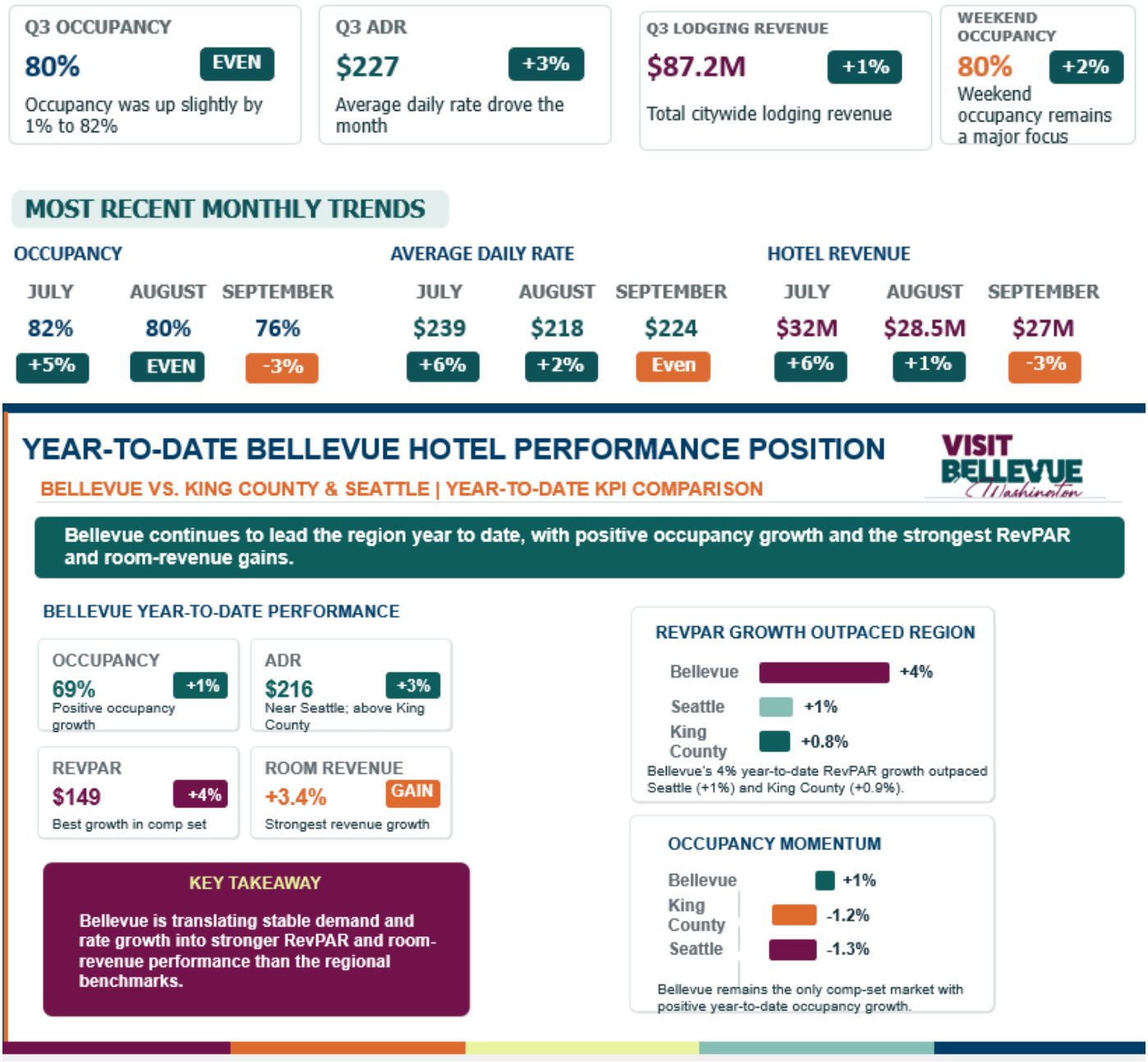
In Q3, Bellevue hosted an estimated 667,158 overnight visitors (+1% to 2025), generating an estimated economic impact of $619 million (+3% to 2025). The Bellevue citywide hotel occupancy in Q3 was 80% (even to 2025) with an average daily rate of $227 (+3% to 2025) generating a total of $87.2 million in total lodging revenue for the month (+1% to 2025).

Year to date in 2026, Bellevue has hosted an estimated 1.7M (+29k or +2%) overnight visitors generating an estimated economic impact of $1.6 billion (+25m to 2025). Bellevue achieved a 14% market share of overnight visitors and a 13% hotel revenue market share in Q3.



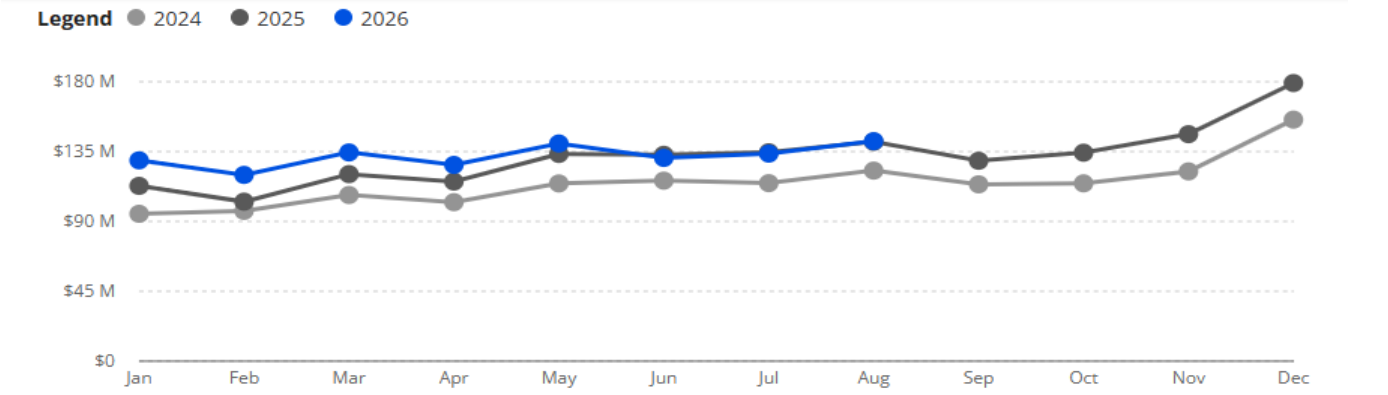


Weekend hotel occupancy continues to be a major focus for Visit Bellevue. Bellevue achieved 80% (+2% to 2025) weekend occupancy in Q3, we have seen all-time highs in weekend occupancy since February of this year. Weekend Rev Par was improved by +4%. Interestingly Friday hotel occupancy is +3% and Saturday is up +5%.



Domestic Overnight Visitor Spending in Bellevue

Domestic overnight visitor spending trends for Bellevue are visualized below by month. Total domestic overnight visitor spending in Bellevue for August was $82 million (+1%) compared to 2025. The largest increase in domestic visitor spending occurred in the retail segment, followed by the dining segment, and the hotel / lodging. Year to date domestic overnight visitor spending is $607M (+6%) compared to the same YTD period in 2025.



MARKET SEGMENTS

Current Period: JAN (01) – AUG (08) 2026

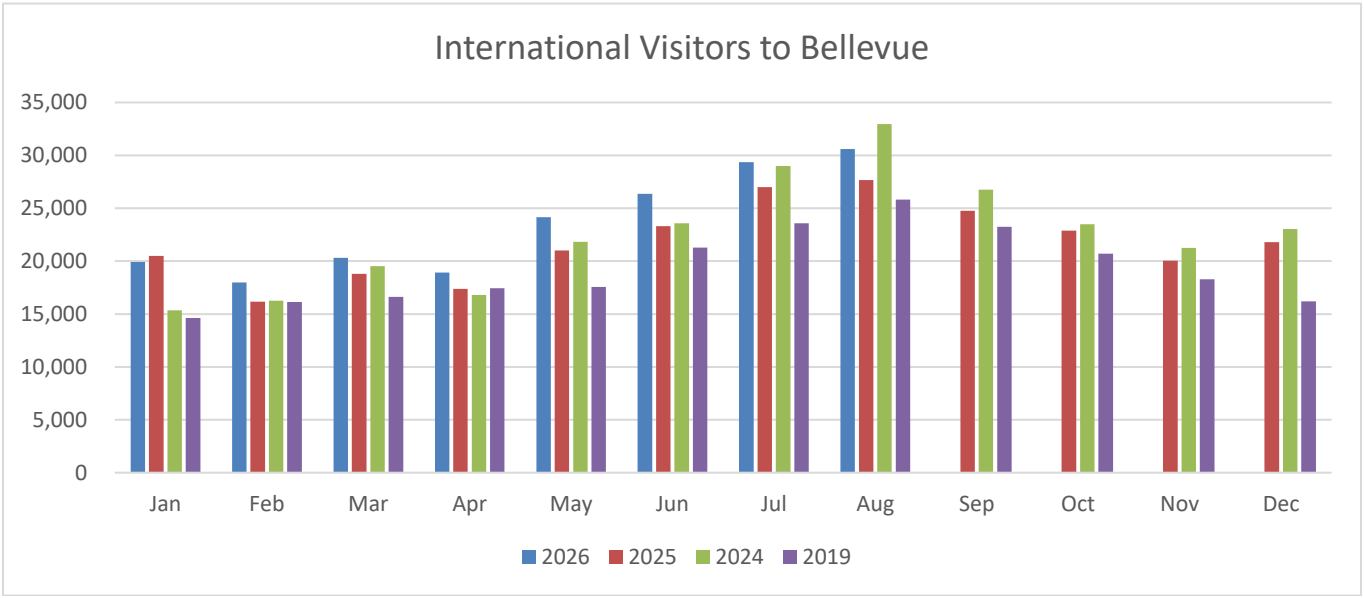
Here is a breakout of primary market segments and year-over-year change.

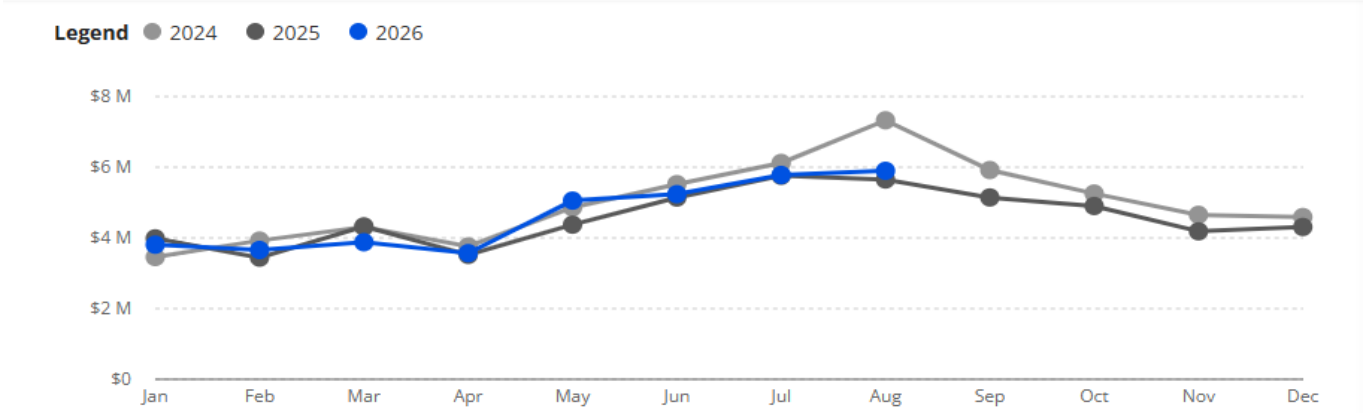


		SPEND	YOY % CHANGE
Restaurants & Dining	23%	$241.2 M	+3.9%
Hotels & Lodging	4%	$37.2 M	+8.6%
Retail	41%	$431.5 M	+19.7%
Other	33%	$346.8 M	-5.6%

International Visitor Spending in Bellevue

Bellevue hosted an estimated 30,582 international visitors in August (+9%). International visitor spending trends for Bellevue are visualized by month. International visitor spending YTD is $52.6 million (+5% to 2025).





MARKET SEGMENTS

Current Period: JAN (01) – AUG (08) 2026

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



		SPEND	YOY % CHANGE
Restaurants & Dining	20%	$7.4 M	+6.7%
Hotels & Lodging	23%	$8.2 M	-1.7%
Retail	36%	$13.3 M	+7%
Other	22%	$8.1 M	-6%

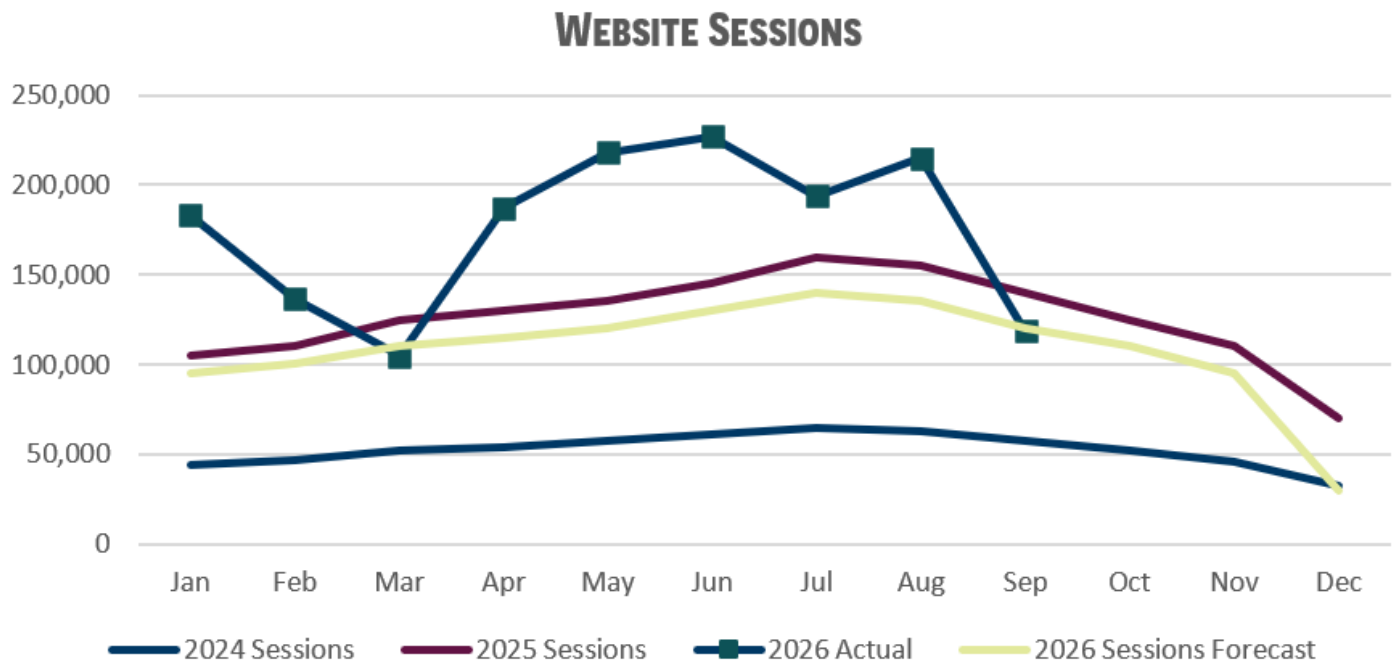
Origin Country	Spend	YoY % Change	Card Count	YoY % Change
China Mainland	$8,664,874	-6%	15.5 K	+3%
Canada	$6,528,970	+7%	34 K	+11%
India	$3,231,347	+3%	7 K	+0%
Taiwan	$1,490,188	-2%	3.8 K	+17%
United Kingdom	$1,309,367	-15%	4.6 K	+14%
Ireland	$1,155,866	+65%	1.9 K	+32%
Japan	$1,075,141	-11%	3.8 K	-2%
Mexico	$1,023,995	+5%	5 K	+20%
Germany	$976,895	+1%	5.1 K	+7%
South Korea	$880,113	-6%	2.6 K	-3%

Marketing, Public Relations & Communications Update

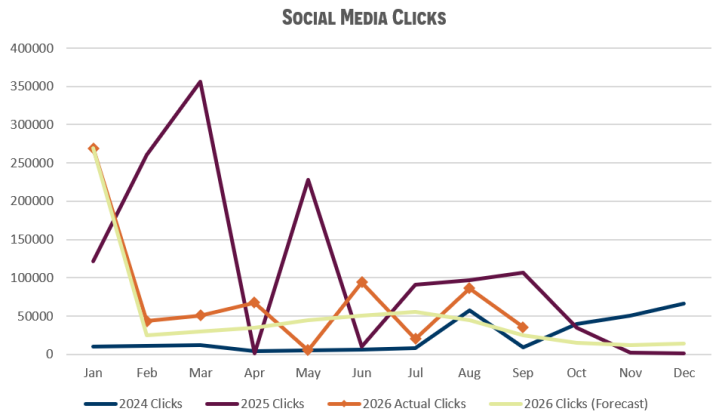
September marked a natural transition from peak summer volume into more focused fall marketing, with channels continuing to work together effectively despite softer seasonal demand. Website traffic eased as expected, yet annual user and session goals remained surpassed, and Canada continued to stand out as a key origin market. Paid media shifted toward higher-intent activity, with Google helping lower-funnel CTR and site-visit goals exceed target while fresh fall creative replaced

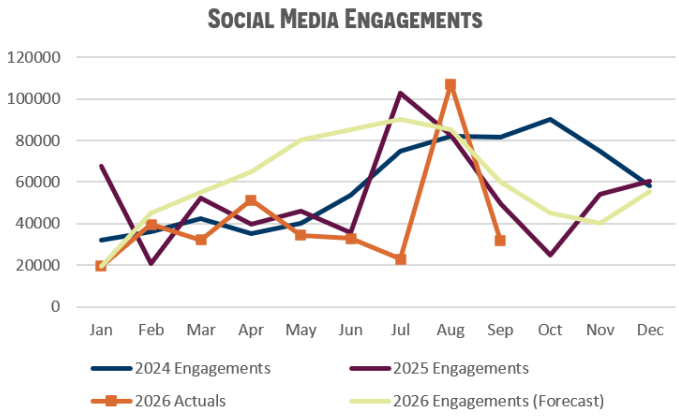
fatigued summer assets. Social maintained strong discovery through culinary, ambassador, and outdoor storytelling, while PR extended Bellevue's seasonal authority through fall getaway and culinary coverage. Email sustained strong owned engagement and pushed website referrals beyond the annual goal. Together, the channels are moving from broad summer reach toward qualified planning, relevance, and conversion.

Website Performance
Website traffic moderated in September, reflecting Bellevue's typical post-summer seasonal slowdown after exceptionally strong spring and summer performance. Even with lower monthly volume, the channel remains well above annual goals for both users and sessions. Travel Planner continued leading activity, while Meetings & Conventions gained meaningful share as leisure demand softened. Canada also remained one of the strongest visitor origin markets, reinforcing Bellevue's continued appeal to nearby international travelers. **Website Results | September 2026**: Users: 108,606 (1,417,053 YTD 129% to goal of 1.1M) Sessions: 118,439 (YTD 1,583,578 122% to goal of 1.4M).



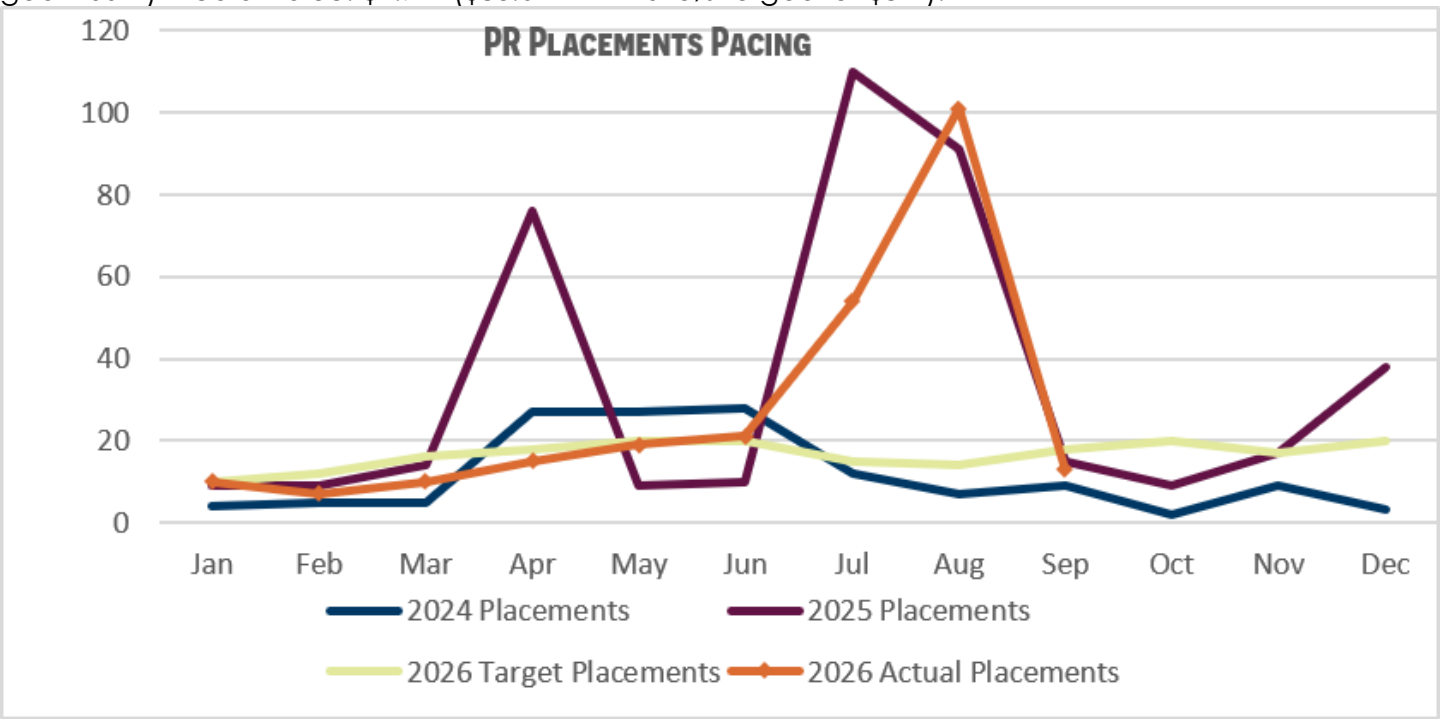
Social Media: Culinary and ambassador stories drive discovery
Social media strengthened again in September, with impressions more than doubling from August while audience growth continued beyond the annual goal. Top-performing posts centered on ambassador-led storytelling, culinary experiences, and outdoor discovery, especially treasure-hunt content, hidden-gem dining, Chef Shota, and Bellevue's restaurant scene. Clicks also remained well above annual target, showing social media is continuing to move audiences from inspiration toward deeper destination exploration and planning. **Social Media Results | September 2026**: Impressions: 3,516,066 (23.3m YTD 77% to goal of 30m) Engagements: 31,750 (372k YTD 51% to goal of 725k) Clicks: 35,641 (672k YTD 134% to goal of 500k) Audience 60,345 (YTD 100% to goal of 55k)

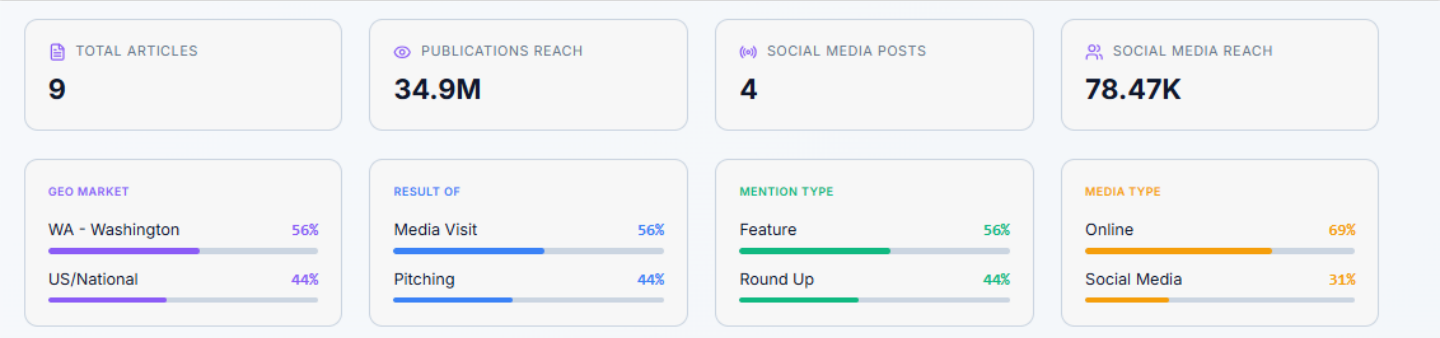




PR – Earned Media: Seasonal storytelling sustains national relevance

Public relations maintained strong momentum in September, adding 13 clips and $4.7 million in media value while pushing annual placement, reach, and value goals well beyond target. Travel + Leisure positioned Bellevue as a top fall getaway, while Wherever Family and Fabulous Washington reinforced the destination's culinary appeal. The mix of national pitching and media-visit coverage kept Bellevue visible across both seasonal travel and food-focused storylines. **Earned Media Results September 2026**: Placements: 13 (250 YTD 125% to goal of 200) Readership: 34.9m (1.9b YTD 1884% to goal 100m) Media Value: $4.7m ($83.6m YTD 1045% to goal of $8m).

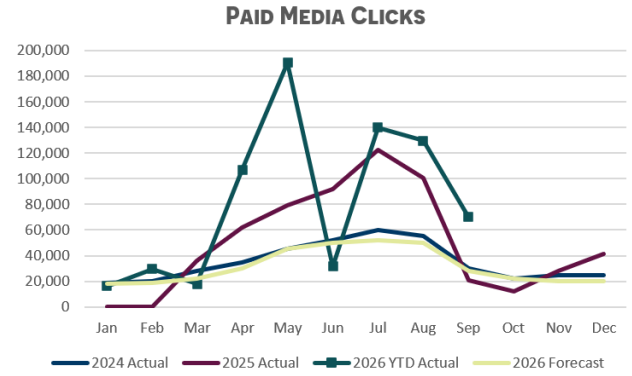


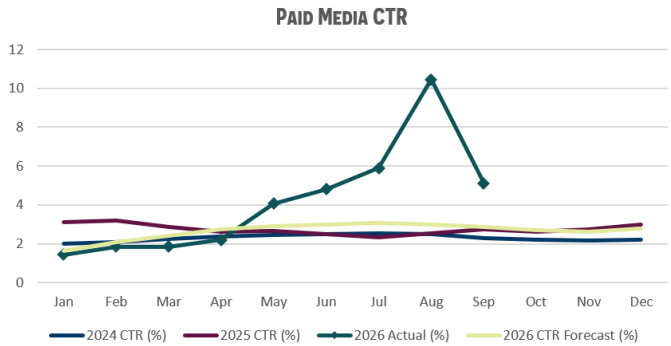


Paid Media: Search strategy captures high-intent demand

Paid media entered a more conversion-focused phase in September, with increased Google

investment successfully capturing high-intent search traffic and surpassing lower-funnel CTR and site-visit targets ahead of schedule. TikTok remained exceptionally efficient despite a mid-month pause for creative refresh, while Meta introduced fresh fall assets to sustain performance. Overall, the month reflects a strategic evolution from broad reach toward qualified traffic, stronger engagement, and measurable visitor-planning action **Paid Media Results September 2026:** Impressions: 1,370,579 (20.9m YTD 60% to goal of 35m) Clicks: 70,108 (662k YTD 172% to goal of 200k) CPC: $0.14(Avg $0.30 YTD 100% to goal of $1.00) CTR: 5.12% (Avg 4.18% YTD 139% to goal of 3%)

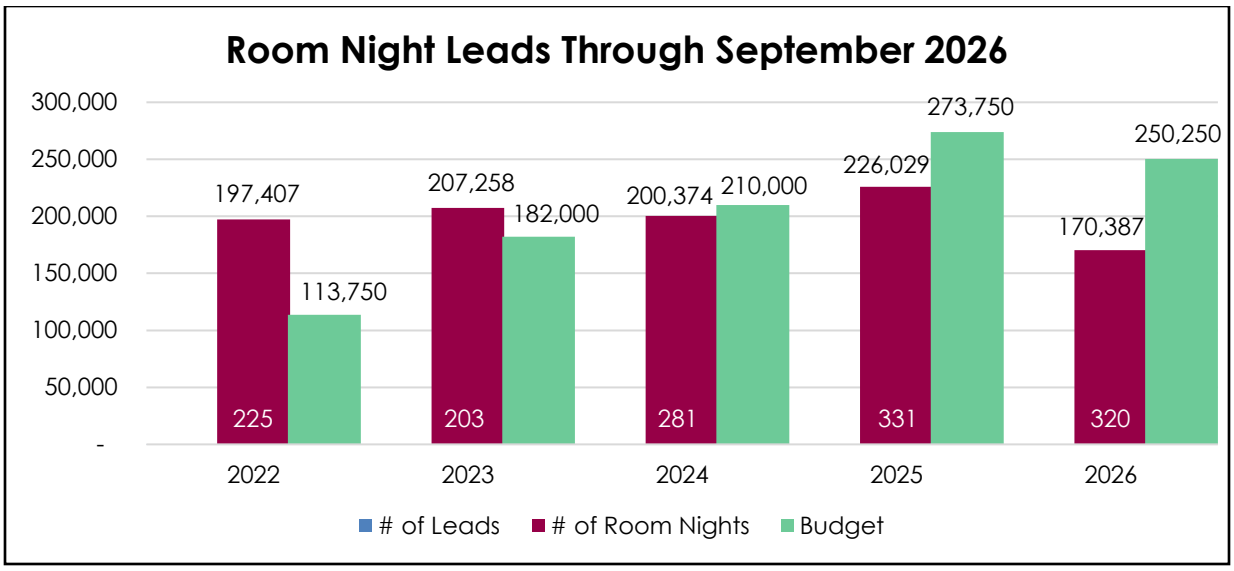




Owned Marketing: High engagement offsets lighter send volume
Email remained a strong owned channel in September despite a lighter send schedule. Open rate stayed exceptionally high at 58.7%, while CTR remained healthy and year-to-date performance continued well above annual engagement goals. The strongest signal was website referral activity, which pushed the channel beyond its full-year referral target. Subscriber growth also accelerated, showing continued audience-building momentum as The Buzz and partner-focused content kept travelers and industry stakeholders connected. **September 2026 Results**: Sent Messages: 1,630 (81.2k YTD 162% to goal of 50k) Open Rate: 58.7% (50% Avg YTD 198% to goal of 25%) CTR: 4.13% (7.6% Avg YTD 126% to goal of 6%) Subscribers: 243 (1,431 YTD 20% to goal of 7k) Website Referrals: 2,090 (8,k YTD 102% to goal of 7k).

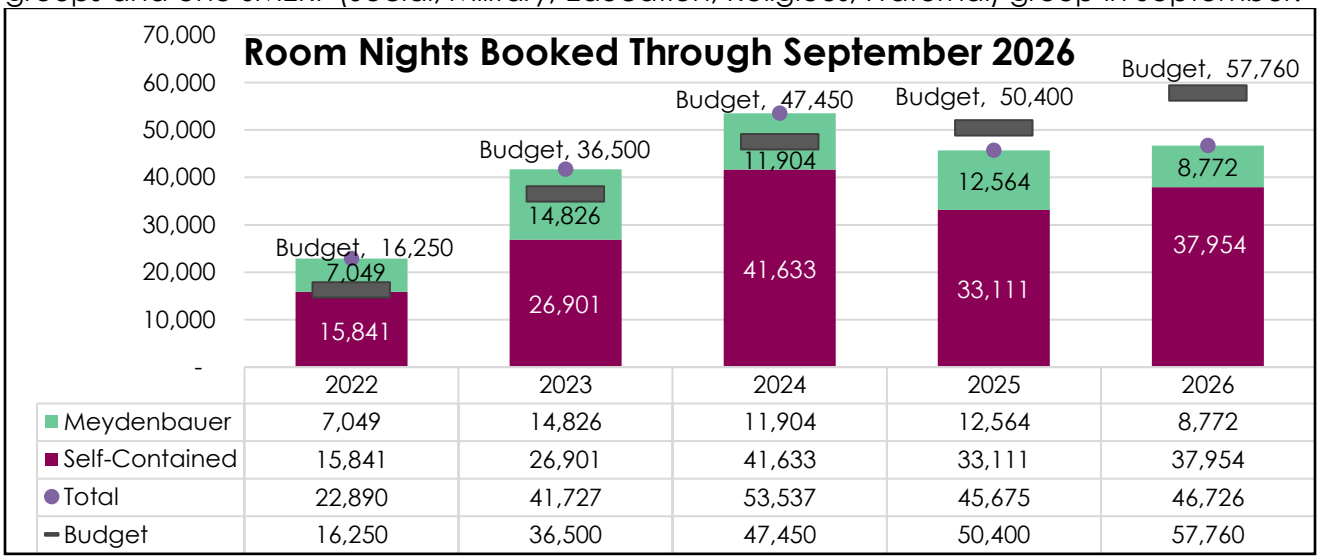
Crisis Communication Strategy & Playbook
The **Visit Bellevue Crisis Communication Strategy & Playbook** provides a clear, coordinated framework for how Visit Bellevue will prepare for, respond to and recover from incidents that may affect visitors, meeting planners, hospitality partners, employees or Bellevue's destination reputation. The strategy establishes defined roles, activation levels, decision-making protocols and a rapid first-two-hours response process, while positioning Visit Bellevue as a trusted destination voice that will lead, support or amplify communications depending on the situation. During public safety or City-led events, Visit Bellevue will defer to the City of Bellevue and other official agencies for life-safety information, then translate verified information into practical guidance for visitors and the tourism and hospitality industry. The playbook also provides protocols for media relations, digital channels, partner communications, social listening, misinformation and rumor control, scenario planning and destination recovery, helping ensure that Bellevue communicates with speed, accuracy, empathy and consistency while protecting visitors' confidence and supporting the resilience of the local visitor economy. Read the program **Executive Brief**

Visit Bellevue Destination Sales
Destination Sales Leads September 2026
The Destination Sales Team generated 320 room night leads through September, which represents 170,387 room nights and is approximately $98,679,827 in estimated economic impact.



Destination Sales Room Nights Booked September 2026

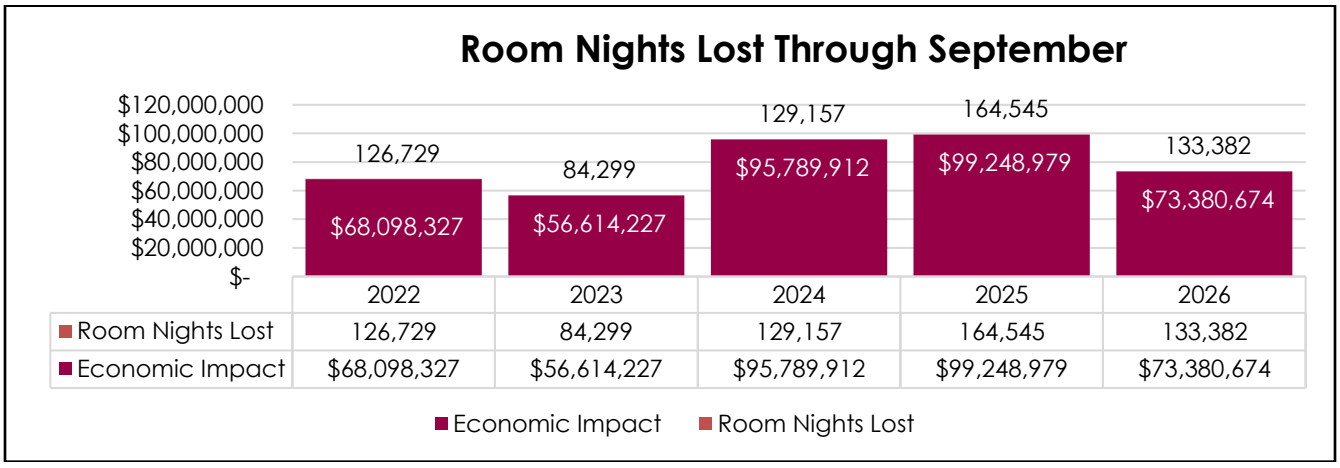
Destination Sales contracted 46,726 room nights through September 2026 with an estimated economic impact of $333,290,303. The team contracted ten corporate groups, three association groups and one SMERF (Social, Military, Education, Religious, Fraternal) group in September.



	2022	2023	2024	2025	2026
Meydenbauer	7,049	14,826	11,904	12,564	8,772
Self-Contained	15,841	26,901	41,633	33,111	37,954
Total	22,890	41,727	53,537	45,675	46,726
Budget	16,250	36,500	47,450	50,400	57,760

Destination Sales Lost Business September 2026

The graph below compares lost business from 2022– 2026 through September. The 133,382 room nights lost through September of 2026 represents $73,380,674 in lost potential economic impact in Bellevue.



	2022	2023	2024	2025	2026
Room Nights Lost	126,729	84,299	129,157	164,545	133,382
Economic Impact	$68,098,327	$56,614,227	$95,789,912	$99,248,979	$73,380,674

Lost Business Through Q3 2026 by Economic Impact

Lost Reason	Economic Impact	Lost Count
Booked West Coast (Specific City in Notes)	$16,249,778.71	27
Convention Cancelled	$14,759,621.06	25
Booked Eastern US (Specific City in Notes)	$9,312,663.18	15
Preferred Downtown Seattle	$7,031,999.57	21
Booked Destination within Washington State	$5,095,419.31	12
Lost Cancelled CVENT Lead; New CVENT Lead Reissued	$3,936,615.42	12
Meeting Space Rates Too High	$2,956,186.41	4
Booked Central US (Specific City in Notes)	$2,677,736.27	7
Booked Pacific Northwest	$2,542,599.83	21
Multiple Reasons	$1,891,596.07	10
Space Programming	$1,392,845.19	2
Preferred Date(s) Booked	$1,004,871.92	2
Lost Third Party Planner	$955,350.12	16

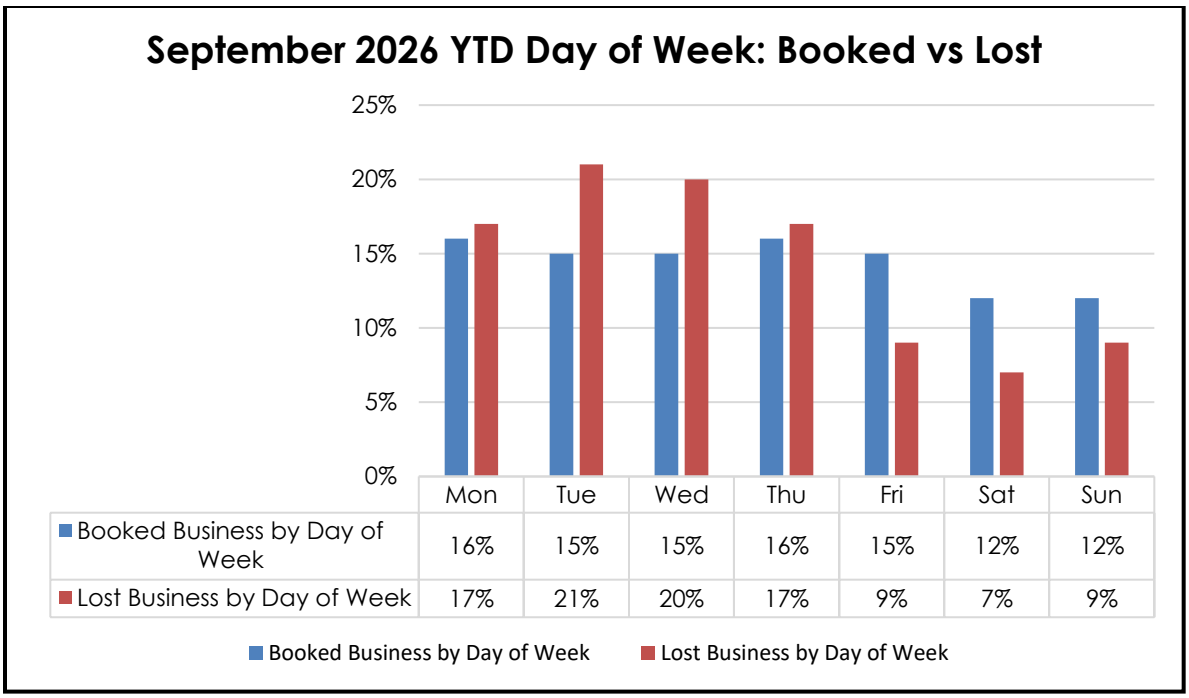
Lost Business Detail: Preferred Downtown Seattle

Lost Detail Preferred Seattle	21
Hyatt Regency	5
Charter	2
Sheraton	2
Westin	2

Lost Business by Day of Week Compared to Booked Business by Day of Week

The graph below show the lost business by day of week followed by the booked business by day of week. The final graph is a comparison of lost business by day of week and booked business by day of week.

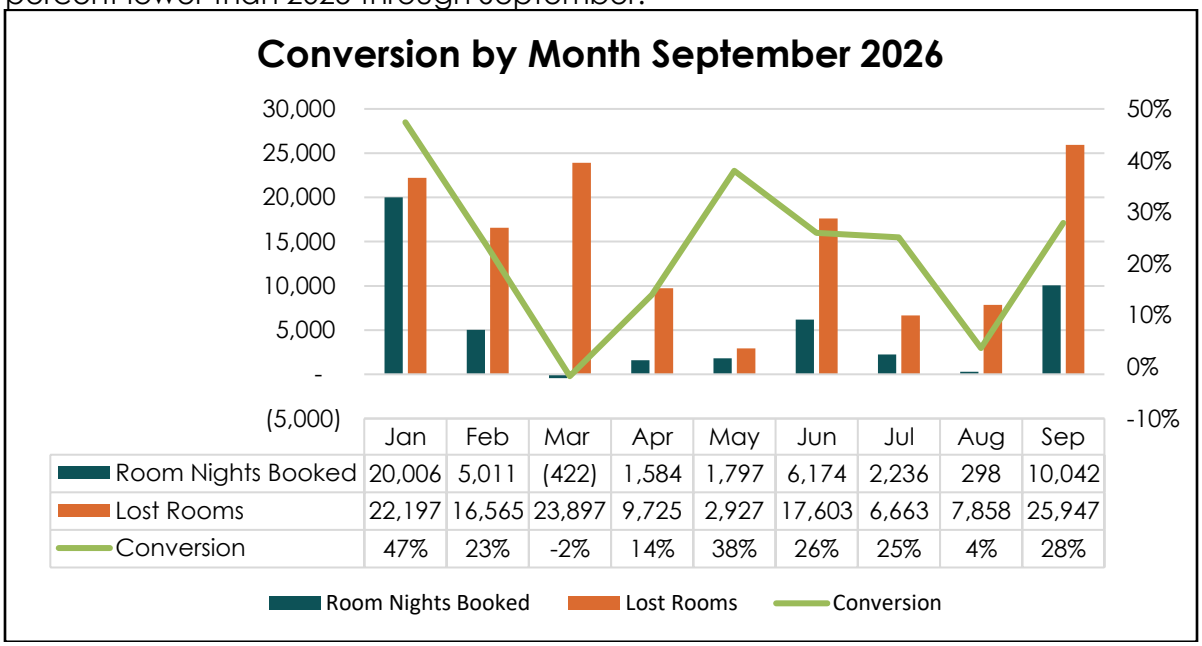
2026 YTD Day of Week: Booked vs Lost



	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Booked Business by Day of Week	16%	15%	15%	16%	15%	12%	12%
Lost Business by Day of Week	17%	21%	20%	17%	9%	7%	9%

Conversion Report

The graph below shows the conversion rate for Visit Bellevue Destination Sales by month through September 2026. The average conversion rate through September of 2026 was 23% which is three percent lower than 2025 through September.



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Room Nights Booked	20,006	5,011	(422)	1,584	1,797	6,174	2,236	298	10,042
Lost Rooms	22,197	16,565	23,897	9,725	2,927	17,603	6,663	7,858	25,947
Conversion	47%	23%	-2%	14%	38%	26%	25%	4%	28%

Destination Sales Team Update

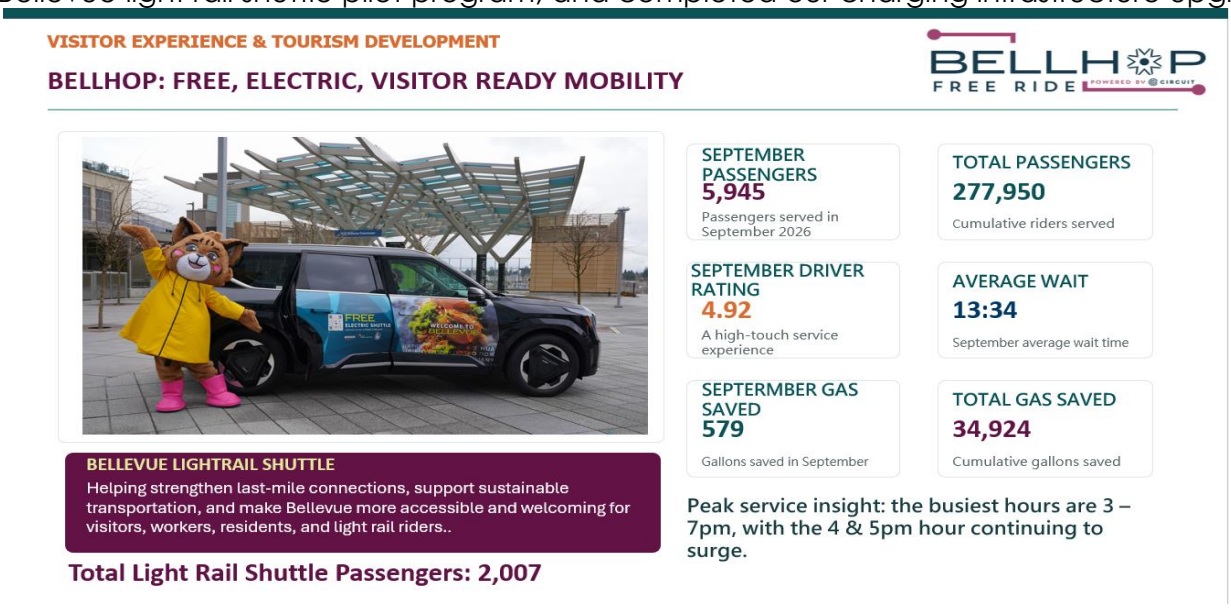
September was busy for the Destination Sales team with a variety of events and activities. Destination Sales welcomed new hotel sales managers to Bellevue with a city tour and introduction to Visit Bellevue resources. The team hosted four site inspections and was active within the industry attending the Professional Convention Management Association (PCMA) Chapter retreat, presenting to LamontCo, a third-party meeting planning organization, as well as attended a meeting to kick off the Pacific Northwest Chapter of the Society for Incentive Travel Excellence (SITE). The cruise initiative also began in September, preparing to capitalize on the cruise passengers for the 2027 season and beyond.

Bellevue Cruise Industry Development

Visit **Bellevue's cruise tourism strategy** is designed to increase Bellevue's share of Seattle-area cruise travelers from approximately 3% today to 6% and beyond by positioning Bellevue as a seamless, premium pre and post cruise destination. Building on the transportation foundation established through the Bellevue Cruise Shuttle, Airport Shuttle, light rail and local mobility connections, the next phase will focus on increasing awareness, distribution and conversion through targeted paid media, SEO/GEO, inspirational cruise content, social media and earned media efforts; developing direct partnerships with cruise lines to expand packaging, visibility and pre/post cruise opportunities; and establishing a dedicated travel advisor and cruise trade sales program to influence booking decisions. Working closely with Bellevue hotels and tourism partners, the strategy will connect transportation, accommodations, dining, shopping and destination experiences into compelling cruise packages and itineraries, creating a coordinated visitor-acquisition ecosystem that generates incremental overnight stays, visitor spending and long-term economic impact for Bellevue.

Visitor Experience & Tourism Development Updates

BellHop program served 5,945 passengers in September and has served a total of 278k+ passengers during the program's history. We have successfully completed our fleet upgrade, added two vehicles for the Bellevue light rail shuttle pilot program, and completed our charging infrastructure upgrade.



The Bellevue Airport & Cruise Shuttle program

Our Airport Shuttle partnership served 548 passengers in August and has served a total of 14,420 passengers during the program's history. We have also recently launched the cruise shuttle for Bellevue hotels and served 68 trips through September.



Bellevue Culinary Tourism Program

Our team delivered Bellevue's latest culinary week **Bellevue Crab Week** (August 14 – 23), we had a delightful kick-off event at Ascend and our website and mobile app featured 16 Bellevue restaurant partners who are featuring crab. Chef Shota also filmed an excellent crab fishing video together with a preview of chili crab at Barons. Our team also delivered **Bellevue Berry Week** in July 2026 and hosted **CAKE PICNIC** at Downtown Park that kicked off Visit Bellevue's Berry Week. **Bellevue Noodle Week** will take place November 11 - 22. This event combined a nationally visible, highly photogenic food experience with Bellevue's broader goal of growing signature events, expanding culinary tourism, activating and reinforcing the city's brand as a refined, welcoming, and nature-connected destination.

Ride Bellevue

Ride Bellevue is Visit Bellevue's new tourism development and visitor experience program designed to connect Bellevue's urban amenities with its growing network of trails, parks, waterfronts, and regional outdoor recreation opportunities. Built around e-bike access, Eastrail connectivity, hotel partnerships, curated routes, and cycling experiences, the program gives visitors an easy, sustainable way to explore more of Bellevue and the surrounding Eastside while positioning the city as an urban gateway to Pacific Northwest adventure. Ride Bellevue directly supports the Bellevue Destination Development Plan by expanding outdoor recreation tourism, encouraging visitors to stay longer and explore beyond downtown, creating new opportunities for leisure and business travelers, supporting local businesses and tourism partners, and advancing Visit Bellevue's goals in marketing, visitor experience, destination development, stewardship, and destination sales**. Ride Bellevue Executive Summary.**

Visitor Experience Visitor Kiosks

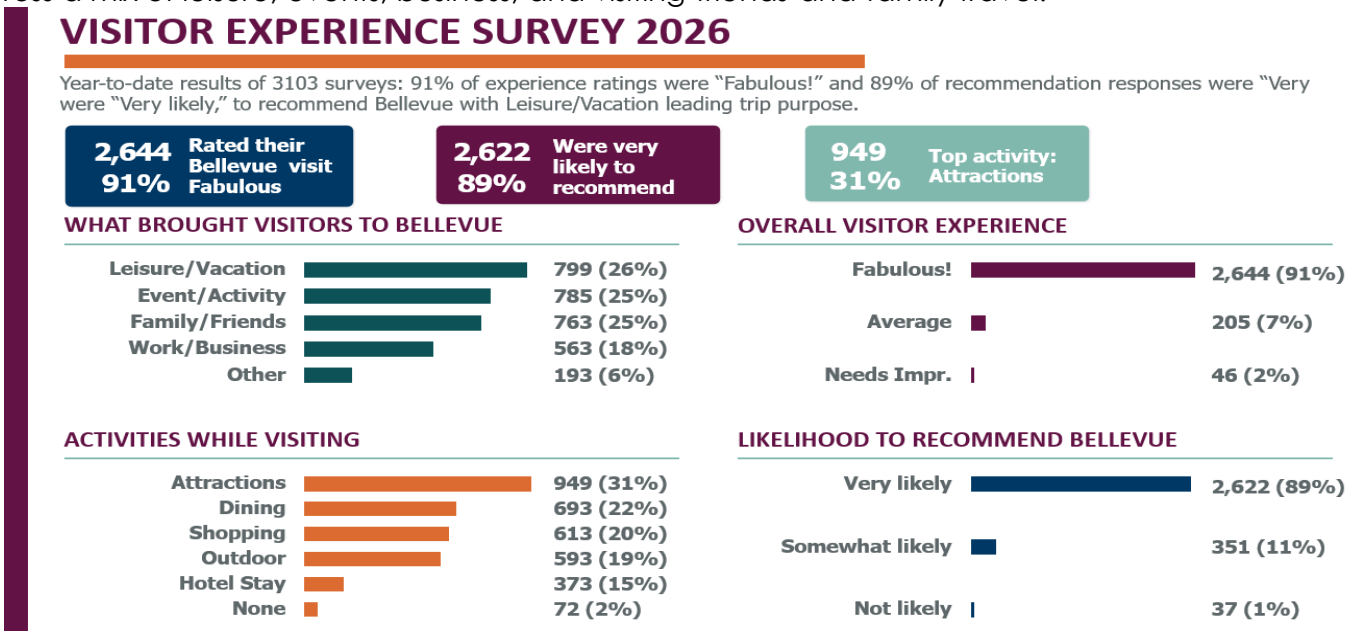
Visit Bellevue's visitor information kiosks have delivered 30k+ sessions in 2026, with an average session duration of 6:39 across hotel partner locations and Meydenbauer Center, creating an always on front door to destination content. Hyatt Regency Bellevue is the highest-use location. Visitor behavior shows that kiosks serve their intended role as an in-destination discovery resource: attractions, dining and nightlife, and events were the most popular actions, with parks and outdoor destinations, including Meydenbauer Bay Park, Bellevue Botanical Garden, and Bellevue Downtown Park, among the most viewed listings. Overall, the results demonstrate that the kiosk network is providing visitors with convenient, on-site access to Bellevue experiences and helping connect hotel guests and convention attendees with things to see and do throughout the destination.



Visitor Experience Survey

Our Visitor Experience Survey continues to reflect a very positive visitor experience, visiting family and friends was the leading trip motivation, with leisure/vacation, events/activities, and business travel also contributing strongly, while attractions were the most frequently reported activity, followed by

outdoor experiences, shopping, and dining. Visitor sentiment was especially encouraging approximately 94% of July respondents rated their Bellevue experience "Fabulous!" and nearly 9 in 10 said they were "Very likely" to recommend visiting Bellevue. Year-to-date results reinforce these trends, with leisure/vacation emerging as the leading reason for visiting, attractions continuing to be the most popular activity, and similarly strong satisfaction and likelihood-to-recommend scores. Overall, the survey indicates that Bellevue is delivering consistently high-quality visitor experience across a mix of leisure, events, business, and visiting-friends-and-family travel.



Mobile Welcome Center 2.0 Planning

Visit Bellevue's **Mobile Welcome Center 2.0 Strategy** builds on the proven success of the original program by evolving it into a more flexible, immersive, and technology-enabled visitor engagement platform. Since launching in spring 2023, the Mobile Welcome Center has been activated for more than 1,000 days, supported dozens of conventions and community events, and generated more than 20,000 visitor surveys, demonstrating its value as both a highly visible visitor service and an important source of real-time destination insights. The next generation will incorporate lessons learned from three years of operations, with an emphasis on improved weather protection, mobility, durability, accessibility, and year-round functionality, while introducing new experiential features such as interactive touchscreens, AI-powered visitor information, multilingual capabilities, an enhanced selfie experience, integrated sound and lighting, regional tourism visualization, and flexible space for chefs, cultural partners, and live demonstrations. Together, these enhancements will position Mobile Welcome Center 2.0 as a signature Visit Bellevue platform for welcoming visitors, showcasing the destination, activating community and industry partners, and collecting insights that help shape the future of Bellevue's visitor experience.

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 begun year two of our destination accessibility program with our partner **Wheel The World** and have verified and trained another 25 businesses now 50 Bellevue business partners and their employees in total. We have activated the hotel booking features with wheel the world and also are actively building marketing content and pitching it with our earned media and public relations efforts.

Wheel the World KPIs	Number of Partners & People	Goal	Percent to Goal
Wheel the World Business Verifications	50	50	100%
Wheel the World Trainings Complete	112	250	45%

Bellevue Tourism District Strategy

Visit **Bellevue's Tourism District Strategy** is a citywide destination development initiative designed to encourage visitors to discover more of Bellevue, stay longer, spend more broadly, and engage more deeply with the people, places, businesses and experiences that make each area of the city distinctive. Guided by the Bellevue Destination Development Plan, the strategy organizes Bellevue's diverse visitor assets into compelling, experience-driven districts that make the destination easier to understand, explore, market and sell, while extending the economic and community benefits of tourism beyond the downtown core. The districts will serve as a shared platform across Visit Bellevue's marketing, visitor experience and services, destination sales and stewardship programs, supporting storytelling, itineraries, events, partnerships and product development that connect visitors with authentic local experiences. Ultimately, the strategy will strengthen Bellevue's identity as a vibrant, inclusive and innovative Pacific Northwest destination while advancing sustainable and equitable tourism growth throughout the city.

BELLEVUE TOURISM DISTRICT VISITOR TRENDS YTD 2026

2026

Metric Name	Business District District • Bellevue, WA	Lake to Mountain ... District • Bellevue, WA	Bellevue Way District • Bellevue, WA	Garden and Trails ... District • Bellevue, WA
Out-of-Market Visitors	105.3K (+7.4% YOY)	77.5K (-7.9% YOY)	119.2K (+6.6% YOY)	57.2K (+7.1% YOY)
Daytime Population (...	52.6K	64.8K	19.1K	65.7K
Out-of-Market Visits	179.1K (+2.5% YOY)	136.9K (-5.5% YOY)	172.6K (+2.8% YOY)	88K (+7.8% YOY)

Metric Name	Old Bellevue District • Bellevue, WA	Bellevue Creative ... District • Bellevue, WA	Bellevue Downtown District • Bellevue, WA	Crossroads Global ... District • Bellevue, WA
Out-of-Market Visitors	20.7K (-6.4% YOY)	33.7K (+6.5% YOY)	199.5K (+8.8% YOY)	78.7K (-1.3% YOY)
Daytime Population (...	13.7K	38.7K	61.1K	37.3K
Out-of-Market Visits	27.4K (-4.1% YOY)	46.7K (+9.3% YOY)	312.8K (+2.9% YOY)	102.5K (+4.4% YOY)

Compared to: 1 Year Ago | Sep 1st, 2026 - Sep 30th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)

Placer.ai

Bellevue Events Calendar & Account Listings

Visit Bellevue continues to invest into a more comprehensive community relations and partnership strategy 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.







Partner Attendance	2026 Status	2026 Goal
Annual Meeting	150	175
Bellevue Boost	75	200
Partner Activation Meetings	44	100
Total Partner Touch Points	**269**	**475**

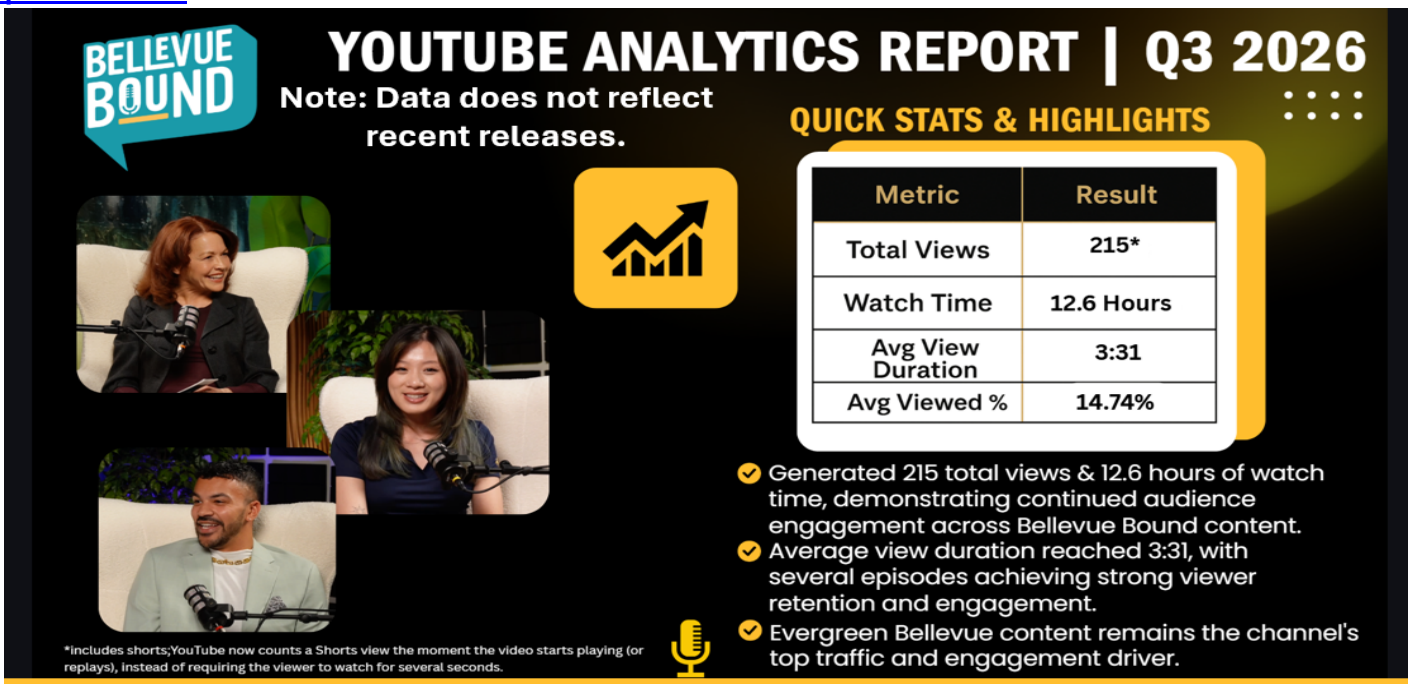
CTA INSIDER SERIES

The CTA series focuses on highlighting local businesses in Bellevue giving CTAs the opportunity to connect directly with businesses, learn about brand stories, get a sample of their products, and come away with details to help promote businesses to visitors and guests.

November: Bellevue Cares Activity

Bellevue Bound

Visit Bellevue's official podcast continues to grow**.** In each episode, we go behind the scenes, and sometimes on location, to bring you candid, fun, and insightful conversations with local trailblazers across hospitality, retail, entertainment, meetings, and more. Let's uncover what makes this Eastside city one of the Pacific Northwest's most surprising gems. In Q3 we have had a total of 215+ views and a watch time of 13 hours with an average duration of almost 3:31 minutes. Take a look at **all the episodes here**.



New Releases: The Sophia Way & The Line Bike Experience

Boosting episodes alongside partner activations

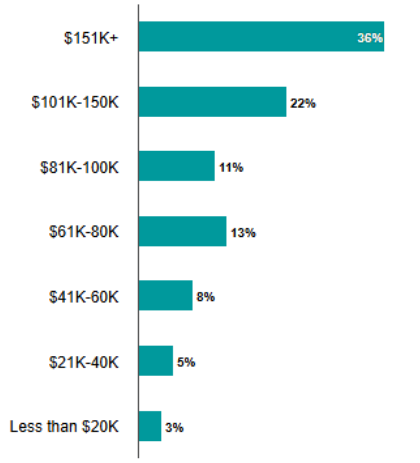
Hosted a Bellevue Boost Partner Meet-Up where partners got FREE Just Talk Episodes

Visitor Trends

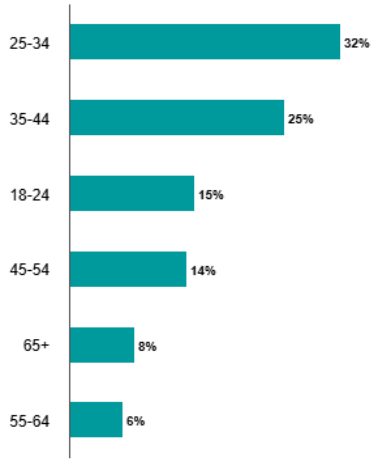
Our advanced data insights system powered by Zartico geolocation data and Visa Destination Insights provide us with domestic and international visitor spending and visitation data. Below are a few current key spending metrics and domestic visitor trend data relating to top origin markets by geolocation,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

Visitor Demographics

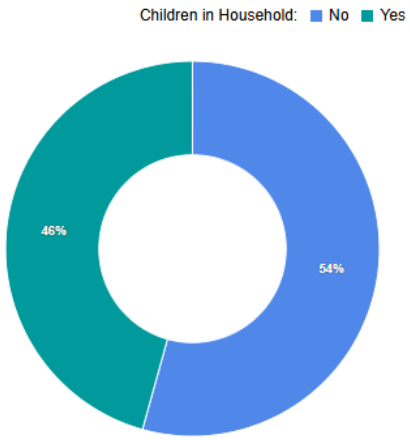
Visitor Spending by Household Income



Visitor Spending by Age



% of Visitors by Children in Household



SEA activity measures | Week 42 (beg. Oct 11, 2026)

Hover over data to see more detailed information.

Published: 21 Oct 2026
(updated Mondays)

Click here for data

Compare to: 2025

Measure	Avg. daily	% difference vs. 2025	% difference MTD	% difference YTD	Last 52 weeks
TSA screened volume	58,600	2%	-1%	1%	
Aircraft operations	1,230	3%	-8%	-1%	
Roadway traffic	54,000	-4%	-3%	0%	

* Camera outage

Community Development

Attachment A

Att. A

TPA Financial Update
July - September 2026

BRTPA Bellevue Zone 2026

		Remittances	Interest Collected	Invoiced Amounts
Bellevue Zone	January	166,723.93	740.00	$262,756.61
	February	157,459.80	558.36	$126,118.08
	March	167,320.49	479.45	$128,756.58
	April	198,131.37	592.07	$163,375.11
	May	232,483.15	707.93	$225,486.68
	June	215,396.27	789.12	$143,152.35
	July	228,196.77	752.94	$232,069.68
	August	231,561.95	818.64	$144,172.62
	September	259,275.50	870.16	$0.00
	October			$0.00
	November			$0.00
	December			$0.00
				$0.00
	TOTAL	**$1,856,549.22**	**$6,308.67**	**$1,425,887.71**
		2025 Balance		**$436,970.19**

2026 Administrative Agreement for Operation of the Bellevue-Redmond Tourism - Bellevue Zone									
			Marketing and Communications	Destination Sales	Tourism Development	Festivals and Events	Administration and research	Contingency	TOTALS
	Invoice #	Invoice Dates							
	TPA-2026-01	01/01 - 01/31/26	$164,364.94	$43,337.91	$37,531.26	$11,022.50	6,500.00		$262,756.61
	TPA-2026-02	02/01 - 02/28/26	$95,959.44	14,579.18	$8,520.96	$558.50	$6,500.00		$126,118.08
	TPA-2026-03	03/01 - 03/31/26	$31,991.45	$28,515.20	$9,636.83	$52,113.10	$6,500.00		$128,756.58
	TPA-2026-04	04/01 - 04/30/26	$87,163.38	$25,673.89	$33,352.14	$9,194.10	$7,991.60		$163,375.11
	TPA-2026-05	05/01 - 05/31/26	$108,579.88	$41,713.39	$42,526.39	$25,794.12	$6,872.90		$225,486.68
	TPA-2026-06	06/01 - 06/30/26	$33,475.90	$20,684.49	$74,980.46	$7,138.60	$6,872.90		$143,152.35
	TPA-2026-07	07/01 - 07/31/26	$147,432.08	$49,334.03	$4,102.79	$24,327.88	$6,872.90		$232,069.68
	TPA-2026-08	08/01 - 08/31/26	$53,983.93	$60,049.71	$6,525.83	$16,740.25	$6,872.90		$144,172.62
	TPA-2026-09								$0.00
	TPA-2026-10								$0.00
	TPA-2026-11								$0.00
	TPA-2026-12								$0.00
									$0.00
									$0.00
									$0.00
TOTAL			$722,951.00	$283,887.80	$217,176.66	$146,889.05	$54,983.20	$0.00	$1,425,887.71
2026 Budget limits			$970,500	$662,200	$743,500	$303,500	110,400	156,800	$2,946,900
Remaining Funds			**$247,549.00**	**$378,312.20**	**$526,323.34**	**$156,610.95**	**$55,416.80**	**$156,800.00**	$1,521,012.29

Contingency	2026 Budget limits	Invoiced	Remaining
	156,800		$156,800.00

BRTPA Redmond Zone 2026

		Remittances	Interest Collected	Invoiced Amounts
Bellevue Zone	January	59,727.58	265.10	$80,640.79
	February	54,676.08	193.89	$50,028.23
	March	54,271.95	155.51	$83,998.77
	April	68,643.33	205.13	$82,585.04
	May	78,518.91	239.09	$74,208.64
	June	69,574.19	254.89	$68,130.96
	July	75,461.62	248.99	$96,381.58
	August	75,769.43	267.87	$72,040.24
	September	67,093.01	225.17	$79,321.64
	October			$0.00
	November			$0.00
	December			$0.00
				$0.00
				$0.00
	TOTAL	**$603,736.11**	**$2,055.64**	**$687,335.89**
		2025 Balance		**($81,544.14)**

2026 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
	1201-2620	01/01 - 01/31/26	$10,988.65	$12,954.57	$39,796.77		$16,900.80			$80,640.79
	1201-2663	02/01 - 02/28/26	$306.99	845.59	$25,697.71	$613.86	22,564.08			$50,028.23
	1201-2732	03/01 - 03/31/26	$17,743.83	$307.00	$34,421.89	$3,600.00	$27,926.05			$83,998.77
	1201-2774	04/01 - 04/30/26	$10,715.73	$4,444.95	$30,831.78		$36,592.58			$82,585.04
	1201-2813	05/02 - 05/31/26	$11,875.39	$5,280.62	$38,476.09		$18,576.54			$74,208.64
	1201-2842	06/01 - 07/03/26	$9,575.44	$2,088.44	$37,337.29		$19,129.79			$68,130.96
	1201-2861	07/04 - 08/07/26	$8,888.51	$430.01	$59,849.90		$27,213.16			$96,381.58
	1201-2913	08/08 - 09/04/26	$11,201.47	$3,372.28	$41,218.62		$16,247.87			$72,040.24
	1201-2943	09/05 - 10/04/26	$11,237.12	$2,928.51	$43,488.13		$21,667.88			$79,321.64
										$0.00
										$0.00
										$0.00
										$0.00
										$0.00
										$0.00
										$0.00
TOTAL			$92,533.13	$32,651.97	$351,118.18	$4,213.86	$206,818.75	$0.00	$0.00	$687,335.89
2026 Budget limits			$295,307	$178,584	$430,869	$48,000	272,084	122,484		$1,347,328
Remaining Funds			**$202,773.87**	**$145,932.03**	**$79,750.82**	**$43,786.14**	**$65,265.25**	**$122,484.00**		**$ 659,992.11**

Contingency	2026 Budget limits	Invoiced	Remaining
	122,484	$0.00	$122,484.00

TPA Accumulation by City	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
Bellevue TPA (1704)	177,365.88	167,510.42	178,000.53	210,778.05	247,322.50	229,144.97	242,762.53	246,342.50	275,825.00	0.00	0.00	0.00	**1,975,052.38**
Redmond TPA (1724)	63,539.98	58,166.04	57,736.12	73,024.82	83,530.76	74,015.10	80,278.32	80,605.78	71,375.55	0.00	0.00	0.00	**642,272.47**
TOTAL	**240,905.86**	**225,676.46**	**235,736.65**	**283,802.87**	**330,853.26**	**303,160.07**	**323,040.85**	**326,948.28**	**347,200.55**	**0.00**	**0.00**	**0.00**	**2,617,324.85**
After 1% reduction	238,496.80	223,419.70	233,379.28	280,964.84	327,544.73	300,128.47	319,810.44	323,678.80	343,728.54	-	-	-	2,591,151.60

***does not include 1% DOR charge**

TPA Revenue Collected by City	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
Bellevue TPA (1704)	175,592.22	165,835.32	176,220.52	208,670.27	244,849.28	226,853.52	240,334.90	243,879.08	273,066.75	0.00	0.00	0.00	**1,955,301.86**
Redmond TPA (1724)	62,904.58	57,584.38	57,158.76	72,294.57	82,695.45	73,274.95	79,475.54	79,799.72	70,661.79	0.00	0.00	0.00	**635,849.75**
TOTAL	**238,496.80**	**223,419.70**	**233,379.28**	**280,964.84**	**327,544.73**	**300,128.47**	**319,810.44**	**323,678.80**	**343,728.54**	**0.00**	**0.00**	**0.00**	**2,591,151.60**
	-	-	-	-	-	-	-	-	-	-	-	-	-

***1% DOR charge included**

TPA Summary by G/L Account	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
Bellevue TPA 100350100	166,723.93	157,459.80	167,320.49	198,131.37	232,483.15	215,396.27	228,196.77	231,561.95	259,275.50	0.00	0.00	0.00	**1,856,549.23**
*Bellevue Admin 100350199	8,868.29	8,375.52	8,900.03	10,538.90	12,366.13	11,457.25	12,138.13	12,317.13	13,791.25	0.00	0.00	0.00	**98,752.63**
Redmond TPA 100350200	59,727.58	54,676.08	54,271.95	68,643.33	78,518.91	69,574.19	75,461.62	75,769.43	67,093.01	0.00	0.00	0.00	**603,736.11**
*Redmond Admin 100350299	3,177.00	2,908.30	2,886.81	3,651.24	4,176.54	3,700.76	4,013.92	4,030.29	3,568.78	0.00	0.00	0.00	**32,113.64**
TOTAL	**238,496.80**	**223,419.70**	**233,379.28**	**280,964.84**	**327,544.73**	**300,128.47**	**319,810.44**	**323,678.80**	**343,728.54**	**0.00**	**0.00**	**0.00**	**2,591,151.60**

TPA Interest Collected	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
Total Interest Collected	*1,005.10*	*752.25*	*634.96*	*797.20*	*947.02*	*1,044.01*	*1,001.93*	*1,086.51*	*1,095.33*				***8,364.31***
Bellevue TPA Interest 100350100.361900	740.00	558.36	479.45	592.07	707.93	789.12	752.94	818.64	870.16	0.00	0.00	0.00	**6,308.67**
Redmond TPA Interest 100350200.361900	265.10	193.89	155.51	205.13	239.09	254.89	248.99	267.87	225.17	0.00	0.00	0.00	**2,055.64**
TOTAL	**1,005.10**	**752.25**	**634.96**	**797.20**	**947.02**	**1,044.01**	**1,001.93**	**1,086.51**	**1,095.33**	**0.00**	**0.00**	**0.00**	**8,364.31**

Grand Total	**239,501.90**	**224,171.95**	**234,014.24**	**281,762.04**	**328,491.75**	**301,172.48**	**320,812.37**	**324,765.31**	**344,823.87**	**0.00**	**0.00**	**0.00**	**2,599,515.91**

**5% Admin amount by city is calculated based on Accumulation amount prior to 1% DOR Charge*

Community Development

Attachment B

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	1201-2861
DATE	08/07/2026
TERMS	Net 30
DUE DATE	09/06/2026

P.O. NUMBER
2550473.00

DESCRIPTION	QTY	RATE	AMOUNT
Operation of the BRTPA–Redmond Zone July 4, 2026 - August 7, 2026	1	96,381.58	96,381.58

Administrative Agreement for Operation of the BRTPA–Redmond Zone (RCW 35.101.130(2)

SUBTOTAL	96,381.58
TAX	0.00
TOTAL	96,381.58
BALANCE DUE	**$96,381.58**

Please contact us to pay via credit card. A fee may apply.
Remit to: OneRedmond
Tax ID: 46-0535220

PAGE 2: SUMMARY

Page:

3.	MARKETING & COMMUNICATION		$8,888.51
4.	ADMIN & RESEARCH		$27,213.16
5.	FESTIVALS & EVENTS		$0.00
6.	DESTINATION SALES		$430.01
7.	TOURISM DEVELOPMENT		$59,849.90
8.	CONTINGENCY		$0.00
		TOTAL	$96,381.58

PAGE 3:

Category: MARKETING & COMMUNICATION

Category	Vendor	Description	MARKETING & COMMUNICATION
TPA MARCOM	DVA Advertising & Public Relations	General and Media retainer services, including WA Excise and Sales Taxes.	8,500.00
TPA MARCOM	Bullseye	Website renewal	388.51
Staffing	Dedicated hours from five staff members		-
TPA MARCOM	Contingency		-
		TOTAL	**8,888.51**

PAGE 4:

Category: ADMIN & RESEARCH

Category	Vendor	Description	ADMIN & RESEARCH
Computer & Software	Comcast	Monthly on CC	212.12
Computer & Software	Adobe	Monthly on CC	18.54
Computer & Software	Adobe		10.59
Computer & Software	Microsoft	Monthly on CC, Msft 365 Voice	79.43
Computer & Software	Shutterstock	Monthly on CC	15.37
Computer & Software	Zoom	Monthly on CC	4.80
Computer & Software	CoStar	Monthly Subscription	586.11
Computer & Software	NOVI	Monthly on CC, Event sales, Website	789.23
Computer & Software	BEMO	Teams Phone - TPA % Applied	68.54
Legal + Accounting	Davis Wright Tremaine	TPA Review	2,379.00
Admin	Paymode	Bellevue TPA Reimb Fee	1,114.23
TPA	Alicia Moneyhun	All hours are on data review, research, collating etc for CoStar, Tourism tracking reports, creation of spreadsheets for Tourism to help Melody and Audrey.	487.50
TPA	Jetspace Studio	Quarterly Report Deck	1,750.00
TPA	Jetspace Studio		125.00
TPA	KRO Consultant Expenses		416.00
TPA	Hoshi Sora LLC	Policy advisory, consultation INV 1020	1,875.00
Equip Rental/Maintenance	KYOCERA COPIER		273.97
Admin	Subscription Wall Street Journal	Monthly on CC	4.24
Admin	Subscription Seattle Times	Monthly on CC	9.58
Admin	SOS	Business License - Applied TPA %	48.00
Insurance	Redmond General Insurance Agency/IPFS	Financed Insurance, apportioned	379.44
Legal + Accounting	HRK Advisors	Invoice + Details enclosed	1,638.75
Staffing	BHT Benefits	2 dedicated staff members, 2 staff members, partial allocation	2,870.93
Staffing	Dedicated hours from five staff members		12,056.79
		TOTAL	**27,213.16**

PAGE 5:

Category: FESTIVALS & EVENTS

Category	Description		FESTIVALS & EVENTS
TPA			-
Staffing			-
TPA FESTIVAL	Contingency		-
		TOTAL	**0.00**

PAGE 6:

Category: DESTINATION SALES

Category	Description	DESTINATION SALES
TPA		
Staffing	Dedicated hours from five staff members	430.01
TPA SALES	Contingency	-
	TOTAL	**430.01**

PAGE 7:

Category: TOURISM DEVELOPMENT

Category	Vendor	Description	TOURISM DEVELOPMENT
TPA	Hilton	Pet Training activation	678.96
TPA	Hilton	Pet fee and sales tax.	2,390.71
TPA	Redmond Marriott	Pet fee and sales tax.	3,446.40
TPA	Hyatt House	Pet fee and sales tax.	2,118.75
TPA	Hyatt House	Pet fee and sales tax.	2,550.00
TPA	Archer	Pet fee and sales tax.	4,387.50
TPA	Agency M		262.50
TPA	Agency M		2,125.00
TPA	Launch Gift Cards / Uber	Uber cards for hotel handouts	9,867.00
TPA	Sticker Giant		706.56
TPA	Vista Print		525.50
TPA	Datafy		5,000.00
TPA	Datafy		5,000.00
TPA	One West Tourism Alliance	Membership	1,042.00
TPA	Cascadia Forest Therapy	Trail reassessment after implementation and photography and video documentation.	1,275.00
TPA	Julia Smith	Activation support	375.00
TPA	Expense Report ML		292.95
Staffing	Dedicated hours from five staff members		17,806.07
TPA DEV	Contingency		-
		TOTAL	**59,849.90**

PAGE 8:

Category: Contingency

For overages in categories in 2026 Budget

Category	Description	Contingency
TPA MARCOM	MarCom Overage	0.00
TPA ADMIN	Admin Overage	0.00
TPA SALES	Sales Overage	0.00
TPA FESTIVALS	Festival Overage	0.00
	TOTAL	**0.00**

OneRedmond
8383 158th Ave NE Suite 225
Redmond, WA 98052
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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	1201-2913
DATE	09/08/2026
TERMS	Net 30
DUE DATE	10/04/2026

P.O. NUMBER
2550473.00

DESCRIPTION	QTY	RATE	AMOUNT
Operation of the BRTPA–Redmond Zone August 8, 2026 - September 4, 2026	1	72,040.24	72,040.24

Administrative Agreement for Operation of the BRTPA–Redmond Zone (RCW 35.101.130(2)

Ways to pay

SUBTOTAL	72,040.24
TAX	0.00
TOTAL	72,040.24
BALANCE DUE	**$72,040.24**

View and pay

Please contact us to pay via credit card. A fee may apply.
Remit to: OneRedmond
Tax ID: 46-0535220

PAGE 2: SUMMARY

OneRedmond

PAGE 3: Category: MARKETING & COMMUNICATION $11,201.47

PAGE 4: Category: ADMIN & RESEARCH $16,247.87

PAGE 5: Category: FESTIVALS & EVENTS $0.00

PAGE 6: Category: DESTINATION SALES $3,372.28

PAGE 7: Category: TOURISM DEVELOPMENT $41,218.62

PAGE 8: Category: Contingency $0.00

Total $72,040.24

PAGE 3: Category: MARKETING & COMMUNICATION

Category	Vendor	Description	MARKETING & COMMUNICATION
TPA MARCOM	DVA Advertising & Public Relations	General and Media retainer services, including WA Excise and Sales Taxes.	8,500.00
TPA MARCOM	Bullseye	Google and Meta Ads placements, with an additional charge for AgencyAnalytics expense.	1,744.35
TPA MARCOM	Bullseye	Google Ads placement, Meta Ads placement, and AgencyAnalytics expenses for Redmond, with some items reimbursed at cost and others discounted.	1,701.46
Staffing	Dedicated hours from five staff members		60.96
Staffing	Dedicated hours from five staff members	See Memo - 4/18/2025	(805.30)
TPA MARCOM	Contingency		-
		TOTAL	**11,201.47**

PAGE 4: Category: ADMIN & RESEARCH

Category	Vendor	Description	ADMIN & RESEARCH
Computer & Software	Comcast	Monthly on CC	212.33
Computer & Software	Adobe	Monthly on CC	18.54
Computer & Software	Adobe	Monthly on CC	10.59
Computer & Software	Microsoft	Monthly on CC, Msft 365 Voice	79.43
Computer & Software	Shutterstock	Monthly on CC	15.37
Computer & Software	Zoom	Monthly on CC	4.80
Computer & Software	CoStar	Monthly Subscription	586.11
Computer & Software	Hootsuite	Teams Seats - TPA % Applied	404.96
TPA	Amazon	Amazon Order for a replacement laptop for Melody Lanthorn	761.75
TPA	KO Consultant Time	Hours	576.00
TPA	KO Consultant Time	Hours	448.00
TPA	KO Consultant Expense	Mileage	36.48
Equip Rental/Maintenance	KYOCERA COPIER	Monthly Lease	273.97
Admin	Hoshi Sora	See Invoice	1,875.00
Admin	Subscription Wall Street Journal	Monthly on CC	4.24
Admin	Subscription Seattle Times	Monthly on CC	9.58
Insurance	Redmond General Insurance Agency/IPFS	Financed Insurance, apportioned	379.44
Legal + Accounting	HRK Advisors	Invoice + Details enclosed July & August	3,158.75
Legal + Accounting	Falco Sult	Annual 990, Tax Return	3,377.28
Staffing	BHT Benefits	2 dedicated staff members, 2 staff members, partial allocation	2,870.93
Staffing	Dedicated hours from five staff members		7,620.23
Staffing	Dedicated hours from five staff members	See Memo - 4/18/2025	(6,475.91)
TPA ADMIN	Contingency		-
	TOTAL		**16,247.87**

PAGE 5: Category: FESTIVALS & EVENTS

Category	Vendor	Description	FESTIVALS & EVENTS
TPA			
Staffing			
TPA FESTIVAL	Contingency		
	TOTAL		**0.00**

PAGE 6: Category: DESTINATION SALES

Category	Vendor	Description	DESTINATION SALES
TPA	Bullseye Creative	Creation of a landing page/microsite for Group Holiday Bookings.	1,545.60
Staffing	Dedicated hours from five staff members		1,886.60
Staffing	Dedicated hours from five staff members	See Memo - 4/18/2025	(59.92)
TPA SALES	Contingency		-
	TOTAL		**3,372.28**

PAGE 7: Category: TOURISM DEVELOPMENT

Category	Vendor	Description	TOURISM DEVELOPMENT
TPA	Amazon	A set of 10 picture frames for displaying 6x8 or 8.5x11 photos, suitable for wall or tabletop display.	31.99
TPA	Cascadia Forest Therapy	The order includes 19 sets of yard signs. Forest Bathing Signage via Canva	195.41
TPA	Mendocino Farms	This is for a lunch meeting with Melody + Audrey + Marriott Residence Inn Redmond new sales manager Zaina Lara Rosas and GM Kimberly Saunderson.	84.62
TPA	MPIWSC	MPIWSC* Meeting Professionals Intl Meeting – on CC	70.00
TPA	MPIWSC	MPIWSC* Meeting Professionals Intl Meeting – on CC	30.00
TPA	Datafy LLC	Advanced Analytics Package From 06/01/2026 - Until 06/01/2027 Reduce by Invoice INV/2026/01425 $5000 due per month per agreement	5,000.00
TPA	HRK Advisors LLC	Consultant Time for Tourism Development	63.65
TPA	Amazon	Supplies for Dog Days of Summer Bark, Bike & Brews on August 28th, 2026 at Marymoor Park JBMV.	209.08
TPA	Agency M, LLC	Coverage for Poker Pup Crawl social event.	250.00
TPA	Archer Redmond	Pet fee and sales tax.	4,556.25
TPA	Hyatt House Seattle/Redmond	Pet fee and sales tax. July	2,268.75
TPA	Hyatt House Seattle/Redmond	Pet fee and sales tax. August	900.00
TPA	Redmond Marriott	Pet fee and sales tax. July	4,455.60
TPA	Redmond Marriott	Pet fee and sales tax. August	2,980.80
TPA	Residence Inn by Marriott	Pet cleaning fees and sales tax for various stays.	938.40
TPA	Hilton Garden Inn Redmond	Pet fee and sales tax. July	3093.86
TPA	Hilton Garden Inn Redmond	Pet fee and sales tax. August	2,812.59
TPA	Cascadia Forest Therapy	Brochures on Tree Frog Loop and Farell-McWhirter, along with a recording of Presence Meditation.	1,350.00
TPA	Mendocino Farms	TPA Development lunch meeting	144.16
TPA	Patrick Harrison	Concepts for holiday landing page, wireframes, headlines, event options, and website review.	1,312.50
TPA	BLUE INK, Inc	Payment for one item named BLU_571_BarksBitesBlues.	587.25
Staffing	Dedicated hours from five staff members		13,359.05
Staffing	Dedicated hours from five staff members	See Memo - 4/18/2025; No Festival Line in 2025	(3,475.34)
TPA DEV	Contingency		-
	TOTAL		**41,218.62**

PAGE 8: Category: Contingency

For overages in categories in 2026 Budget

Category	Vendor	Description	DESTINATION SALES
TPA MARCOM	MarCom Overage		0.00
TPA ADMIN	Admin Overage		0.00
TPA SALES	Sales Overage		0.00
TPA FESTIVALS	Festival Overage		0.00
	TOTAL		**0.00**

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	1201-2943
DATE	10/07/2026
TERMS	Net 30
DUE DATE	11/06/2026

P.O. NUMBER
2550473.00

DESCRIPTION	QTY	RATE	AMOUNT
Operation of the BRTPA–Redmond Zone September 5, 2026 - October 4, 2026	1	79,321.64	79,321.64

Scan to pay

SUBTOTAL	79,321.64
TAX	0.00
TOTAL	79,321.64
BALANCE DUE	**$79,321.64**

Administrative Agreement for Operation of the BRTPA–Redmond Zone
(RCW 35.101.130(2)

PAGE 2: SUMMARY

OneRedmond

PAGE 3: Category: MARKETING & COMMUNICATION.....$11,237.12

PAGE 4: Category: ADMIN & RESEARCH.....$21,667.88

PAGE 5: Category: FESTIVALS & EVENTS..... $0.00

PAGE 6: Category: DESTINATION SALES.....$2,928.51

PAGE 7: Category: TOURISM DEVELOPMENT.....$43,488.13

PAGE 8: Category: Contingency..... $0.00

Total $79,321.64

PAGE 3: Category: MARKETING & COMMUNICATION

Category	Vendor	Description	MARKETING & COMMUNICATION
TPA MARCOM	DVA Advertising & Public Relations	General and Media retainer services, including WA Excise and Sales Taxes.	8,500.00
TPA MARCOM	Bullseye Creative	Google Ads and Meta Ads placement and related expenses for Experience Redmond, with Agency Analytics expense.	2,432.79
Staffing	Dedicated hours from five staff members		304.33
TPA MARCOM	**Contingency**		-
		TOTAL	**11,237.12**

PAGE 4: Category: ADMIN & RESEARCH

Category	Vendor	Description	ADMIN & RESEARCH
Computer & Software	Comcast	Monthly on CC	212.33
Computer & Software	Adobe	Monthly on CC	18.54
Computer & Software	Adobe	Monthly on CC	10.59
Computer & Software	Microsoft	Monthly on CC, Msft 365 Voice	79.43
Computer & Software	Shutterstock	Monthly on CC	15.37
Computer & Software	Zoom	Monthly on CC	4.80
Computer & Software	CoStar	Monthly Subscription	586.11
Computer & Software	TechSoup	Annual Service Subscription	368.64
Computer & Software	Paymode	Monthly Fee for City of Bellevue Collection	1,021.96
Computer & Software	NOVI	Monthly on CC	789.23
Computer & Software	BEMO	Teams Phone - TPA % Applied	68.54
Computer & Software	BEMO	Teams Phone - TPA % Applied	68.54
Computer & Software	NW Computer	Work on ML Computer	608.30
TPA	ML Expense	Mileage	36.25
TPA	Patrick Harrison	Updated formulas for CoStar weekend vs. weekday data format and updated report template for TPA data.	1,718.75
TPA	KO Consultant Time	Hours	496.00
TPA	KO Consultant Time	Hours	224.00
TPA	KO Consultant Expense	Mileage/Expense	5.17
TPA	KO Consultant Expense	Mileage/Expense	67.64
TPA	Alicia Moneyhun	TPA Tourism ADMIN - this is help with CoStar, Hospitality Data, etc.	300.00
TPA	Julia Smith	Provision of Tourism Data Support services for various dates in August 2026.	250.00
TPA	Jetspace Studio	reports	125.00
Admin	Hoshi Sora	See invoice	1,875.00
Admin	Secretary of State	License Renewal	9.60
Equip Rental/Maintenance	KYOCERA COPIER	Monthly Lease	273.97
Admin	Subscription Wall Street Journal	Monthly on CC	14.84
Admin	Subscription Seattle Times	Monthly on CC	9.58
Insurance	Redmond General Insurance Agency/IPFS	Financed Insurance, apportioned	379.44
Legal + Accounting	HRK Advisors	Invoice + Details enclosed Sept	1,443.75
Staffing	BHT Benefits	2 dedicated staff members, 2 staff members, partial allocation	2,870.93
Staffing	Dedicated hours from five staff members		7,715.58
TPA ADMIN	Contingency		-
	TOTAL		**22,907.29**

PAGE 5: Category: FESTIVALS & EVENTS

Category	Vendor	Description	FESTIVALS & EVENTS
TPA			
Staffing			
TPA FESTIVAL	Contingency		
	TOTAL		**0.00**

PAGE 6: Category: DESTINATION SALES

Category	Vendor	Description	DESTINATION SALES
TPA	Amazon	Fresh Flowers	37.52
TPA	Hawaii General Store & Gallery	Variety of items including orchid blossoms, lei needles, Ti leaves, and tuberose blossoms for a client event.	269.92
TPA	Patrick Harrison	Preparation of a holiday group landing page, including content creation, design work, and review processes.	125.00
Staffing	Dedicated hours from five staff members		2,496.07
TPA SALES	Contingency		-
	TOTAL		**2,928.51**

PAGE 7: Category: TOURISM DEVELOPMENT

Category	Vendor	Description	TOURISM DEVELOPMENT
TPA	WSDMO Symposium	General Admission to the 2026 WSDMO Symposium.	71.75
TPA	Datafy LLC	Advanced Analytics Package; Monthly Payment	4,981.30
TPA	ML Expenses	Mileage, Parking, etc	550.85
TPA	Amazon..	Forest Bathing Signage	358.67
TPA	Agency M, LLC	Planning and production for a 'Howl-O-Ween' costume parade and 'Paw-ty' at a Redmond hotel.	1,750.00
	Aloft	Pet fee and sales tax.	168.75
TPA	Archer Redmond	Pet fee and sales tax.	4,725.00
TPA	Signarama-Redmond	TOURISM DEVELOPMENT - PROGRAMS SIGNAGE. These will be placed on the City of Redmond trails for self-guided tours.	1,768.61
TPA	Hyatt House Seattle/Redmond	Pet fee and sales tax.	1,650.00
TPA	Residence Inn by Marriott	Pet fee and sales tax.	3,643.20
TPA	Hilton Garden Inn Redmond	Pet fee and sales tax.	3,515.75
TPA	Cascadia Forest Therapy	Installation of signage for Tree Frog Loop and Farrel-McWhirter. Preparation for forest bathing video. Hotel Stakeholder and Collaboration Meetings.	1,500.00
TPA	Cascadia Forest Therapy	The invoice is for a guided forest therapy session, totaling 13 hours to be completed by December 31, 2027.	3,900.00
TPA	Jetspace Studio	Quarterly reports and Redmond Unleashed Howl-o-ween services	1,250.00
TPA	Mendocino Farms	Tourism Development Purpose is Archer Hotel and Hyatt House Redmond lunch meeting	104.79
TPA	Julia Smith	Support for tourism data.	87.50
TPA	KO Hours	Deliver Pup Crawl Flyers/cards/rules ; Home/Flatstick Pub/Home	33.38
Staffing	Dedicated hours from five staff members		13,428.58
TPA DEV	Contingency		-
	TOTAL		**43,488.13**

PAGE 8: Category: Contingency

For overages in categories in 2026 Budget

Category	Vendor	Description	DESTINATION SALES
TPA MARCOM	MarCom Overage		0.00
TPA ADMIN	Admin Overage		0.00
TPA SALES	Sales Overage		0.00
TPA FESTIVALS	Festival Overage		0.00
	TOTAL		**0.00**

BCCA

Bellevue Convention Center Authority

INVOICE NUMBER: TPA-2026-07
INVOICE DATE: 8/13/2026
DUE DATE: 9/13/2026

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 JULY 1,2026 – JULY 31,2026.	$232,069.68	$232,069.68
			$232,069.68

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

TPA Services for the City of Bellevue
July, 2026

1.	Marketing & Communications	$	147,432.08
2.	Tourism Development	$	4,102.79
3.	Festivals & Events	$	24,327.88
4.	Administration & Research	$	6,872.90
5.	Destination Sales & Media	$	49,334.03
	TOTAL	**$**	**232,069.68**

1. Marketing & Communications

TRX Date	Journal Entry	Description	Debit Amount
7/1/2026	198404	62ABOVE LLC	22,060.00
7/1/2026	198406	PacRim MARKETING GROUP, INC.	58,094.22
7/2/2026	198403	62ABOVE LLC	3,584.75
7/6/2026	198420	NELSON YONG	2,206.00
7/22/2026	198572	DIAMOND PUBLIC RELATIONS LA	4,145.09
7/22/2026	198575	KARA PATAJO	1,577.29
7/24/2026	198645	EAGLE TOWNCAR SERVICE LLC	1,684.00
7/27/2026	198767	ANNA JULY 2026 CC	65.86
7/27/2026	198767	ANNA JULY 2026 CC	16.67
7/27/2026	198769	TREY JULY 2026 CC	99.36
7/27/2026	198769	TREY JULY 2026 CC	629.87
7/27/2026	198769	TREY JULY 2026 CC	9.04
7/27/2026	198772	SHEILA JULY 2026 CC	35.00
7/27/2026	198772	SHEILA JULY 2026 CC	50.00
7/27/2026	198772	SHEILA JULY 2026 CC	35.00
7/27/2026	198772	SHEILA JULY 2026 CC	176.04
7/27/2026	198772	SHEILA JULY 2026 CC	176.98
7/27/2026	198772	SHEILA JULY 2026 CC	75.00
7/27/2026	198772	SHEILA JULY 2026 CC	80.00
7/27/2026	198772	SHEILA JULY 2026 CC	559.75
7/27/2026	198772	SHEILA JULY 2026 CC	25.93
7/31/2026	198754	AMY NGUYEN	772.10
7/31/2026	198757	NELSON YONG	2,206.00
7/31/2026	198783	EXPENSE REIMBURSEMENT VIA PAYROLL	2,410.63
7/31/2026	198783	EXPENSE REIMBURSEMENT VIA PAYROLL	888.47
7/31/2026	198783	EXPENSE REIMBURSEMENT VIA PAYROLL	11,075.00
7/31/2026	198783	EXPENSE REIMBURSEMENT VIA PAYROLL	3,088.00
7/31/2026	198783	EXPENSE REIMBURSEMENT VIA PAYROLL	10,000.00

7/31/2026	198783	EXPENSE REIMBURSEMENT VIA PAYROLL	21,606.03
			147,432.08

2. Tourism Development

TRX Date	Journal Entry	Description	Debit Amount
7/27/2026	198769	TREY JULY 2026 CC	20.00
7/27/2026	198769	TREY JULY 2026 CC	415.51
7/27/2026	198769	TREY JULY 2026 CC	13.67
7/27/2026	198769	TREY JULY 2026 CC	93.79
7/27/2026	198769	TREY JULY 2026 CC	182.21
7/27/2026	198769	TREY JULY 2026 CC	46.79
7/27/2026	198769	TREY JULY 2026 CC	9.37
7/27/2026	198770	CERESTINA JULY 2026 CC REC	11.99
7/27/2026	198770	CERESTINA JULY 2026 CC REC	30.77
7/27/2026	198770	CERESTINA JULY 2026 CC REC	17.31
7/27/2026	198770	CERESTINA JULY 2026 CC REC	366.56
7/27/2026	198770	CERESTINA JULY 2026 CC REC	431.30
7/27/2026	198770	CERESTINA JULY 2026 CC REC	431.30
7/27/2026	198770	CERESTINA JULY 2026 CC REC	108.10
7/27/2026	198770	CERESTINA JULY 2026 CC REC	83.78
7/27/2026	198770	CERESTINA JULY 2026 CC REC	11.99
7/27/2026	198770	CERESTINA JULY 2026 CC REC	44.15
7/27/2026	198772	SHEILA JULY 2026 CC REC	805.72
7/27/2026	198772	SHEILA JULY 2026 CC REC	681.60
7/31/2026	198783	EXPENSE REIMBURSEMENT VIA PAYROLL	296.88
			4,102.79

3. Festivals & Events

TRX Date	Journal Entry	Description	Debit Amount
7/2/2026	198434	Mark Bonilla Quiroz	882.40
7/27/2026	198774	MEREDITH JULY 2026 CC	53.00
7/27/2026	198774	MEREDITH JULY 2026 CC	243.15
7/27/2026	198774	MEREDITH JULY 2026 CC	44.11
7/27/2026	198774	MEREDITH JULY 2026 CC	20.00
7/27/2026	198774	MEREDITH JULY 2026 CC	(1.83)
7/27/2026	198774	MEREDITH JULY 2026 CC	10.00
7/27/2026	198774	MEREDITH JULY 2026 CC	6.58
7/27/2026	198774	MEREDITH JULY 2026 CC	43.87
7/31/2026	198783	EXPENSE REIMBURSEMENT VIA PAYROLL	2,426.60
7/31/2026	198783	EXPENSE REIMBURSEMENT VIA PAYROLL	20,600.00
			24,327.88

4. Administration & Research

TRX Date	Journal Entry	Description	Debit Amount
7/31/2026	183532	VB Indirect	6,500.00
7/31/2026	198783	EXPENSE REIMBURSEMENT VIA PAYROLL	372.90
			6,872.90

5. Destination Sales & Media

TRX Date	Journal Entry	Description	Debit Amount
7/1/2026	198628	California Society of Association	779.00
7/7/2026	198525	AAA PRINTING, INC.	1,023.25
7/15/2026	174406	July 2026 BOM payroll	5,324.34
7/22/2026	198576	Lindsay Lush	3,315.00
7/27/2026	198705	VERONICA JULY 2026 CC R	270.00
7/27/2026	198705	VERONICA JULY 2026 CC R	33.07
7/27/2026	198705	VERONICA JULY 2026 CC R	45.00
7/27/2026	198705	VERONICA JULY 2026 CC R	58.69
7/27/2026	198705	VERONICA JULY 2026 CC R	40.69
7/27/2026	198705	VERONICA JULY 2026 CC R	8.98

7/27/2026	198705	VERONICA JULY 2026 CC R	38.22
7/27/2026	198705	VERONICA JULY 2026 CC R	70.00
7/27/2026	198705	VERONICA JULY 2026 CC R	45.00
7/27/2026	198705	VERONICA JULY 2026 CC R	65.31
7/27/2026	198705	VERONICA JULY 2026 CC R	33.50
7/27/2026	198705	VERONICA JULY 2026 CC R	66.01
7/27/2026	198705	VERONICA JULY 2026 CC R	105.76
7/27/2026	198707	MARTY JULY 2026 CC REC	45.00
7/27/2026	198707	MARTY JULY 2026 CC REC	44.11
7/27/2026	198707	MARTY JULY 2026 CC REC	101.98
7/27/2026	198707	MARTY JULY 2026 CC REC	13.99
7/27/2026	198707	MARTY JULY 2026 CC REC	9.23
7/27/2026	198707	MARTY JULY 2026 CC REC	779.94
7/27/2026	198707	MARTY JULY 2026 CC REC	47.77
7/27/2026	198707	MARTY JULY 2026 CC REC	24.67
7/27/2026	198707	MARTY JULY 2026 CC REC	17.97
7/27/2026	198707	MARTY JULY 2026 CC REC	77.98
7/27/2026	198707	MARTY JULY 2026 CC REC	91.07
7/27/2026	198707	MARTY JULY 2026 CC REC	48.74
7/27/2026	198707	MARTY JULY 2026 CC REC	251.82
7/27/2026	198707	MARTY JULY 2026 CC REC	47.98
7/27/2026	198707	MARTY JULY 2026 CC REC	107.98
7/27/2026	198707	MARTY JULY 2026 CC REC	59.35
7/27/2026	198707	MARTY JULY 2026 CC REC	1,966.72
7/27/2026	198707	MARTY JULY 2026 CC REC	13.99
7/27/2026	198770	CERESTINA JULY 2026 CC REC	99.36
7/27/2026	198770	CERESTINA JULY 2026 CC REC	71.50
7/27/2026	198770	CERESTINA JULY 2026 CC REC	65.00
7/27/2026	198770	CERESTINA JULY 2026 CC REC	56.81
7/27/2026	198770	CERESTINA JULY 2026 CC REC	117.89
7/27/2026	198771	JANE JULY 2026 CC REC	797.00
7/27/2026	198771	JANE JULY 2026 CC REC	1,981.49
7/27/2026	198771	JANE JULY 2026 CC REC	82.38
7/27/2026	198771	JANE JULY 2026 CC REC	2,165.45
7/27/2026	198771	JANE JULY 2026 CC REC	114.75
7/27/2026	198771	JANE JULY 2026 CC REC	37.52

7/27/2026	198771	JANE JULY 2026 CC REC	1,074.00
7/27/2026	198771	JANE JULY 2026 CC REC	43.80
7/27/2026	198771	JANE JULY 2026 CC REC	33.65
7/27/2026	198771	JANE JULY 2026 CC REC	406.60
7/27/2026	198771	JANE JULY 2026 CC REC	27.10
7/27/2026	198771	JANE JULY 2026 CC REC	455.58
7/27/2026	198771	JANE JULY 2026 CC REC	82.38
7/27/2026	198778	STEPHANIE JULY 2026 CC REC	16.00
7/27/2026	198778	STEPHANIE JULY 2026 CC REC	105.24
7/27/2026	198778	STEPHANIE JULY 2026 CC REC	121.52
7/27/2026	198778	STEPHANIE JULY 2026 CC REC	17.61
7/27/2026	198778	STEPHANIE JULY 2026 CC REC	55.95
7/27/2026	198778	STEPHANIE JULY 2026 CC REC	13.99
7/27/2026	198778	STEPHANIE JULY 2026 CC REC	78.62
7/27/2026	198778	STEPHANIE JULY 2026 CC REC	97.85
7/27/2026	198778	STEPHANIE JULY 2026 CC REC	15.14
7/27/2026	198778	STEPHANIE JULY 2026 CC REC	178.19
7/27/2026	198778	STEPHANIE JULY 2026 CC REC	67.14
7/27/2026	198778	STEPHANIE JULY 2026 CC REC	58.65
7/27/2026	198778	STEPHANIE JULY 2026 CC REC	1,982.61
7/27/2026	198778	STEPHANIE JULY 2026 CC REC	16.99
7/27/2026	198778	STEPHANIE JULY 2026 CC REC	44.95
7/27/2026	198778	STEPHANIE JULY 2026 CC REC	13.99
7/27/2026	198778	STEPHANIE JULY 2026 CC REC	1,075.00
7/27/2026	198778	STEPHANIE JULY 2026 CC REC	473.98
7/27/2026	198778	STEPHANIE JULY 2026 CC REC	12.99
7/31/2026	156435	EXPENSE REIMBURSEMENT VIA PAYROLL	120.32
7/31/2026	156435	EXPENSE REIMBURSEMENT VIA PAYROLL	202.13
7/31/2026	156435	EXPENSE REIMBURSEMENT VIA PAYROLL	294.36
7/31/2026	156435	EXPENSE REIMBURSEMENT VIA PAYROLL	1,680.24
7/31/2026	156435	EXPENSE REIMBURSEMENT VIA PAYROLL	1,234.78
7/31/2026	156435	EXPENSE REIMBURSEMENT VIA PAYROLL	30.00
7/31/2026	156435	EXPENSE REIMBURSEMENT VIA PAYROLL	171.65
7/31/2026	198783	Cvent	11,321.93
7/31/2026	198783	Granicus	1,489.91
7/31/2026	198783	Costar Realty Information	1,250.00

7/31/2026	198783	Cvent	2,680.56
7/31/2026	198783	Granicus	263.48
7/31/2026	198783	International Tourism Marketing	291.92
7/27/2026	198769	TREY JULY 2026 CC REC	28.59
7/27/2026	198769	TREY JULY 2026 CC REC	110.74
7/27/2026	198769	TREY JULY 2026 CC REC	38.83
7/27/2026	198769	TREY JULY 2026 CC REC	100.00
7/31/2026	156435	EXPENSE REIMBURSEMENT VIA PAYROLL	516.81
7/31/2026	156435	EXPENSE REIMBURSEMENT VIA PAYROLL	277.00
			49,334.03

BCCA

Bellevue Convention Center Authority

INVOICENUMBER:TPA-2026-08
INVOICEDATE: 9/14/2026
DUEDATE: 10/14/2026

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 AUGUST 1,2026 – AUGUST 31,2026.	$144,172.62	$144,172.62
			$144,172.62

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

TPA Services for the City of Bellevue
August, 2026

1.	Marketing & Communications	$	53,983.93
2.	Tourism Development	$	6,525.83
3.	Festivals & Events	$	16,740.25
4.	Administration & Research	$	6,872.90
5.	Destination Sales & Media	$	60,049.71
	TOTAL	**$**	**144,172.62**

1. Marketing & Communications

TRX Date	Journal Entry	Description	Debit Amount
8/13/2026	198793	AMY NGUYEN	772.10
8/13/2026	198794	AMY NGUYEN	(772.10)
8/19/2026	198920	62ABOVE LLC	3,584.75
8/25/2026	199266	SHEILA AUG 2026 CC REC	1,013.02
8/25/2026	199266	SHEILA AUG 2026 CC REC	1,013.02
8/25/2026	199266	SHEILA AUG 2026 CC REC	1,013.02
8/25/2026	199266	SHEILA AUG 2026 CC REC	1,013.02
8/25/2026	199266	SHEILA AUG 2026 CC REC	1,013.02
8/25/2026	199266	SHEILA AUG 2026 CC REC	322.69
8/25/2026	199266	SHEILA AUG 2026 CC REC	(253.27)
8/25/2026	199266	SHEILA AUG 2026 CC REC	(253.27)
8/25/2026	199266	SHEILA AUG 2026 CC REC	(253.27)
8/25/2026	199266	SHEILA AUG 2026 CC REC	(253.27)
8/25/2026	199268	TREY AUG 2026 CC RECON	261.62
8/25/2026	199268	TREY AUG 2026 CC RECON	99.36
8/25/2026	199268	TREY AUG 2026 CC RECON	874.87
8/25/2026	199268	TREY AUG 2026 CC RECON	440.10
8/26/2026	198988	DIAMOND PUBLIC RELATIONS LA	5,798.64
8/31/2026	199199	KARA PATAJO	1,577.29
8/31/2026	199273	PREPAID EXPENSES - AUG - Granicus	2,410.63
8/31/2026	199273	PREPAID EXPENSES - AUG - Just Talk Studio	888.47
8/31/2026	199273	PREPAID EXPENSES - AUG - Diamond PR	10,000.00
8/31/2026	199273	PREPAID EXPENSES - AUG - 62ABOVE LLC	16,793.97
8/31/2026	199273	PREPAID EXPENSES - AUG - 62ABOVE LLC	6,879.52
			53,983.93

2. Tourism Development

TRX Date	Journal Entry	Description	Debit Amount
8/19/2026	198867	EAGLE TOWNCAR SERVICE LLC	2,500.00
8/25/2026	199262	CELESTINA AUG 2026 CC R	132.18
8/25/2026	199262	CELESTINA AUG 2026 CC R	80.70
8/25/2026	199262	CELESTINA AUG 2026 CC R	110.38
8/25/2026	199262	CELESTINA AUG 2026 CC R	185.65
8/25/2026	199262	CELESTINA AUG 2026 CC R	164.54
8/25/2026	199262	CELESTINA AUG 2026 CC R	17.18
8/25/2026	199262	CELESTINA AUG 2026 CC R	25.39
8/25/2026	199262	CELESTINA AUG 2026 CC R	(24.38)
8/25/2026	199262	CELESTINA AUG 2026 CC R	(57.63)
8/25/2026	199262	CELESTINA AUG 2026 CC R	(110.38)
8/25/2026	199262	CELESTINA AUG 2026 CC R	18.74
8/25/2026	199262	CELESTINA AUG 2026 CC R	12.89
8/26/2026	198988	DIAMOND PUBLIC RELATIONS LA	749.50
8/26/2026	199013	Sojern, Inc.	1,434.19
8/31/2026	199273	PREPAID EXPENSES - AUG - Wheel The World	296.88
8/31/2026	199276	PREMIER MEDIA GROUP	990.00
			6,525.83

3. Festivals & Events

TRX Date	Journal Entry	Description	Debit Amount
8/19/2026	198866	EAGLE TOWNCAR SERVICE LLC	1,655.55
8/19/2026	198868	EAGLE TOWNCAR SERVICE LLC	3,503.50
8/19/2026	198879	National Court Reporters Association	8,075.00
8/25/2026	199265	MEREDITH AUG 2026 CC R	137.03
8/25/2026	199265	MEREDITH AUG 2026 CC R	51.94
8/25/2026	199265	MEREDITH AUG 2026 CC R	111.84
8/25/2026	199265	MEREDITH AUG 2026 CC R	56.25

8/25/2026	199265	MEREDITH AUG 2026 CC R	112.50
8/25/2026	199265	MEREDITH AUG 2026 CC R	100.00
8/26/2026	198978	AAA PRINTING, INC.	178.53
8/26/2026	198979	AAA PRINTING, INC.	233.39
8/26/2026	198980	AAA PRINTING, INC.	50.18
8/26/2026	198981	AAA PRINTING, INC.	47.94
8/31/2026	199273	PREPAID EXPENSES - AUG - Placer Labs	2,426.60
			16,740.25

4. Administration & Research

TRX Date	Journal Entry	Description	Debit Amount
8/31/2026	199273	PREPAID EXPENSES - AUG - Costar Realty	372.90
8/31/2026	183532	August VB & Theatre Indirect	6,500.00
			6,872.90

5. Destination Sales & Media

TRX Date	Journal Entry	Description	Debit Amount
8/15/2026	174406	August 2026 BOM payroll	14.61
8/19/2026	198874	Jeffrey Leung	623.80
8/19/2026	198875	LASTING IMPRESSIONS GIFT SERVICES	4,154.85
8/19/2026	198876	LASTING IMPRESSIONS GIFT SERVICES	681.62
8/19/2026	198922	62ABOVE LLC	14,339.00
8/25/2026	199262	CELESTINA AUG 2026 CC R	70.00
8/25/2026	199263	MARTY AUG 2026 CC RECO	7.00
8/25/2026	199263	MARTY AUG 2026 CC RECO	16.00
8/25/2026	199263	MARTY AUG 2026 CC RECO	229.70
8/25/2026	199263	MARTY AUG 2026 CC RECO	346.96
8/25/2026	199263	MARTY AUG 2026 CC RECO	68.26

8/25/2026	199263	MARTY AUG 2026 CC RECO	296.52
8/25/2026	199263	MARTY AUG 2026 CC RECO	16.00
8/25/2026	199263	MARTY AUG 2026 CC RECO	24.36
8/25/2026	199263	MARTY AUG 2026 CC REC	17.06
8/25/2026	199263	MARTY AUG 2026 CC REC	123.58
8/25/2026	199263	MARTY AUG 2026 CC REC	59.98
8/25/2026	199263	MARTY AUG 2026 CC REC	12.73
8/25/2026	199263	MARTY AUG 2026 CC REC	36.63
8/25/2026	199263	MARTY AUG 2026 CC REC	13.99
8/25/2026	199267	STEPHANIE AUG 2026 CC	253.06
8/25/2026	199267	STEPHANIE AUG 2026 CC	11.91
8/25/2026	199267	STEPHANIE AUG 2026 CC	94.95
8/25/2026	199267	STEPHANIE AUG 2026 CC	20.00
8/25/2026	199267	STEPHANIE AUG 2026 CC	286.68
8/25/2026	199267	STEPHANIE AUG 2026 CC	18.05
8/25/2026	199267	STEPHANIE AUG 2026 CC	8.40
8/25/2026	199267	STEPHANIE AUG 2026 CC	303.03
8/25/2026	199267	STEPHANIE AUG 2026 CC	229.50
8/25/2026	199267	STEPHANIE AUG 2026 CC	50.00
8/25/2026	199267	STEPHANIE AUG 2026 CC	14.00
8/25/2026	199267	STEPHANIE AUG 2026 CC	11.99
8/25/2026	199267	STEPHANIE AUG 2026 CC	14.81
8/25/2026	199267	STEPHANIE AUG 2026 CC	23.34
8/25/2026	199267	STEPHANIE AUG 2026 CC	31.98
8/25/2026	199267	STEPHANIE AUG 2026 CC	15.94
8/25/2026	199267	STEPHANIE AUG 2026 CC	25.94
8/25/2026	199267	STEPHANIE AUG 2026 CC	180.18
8/25/2026	199267	STEPHANIE AUG 2026 CC	257.58
8/25/2026	199267	STEPHANIE AUG 2026 CC	13.86
8/25/2026	199267	STEPHANIE AUG 2026 CC	99.07
8/25/2026	199267	STEPHANIE AUG 2026 CC	34.14
8/25/2026	199267	STEPHANIE AUG 2026 CC	27.59

8/25/2026	199267	STEPHANIE AUG 2026 CC	34.92
8/25/2026	199267	STEPHANIE AUG 2026 CC	35.97
8/25/2026	199267	STEPHANIE AUG 2026 CC	26.08
8/25/2026	199267	STEPHANIE AUG 2026 CC	35.00
8/25/2026	199267	STEPHANIE AUG 2026 CC	22.78
8/25/2026	199267	STEPHANIE AUG 2026 CC	32.83
8/25/2026	199267	STEPHANIE AUG 2026 CC	32.34
8/25/2026	199267	STEPHANIE AUG 2026 CC	21.75
8/25/2026	199267	STEPHANIE AUG 2026 CC	104.37
8/25/2026	199267	STEPHANIE AUG 2026 CC	13.99
8/25/2026	199267	STEPHANIE AUG 2026 CC	74.31
8/25/2026	199267	STEPHANIE AUG 2026 CC	13.99
8/25/2026	199267	STEPHANIE AUG 2026 CC	137.54
8/25/2026	199267	STEPHANIE AUG 2026 CC	51.53
8/25/2026	199267	STEPHANIE AUG 2026 CC	55.45
8/25/2026	199267	STEPHANIE AUG 2026 CC	42.36
8/25/2026	199267	STEPHANIE AUG 2026 CC	62.21
8/25/2026	199267	STEPHANIE AUG 2026 CC	18.15
8/25/2026	199267	STEPHANIE AUG 2026 CC	146.08
8/25/2026	199267	STEPHANIE AUG 2026 CC	125.86
8/25/2026	199267	STEPHANIE AUG 2026 CC	71.19
8/25/2026	199267	STEPHANIE AUG 2026 CC	55.00
8/25/2026	199267	STEPHANIE AUG 2026 CC	123.62
8/25/2026	199267	STEPHANIE AUG 2026 CC	62.21
8/25/2026	199267	STEPHANIE AUG 2026 CC	29.62
8/25/2026	199267	STEPHANIE AUG 2026 CC	47.95
8/25/2026	199267	STEPHANIE AUG 2026 CC	1,217.97
8/25/2026	199267	STEPHANIE AUG 2026 CC	220.60
8/25/2026	199269	VERONICA AUG 2026 CC R	19.14
8/25/2026	199270	JANE AUG 2026 CC RECON	303.03
8/25/2026	199270	JANE AUG 2026 CC RECON	66.97
8/25/2026	199270	JANE AUG 2026 CC RECON	208.44

8/25/2026	199270	JANE AUG 2026 CC RECON	45.00
8/25/2026	199270	JANE AUG 2026 CC RECON	13.99
8/25/2026	199270	JANE AUG 2026 CC RECON	84.06
8/25/2026	199270	JANE AUG 2026 CC RECON	18.02
8/25/2026	199270	JANE AUG 2026 CC RECON	38.16
8/25/2026	199270	JANE AUG 2026 CC RECON	475.00
8/25/2026	199270	JANE AUG 2026 CC RECON	7.80
8/25/2026	199270	JANE AUG 2026 CC RECON	129.45
8/25/2026	199270	JANE AUG 2026 CC RECON	276.00
8/25/2026	199270	JANE AUG 2026 CC RECON	123.14
8/25/2026	199270	JANE AUG 2026 CC RECON	108.00
8/25/2026	199270	JANE AUG 2026 CC RECON	12.29
8/25/2026	199270	JANE AUG 2026 CC RECON	35.00
8/25/2026	199270	JANE AUG 2026 CC RECON	22.68
8/25/2026	199270	JANE AUG 2026 CC RECON	45.00
8/25/2026	199270	JANE AUG 2026 CC RECON	16.49
8/25/2026	199270	JANE AUG 2026 CC RECON	8.59
8/25/2026	199270	JANE AUG 2026 CC RECON	8.00
8/25/2026	199270	JANE AUG 2026 CC RECON	25.40
8/25/2026	199270	JANE AUG 2026 CC RECON	16.21
8/25/2026	199270	JANE AUG 2026 CC RECON	137.55
8/25/2026	199270	JANE AUG 2026 CC RECON	20.83
8/25/2026	199270	JANE AUG 2026 CC RECON	104.37
8/25/2026	199270	JANE AUG 2026 CC RECON	13.99
8/25/2026	199270	JANE AUG 2026 CC RECON	99.27
8/25/2026	199270	JANE AUG 2026 CC RECON	165.59
8/25/2026	199270	JANE AUG 2026 CC RECON	250.00
8/25/2026	199270	JANE AUG 2026 CC RECON	268.75
8/25/2026	199270	JANE AUG 2026 CC RECON	3,000.00
8/25/2026	199270	JANE AUG 2026 CC RECON	10.00
8/25/2026	199270	JANE AUG 2026 CC RECON	169.31
8/25/2026	199270	JANE AUG 2026 CC RECON	45.00

8/25/2026	199270	JANE AUG 2026 CC RECON	38.94
8/25/2026	199270	JANE AUG 2026 CC RECON	7.79
8/25/2026	199270	JANE AUG 2026 CC RECON	11.99
8/25/2026	199270	JANE AUG 2026 CC RECON	974.71
8/25/2026	199270	JANE AUG 2026 CC RECON	12.83
8/25/2026	199270	JANE AUG 2026 CC RECON	22.45
8/25/2026	199270	JANE AUG 2026 CC RECON	13.61
8/25/2026	199270	JANE AUG 2026 CC RECON	7.00
8/25/2026	199270	JANE AUG 2026 CC RECON	17.66
8/25/2026	199270	JANE AUG 2026 CC RECON	17.17
8/26/2026	198997	LASTING IMPRESSIONS GIFT	751.17
8/26/2026	198998	LASTING IMPRESSIONS GIFT	160.67
8/26/2026	199039	Patricia Rawlinson	57.00
8/26/2026	199039	Patricia Rawlinson	25.00
8/31/2026	156435	Aug 2026 EOM PAYROLL	104.92
8/31/2026	156435	Aug 2026 EOM PAYROLL	21.36
8/31/2026	156435	Aug 2026 EOM PAYROLL	1,217.97
8/31/2026	156435	Aug 2026 EOM PAYROLL	7.46
8/31/2026	156435	Aug 2026 EOM PAYROLL	481.50
8/31/2026	199273	PREPAID EXPENSES - AUG - ASAE	10,995.00
8/31/2026	199273	PREPAID EXPENSES - AUG - Tarsus Connect	4,650.00
8/31/2026	199273	PREPAID EXPENSES - AUG - Granicus	1,489.91
8/31/2026	199273	PREPAID EXPENSES - AUG-Prestige Global Meeting Source	1,250.00
8/31/2026	199273	PREPAID EXPENSES - AUG - Cvent	2,680.56
8/31/2026	199273	PREPAID EXPENSES - AUG - Granicus	263.48
8/31/2026	199273	PREPAID EXPENSES - AUG - Patricia Rawlinson	1,920.00
8/31/2026	199273	PREPAID EXPENSES - AUG - Intl Tourism Mktg	291.92
8/25/2026	199268	TREY AUG 2026 CC RECON	72.80

60,049.71

BCCA

Bellevue Convention Center Authority

INVOICENUMBER:TPA-2026-09
INVOICEDATE: 10/12/2026
DUEDATE: 11/12/2026

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	UNT PRICE/MONTH	TOTAL
1	Visit Bellevue tourism promotion area (TPA) services reimbursement for SEPTEMBER 1,2026 – SEPTEMBER 30,2026.	$131,157.76	$131,157.76
			$131,157.76

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

TPA Services for the City of Bellevue
September, 2026

1.	Marketing & Communications	$	66,101.47
2.	Tourism Development	$	9,762.77
3.	Festivals & Events	$	12,358.26
4.	Administration & Research	$	6,872.90
5.	Destination Sales & Media	$	36,062.36
	TOTAL	**$**	**131,157.76**

1. Marketing & Communications

TRX Date	Journal Entry	Description	Debit Amount
9/9/2026	199213	NELSON YONG	2,206.00
9/23/2026	199385	62ABOVE LLC	3,584.75
9/23/2026	199388	62ABOVE LLC	1,125.05
9/23/2026	199394	CHASE THE DREAM PRODUCTIONS LLC	1,824.08
9/23/2026	199399	DIAMOND PUBLIC RELATIONS LA	2,357.39
9/23/2026	199400	DIAMOND PUBLIC RELATIONS LA	2,770.00
9/25/2026	199753	SHEILA SEP 2026 CC RECO	11.94
9/25/2026	199753	SHEILA SEP 2026 CC RECO	547.29
9/25/2026	199753	SHEILA SEP 2026 CC RECO	120.00
9/25/2026	199753	SHEILA SEP 2026 CC RECO	1,013.00
9/25/2026	199753	SHEILA SEP 2026 CC RECO	231.72
9/25/2026	199758	TREY SEP 2026 CC RECON	440.10
9/25/2026	199758	TREY SEP 2026 CC RECON	82.86
9/25/2026	199758	TREY SEP 2026 CC RECON	992.70
9/30/2026	199273	PREPAID EXPENSES - SEP - Granicus	2,410.63
9/30/2026	199273	PREPAID EXPENSES - SEP - Just Talk Studio	888.47
9/30/2026	199273	PREPAID EXPENSES - SEP - Diamond PR	10,000.00
9/30/2026	199273	PREPAID EXPENSES - SEP - 62ABOVE LLC	12,351.81
9/30/2026	199530	CRAI S BOWER	275.75
9/30/2026	199531	CRAI S BOWER	275.75
9/30/2026	199534	FIELD ARTIST MANAGEMENT, LLC	20,000.00
9/30/2026	199536	ADAM PITLUK	2,316.43
9/30/2026	199542	MINDY STERN	275.75
			66,101.47

2. Tourism Development

TRX Date	Journal Entry	Description	Debit Amount
9/23/2026	199424	Michael Kunz	5,000.00
9/25/2026	199742	BRAD SEP 2026 CC RECON	18.72
9/25/2026	199742	BRAD SEP 2026 CC RECON	36.94
9/25/2026	199750	MEREDITH SEP 2026 CC R	759.72
9/25/2026	199750	MEREDITH SEP 2026 CC R	(367.00)
9/25/2026	199750	MEREDITH SEP 2026 CC R	367.00
9/25/2026	199750	MEREDITH SEP 2026 CC R	55.00
9/25/2026	199750	MEREDITH SEP 2026 CC R	80.51
9/30/2026	199273	PREPAID EXPENSES - SEP - Wheel The World	296.88
9/30/2026	199623	PROMEPETCH SUWANCHOTE	3,515.00
			9,762.77

3. Festivals & Events

TRX Date	Journal Entry	Description	Debit Amount
9/16/2026	199293	EAGLE TOWNCAR SERVICE LLC	2,500.00
9/16/2026	199294	EAGLE TOWNCAR SERVICE LLC	2,500.00
9/16/2026	199295	EAGLE TOWNCAR SERVICE LLC	3,500.00
9/25/2026	199750	MEREDITH SEP 2026 CC R	370.20
9/25/2026	199750	MEREDITH SEP 2026 CC R	73.86
9/25/2026	199750	MEREDITH SEP 2026 CC R	313.90
9/25/2026	199750	MEREDITH SEP 2026 CC R	383.20
9/25/2026	199750	MEREDITH SEP 2026 CC R	61.00
9/25/2026	199750	MEREDITH SEP 2026 CC R	38.25
9/25/2026	199750	MEREDITH SEP 2026 CC R	63.75
9/25/2026	199750	MEREDITH SEP 2026 CC R	63.75

9/25/2026	199750	MEREDITH SEP 2026 CC R	63.75
9/30/2026	199273	PREPAID EXPENSES - SEP - Placer Labs	2,426.60
			12,358.26

4. Administration & Research

TRX Date	Journal Entry	Description	Debit Amount
9/30/2026	199273	PREPAID EXPENSES - SEP - Costar Realty Information	372.90
9/30/2026	183532	Sept. VB & Theatre Indirect	6,500.00
			6,872.90

5. Destination Sales & Media

TRX Date	Journal Entry	Description	Debit Amount
9/1/2026	199188	Hyatt Regency Bellevue	(1,074.00)
9/15/2026	174406	Sept 2026 BOM payroll	30.00
9/15/2026	174406	Sept 2026 BOM payroll	15.00
9/15/2026	174406	Sept 2026 BOM payroll	1.52
9/25/2026	199742	BRAD SEP 2026 CC RECON	65.02
9/25/2026	199742	BRAD SEP 2026 CC RECON	65.03
9/25/2026	199743	CELESTINA SEP 2026 CC R	29.02
9/25/2026	199743	CELESTINA SEP 2026 CC R	144.35
9/25/2026	199743	CELESTINA SEP 2026 CC R	121.44
9/25/2026	199743	CELESTINA SEP 2026 CC R	71.76
9/25/2026	199743	CELESTINA SEP 2026 CC R	6.07
9/25/2026	199743	CELESTINA SEP 2026 CC R	132.00
9/25/2026	199743	CELESTINA SEP 2026 CC R	28.23
9/25/2026	199744	GHOST CARD SEP 2026 CC	639.89
9/25/2026	199744	GHOST CARD SEP 2026 CC	639.89
9/25/2026	199744	GHOST CARD SEP 2026 CC	659.29

9/25/2026	199746	JANE SEP 2026 CC RECON	1,827.22
9/25/2026	199746	JANE SEP 2026 CC RECON	606.80
9/25/2026	199746	JANE SEP 2026 CC RECON	182.61
9/25/2026	199746	JANE SEP 2026 CC RECON	11.99
9/25/2026	199746	JANE SEP 2026 CC RECON	82.38
9/25/2026	199746	JANE SEP 2026 CC RECON	535.00
9/25/2026	199746	JANE SEP 2026 CC RECON	6.00
9/25/2026	199746	JANE SEP 2026 CC RECON	236.85
9/25/2026	199748	MARTY SEP 2026 CC RECO	260.08
9/25/2026	199748	MARTY SEP 2026 CC RECO	49.93
9/25/2026	199748	MARTY SEP 2026 CC RECO	18.98
9/25/2026	199748	MARTY SEP 2026 CC RECO	104.00
9/25/2026	199748	MARTY SEP 2026 CC RECO	26.06
9/25/2026	199748	MARTY SEP 2026 CC RECO	18.13
9/25/2026	199748	MARTY SEP 2026 CC RECO	18.97
9/25/2026	199748	MARTY SEP 2026 CC RECO	52.01
9/25/2026	199748	MARTY SEP 2026 CC RECO	2,099.25
9/25/2026	199748	MARTY SEP 2026 CC RECO	18.98
9/25/2026	199748	MARTY SEP 2026 CC RECO	45.58
9/25/2026	199748	MARTY SEP 2026 CC RECO	112.76
9/25/2026	199748	MARTY SEP 2026 CC RECO	520.00
9/25/2026	199748	MARTY SEP 2026 CC RECO	152.91
9/25/2026	199748	MARTY SEP 2026 CC RECO	30.00
9/25/2026	199748	MARTY SEP 2026 CC RECO	20.73
9/25/2026	199748	MARTY SEP 2026 CC RECO	30.00
9/25/2026	199748	MARTY SEP 2026 CC RECO	79.78
9/25/2026	199748	MARTY SEP 2026 CC RECO	6.00
9/25/2026	199748	MARTY SEP 2026 CC RECO	200.78
9/25/2026	199748	MARTY SEP 2026 CC RECO	147.55
9/25/2026	199754	STEPHANIE SEP 2026 CC R	1,739.67
9/25/2026	199754	STEPHANIE SEP 2026 CC R	15.19
9/25/2026	199754	STEPHANIE SEP 2026 CC R	14.00

9/25/2026	199754	STEPHANIE SEP 2026 CC R	83.96
9/25/2026	199754	STEPHANIE SEP 2026 CC R	36.55
9/25/2026	199754	STEPHANIE SEP 2026 CC R	177.40
9/25/2026	199754	STEPHANIE SEP 2026 CC R	256.92
9/25/2026	199754	STEPHANIE SEP 2026 CC R	22.14
9/25/2026	199754	STEPHANIE SEP 2026 CC R	98.55
9/25/2026	199754	STEPHANIE SEP 2026 CC R	14.00
9/25/2026	199754	STEPHANIE SEP 2026 CC R	192.76
9/25/2026	199754	STEPHANIE SEP 2026 CC R	457.87
9/25/2026	199754	STEPHANIE SEP 2026 CC R	309.58
9/25/2026	199754	STEPHANIE SEP 2026 CC R	14.00
9/25/2026	199754	STEPHANIE SEP 2026 CC R	730.42
9/25/2026	199754	STEPHANIE SEP 2026 CC R	50.00
9/25/2026	199754	STEPHANIE SEP 2026 CC R	150.00
9/25/2026	199754	STEPHANIE SEP 2026 CC R	11.54
9/25/2026	199759	VERONICA SEP 2026 CC R	17.85
9/25/2026	199759	VERONICA SEP 2026 CC R	343.49
9/30/2026	156435	Sept 2026 EOM PAYROLL	6.00
9/30/2026	156435	Sept 2026 EOM PAYROLL	89.05
9/30/2026	156435	Sept 2026 EOM PAYROLL	500.00
9/30/2026	156435	Sept 2026 EOM PAYROLL	11.70
9/30/2026	156435	Sept 2026 EOM PAYROLL	5.00
9/30/2026	156435	Sept 2026 EOM PAYROLL	16.42
9/30/2026	199273	PREPAID EXPENSES - SEP - Granicus	1,489.91
9/30/2026	199273	PREPAID EXPENSES - SEP - Prestige Global Meeting Source	1,250.00
9/30/2026	199273	PREPAID EXPENSES - SEP - Cvent	2,680.56
9/30/2026	199273	PREPAID EXPENSES - SEP - Granicus	263.48
9/30/2026	199273	PREPAID EXPENSES - SEP - International Tourism Marketing	291.92
9/30/2026	199273	PREPAID EXPENSES - SEP - 62ABOVE LLC	15,646.59
			36,062.36

Community Development

Attachment C



OneRedmond 2026 Q3 Report

Tuesday, October 27, 2026, 1:00 pm
1E-113 or Zoom Meeting

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

OneRedmond

Background & Overview

OneRedmond administers the Redmond Zone Tourism Promotion Area (TPA) program in partnership with the City of Redmond and the local lodging community. Guided by the City of Redmond's five-year Tourism Strategic Plan, TPA revenues support strategic investments that increase overnight visitation, strengthen Redmond's visitor economy, and benefit the local hospitality industry.

This report summarizes OneRedmond’s tourism activities and TPA-funded investments during the third quarter of 2026 (July–September).



Q3 2026 Hospitality Performance Data

Redmond's hotel inventory remained at 1,598 rooms across ten properties. During Q3 2026, hotels recorded 116,801 rooms sold and 75.67% occupancy. Complete third-quarter results are now available from CoStar following the October 13 report deadline.

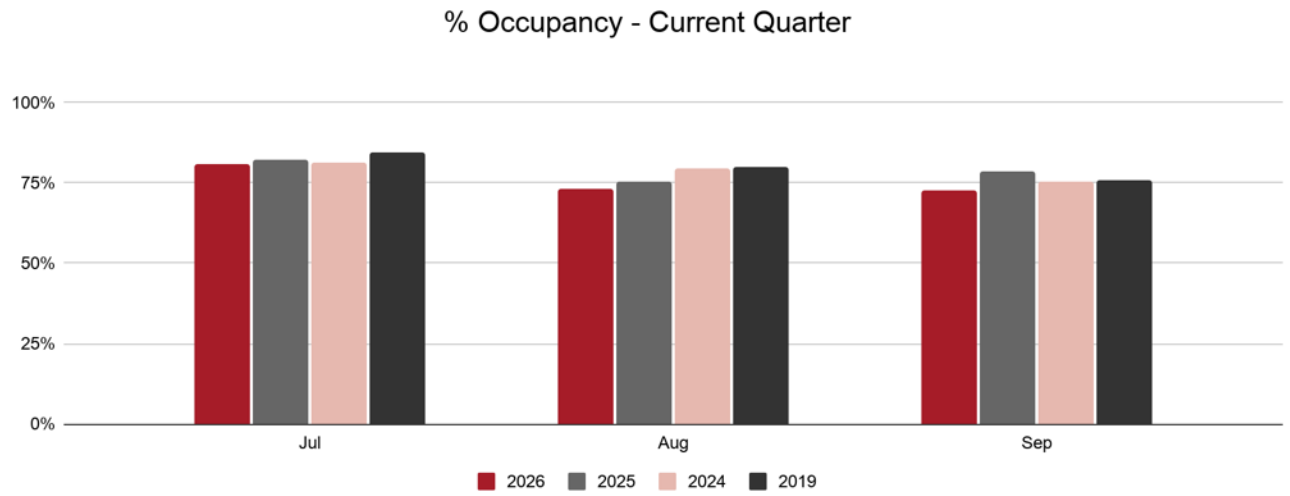
2026	Jul	Aug	Sep	Q3 2026
Total Rooms	52,014	52,014	50,337	154,365
Occupancy %	80.90%	73.08%	72.93%	75.67%
Rooms Sold	42,077	38,014	36,710	116,801
Overnight Visitors	117,816	106,439	102,788	327,043

Source: CoStar report (10/04/26). September data was available and added on 10/21/26.
Note: As of 08/2025, CoStar added a composite hotel which accounts for the increase in total rooms. Overnight visitors are estimated at 2.8 overnight guests per room.



Quarterly Occupancy Benchmarks

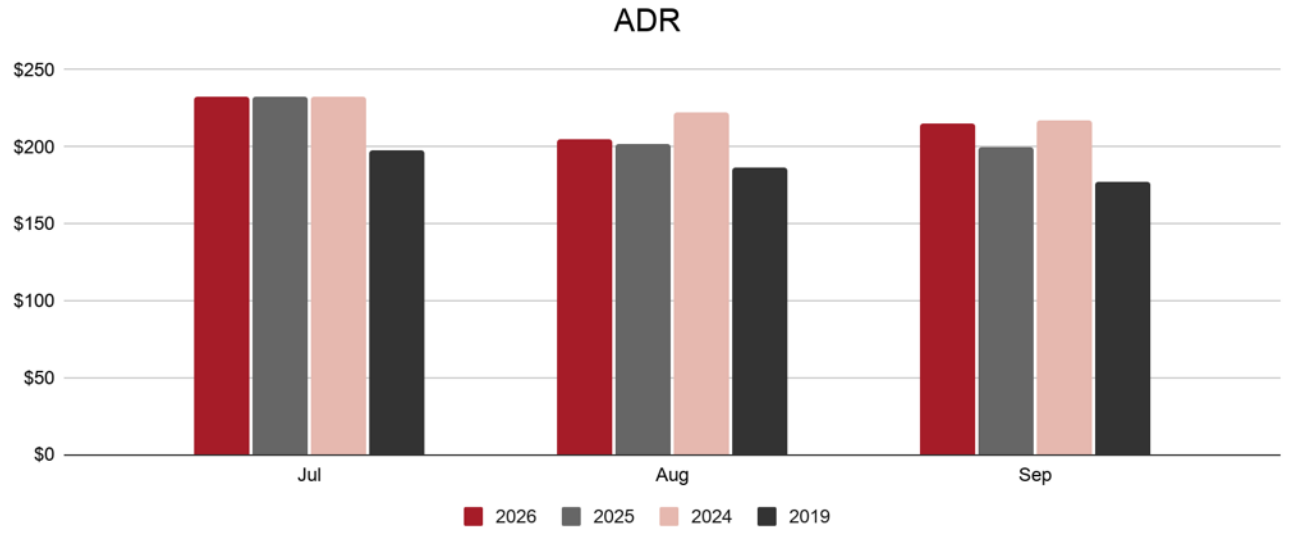
Redmond's Q3 2026 hotel occupancy was 75.67%, down 3.96% from 78.79% in Q3 2025. September experienced the largest year-over-year decline, with occupancy decreasing from 78.52% in 2025 to 72.93% in 2026.



Source: CoStar report (10/04/26). September data was available and added on 10/21/26.

ADR Comparative Performance

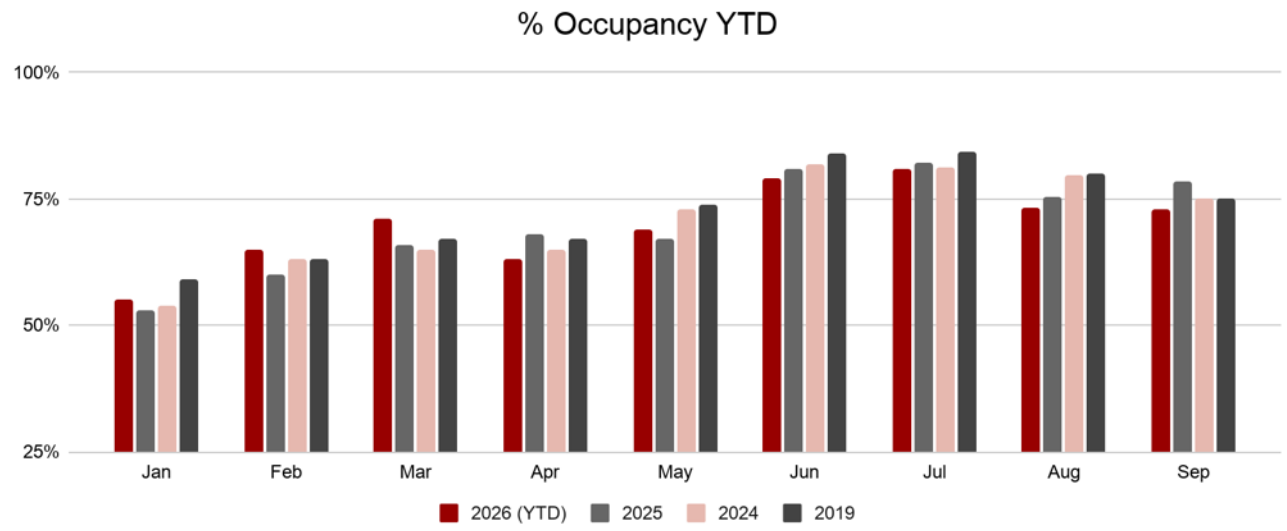
Average Daily Rate (ADR) increased 1.38% in Q3 2026 compared with Q3 2025, rising from $212.02 to $214.94 per room sold.



Source: CoStar report (10/04/26). September data was available and added on 10/21/26.

YTD Occupancy Trends

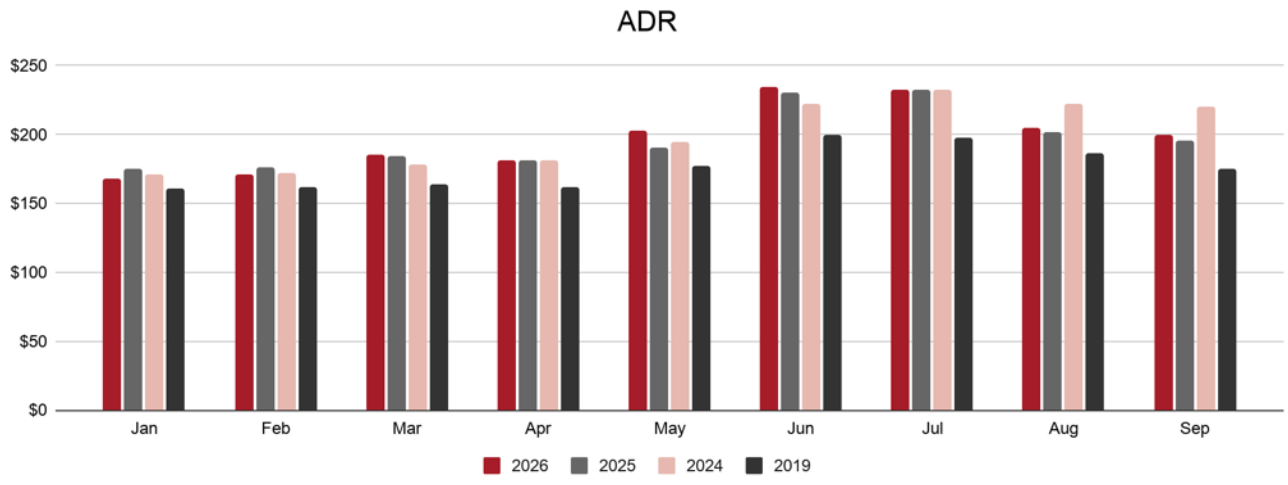
YTD occupancy through September 2026 was 69.86%, a decrease of 0.10% from 69.93% during the same period in 2025.



Source: CoStar report (10/04/26). September data was available and added on 10/21/26.

Annual ADR Performance Analysis

Year-to-date through September 2026, ADR increased slightly to $200.58 compared with $199.79 in 2025, representing a 0.40% year-over-year increase.



Source: CoStar report (10/04/26). September data was available and added on 10/21/26.

Marketing & Communications

During Q3 2026, OneRedmond continued advancing Redmond's tourism marketing program through targeted campaigns promoting dog-friendly travel and concert tourism. Working with its contracted agency, DVA Advertising & PR, OneRedmond continued building destination awareness through paid advertising across Meta, Google Search, and Datafy, alongside public relations initiatives promoting local events, dog-friendly experiences, and pet-friendly lodging.

Separately, TPA funds supplemented the LTAC-funded tourism marketing program by supporting additional Pay-Per-Click (PPC) advertising, extending the reach of Experience Redmond and targeted tourism campaigns.

DVA's public relations efforts included event-focused press releases, targeted media outreach, editorial pitching, and invitations for fall and winter media visits.

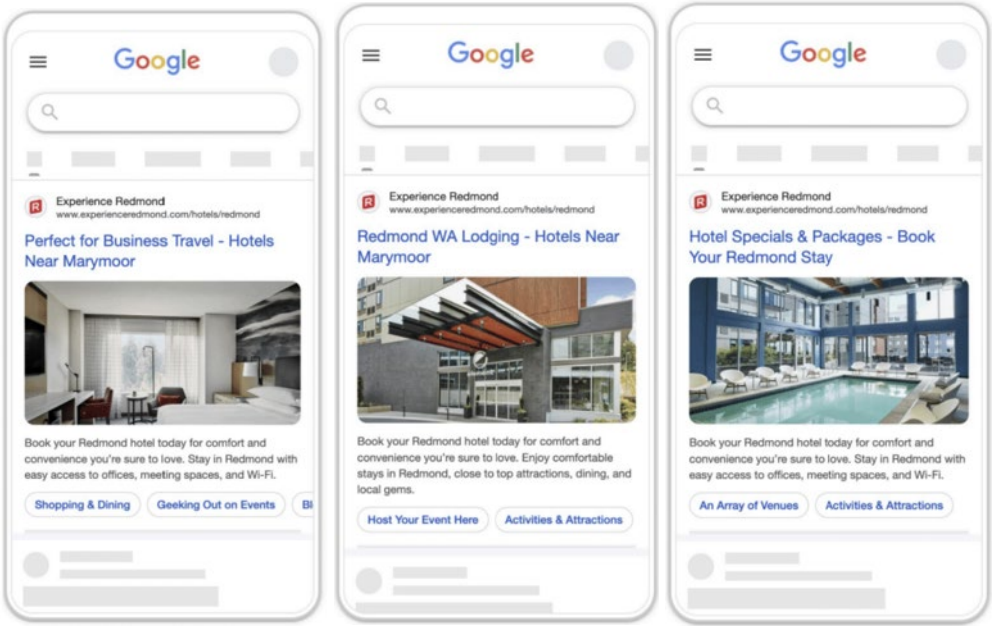
Together, these marketing and communications activities increased Redmond's exposure across digital and media channels and supported the goal of driving overnight hotel stays and tourism-related economic activity.



Experience Redmond Digital Marketing Campaigns

Pay-Per-Click Advertising

- Bullseye Creative manages the City of Redmond's Experience Redmond tourism marketing program, funded by LTAC: Experience Redmond brand, website and event calendar, social media, monthly e-newsletter, partnership promotion and PPC advertising.
- During Q3 2026 (July 1–September 30), paid campaigns ran across Google Ads and Meta to promote Redmond lodging and visitor experiences:
    - Google Ads: Hotel Search, Demand Gen video, and Performance Max
    - Meta: hotel retargeting and tourism awareness
- Reported Campaign Spend: $8,263.97 in Q3 2026
- Final Q3 2026 program invoices totaled $10,102.54. BRTPA/OneRedmond accounted for $6,539.96 (64.7%), and LTAC/City of Redmond accounted for $3,562.58 (35.3%).
- By platform, Google Ads spend was approximately $5,071 (61.4% of platform spend) and Meta spend was approximately $3,193 (38.6%).
- Google and Meta delivered 1,127,483 impressions during Q3. Google Ads recorded 5,856 clicks and Meta recorded 3,039 all clicks; because click definitions differ by platform, clicks are reported separately.
- Campaign results reflect the combined program and are not attributed exclusively to any single funding source.



Platform	Q3 Spend	Impressions	Clicks
Google Ads	$5,071	167,072	5,856 Google clicks
Meta	$3,193	960,411	3,039 all clicks
Total	$8,264	1,127,483	Reported separately

Q3 Final Invoiced Amounts				
Funding source	**July 2026**	**August 2026**	**September 2026**	**Q3 total**
BRTPA/OneRedmond	$2,432.79	$2,181.27	$1,925.90	$6,539.96
LTAC/City of Redmond	$909.89	$814.85	$1,837.84	$3,562.58
Combined	$3,342.68	$2,996.12	$3,763.74	$10,102.54

Q3 Results: Hotel Search and Retargeting

Google Hotel Search generated clicks at a lower cost during Q3, with CPC decreasing 38.5% from Q2. Hotel Search and Meta retargeting together delivered 72,146 impressions, with 854 Google Search clicks and 346 Meta link clicks.

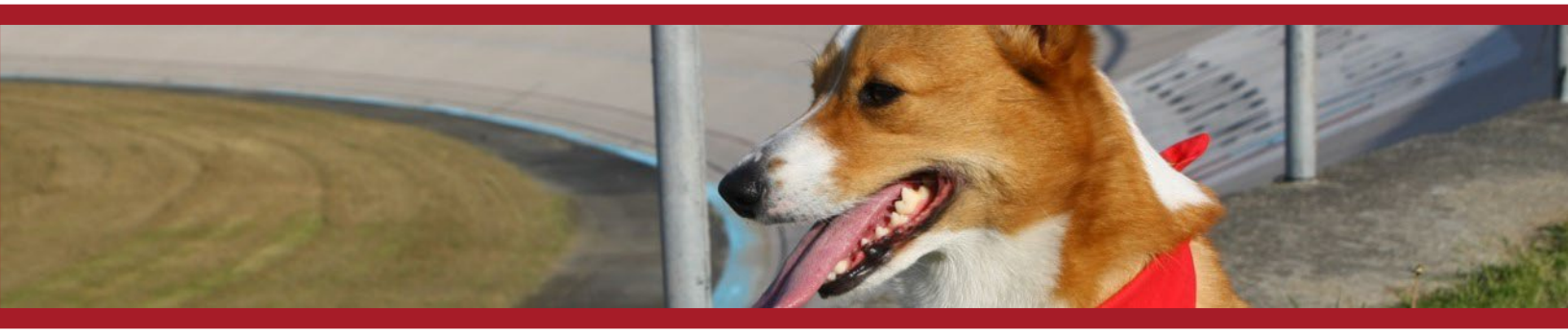
- Combined spend: $2,294.99
- Combined impressions: 72,146
- Google Search – Hotels: 854 clicks
- Meta Hotels Retargeting: 346 link clicks
- Google Hotel Search CPC: $1.74, compared with $2.83 in Q2 (38.5% decrease) and $2.23 in Q3 2025 (22.1% decrease year-over-year)

Q3 Results: Meta Tourism Awareness

Meta tourism awareness impressions increased 118% versus Q2, while link clicks increased 146%. The campaigns maintained a similar CPM and reduced cost per link click by approximately 9%.

- Spend: $2,382.87
- Impressions: 902,558, up from 414,138 in Q2 (approximately 118% growth)
- Link clicks: 552, up from 224 in Q2 (approximately 146% growth)
- CPM: $2.64, compared with $2.57 in Q2 (similar)
- Cost per link click: $4.32, compared with approximately $4.75 in Q2 (approximately 9% lower)

Demand Gen and Performance Max are included in the overall Google Ads totals above and are not part of these campaign groupings.



Q3 2026 Key Results & Business Outcomes

- **Experience Redmond: Q3 2026 Hotel Booking Intent**
  - Experience Redmond hotel detail pages recorded 542 Book Now click events during Q3 2026, compared with 320 in Q2, an increase of 69.4%. These actions represent outbound clicks toward hotel booking sites and indicate booking intent; they are not confirmed reservations and are not attributed exclusively to paid advertising.
  - 445 clicks, approximately 82% of the quarterly total, occurred in July.
  - Redmond Inn generated 281 clicks, approximately 52% of all hotel booking-click events.

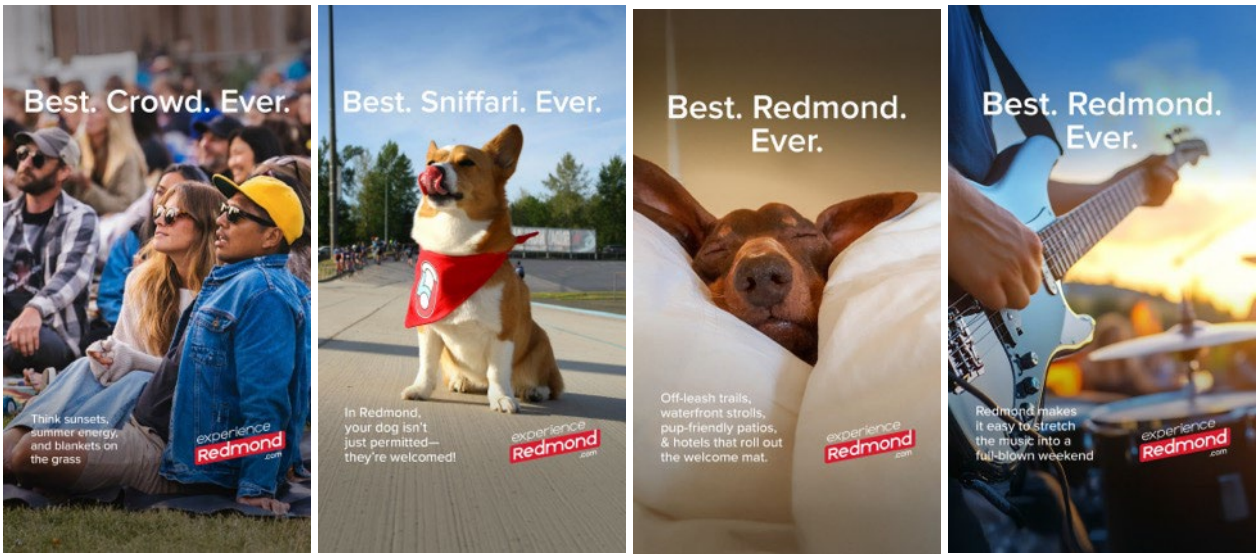
Hotel	Q3 Book Now Clicks	Q2 Book Now Clicks
Redmond Inn	281	167
Hilton Garden Inn	41	15
Residence Inn	40	19
Hampton Inn & Suites	37	19
Archer Hotel	32	21
Seattle Marriott Redmond	29	29
Aloft Seattle Redmond	27	22
Element Seattle Redmond	20	10
Hyatt House	18	9
WoodSpring Suites	17	9
Total	**542**	**320**

Launch of Targeted Tourism Campaigns

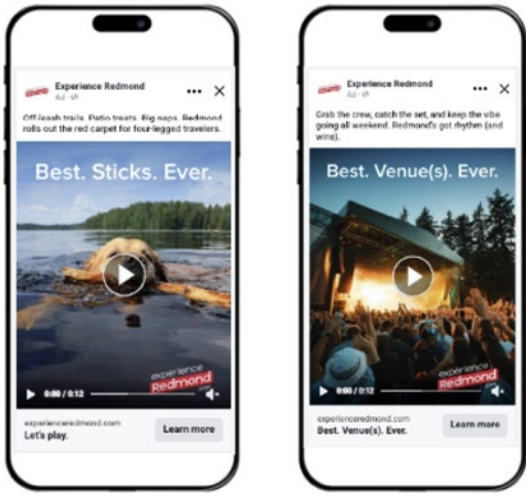
Dog Tourism & Concert Tourism Campaign:

Meta Flight Date: May-Sep
Datafy Flight Date: Jun-Sep
Google Search Date: Apr-Sep

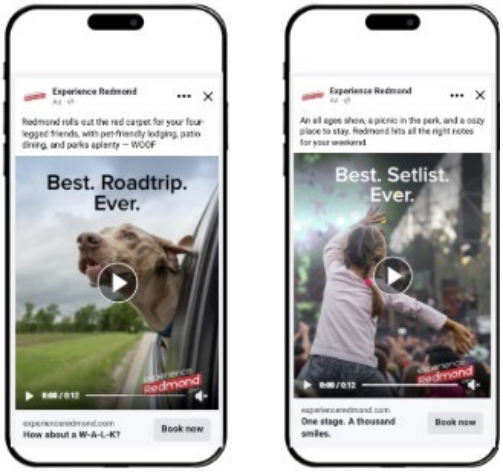
- **Concert Tourism Campaign by DVA Advertising & PR:**
  - Text: An all-ages show, a picnic in the park, and a cozy place to stay. Redmond hits all the right notes for your weekend.
  - Headline: One stage. A thousand smiles.
  - URL: https://experienceredmond.com/redmond-hotels/
- **Dog Tourism Campaign by DVA Advertising & PR:**
  - Text: Redmond rolls out the red carpet for your four-legged friends, with pet-friendly lodging, patio dining, and parks aplenty — WOOF
  - Headline: How about a W-A-L-K?
  - URL: https://experienceredmond.com/redmond-dog-friendly-hotels/



- **DVA Advertising Niche Tourism Marketing | Meta Campaign Top-Of-Funnel (TOF) July 1 – September 30, 2026:**
  - Campaign Reach: Generated 435,938 impressions and 9,292 clicks, increasing awareness and engagement with targeted audiences interested in Redmond's tourism offerings.
  - Strong Engagement: Achieved a Click-Through Rate (CTR) of 2.12%, exceeding the 0.90% benchmark. CTR improved 24% compared with the previous report.
  - Cost Performance: Recorded a Cost Per Click (CPC) of $0.51, outperforming the $0.63 benchmark. CPC improved 24% compared with the previous report.
  - Campaign Performance: Within the two niche tourism campaigns (Dog Tourism and Concert Tourism), Dog Tourism ads generated approximately 66% of link clicks, making them the strongest-performing creative within the campaign.



- **DVA Advertising Niche Tourism Marketing | Meta Campaign Retargeting May 19 – June 30:**
    - Campaign Reach: Generated 87,435 impressions and 2,061 clicks, maintaining visibility among audiences previously engaged with Redmond's tourism offerings.
    - Strong Engagement: Achieved a CTR of 2.36%, exceeding the 0.90% benchmark. CRT improved 29% compared with the previous report
    - Cost Performance: Recorded a CPC of $0.53, below the $0.63 benchmark. CPC improved 22.1% compared with the previous report.

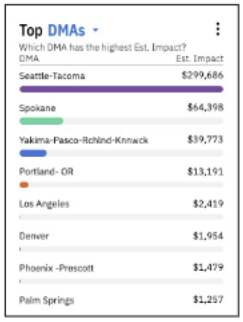


- **DVA Advertising Niche Tourism Marketing | Google Search Campaign July 1 – September 30, 2026:**
    - Campaign Reach: Google search generated 72,104 impressions and 6,704 clicks
    - Strong Engagement: Achieved a CTR of 9.3%, exceeding the 4.68% benchmark. CTR improved 59.8% compared with the Q2 report.
    - Cost Performance: Recorded a CPC of $0.70, outperforming the $1.53 benchmark. CPC improved 30.3% compared with the Q2 report.
    - Top Search Terms: Leading searches included "Redmond events," "Things to do in Redmond WA," "Redmond events today," and "Redmond event this weekend."
- **DVA Advertising Niche Tourism Marketing | Datafy Ad Campaign July 1 – September 30, 2026:**

- Datafy geofencing technology supports destination marketing by reaching targeted audiences based on location-based behaviors and travel patterns, helping expand awareness of Redmond among potential visitors.
- Campaign Reach: The campaign generated 719,678 impressions and 3,146 clicks.
- Strong Engagement: The campaign achieved a CTR of 0.44%, exceeding Datafy's benchmark range of 0.12%-0.18%.
- Cost Performance: The campaign achieved a CPC of $2.37, supporting continued visibility and engagement among targeted audiences through location-based digital advertising.

- **DVA Advertising Niche Tourism Marketing | Datafy Campaign Attributions | June 8 – September 12, 2026**
  - Datafy's attribution platform estimates campaign impact using modeled visit activity, including estimated trips, visitor days, and average length of stay, to measure the economic impact of destination marketing efforts.
  - Estimated Campaign Impact: Based on Datafy's attribution methodology, the campaign generated an estimated $533,716 in attributed economic value, representing an estimated 54.1x Return on Ad Spend (ROAS), up from 19.4x in the Q2 report.
  - Hotel Performance Metrics: The report listed an Average Daily Rate (ADR) of $219 and a Trip Spend figure of $102.31.
  - Datafy ad attribution reporting for September was not finalized at the time of this report due to the standard reporting window required for attribution data collection and validation. Final attribution results, along with updated hospitality performance data from CoStar, will be provided as an addendum once available.





Campaign impact to date has been **$533,716.**

This puts ROAS at **54.1x**.

ROAS improved significantly from 19.4x in Q2.

ADR: $219
Trip Spend: $102.31

- **DVA Advertising & Public Relations | Press Releases**
  - **Barks, Bikes + Brews & Poker Pup Crawl Press Release | August 3, 2026**
    - Media Reach: Distributed to 208 recipients.
    - Engagement: Achieved a 25% open rate and a 13% link-click rate.
    - Targeted Outreach: Distribution included Seattle and Tacoma media, broader Western Washington and Pacific Northwest outlets, select national media, dog-friendly travel and lifestyle media, and regional family and parenting media.
  - **Fall/Winter Media Invitation | September 15, 2026**
    - Media Reach: Distributed an invitation to 56 dog-focused media contacts, encouraging visits to Redmond in late fall or winter to experience the destination's dog-friendly highlights and activations.
- **FIDO Friendly Magazine Pitch | September 18, 2026**

    - Editorial Outreach: Pitched Redmond's dog-friendly hotel offerings to Paris Permenter for potential coverage in FIDO Friendly Magazine, highlighting **DVA Advertising & Public Relations | Press Releases**
        - Archer Hotel and Residence Inn Seattle East/Redmond.
        - Future Opportunities: The pitch will be repurposed for future outreach featuring Redmond hotel partners.
- **DVA Advertising & Public Relations | Upcoming Press Releases**
    - Forest Bathing: Distribute the certification press release to regional media.
    - Fall/Winter Media Follow-Up: Conduct individualized follow-up with media invitation recipients and schedule media visits.
    - Seasonal Dog Tourism: Distribute the Howl-O-Ween / Santa Paws & Claws press release.
    - Content Creator Collaboration: Plan a paid collaboration focused on dog-friendly holiday stays.



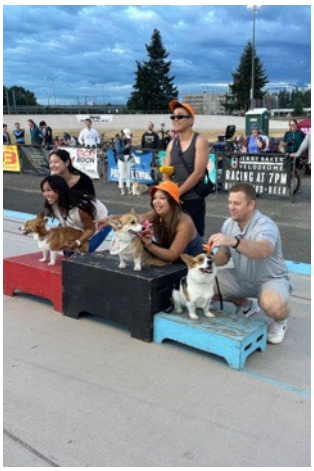
Destination & Tourism Development

Q3 2026 focused on advancing Redmond's tourism and destination development priorities through visitor experiences, regional partnerships, and promotional initiatives designed to drive overnight hotel stays. OneRedmond continued developing dog-friendly tourism through event activations and planning for upcoming seasonal events, advanced the Forest Therapy/Forest Bathing program toward certification and public launch, and evaluated regional tourism partnerships to identify opportunities to attract overnight visitors and support local hotels. Additional efforts included supporting regional events with the potential to generate overnight hotel stays and reproducing and distributing City of Redmond "Heart" stickers to hotels for use with group business and to welcome guests, enhancing the visitor experience in Redmond.

Q3 2026 Highlights

Dog-Focused Activation and Content for Marketing Campaigns

- **Bark, Bike & Brews – Dog Days of Summer | August 28, 2026:** OneRedmond partnered with Jerry Baker Memorial Velodrome (JBMV) at Marymoor Park, which hosts seasonal bicycle racing and cycling events from spring through summer. The activation featured racing corgis and a vendor village to the cycling experience, broadening the event's appeal to dog lovers and visitors beyond cycling enthusiasts helping position Redmond as a destination for pet-friendly recreation, events, and overnight stays.
    - Attendance: Approximately 1,000 attendees.
    - Cycling & Entertainment: 10 racing corgis added a distinctive entertainment feature, attracting dog lovers and cycling enthusiasts.
    - Vendor Village: Eight vendor booths featured Chewy Vet Care, Tesla, Motley Zoo Animal Rescue, Doggy Paws, SOOTHEpup, Wet Nose Treats, Gourmutt Kitchen, and Front Harness.

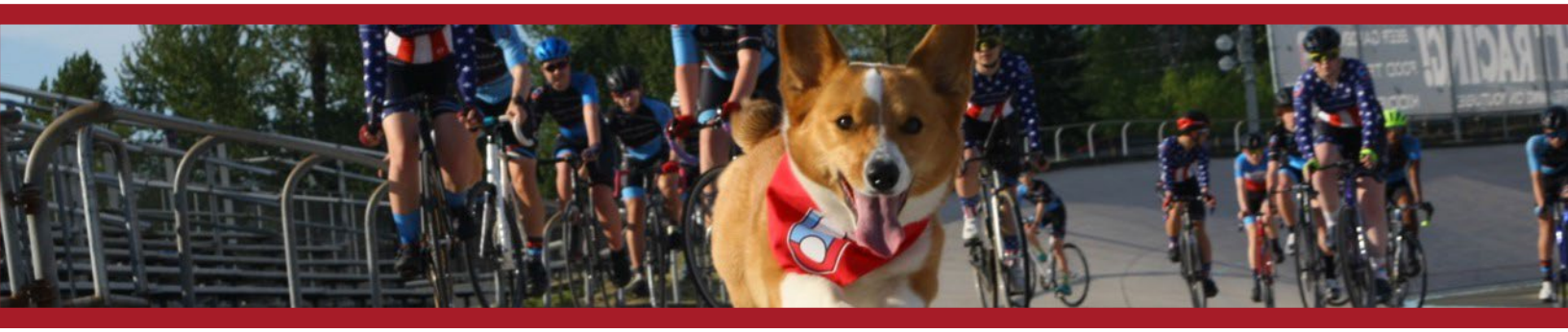


- **Redmond Poker Pup Crawl: Football Edition | September 19-20, 2026:** OneRedmond produced a two-day, dog-friendly experience that encouraged the local community and visitors traveling with their dogs to explore participating Redmond dog-friendly businesses through a poker-themed crawl.
    - Participation: Approximately 50 attendees participated in the two-day event.
    - Business Engagement: Five local businesses participated: PostDoc Brewing Redmond, Eastside Dog & Cats Too, Salt & Straw Redmond, Brick & Mortar Books, and Flatstick Pub Redmond. Flatstick Pub was the final location and Paw-ty venue to see who had the best poker hand!






- **Pre-planning for upcoming dog activations:**
    - **Howloween | October 17, 2026**, 12:00 – 4:00 pm. Prepared for a dog-friendly event featuring registration at Archer Hotel, a costume parade through Redmond Town Center, and a closing “paw-ty” at Hilton Garden Inn Redmond.
        - Created the Howloween event webpage and established Eventbrite registration
        - Finalized event logistics in preparation for the October activation.
    - **Santa Paws & Claws | December 7, 14, and 21, 2026**. Coordinated with Redmond Town Center’s CLO Marketing team to confirm dog photos with Santa Claus on select Mondays in December. Additional details are pending before finalizing event logistics and marketing promotions.



Shinrin Yoku | Forest Bathing Wellness Program

Overview: OneRedmond continued developing the Forest Therapy (Forest Bathing) Wellness Program as a wellness tourism offering that leverages Redmond's natural assets and growing interest in nature-based travel. Shinrin Yoku is a Japanese term commonly translated as "forest bathing," a practice that encourages mindful engagement with nature to promote relaxation, well-being, and connection to the outdoors.

The initiative aims to expand Redmond's tourism offerings, encourage overnight visitation, and position the city as a destination for wellness tourism. With the development of the first Association of Nature and Forest Therapies (ANFT)-certified therapy trails in Washington State, the program will offer visitors a distinctive way to experience Redmond's natural environment.

Program Development & Implementation

Phase 3: Trail Certification, Program Implementation & City Coordination
Q3 efforts focused on advancing the Forest Therapy program toward certification and public launch through continued coordination with multiple City of Redmond departments. Work included evaluating operational requirements, trail certification, signage, and other implementation considerations to establish a visitor-ready experience that aligns with City standards while preserving the natural character of Redmond's trail system.

The program features two trails designed for self-guided forest therapy experiences:

- Lowland to Upland Loop at Farrel-McWhirter Park: Offers visitors an opportunity to slow down, engage mindfully with nature, and experience Redmond's forest environment.
- Tree Frog Loop at the Redmond Watershed Preserve: Provides an ADA-accessible option for visitors to experience forest therapy.

Implementation preparations continued during Q3, with the public launch planned for October 2026.

Phase 4: Visitor Experience Development, Tourism Partner Engagement & Promotion
OneRedmond continued developing visitor resources, engaging tourism partners, and preparing promotional materials to introduce Forest Therapy as a new wellness tourism experience in Redmond. Cascadia Forest Therapy, the contracted partner responsible for developing the ANFT-certified therapy trail experience, created self-guided brochures to help visitors and community members participate in forest therapy.





Key initiatives included:

- **Tourism Partner Education:** OneRedmond is coordinating with Cascadia Forest Therapy to educate Redmond hotels and tourism partners about the program through upcoming meetings and offer multiple opportunities to participate in a forest therapy experience that accommodates partner schedules.
- **Self-Guided Visitor Resources:** OneRedmond collaborated with DVA Advertising and PR to develop and complete the Forest Therapy landing page introducing Forest Therapy/Forest Bathing and explaining how visitors can participate. The website incorporates Cascadia Forest Therapy's "How to Prepare for Forest Therapy" video and guided meditation audio recordings for both the Lowland to Upland Loop at Farrel-McWhirter Park and the Tree Frog Loop at the Redmond Watershed Preserve. A downloadable self-guided PDF is also available for the Lowland to Upland Loop and Tree Frog Loop. These resources provide visitors and community members with multiple ways to experience forest therapy independently while exploring Redmond's natural spaces.
- **Experience Redmond Promotion:** OneRedmond is preparing to promote monthly group forest therapy experiences through the Experience Redmond website, with sessions planned for the second Saturday of each month for overnight guests. This promotional component is scheduled for completion in Q4.
- **Public Relations & Launch Preparation:** OneRedmond collaborated with DVA Advertising and PR during Q3 to develop a press release in preparation for the official certification announcement and public launch for October.

These efforts advance Forest Therapy as a distinctive wellness tourism offering, expand opportunities for visitors to connect with Redmond's natural assets, and support the city's goal of encouraging overnight visitation through nature-based experiences.

Partnerships & Destination Development

- **Woodinville Wine Country (WWC) Partnership | October 2025 - October 2026**
    - Regional Tourism Development: Partnered with Woodinville Wine Country, with joint LTAC and TPA funding, to encourage winery visitors to stay overnight at Redmond hotels.
    - Hotel Package Opportunities: The partnership included website listings for all 10 Redmond hotels and 254 District Passes at a discounted $5 customer fee, intended to help hotels create wine-themed packages and attract more overnight visitors.
    - Partnership Performance Review: Evaluated return on investment (ROI) ahead of the October 2026 renewal, considering WWC's lack of executive leadership and staff since January 2026. Passes were limited to Monday–Thursday, making them difficult for most hotels to incorporate into weekend packages when leisure overnight stays are needed.
    - Alternative Wine Tourism Partnerships: Researched other winery partnerships and wine experience packages to identify more flexible options for attracting overnight visitors to Redmond.

- **Seattle Theatre Group (STG) Concerts at the Farm (CATF) | May – September 2026**:
    - Event Overview: Supported regional tourism through STG's Concerts at the Farm series at Remlinger Farms in Carnation, Washington, featuring 10 shows and 40,983 total attendees.
    - Audience Demographics: 55% of attendees were ages 18–44, and 45% were ages 45+. The audience was 54% female and 46% male, with an average household income of $125,000+ and an average household net worth of $1.89 million.
    - Audience Geographic Reach: 72% of attendees came from Washington, primarily King, Pierce, and Snohomish counties; 8% came from neighboring states (California, Idaho, and Oregon); 19% came from other states; and 1% came from Canada or Mexico.
    - Marketing and Promotional Reach:
        - Concerts at the Farm website visitors: 39,000
        - eNewsletter subscribers: 83,000
        - Pre-event "Know Before You Go" emails: 15,255
        - Large-scale signs on venue grounds: 9
        - Logo inclusion and printed series show posters







- **Smoke on the Sound BBQ Competition | September 26 - 27, 2026**
    - Event Overview: Funded through a tourism grant, the inaugural Kansas City Barbeque Society-sanctioned BBQ competition at Marymoor Park in Redmond aimed to attract regional visitors and generate overnight stays at Redmond hotels.
    - Attendance and Participation: An estimated 883 attendees based on tasting-token sales, with 17 competition teams and 55 judges.
    - Regional and International Reach: Competition teams traveled from Washington, Oregon, Idaho, Alberta, Wyoming, Colorado, and California. Judges traveled from across the United States and Switzerland.
    - Redmond Hotel Impact: Confirmed 29 overnight room stays at Archer Hotel and Residence Inn by Marriott. Additional competition teams stayed at Redmond Inn, though room totals were not available. Archer Hotel also generated additional business through a meeting room rental on September 25.









- **Redmond Heart Sticker | August 2026**
    - Reproduced and distributed the City of Redmond's "Heart" sticker for Redmond Hotel clients and guests



Tourism & Hospitality Memberships and Meetings

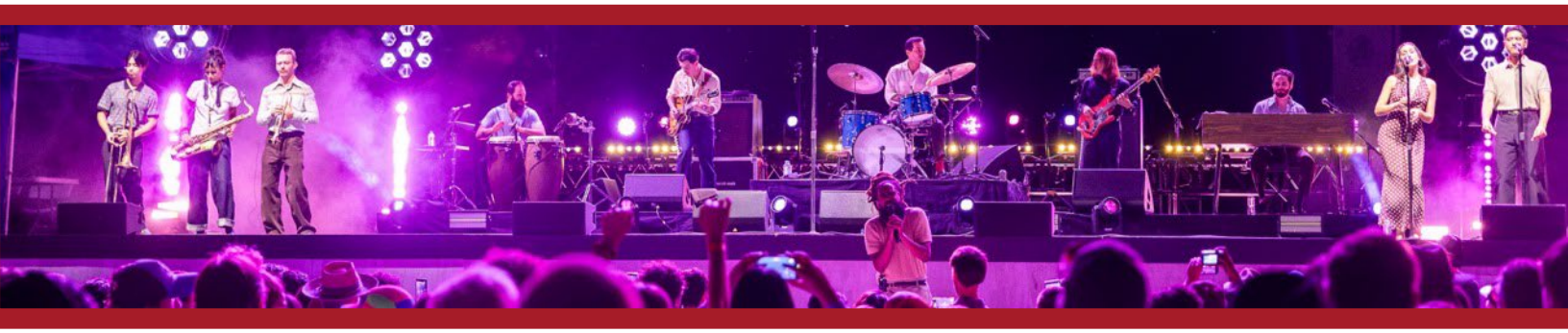
OneRedmond continues to maintain membership and active participation in meetings and seminars with the following organizations to support tourism and hospitality opportunities for area hotels:

Q3 2026 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)
- Washington State Destination Marketing Organization (WSDMO)
- Destinations International (DI)
- One West Tourism Alliance (One West)

Q3 2026 Tourism & Hospitality Meeting Highlights

- Monthly Redmond Tourism Marketing Collaboration Meetings with City of Redmond, Bullseye Creative, Green Rubino, OneRedmond and DVA Advertising & Public Relations
- Monthly WA State Destination Tourism Calls
- One West Sports Tourism Committee Meetings (7/30 & 9/16)
- One-on-One Meetings with Redmond Hotels (August & September)



Destination Sales

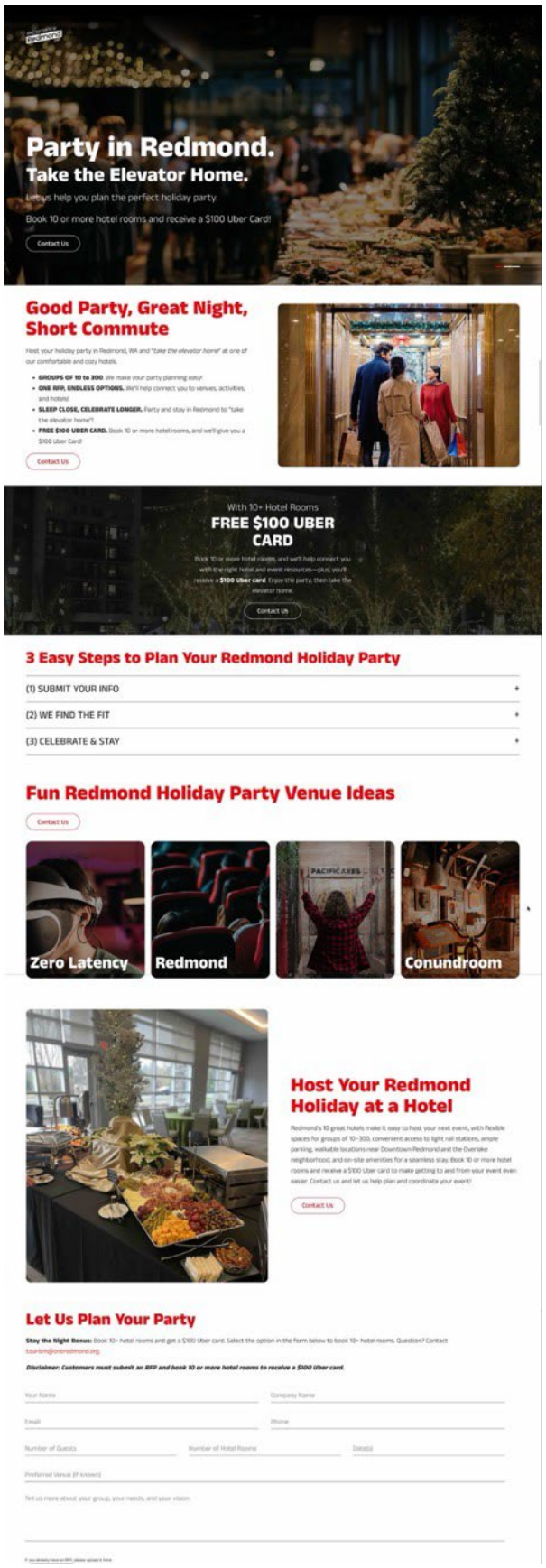
Despite the absence of a large indoor facility for major gatherings, OneRedmond continues to advance destination sales by pursuing targeted group business opportunities, strengthening hotel client relationships, and promoting Redmond as a destination for overnight stays. Q3 efforts included industry engagement, support for a Redmond hotel's client showcase to generate new group business, and development of a holiday group sales campaign promoting December 2026 bookings.

Q3 2026 Destination Sales Highlights

- **Industry Engagement:**
  - Participated in the Washington State Chapter of Meeting Professionals International (WSCMPI) event on August 19 at Meydenbauer Center to support meeting and event industry relationships.
  - Coordinated efforts to host the December 2026 Professional Convention Management Association (PCMA) Pacific Northwest Chapter (PNW) Board Retreat in Redmond
  - Distributed a request for proposals to Redmond Hotels capable of accommodating the retreat's requirements
  - Collaborated on agenda and itinerary ideas highlighting local restaurants and activities to showcase Redmond's offerings for group business.
- **Hotel Group Sales Support:**
  - Assisted with onboarding a new hotel sales manager to support the hotel's sales efforts and strengthen ongoing destination sales collaboration.
  - Supported a Hotel Client Engagement Showcase on September 10 to strengthen client relationships, promote the hotel's offerings, and recruit prospective clients



- **Group Sales Campaign:** Developed a holiday group sales campaign and dedicated landing page, scheduled to launch in October 2026, to promote Redmond as a destination for December holiday parties and group bookings.
    - URL: https://experienceredmond.com/redmond-holiday-parties/



Administration & Research

In Q3 2026, OneRedmond continued collaborating with the City of Redmond and tourism stakeholders to advance priorities identified in the Redmond Tourism Strategic Plan. Efforts focused on supporting the City's tourism reporting and strategic planning, analyzing overnight visitor data to better understand visitation trends and spending patterns, and evaluating booking platform options to strengthen visitor measurement and inform future tourism planning.

Q3 2026 Administration & Research highlights:

City Of Redmond Tourism Priorities and Support

- Ongoing City Collaboration: Continued monthly coordination with the City of Redmond on tourism initiatives and related priorities.
- FIFA World Cup Reporting Support: Compiled and provided supplemental CoStar and Datafy data, including a detailed Datafy report, to support the City of Redmond's efforts and reporting related to the FIFA World Cup activation.
- Tourism Strategic Plan Midpoint Review: Provided an update on TPA contributions and completed tasks across the 64 strategic initiatives within the four goal areas of the **City of Redmond's Five-Year Tourism Strategic Plan** to inform the City's midpoint review and reporting.

Visitor Data and Booking Platform Research:

- Reviewed multiple booking platforms to identify solutions for measuring overnight visitor activity, narrowing the options to Ripe and aRes.
- Continued outreach to DMO customers to arrange interviews and gather feedback on the platforms.
- As funding for the selected platform is anticipated to be shared between LTAC and TPA, OneRedmond and the City of Redmond will review the findings and discuss the preferred platform moving forward.

Datafy Geofencing Data | Q3 2026 Metrics (Reporting period: July 1 – September 12, 2026)

- **Visitation Volume & Stay Duration:** Redmond recorded an estimated 108,061 overnight trips, an increase of 12.45% year over year. These trips generated 512,415 visitor days, up 5.04%. Average length of stay was 4.7 days, a decrease of 0.3 days compared with the same period in 2025.
- **Key Source Markets:** Seattle–Tacoma led visitor markets, accounting for 6.52% of visitor days, followed by Portland, Oregon (6.11%), and Spokane, Washington (5.41%). Los Angeles and San Francisco together accounted for 18.69% of estimated visitor spending. Among overnight visitors traveling more than 50 miles, out-of-state markets accounted for 85.93% of estimated spending.
- **Visitor Demographics:** The largest age group was 45–64, representing 32.70% of visitors, followed by those aged 65 and older at 29.06%. Households earning $50,000 or more annually represented 66.69% of visitors, and households of one to two people accounted for 52.02%.
- **Spending Habits & Category Performance:** Grocery and department stores represented the largest share of estimated visitor spending at 35.66%, followed by dining and nightlife at 17.47% and accommodations at 15.82%. Accommodation spending excludes prepaid charges.

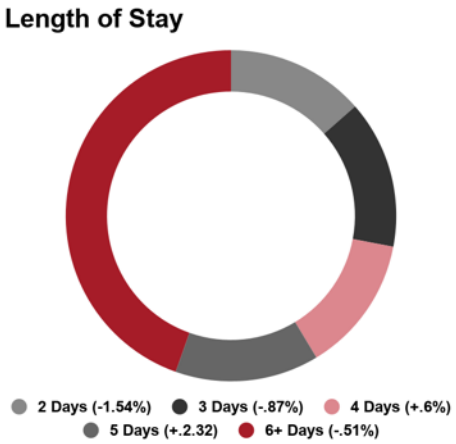
- *Source: Datafy Visitation Report, July 1–September 12, 2026. Data reflects estimated overnight visitor activity and excludes Microsoft campus visitation. Spending figures are based on sampled transaction data.*

Overall Visitation and Spending

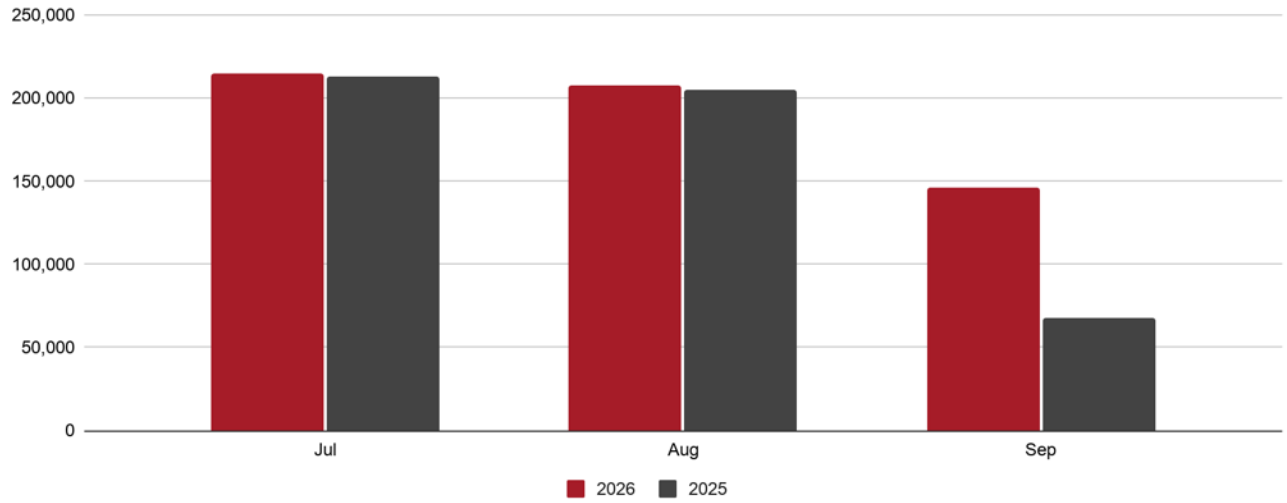
Total Trips: **108,061** ↗12.45%

Visitor Days: **512,415** ↗5.04%

Avg. Stay: **4.7 Days** ↘0.3 Days

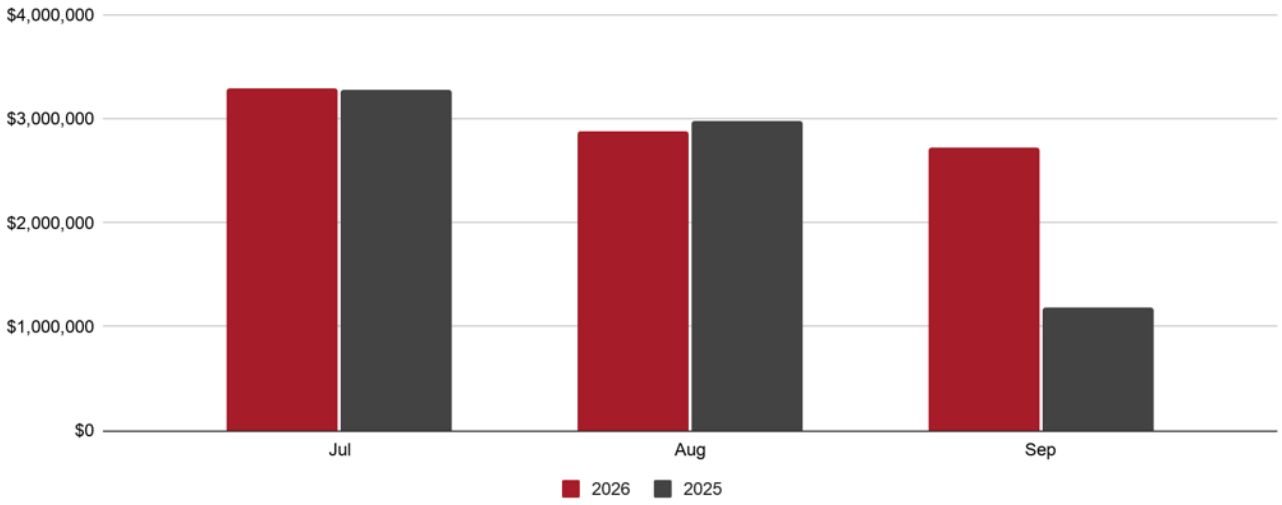


Visitor Days by Month



Data only collected through September 12, 2026

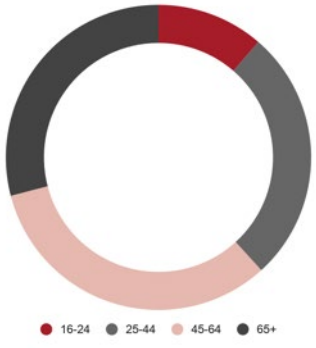
Spending by Month



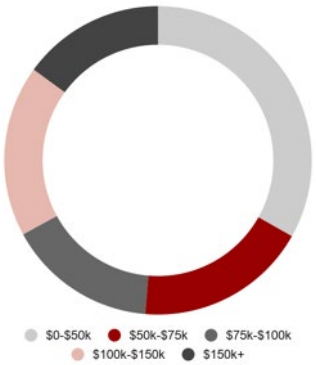
Data only collected through September 12, 2026

Q1 Visitation Report | Overnight Guests Only

Age



Income



Household Size





Contact

Audrey Fan, Strategic Tourism Director
+1 425-885-4014
audreyf@oneredmond.org

