



Community Development

# Agenda

# Agenda

Tuesday, May 26, 2026 1pm

Bellevue Redmond Tourism Promotion Area Board

1E-113 or Zoom meeting

City of Bellevue, WA

The Bellevue-Redmond Tourism Promotion Area Advisory Board (Tourism Board) meetings are conducted in a hybrid manner with both in-person and virtual options. You may attend the meeting:

- In-person
  - By calling (253) 215-8782 and entering Webinar ID: 853 5674 4896
  - [www.zoom.us](https://www.zoom.us) and entering Webinar ID: 853 5674 4896 Password: 211261
- <https://cityofbellevue.zoom.us/j/85356744896>

- |  |               |
|--|---------------|
| <b>1. Call To Order</b>  | 1:00 pm       |
| The Chair will call the meeting to order.  |               |
| <b>2. Approval Of Agenda and Minutes</b>   | 1:00 – 1:05   |
| A. The Chair will ask for approval of the agenda.  |               |
| B. The Chair will ask for approval of the April regular meeting minutes.   |               |
| <b>3. Oral Communications</b>  | 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. |               |
| <b>4. Action, Discussion, and Information Items</b>  |               |
| A. Information – Staff update (Financial & Budget process & Reserves in July)  | 1:10 – 1:15   |
| B. Information – OneRedmond Budget Presentation  | 1:15 – 1:35   |
| C. Information - Redmond LTAC Presentation   | 1:35 -1:55    |
| D. Discussion – Budget and Scope of Work Discussion  | 1:55 – 2:20   |
| <b>5. Commission Quick Business</b>  |               |
| [if any]   |               |
| <b>6. Reports</b>  |               |
| A. Visit Bellevue Q1 Report  | 2:20 – 2:40   |
| B. OneRedmond Q1 Report  | 2:40 – 3:00pm |
| <b>7. Adjournment</b>  | 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](mailto: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

BELLEVUE-REDMOND TOURISM PROMOTION AREA ADVISORY BOARD  
MEETING MINUTES

April 28, 2026  
1:00p .m.

Bellevue City Hall  
Room 1E-113 / Virtual

MEMBERS PRESENT: Chairperson Wade Hashimoto, Henning Nopper, Kim Saunderson

MEMBERS REMOTE: Nate Moore, Crystal Pia

MEMBERS ABSENT: Kate Hudson, Rocky Rosenbach, Cassandra Leiberman

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

OTHERS PRESENT: Brad Jones, Visit Bellevue; Kristina Hudson, Melody Lanthorn, OneRedmond

MINUTES SECRETARY: Gerry Lindsay

I. CALL TO ORDER

The meeting was called to order at 1:04 a.m. by Chair Wade Hashimoto who presided. All members were present with the exception of Kate Hudson, Rocky Rosenbach and Cassandra Leiberman.

2. APPROVAL OF AGENDA AND MINUTES

A. Approval of Agenda

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

B. Approval of Minutes

Motion to approve the March 24, 2026, minutes as submitted was made by Kim Saunderson. 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 – Welcome New Board Member

New board member Henning Nopper, general manager of the Bellevue Hyatt, was introduced and welcomed. Each member in turn introduced themselves.

B. Information – Financial Review

Arts Community Manager Lorie Hoffman reminded the organization that the interlocal agreement was entered into in 2022, revenue collection began in 2023, and the administrators were onboarded in 2024. Planning for the 2027 budget cycle is underway and leadership has

determined that a third-party financial review should be conducted to assess processes and ensure responsible stewardship of funds. The city will manage the competitive procurement process to select a qualified consultant, likely a certified public accounting firm, and the review is expected to take approximately two to three months, with findings anticipated by June or July.

Chair Wade Hashimoto asked how the audit will be paid for. Lorie Hoffman said the costs are projected to be modest, on the order of \$10,000, and will be paid from the five percent retained by the city from both zones as administrative fees. Any unused portion of the funds not used flows back into the participating zones.

Crystal Pia asked who the third party auditor will be and Lorie Hoffman explained that the city uses a competitive process that involves getting bids from multiple contractors. That process is currently under way.

#### C. Information – TPA Legislation Update

Lorie Hoffman explained that RCW 35.101 authorizes a \$2/night TPA fee. In 2020 the legislature permitted an additional but temporary fee of up to \$3/night, which the Bellevue Redmond Tourism Promotion Board organization partially utilized by adding a supplemental charge of fifty cents. The additional fee represented a significant portion of the annual revenue. However, the enabling legislation is scheduled to expire on July 1, 2027, and although a bill was introduced during the 2026 short legislative session to extend or modify the provision, it did not advance through the full legislative process. Stakeholders anticipate renewed efforts during the long 2027 session. Failure to extend the authorization will reduce the nightly fee and result in an estimated ten percent revenue decline in 2027, and a sustained 20 percent reduction in subsequent years. The legislation required TPA administrators to submit a report to the legislature, which both Visit Bellevue and OneRedmond were heavily involved in.

Chair Wade Hashimoto expressed appreciation for the current funding level and inquired about the possibility of proposing a higher supplemental fee in the future. Lorie Hoffman acknowledged that such an increase could be considered if the legislative authority is maintained. The maximum allowable fee could be substantially higher. Any proposal will require careful timing and procedural review following the legislative session, and the staff are committed to researching the formal process and reporting back to the Board.

Henning Nopper said it would be helpful to understand the fifty cent fee relative to other jurisdictions. The fee represents a significant percentage of the overall revenues.

Kim Saunderson said it will be valuable to understand the historical reasoning behind the existing percentage difference and concurred that the disparity warrants further examination.

Crystal Pia also indicated an openness to exploring an increase in funding and requested clarification regarding the legislative calendar, to which Lorie Hoffman responded that legislative sessions typically begin in January, with short sessions concluding in the spring.

Lorie Hoffman said staff will prepare an informational session outlining the procedural steps required to increase the fee, emphasizing that such a session will focus on process education rather than an immediate decision. Chair Wade Hashimoto acknowledged the importance of ensuring alignment among all Board members, including those not present, before advancing any future consideration of funding adjustments.

#### D. Report to the City of Redmond

Cultural Tourism Specialist Lizzette Flores noted the draft letter to the city of Redmond had been included in the Board packet. The document follows a format consistent with prior years and summarizes the revenue performance of both operational zones, and includes highlights of the Board's work during the preceding year. The activities outlined in the report include development of the 2026 budget and scope of work, as well as the renewal of contracts with administrative partners.

Three possible courses of action were outlined for the Board: 1) approval of the report as presented; 2) approval with modifications; or 3) rejection of the report pending substantial revisions.

Henning Nopper inquired about the purpose and practical use of the report once submitted to the city of Redmond. Lorie Hoffman said the submission of the report is a contractual obligation under the interlocal agreement between the participating cities. While the report is formally transmitted to the Redmond City Council, ongoing coordination between city staff occurs through regular monthly meetings, ensuring a continuous information exchange beyond the annual reporting requirement. The City of Bellevue, which serves as the legislative authority, receives information through internal channels and therefore does not require a separate report.

A motion to approve the report without changes was made by Kim Saunderson. The motion was seconded by Crystal Pia and the motion carried unanimously.

#### E. Discussion – 2027 Budget and Scope of Work

Lizzette Flores explained that each year the zone administrators prepare draft budgets and scopes of work which are first presented to the Board for deliberation. Those draft budgets were presented to the Board in March. After incorporating Board recommendations, a consolidated budget proposal is drafted and it must be submitted to the Bellevue City Council for approval by the end of July in order to align with the municipal budget cycle. Lorie Hoffman added that while the administrators provide detailed operational budgets, the materials forwarded to the Council are presented at a higher level of summary, with the detailed scopes ultimately forming the basis of contractual agreements executed later in the year.

Nate Moore referred to the supplemental fee authorization and asked if the budget process will have to be revisited if the fee is not extended by the legislature. Lorie Hoffman said that is not something the Board needs to vote on right away, though it is something that is contemplated when making the budgets. The Board could absolutely include a discussion around the reserves, but that is something that will be recommended when the Board sets the budget and strategic plan in a few more months.

Answering a question asked by Crystal Pia, Lorie Hoffman clarified both zones have reserves that are held by the city. Those reserves are sufficient to absorb a projected ten percent revenue reduction in the following year, thereby avoiding the need for an immediate rebudgeting process. The contracts with the administrators limit expenditures to available account balances, which ensures fiscal control regardless of revenue fluctuations. The reserve funds also serve to stabilize operations during seasonal variations in lodging activity. The reserves function as a financial cushion rather than as a separately budgeted allocation; they can be utilized as needed to fulfill contractual obligations, provided sufficient funds remain in the account. However, contract amounts cannot be increased beyond the available balances without formal budget adjustments.

Lizzette Flores shared with the Board a chart indicating the allowable uses mandated by the interlocal agreement on which the budgets can be spent. Expenditures must be directly related to tourism promotion activities such as marketing, destination sales, tourism development, events, administration, and research. The contingency component within the budget acts as a limited safeguard to address unforeseen cost increases arising after the budgets are established.

Lizzette Flores addressed a previously noted discrepancy in the reserve projections for the Redmond zone, explaining that an earlier statement had mistakenly referenced a projected future balance as if it were a confirmed figure.

The Bellevue zone's financial position is relatively straightforward because the projected revenues are intended to be fully utilized, supported by a healthy reserve balance. The Board did not recommend setting aside additional funds. In contrast, the Redmond zone previously drew from its reserves, prompting the Board in the prior year to recommend allocating eight percent of projected revenues back into the reserves to maintain financial stability. While the Redmond zone shows a starting balance of approximately \$207,000, the potential starting balance for 2027 could increase to roughly \$282,886 if the revenue projections are realized. However, the figures remain estimates dependent on actual revenues collected during the current year. The proposed total budget for the Redmond zone includes continuing with the eight percent reserve allocation. In terms of expenses only without the reserves, the Redmond budget totals \$1,328,777. The projections were presented to assist the Board in evaluating priorities as it reviews the scopes of work and funding allocations for the upcoming fiscal year. If the legislation elects not to extend the supplemental fee, the projected revenues for both zones will decline, which in turn will reduce the projected ending balances.

Lizzette Flores reiterated that the contingency funds are intentionally built into the budgets as a flexible portion available to address unforeseen or increased expenses within the approved spending categories. The reserves funds that remain unspent are retained in accounts as a financial safeguard.

For the Redmond zone, the planned activities include an expansion of the marketing campaigns; continued development of branding and niche tourism strategies; visitor mobility initiatives such as transit support programs; potential grant funding opportunities; and increased participation in trade shows and conferences aimed at attracting additional meeting and convention business. The administrative and research functions were highlighted as including financial processing systems and tourism data tools.

For the Bellevue zone, it was noted the initiatives focus on comprehensive marketing and communications campaigns across multiple media platforms; large-scale content production; sales missions and trade show participation; visitor mobility services such as transportation and welcome center support; expansion of culinary tourism programming; and continued development of signature festivals and events designed to enhance destination appeal.

Chair Wade Hashimoto asked if the Visit Bellevue current reserve holdings might be excessively conservative, and suggested the funds held in reserve could potentially be deployed more actively to support marketing and promotional initiatives that will strengthen regional visibility. Confidence was expressed in the organization's performance history and proposed that maintaining large balances without strategic deployment could represent a missed opportunity. Brad Jones, executive director of Visit Bellevue, acknowledged the importance of balancing fiscal prudence with operational effectiveness and recommended establishing a formal reserve policy to define an appropriate target range. The current reserve level of approximately 30 percent of the available funds exceeds the typical organizational practice. The suggestion was made that a range of 20 to 25 percent would generally provide

sufficient protection against economic volatility while allowing for greater flexibility to invest in programmatic activities. The reserves had originally been built in deliberately during the organization's formative years. The present stage of development might warrant refinement of that approach.

Chair Wade Hashimoto agreed with the perspective and reflected on the fact that the earlier cautious approach was appropriate during the organization's initial establishment, but the increased operational confidence might justify reconsideration of the reserve strategies. Adopting a defined reserve standard could improve fiscal efficiency and support more proactive investment in destination marketing. Brad Jones it helps that contingencies are built into the budget. The contingency for 2027 was lowered in light of the healthy reserve account.

Lorie Hoffman explained that the development of a formal reserve policy could occur within the regular meeting schedule and will not require a special meeting. While the board can provide general guidance during the current budget discussions, the development of a formal policy would likely extend beyond the timeline for finalizing the upcoming fiscal year budget. The board was encouraged to offer directional feedback the administrators could incorporate into revised budget proposals while allowing sufficient time for thoughtful policy development.

Brad Jones added that the organization's current financial position places it in a favorable and stable condition, allowing decisions to be made from a position of strength rather than uncertainty.

With regard to the pending legislative action on the TPA funding structure, Brad Jones reaffirmed that there are ongoing efforts to advocate for passage of the legislative extension through collaboration with statewide hospitality organizations. An alternative funding model known as a Business Improvement Area (BIA) is a model that is implemented in other jurisdictions. It operates on a percentage-based assessment rather than a flat nightly fee and offers the potential for incremental revenue adjustments aligned with economic conditions. As part of long-term planning for 2027 and beyond, the Board might benefit from exploring the feasibility of transitioning to such a model should the legislative changes not materialize. The professional consultants involved in the original formation of the TPA could provide guidance on the option.

Chair Wade Hashimoto acknowledged familiarity with percentage-based models from prior professional experience and recognized the potential advantages associated with a system that adjusts automatically with market conditions.

Henning Nopper noted having direct experience with the model in another market and described the successful outcomes that followed from its adoption. The value of expert consultation when evaluating structural changes was emphasized.

Kim Saunderson stressed the importance of understanding all available funding options, particularly in situations where revenue capacity might be constrained.

Nate Moore voiced support for the proposed policy.

Lorie Hoffman responded by advising that while an informational session on the alternative funding structure could be arranged, any transition will be a future consideration and should not distract from the immediate responsibility of finalizing the 2027 budget under the current funding framework. Chair Wade Hashimoto concurred and affirmed that maintaining a focus on the current budget cycle remains the priority. The Board's interest in reviewing alternative models should be discussed at a later date.

Henning Nopper raised concerns about the projected negative balances in the Redmond zone and suggesting that the budgeting assumptions should remain conservative in light of the uncertainty surrounding the continuation of the supplemental fee. A preference was expressed for planning based on lower revenue projections rather than assuming the continuation of funding that might not be secured. Lorie Hoffman explained that reserve balances could be used to stabilize spending levels if the anticipated revenues do not materialize, thereby preserving program continuity without requiring immediate reductions.

Chair Wade Hashimoto reflected on earlier budgeting cycles and noted that similar concerns had arisen during the program's initial years. Confidence was expressed in the fiscal discipline demonstrated by both administrative organizations.

Lorie Hoffman invited feedback regarding program priorities, particularly in anticipation of potential reductions in the proposed scope of work for the Redmond zone.

Kim Saunderson asked if any projected shortfall will be fully covered by the reserve funds. Kristina Hudson, CEO of OneRedmond, explained that earlier draft budgets had included funding requests associated with joint programming initiatives, but subsequent review identified opportunities to remove lower-priority items in order to align expenditures more closely with available resources. It was acknowledged that the reserves remain substantial and will provide flexibility during the transition period. The importance of ongoing financial monitoring to avoid excessive reliance on reserve balances was stressed. The revised budget versions have already been prepared to correct earlier projection errors and to reflect the updated priorities.

Kristina Hudson described the decision-making approach used to determine program adjustments, explaining that staff conducted direct outreach to hotel stakeholders to ensure that the funding decisions reflect the operational needs. Particular emphasis was placed on maintaining investment in the destination sales initiatives, which were identified as a critical support function for local hotels. There is a commitment to align expenditures with programs that provide tangible benefits to industry partners while maintaining responsible stewardship of financial resources.

Nate Moore expressed support for the financial management approach as described given the ongoing communication with administrative staff. Confidence was expressed in the diligence demonstrated in budget planning and implementation.

Lorie Hoffman asked if the Board wished to provide directional feedback on an appropriate reserve percentage to guide the administrators as they prepare revised budgets for the following meeting.

Nate Moore referenced the previously mentioned eight percent reserve target for the Redmond zone and suggested it should be given another look as policy is built in the coming weeks. Lorie Hoffman said the current reserve levels are about eight percent for Redmond and 30 percent for Bellevue.

Chair Wade Hashimoto expressed support for maintaining the eight percent reserve level for the Redmond zone as a reasonable operating buffer capable of addressing unforeseen circumstances.

Kim Saunderson proposed that future policy development might consider establishing both minimum and maximum reserve thresholds to prevent reserve balances from growing unnecessarily while still ensuring financial stability. Lorie Hoffman said the concept aligns

with current practice. Revenues exceeding projections or unspent contract funds automatically carry forward into the following year's budget, thereby strengthening the reserve balances, while revenue shortfalls draw from those same reserves. Any underspending at the conclusion of the fiscal year becomes available for subsequent budgeting, and similarly, any unused administrative fees retained by the city are proportionally returned to each zone.

Chair Wade Hashimoto stressed that the reserve and contingency funds represent separate financial mechanisms and should not be confused with each other. Lorie Hoffman affirmed the distinction and explained that contingency funds are incorporated into contracts and are immediately available to address unexpected cost increases within approved programs, whereas the reserves remain unbudgeted funds held by the city and serve as a financial safeguard rather than an operational spending allocation.

Brad Jones offered a practical financial scenario to illustrate the potential impact of the legislative uncertainty on the reserve balances. If the anticipated supplemental fee authorization does not get extended and the organization is required to absorb an estimated ten percent revenue reduction from the reserves, the reserve level will decline from approximately 30 percent to roughly 20 percent, which is still within a prudent operating range. An alternative budgeting strategy would be to incorporate an additional ten percent allocation into the proposed budget as a conditional expenditure, to be reduced internally if the legislative extension does not occur. The approach would allow the organization to plan ambitiously while maintaining financial discipline should revenues fall short.

Lorie Hoffman indicated that implementing such a strategy would require careful coordination with legal counsel to ensure contractual clarity, but expressed confidence that a workable structure could be developed if the Board wishes to pursue the concept.

Chair Wade Hashimoto responded positively to the proposal and acknowledged the importance of maximizing the effectiveness of available funds while also emphasizing the need to build consensus among all Board members. The suggestion was made to develop a working model before the next meeting to demonstrate how such a contingency-based budgeting approach could function in practice. Lorie Hoffman reiterated the importance of ensuring that any approved budget presented to the City Council must remain consistent with all contractual obligations and allowing for flexibility to adapt spending decisions.

5. COMMISSION QUICK BUSINESS – None
6. REPORTS – None
7. ADJOURNMENT

The next meeting was announced for May 26.

Chair Wade Hashimoto adjourned the meeting at 2:01 p.m.



Community Development

# Information

## Staff Update

Staff will present an update on TPA related information since the last board meeting, including a financial update, and an update on the budget process.

### **BACKGROUND**

#### **Human trafficking prevention awareness training**

City of Bellevue has partnered with BEST (Businesses Ending Slavery and Trafficking) to provide Human Trafficking Prevention training to our businesses, at no cost to the business or employees. An in-person training with Q&A will take place on June 1, 2026 at Bellevue City Hall. Participants can receive certification for participating in this training, and City of Bellevue Police will be present to answer questions along with BEST. A virtual training opportunity is also available. Please contact City staff below for more details.

#### **Budget Process Update**

The Annual BRTPA Advisory Board's budget and work plan is scheduled to be presented at Council July 28<sup>th</sup>, once a recommended budget is approved by the Board.

#### **Reserve Polcy**

Bellevue zone administrator Visit Bellevue, has submitted a recommendation for Bellevue zone reserves for the years going forward. The memo has been attached to this packet for your reference. Staff will prepare a presentation on recommended best practices ahead of a Board Discussion on this topic for the July meeting.

#### **Revenue Report**

The most recent revenue report has been uploaded to the City website due to size. It can be found here: [https://bellevuewa.gov/sites/default/files/media/pdf\\_document/2026/attachment-i-financial-update.pdf](https://bellevuewa.gov/sites/default/files/media/pdf_document/2026/attachment-i-financial-update.pdf)

Please be advised that this report accounts for pending payments associated with invoices through April. 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 April 2026, the remittances for the Bellevue Zone, after the 1% Department of Revenue charge and after administrative fees are \$680,635.59. Visit Bellevue has invoiced \$681,006.38. For the Redmond zone for the same period, and after the same fees, remittances are \$237,318.94. OneRedmond has invoiced \$297,252.83.

**ATTACHMENTS**

[Attachment H: BRTPA Financial Update Report](#) (Click to go to webpage)

Attachment I: Bellevue TPA Zone Reserve Fund Recommendation

**STAFF CONTACT**

Lizzette Flores, Cultural Tourism Specialist

425-452-4869



Community Development

# Discussion

# Information and Discussion

Tuesday, May 26, 2026, 1:00

Bellevue-Redmond Tourism Promotion Area (TPA) Advisory Board

pm

1E-113 or Zoom Meeting

City of Bellevue, WA

## 2027 Proposed Budget and Scope of Work Redmond Zone

At today's meeting, OneRedmond, the administrator of the TPA funds for the Redmond Zone, will present their revised 2027 Budget and Scope of Work.

### **BACKGROUND**

OneRedmond serves as the administrator of the TPA funds for the Redmond Zone, working with the City of Redmond to increase tourism in the City. Today, OneRedmond will present their proposed 2027 Budget and Work Plan, building on the work that they have started in 2023 to 2026.

As a part of the interlocal agreement between Bellevue and Redmond, contractors are required to present their annual budgets and work plans to the TPA Advisory Board for review and approval, before going to Bellevue City Council for final approval.

### **NEXT STEPS**

The BRTPA Advisory Board has the opportunity to review, discuss, and recommend changes to the revised 2027 budget and scope of work. Once the Board formally approves the budget and scope of work following any recommended edits or revisions, the 2027 budget and scope of work will be presented to Bellevue City Council in July, for adoption in 2026.

### **ATTACHMENTS**

Attachment A1: 2027 Proposed Budget and Scope of Work for Redmond Zone, OneRedmond v2.5

### **STAFF CONTACT**

Audrey Fan, Strategic Tourism Director  
425-885-4014, [audreyf@oneredmond.org](mailto:audreyf@oneredmond.org)

## City of Redmond Lodging Tax Budget and Joint TPA Investment Opportunities

### Background

The City of Redmond is currently developing its 2027–2028 biennial Lodging Tax Advisory Committee (LTAC) budget. As part of this process, City staff prepared a high-level preliminary proposal outlining anticipated 2027 partnership funding recommendations. This initial proposal was shared with the Bellevue–Redmond Tourism Promotion Area (BRTPA) managing organization, OneRedmond, on February 18, with the understanding that it had not yet been reviewed by the LTAC, as committee budget meetings had not been scheduled at that time.

On April 27, the LTAC held its initial budget discussion and reviewed the preliminary lodging tax proposal. Through this discussion, the committee expressed strong interest in advancing a more coordinated and strategic partnership with the Redmond Zone of the TPA. In particular, the LTAC identified the following opportunities:

- Strengthen marketing, advertising, and public relations impact through aligned investments and shared strategy
- Reduce duplicative efforts across contracts and initiatives
- Provide a clearer and more cohesive experience for visitors by supporting a single tourism brand and platform
- Continue building and directing users to Experience Redmond as the City's established tourism brand (created in 2005)
  - 30,000 social fans and followers
  - 196,000 annual website users
- Maximize the effectiveness of marketing and advertising dollars by minimizing competition in shared markets

Based on these initial discussions, **the LTAC has identified a preliminary total of \$250,000 in requested Redmond Zone TPA funding** to support the following program areas:

### **Shared and New Investment Opportunities: \$190,000**

- \$85,000 shared cost in \$193,000 Experience Redmond marketing and brand contract
- \$35,000 shared costs in \$75,000 Experience Redmond Public Relations contract
- \$70,000 new investment in continuation of RedLink Shuttle Program in 2027

### **Ongoing Partnership Investments Related to Past Budget Allocations: \$60,000**

- Strategic Marketing Partnerships (Woodinville/Concerts etc.): \$30,000
- Experience Redmond Advertising: \$30,000 (past allocation was approximately \$25,000)

The LTAC also supports the ongoing funding of events grants through the TPA.

These discussions and priorities also align with the [City's Redmond Tourism Strategic Plan](#), adopted in June 2024, which identified stronger coordination between the LTAC and TPA as a key priority.

Specifically, the plan includes the following initiatives:

- 2.8: Collaboratively develop annual work plans between the LTAC and TPA.
- 2.9: Explore the creation of a Memorandum of Understanding (MOU) between the LTAC and TPA, delineating respective responsibilities for different tourism initiatives.

These budget recommendations reinforce the LTAC's interest in developing a more coordinated, strategic, and collaborative approach to tourism investment and destination promotion.

### **Next Steps**

Confirm the TPA's interest in specific budget sharing opportunities and finalize investment.

### **Attachments**

- Attachment A: Attachment A\_TPA Joint Investment Recommendation Memo\_CM Kritzer
- Attachment B: Bullseye Creative RFP Response
- Attachment C: BullseyeCreative\_RFP 10830-24\_Contract Scope of Work
- Attachment D: GreenRubino Signed Contract and Scope of Work
- Attachment E: TPA Joint Investment Memo
- Attachment F: Attachment F\_TPA Joint Investment Memo\_Responses

### **Staff Contact**

Seraphie Allen, City of Redmond, Planning Deputy Director

Philly Marsh, City of Redmond, Economic Development and Tourism Manager

Jackie Lalor, City of Redmond, Economic Development and Tourism Program Administrator



Community Development

# Information

## Visit Bellevue Q1 Executive Summary

### CONTACT

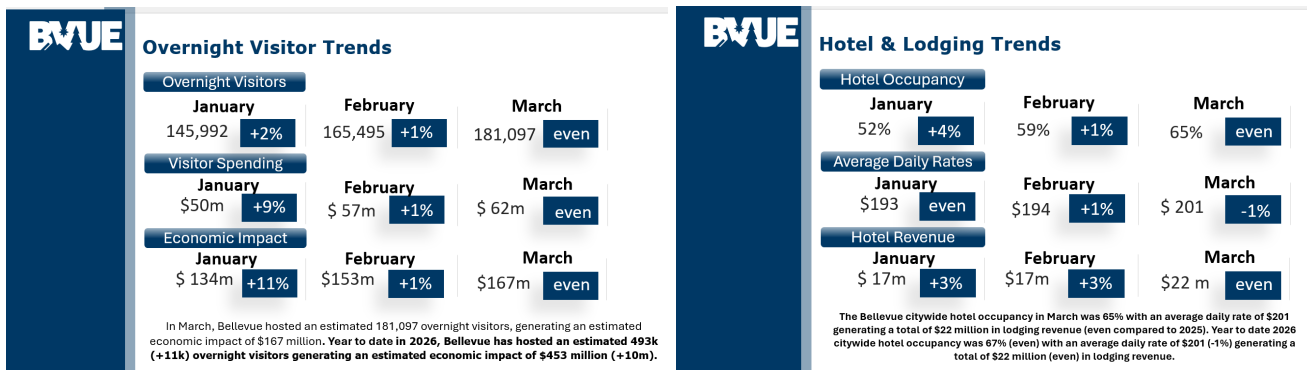
Brad M. Jones, Executive Director  
@ Visit Bellevue



In Q1 2026, Bellevue hosted 492,585 overnight visitors (+2%), generating an estimated economic impact of \$454 million (+3%). The Bellevue citywide hotel occupancy in Q1 2026 was 59% (+2%) with an average daily rate of \$197 (even) generating a total of \$55.6 million in total lodging revenue for Q1 (+2%).

In Q1, Bellevue achieved a 14% market share of overnight visitors and a tremendous 15% hotel revenue market share. By comparison in March, King County hotel occupancy was down -3%, ADR was down -2%, and hotel revenue was down -2%. In Seattle for March, hotel occupancy was down -4%, ADR was down -3%, and hotel revenue was down -5%.

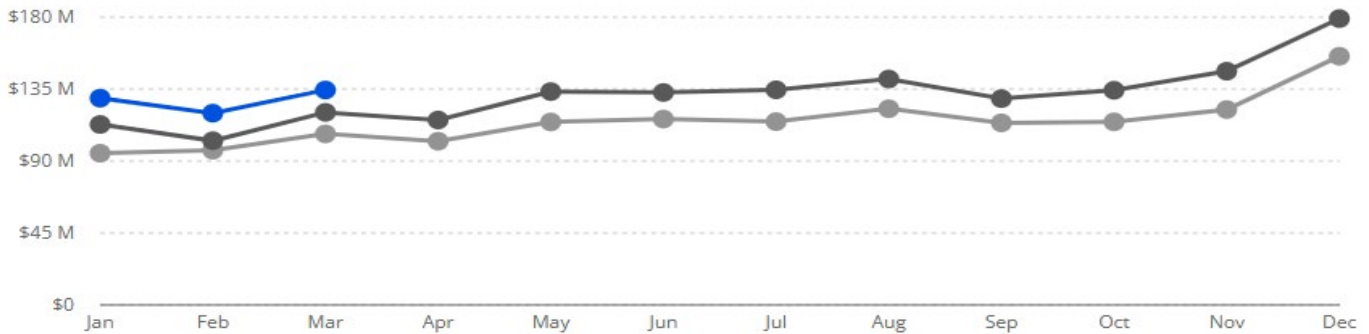
Weekend hotel occupancy continues to be a major focus for Visit Bellevue. Bellevue achieved record-high 55% weekend occupancy in Q1 (+5%) with March at 58% (+8%). RevPar was \$90.57 (+3.6%). Interestingly, Friday hotel occupancy is +2.4% and Saturday is up +8.8% YTD.



### Domestic Overnight Visitor Spending in Bellevue

Domestic overnight visitor spending trends for Bellevue in Q1 2026 are visualized by month. Total domestic overnight visitor spending in Bellevue for Q1 was \$214 million (+\$21 million or +11%) compared to 2025. The largest increase in domestic visitor spending occurred in the retail segment, followed by the dining segment, and hotel and lodging.

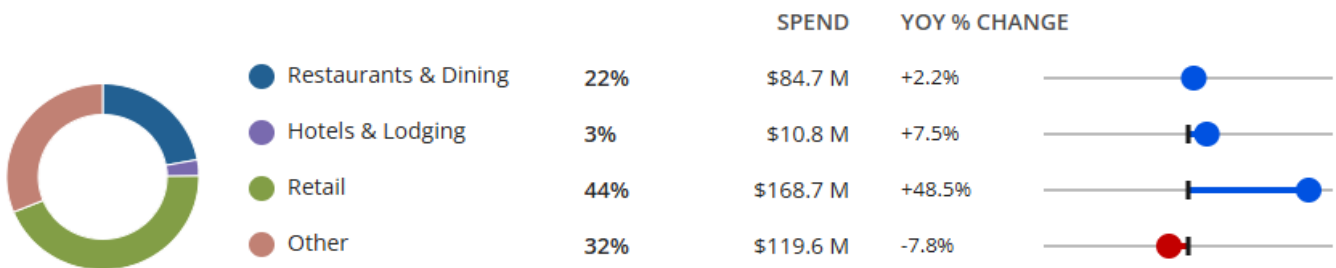
Legend ● 2024 ● 2025 ● 2026



## MARKET SEGMENTS

Current Period: JAN (01) - MAR (03) 2026

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

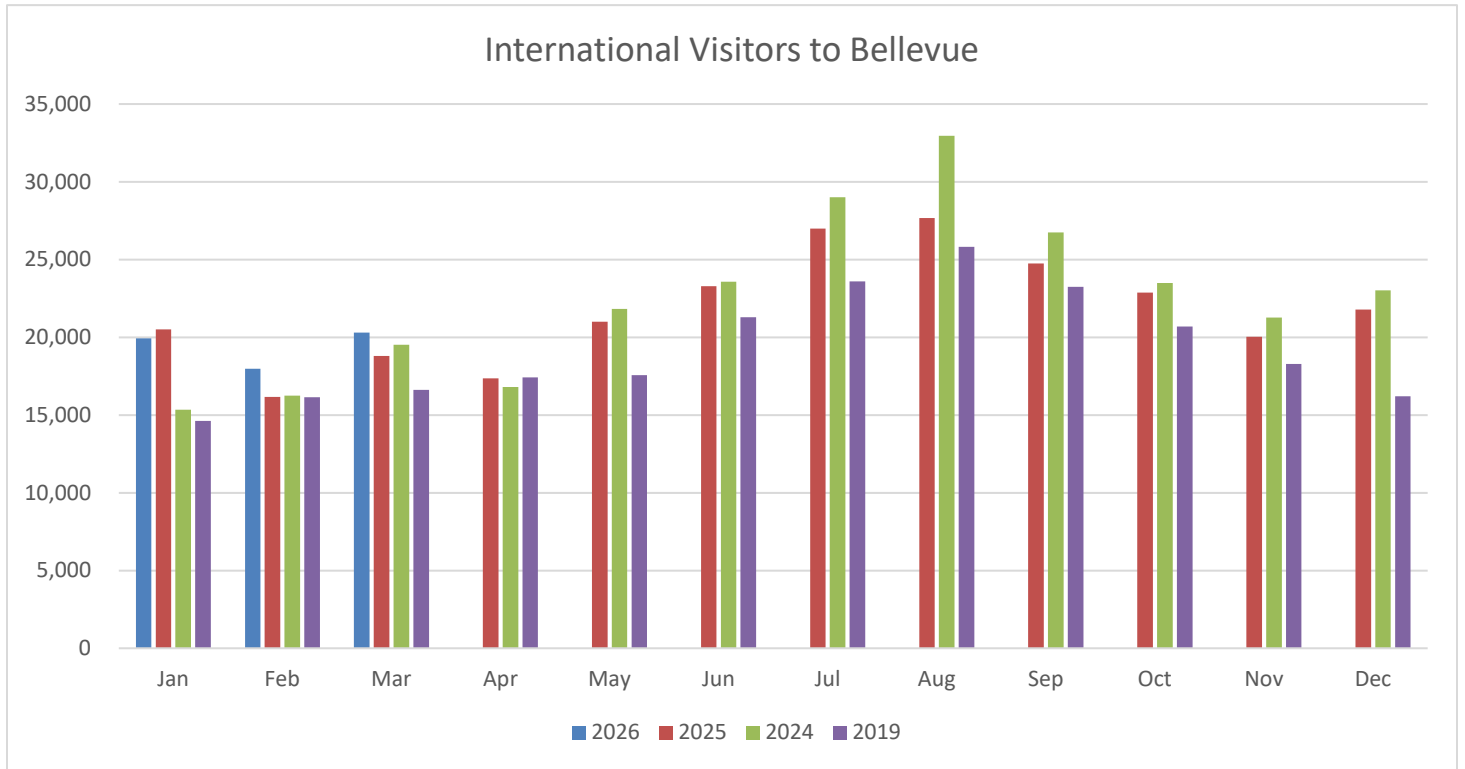


Origin CBSA	Spend	YoY % Change	Card Count	YoY % Change
<input type="checkbox"/> Seattle-Tacoma-Bellevue, WA	\$261,616,331	-2%	936.1 K	+2%
<input type="checkbox"/> Los Angeles-Long Beach-Anaheim, CA	\$7,662,584	+97%	70.1 K	+126%
<input type="checkbox"/> Portland-Vancouver-Hillsboro, OR-WA	\$7,184,987	+77%	59.8 K	+76%
<input type="checkbox"/> Phoenix-Mesa-Chandler, AZ	\$5,440,798	+77%	72.2 K	+45%
<input type="checkbox"/> Chicago-Naperville-Elgin, IL-IN-WI	\$5,189,779	+264%	48.4 K	+239%
<input type="checkbox"/> Houston-The Woodlands-Sugar Land, TX	\$4,730,504	+293%	47 K	+239%
<input type="checkbox"/> San Francisco-Oakland-Berkeley, CA	\$3,776,464	+54%	30.8 K	+95%
<input type="checkbox"/> Denver-Aurora-Lakewood, CO	\$3,621,274	+205%	31.7 K	+127%
<input type="checkbox"/> Detroit-Warren-Dearborn, MI	\$3,535,915	+75%	28.7 K	+117%
<input type="checkbox"/> San Diego-Chula Vista-Carlsbad, CA	\$3,199,689	+122%	32.3 K	+152%

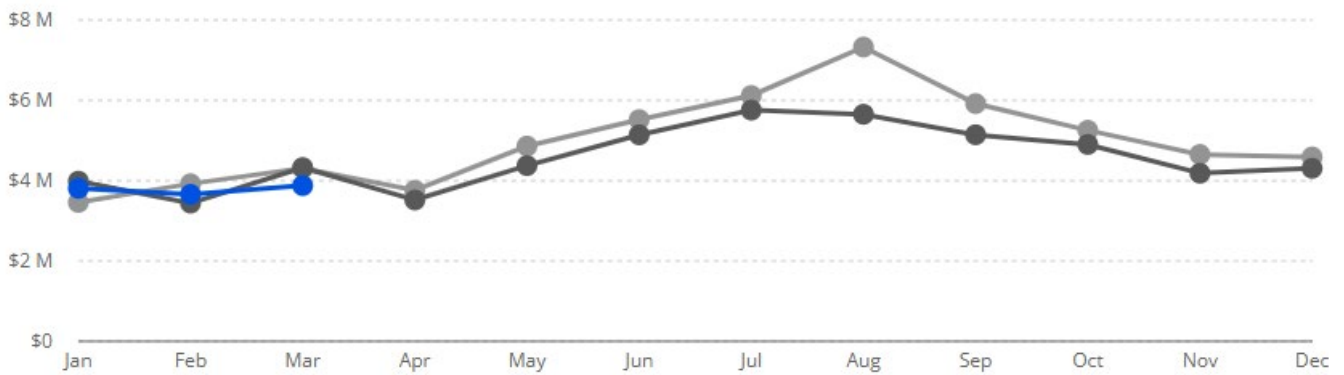
### International Visitor Spending in Bellevue

Bellevue hosted 58,213 international visitors in Q1 2026 (+ 2,733 or +4%). International visitor spending trends for Bellevue in Q1 2026 are visualized by month. International visitor spending in Q1 was \$14.5 million (-\$1.5m or -1% compared to 2025), segment in international visitor spending that are up in Q1

include the retail segment (+10%), while the restaurant / dining was down (-4%), and the hotel & lodging segment was down (-5%).



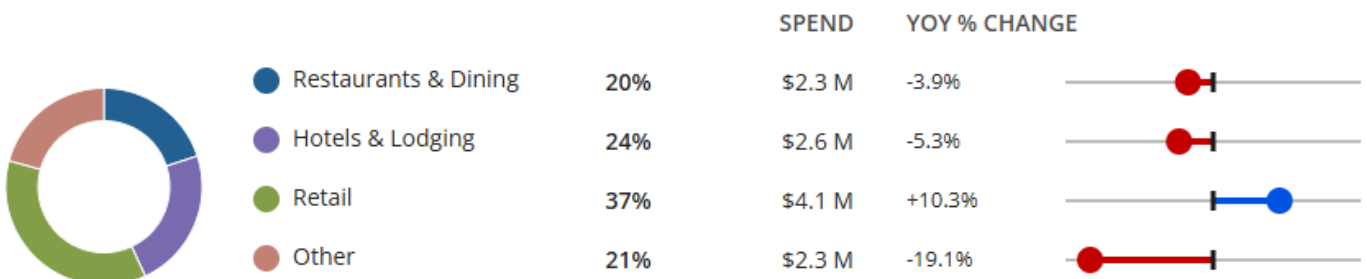
**Legend** ● 2024 ● 2025 ● 2026



## MARKET SEGMENTS

Current Period: JAN (01) - MAR (03) 2026

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



Origin Country	Spend	YoY % Change	Card Count	YoY % Change
<input type="checkbox"/> China Mainland	\$2,791,272	-16%	6.5 K	-1%
<input type="checkbox"/> Canada	\$2,005,625	-8%	11.7 K	-2%
<input type="checkbox"/> India	\$927,490	+3%	1.8 K	-11%
<input type="checkbox"/> United Kingdom	\$475,154	-14%	1.5 K	+4%
<input type="checkbox"/> Taiwan	\$466,794	-5%	1.3 K	+18%
<input type="checkbox"/> Japan	\$359,051	+5%	1.4 K	+7%
<input type="checkbox"/> Ireland	\$321,987	+18%	575	+0%
<input type="checkbox"/> Mexico	\$309,328	+17%	1.5 K	+42%
<input type="checkbox"/> South Korea	\$283,448	+16%	948	+11%
<input type="checkbox"/> Germany	\$268,385	-9%	1.4 K	+0%

### Tourism Promotion Area 2027 Scope of Work & Budget Draft

The 2027 Tourism Promotion Area (TPA) Scope of Work outlines Visit Bellevue's strategic plan to drive sustained growth in Bellevue's visitor economy while enhancing the city's position as a premier Pacific Northwest destination. As Bellevue continues its evolution into a vibrant, globally connected, neo-urban city, the TPA serves as the primary mechanism to align destination marketing, sales, tourism development, and stewardship efforts under a unified vision. This work is grounded in the Bellevue Destination Development Plan and focused on attracting high-value overnight visitors, increasing economic impact, and strengthening Bellevue's reputation as a dynamic place to live, work, and visit.

The 2027 program is organized around five core strategic priorities: strengthening Bellevue's destination identity, growing high-value overnight visitation, expanding visitor experiences, supporting community vibrancy, and advancing sustainable destination stewardship. These priorities are activated through coordinated investments in destination sales, integrated marketing campaigns, tourism development initiatives, and community-based programs. Flagship efforts including signature events, culinary tourism, outdoor recreation, and innovation driven experiences are designed to increase length of stay, drive off-peak visitation, and enhance Bellevue's overall competitiveness in regional and global travel markets.

The proposed 2027 TPA budget reflects a disciplined and strategic investment approach to maximize measurable economic return for Bellevue's hospitality industry and broader community. Funding supported through the TPA assessment and lodging tax is allocated across key program areas including marketing and communications, destination sales, tourism development, and stewardship initiatives, with total annual TPA investments of approximately \$2.9 million as outlined in the budget summary. These investments are designed to achieve targeted outcomes, including increased overnight visitation, improved hotel occupancy, and an estimated \$2.2 billion in visitor economic impact, ensuring continued growth and long-term sustainability of Bellevue's tourism economy. Here is a [link to the document](#).

## World Cup 2026 – The Summer of Soccer

As you know, Visit Bellevue is gearing up for FIFA World Cup 2026 and the summer of soccer. In addition to positioning Bellevue as a seamless, connected, car-free world cup basecamp destination, we are conducting media relations, paid marketing, visitor experience management, conducting some key Bellevue centric activations and have developed and deployed a special stay and play package for world cup visitors.

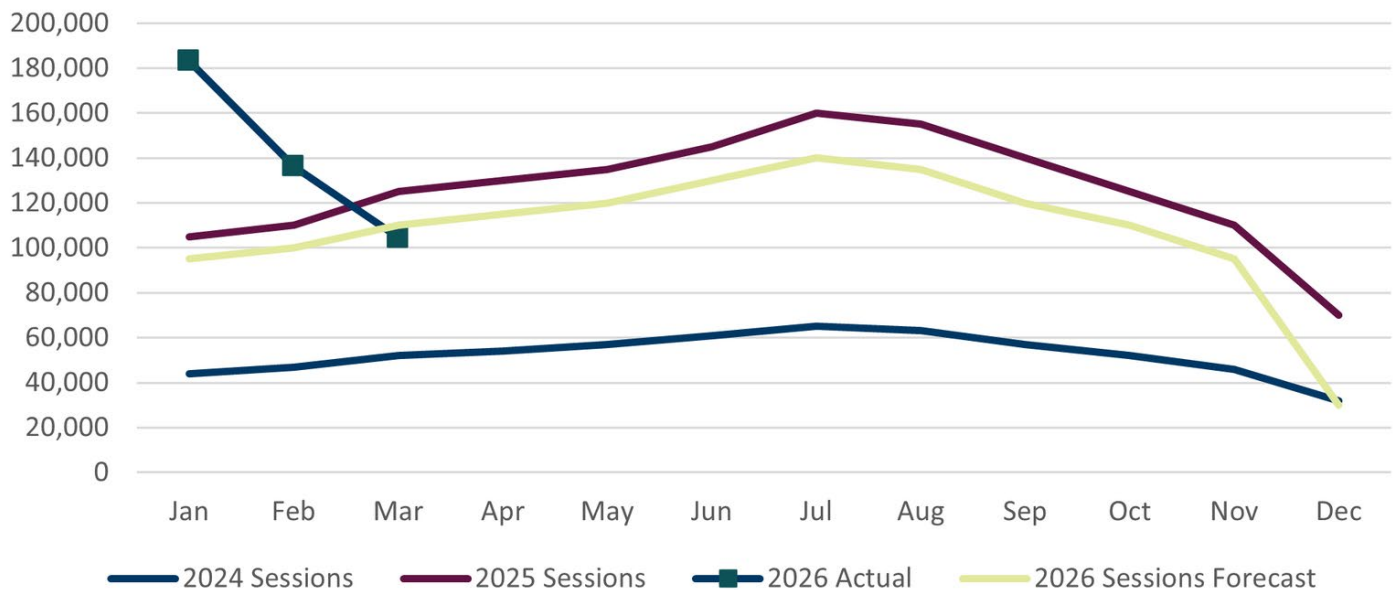
We have deployed our [Bellevue Soccer Cup Website](#) which highlights our stay and play package booking link, match schedule, watch parties, transportation planning, things to do, events, and special activations. Our earned media and public relations push ahead of world cup has begun. Here is a link to our [media release](#) our staff and PR firm are actively pitching media and influencers in this space, and we are starting to see some great placements and interest.

In addition, on May 13<sup>th</sup> we will host our next [Bellevue Boost](#) event which will highlight world cup preparations and with the new light rail connection, how Bellevue has become a sports destination. We will hear from industry experts in hotels, soccer, baseball and sports venues.

## Marketing, Public Relations & Communications Update Website Momentum

Website traffic softened in March following February’s peak, aligning with typical seasonal patterns after early year planning surges. Paid social remained the primary traffic driver, while organic search continued to deliver the highest engagement quality and conversion activity. Cirque du Soleil emerged as the top-performing page, highlighting the impact of major events in driving demand and reinforcing the importance of timely, event-driven content in capturing visitor interest. Website results for March and Q1 2026: **Users:** 96k (YTD: 381K 35% of Goal), **Sessions:** 104K (YTD: 424K 33% of Goal).

### WEBSITE SESSIONS



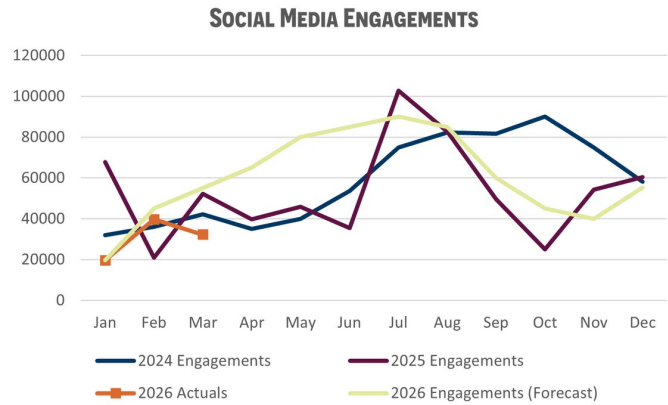
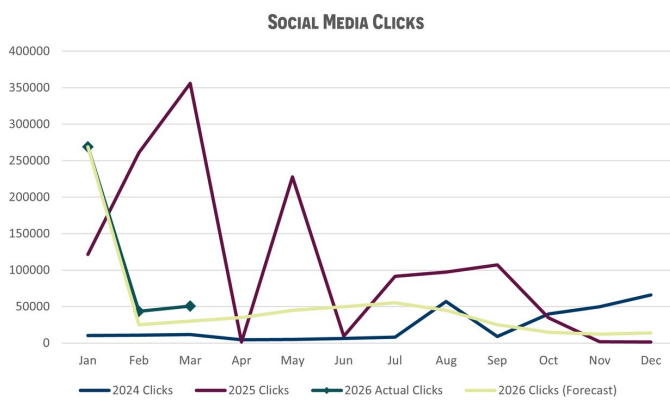
### WEBSITE RESULTS | MARCH 2026

**Users:** 96,082 (380,905 YTD 35% to goal of 1.1M) **Sessions:** 104,497 ( YTD 423,980 33% to goal of 1.4M)

## Social Media Amplification

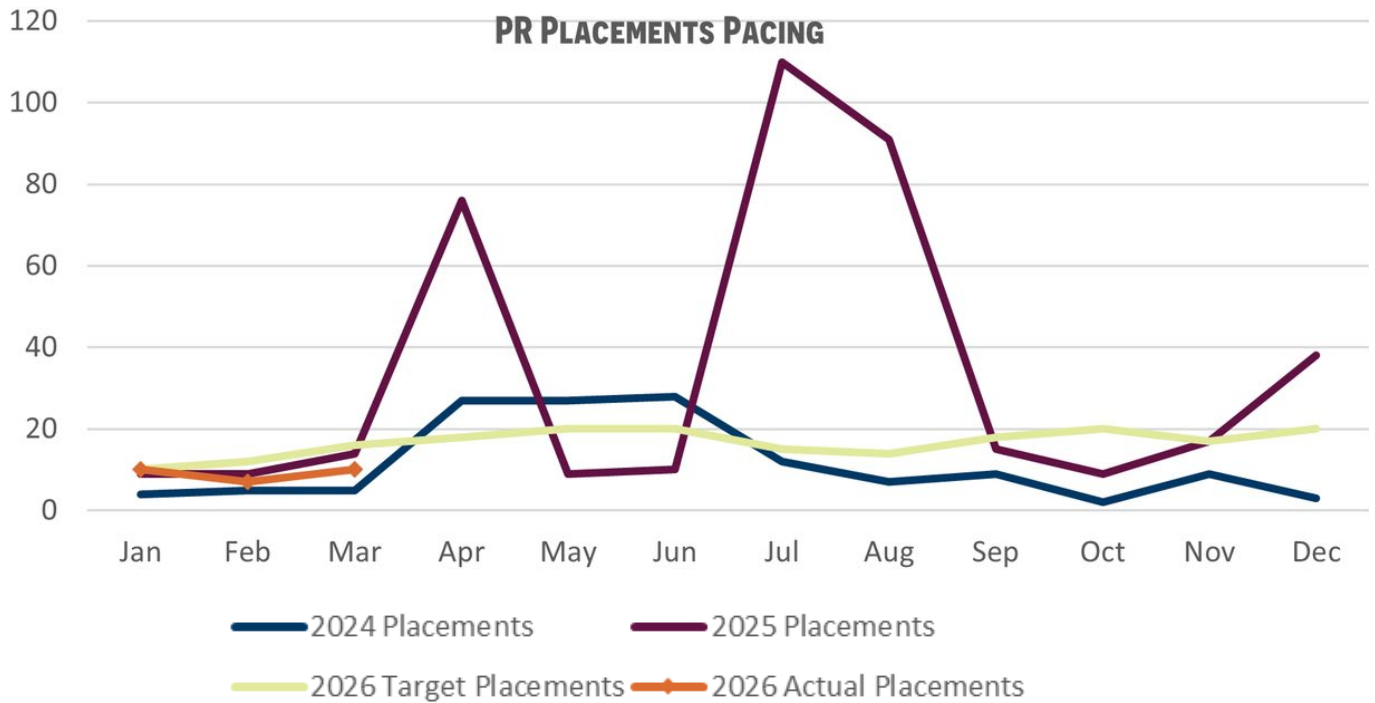
Social media performance in Q1 was driven by high-impact, event-based content, with Cirque du

Soleil and spring tulip experiences emerging as top-performing posts. Video content continued to lead engagement and discovery, reinforcing the importance of experiential storytelling. Facebook delivered the majority of reach, while Instagram and TikTok supported engagement. Moving forward, the team is prioritizing increased video output, stronger hooks, and more consistent posting cadence to further elevate engagement and drive higher click-through activity.: **Impressions:** 961k (YTD: 10.8M 36% to goal) **Engagements:** 32k (YTD: 91K 13% to goal) **Clicks:** 51K (YTD: 363K 73% to goal) **Audience** 54K (YTD: 54K 97% to goal)



**PR – Earned Media**

Public relations delivered strong national visibility in Q1, generating over 209 million in media reach anchored by high-impact placements in The New York Times and Men's Journal. Coverage focused on wellness, luxury, and experiential travel, reinforcing Bellevue's evolving brand positioning. While monthly clip volume remained modest, strategic future newswire distribution and sustained pitching efforts are laying critical groundwork. This approach is expected to accelerate coverage momentum and position PR to meet and exceed annual goals. Q1 & March 2026: **Placements:** 10 (YTD: 27 14% to goal) **Readership:** 209M (342M 340% to goal) **Media Value:** \$ 11.3M (YTD: \$33M 415% to goal). This coverage can be reviewed in our [newsroom](#) features on the website.

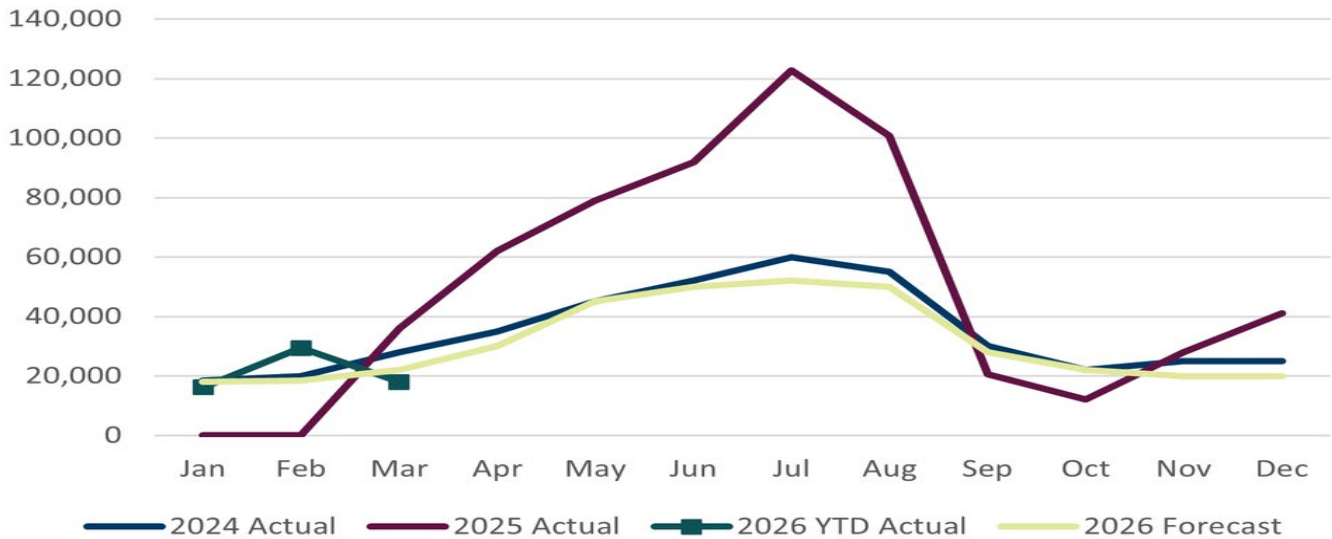


**Paid Media**

Paid media performance in Q1 reflected a transitional period with softer engagement metrics driven by limited channel mix and underperforming creative. While Meta continued to deliver

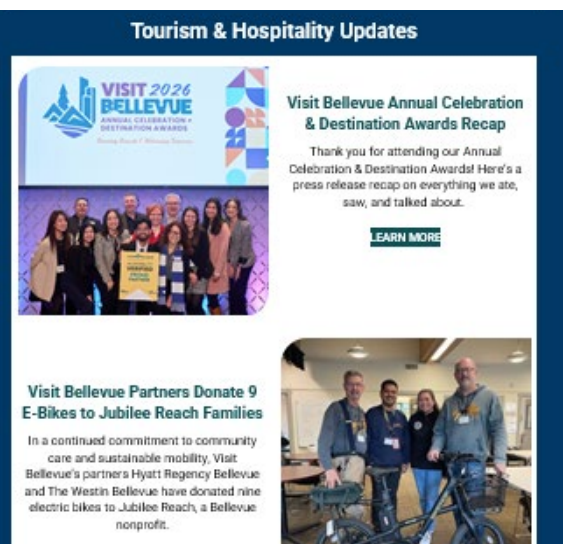
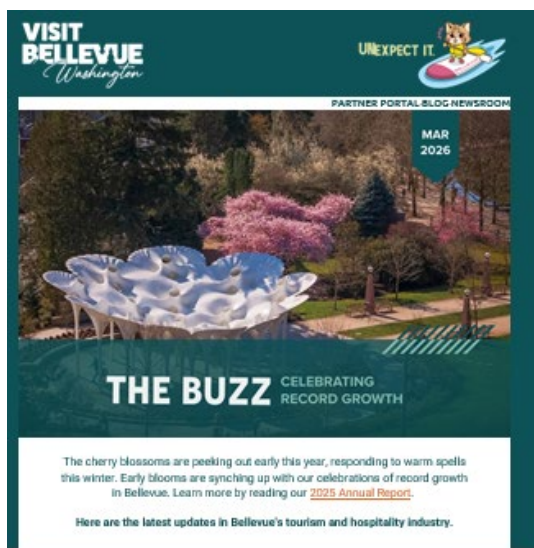
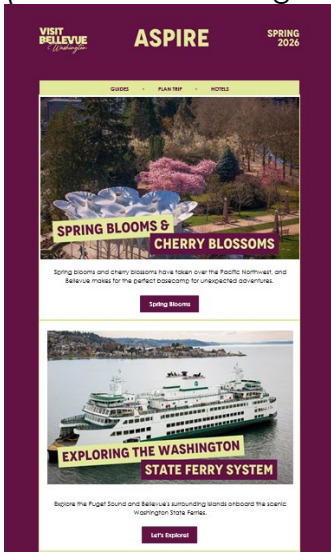
traffic volume and Google maintained high-intent engagement, overall CTR and partner referrals declined. In response, the team is proactively refreshing creative, strengthening retargeting strategies, and accelerating the launch of TikTok and YouTube to rebuild upper- and mid-funnel momentum. These optimizations are expected to improve engagement, increase qualified traffic, and strengthen conversion performance in the coming months. Core channel efficiency remains stable, reinforcing a strong foundation for performance recovery as optimizations are implemented. March & Q1 2026: **Impressions:** 974k (YTD 3.7M 11% to goal) **Clicks:** 18k (YTD: 63K 17% to goal) **CPC:** \$.51 (YTD: .64 100% to goal) **CTR:** 1.85% (YTD: 57% to goal).

## PAID MEDIA CLICKS



## Email Marketing

Email marketing continued to deliver strong performance in Q1, with open and click-through rates significantly exceeding benchmarks and reinforcing effective content strategy. Subscriber growth showed meaningful momentum, signaling increased audience interest and successful acquisition efforts. In March, new initiatives such as the Vuefinder app were built to support list growth, positioning the program to accelerate subscriber acquisition and expand reach in the months ahead. **Sent Messages:** 7.4k (YTD: 18.2K 36% to goal) **Open Rate:** 43% (YTD: 43% 170% to goal) **CTR** 3.6% (YTD: 7.9% 100% to goal) **Website Referrals:** 1616 (YTD: 3200 (53% to goal)).



## The Vue – Visit Bellevue’s Ambassador Program

In our fourth year, we continue to deliver destination content through the eyes of our city's insiders, our Vue ambassadors. In each episode, our local ambassadors take viewers along for the best things to taste, try, and explore right now. From chef's tables and hidden trails to must-have looks and one-of-a-kind finds, [The Vue](#) is our fast, fun guide to experiencing Bellevue like a local. Shot in snackable, scroll-stopping videos, it's the view you can't get anywhere else. In 2025, the program delivered exceptional efficiency and scale, generating 18.3M impressions and 1.56M clicks at a \$0.06 CPC, 8–30x more efficient than typical tourism benchmarks. Unlike traditional campaigns, it combines paid, owned, and creator content into a scalable, always-on engine, driving both awareness and high-intent traffic while building long-term destination visibility and sustained engagement for Bellevue.

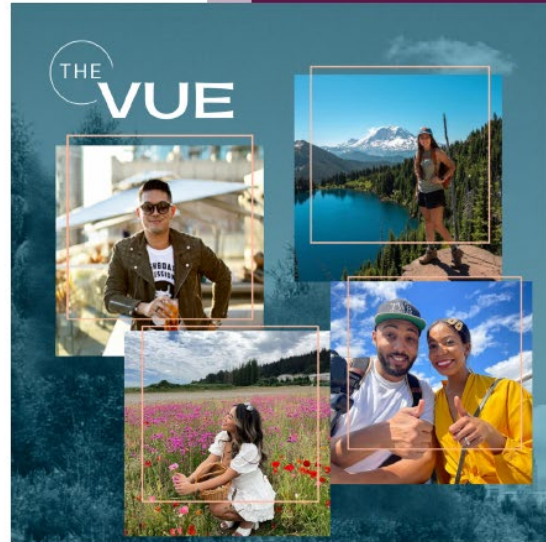
**Visit Bellevue Ambassador Program**

# THE VUE

In 2025, The Vue delivered exceptional efficiency and scale, generating 18.3M impressions and 1.56M clicks at a \$0.06 CPC, 8–30x more efficient than typical tourism benchmarks. Unlike traditional campaigns, it combines paid, owned, and creator content into a scalable, always-on engine, driving both awareness and high-intent traffic while building long-term destination visibility and sustained engagement for Bellevue.

## RESULTS

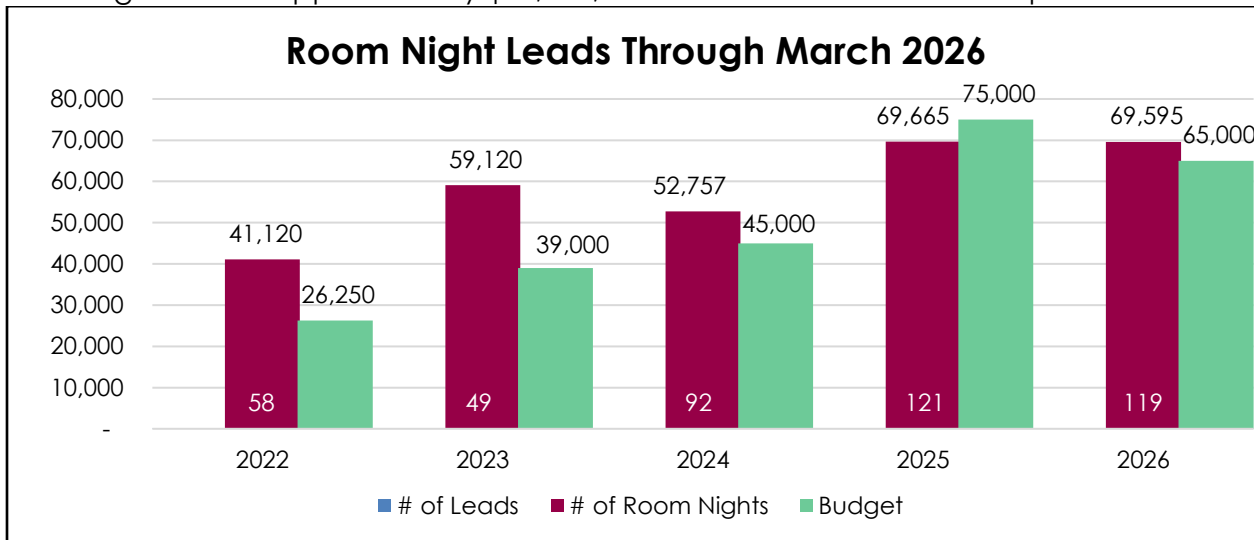
- Impressions: 17.4M**
- Clicks: 1.5M**
- Program Cost: \$94,000 (Talent, Production, Social)**
- CPC: \$0.06**
- CPM: \$5.13**



## Visit Bellevue Destination Sales

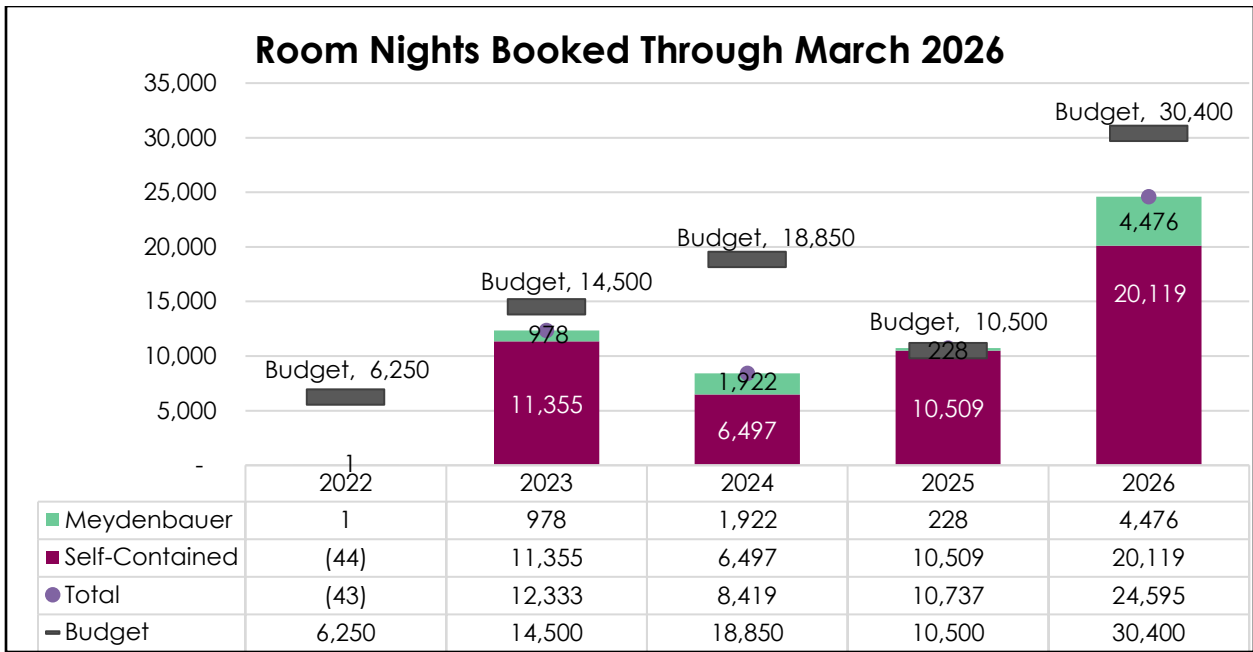
### Destination Sales Leads through Q1 2026

The Destination Sales Team generated 119 room night leads through March, which represents 69,595 room nights and is approximately \$41,569,520 in estimated economic impact.



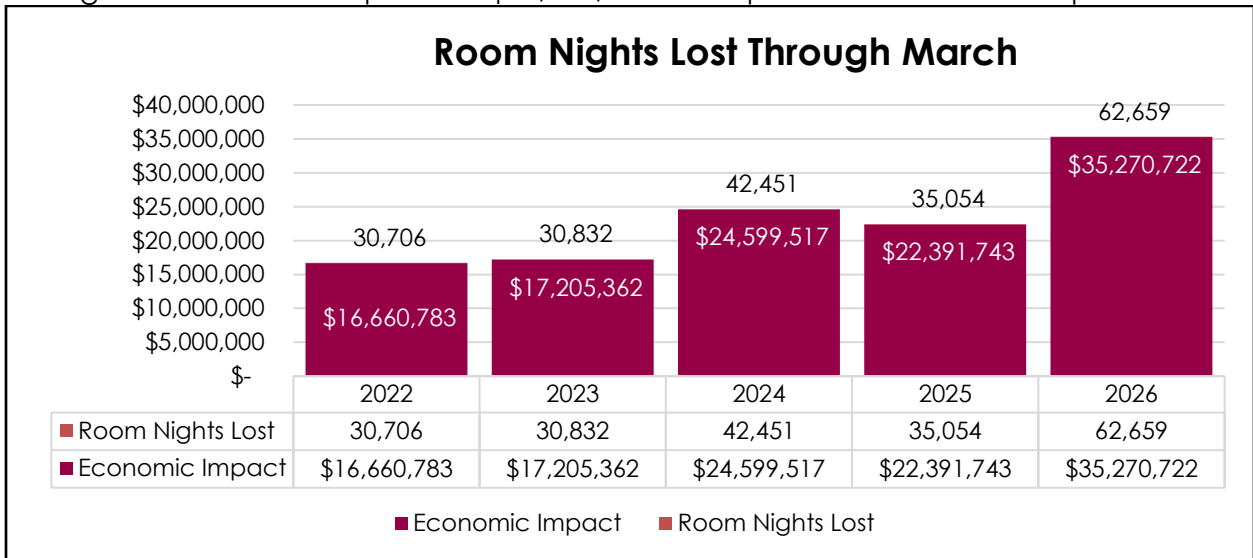
### Destination Sales Room Nights Booked Q1 2026

Destination Sales contracted 24,595 room nights through March 2026 with an estimated economic impact of \$319,866,636. The team realized a contracted cancellation of 6,200 room nights when FIFA reduced a room block in Bellevue. The team missed the quarterly room night goal by 5,805 room nights.



### Destination Sales Lost Business Q1 2026

The graph below compares lost business from 2022– 2026 through March. The 65,659 room nights lost through March of 2026 represents \$35,270,722 in lost potential economic impact in Bellevue.



### Q1 2026 Lost Business Detail: Economic Impact

Lost Reason	Economic Impact	Lost Count
Booked Eastern US (Specific City in Notes)	\$8,788,369.01	12
Booked West Coast (Specific City in Notes)	\$6,797,719.76	13
Convention Cancelled	\$4,918,389.51	11
Booked Destination within Washington State	\$4,471,689.86	5
Preferred Downtown Seattle	\$2,582,452.02	5
Meeting Space Rates Too High	\$2,143,437.10	2

Booked Central US (Specific City in Notes)	\$1,764,920.51	3
Hotel Rates Too High	\$189,951.59	2

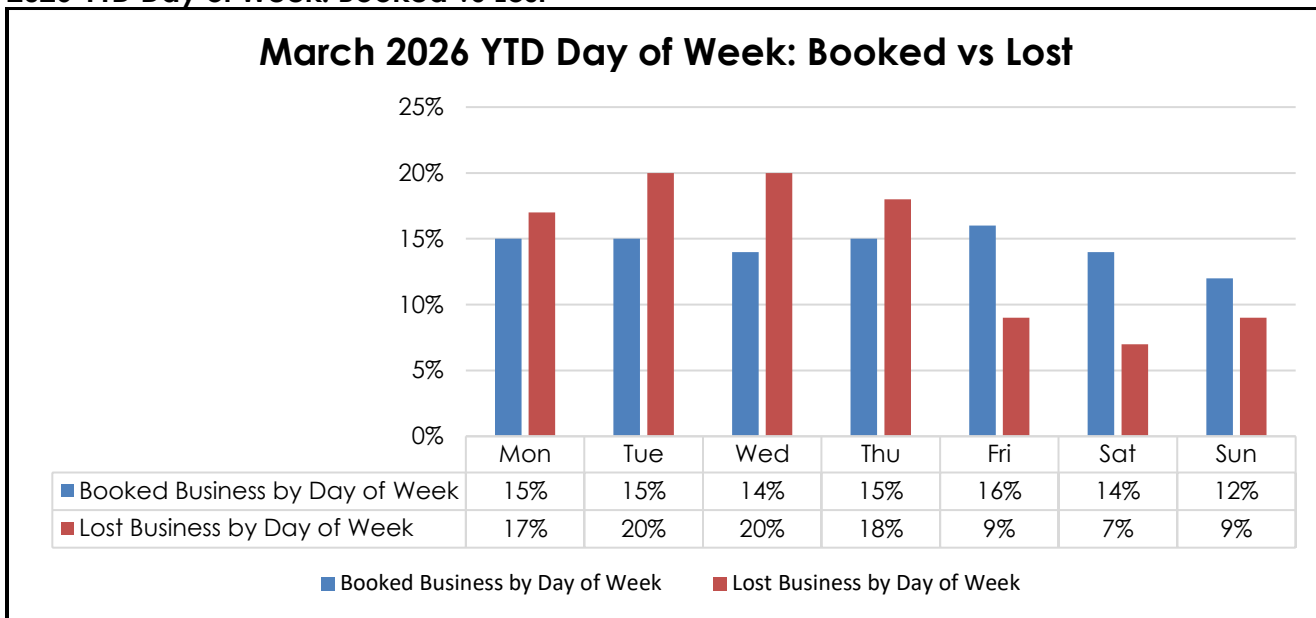
### Q1 2026 Lost Business Detail: Seattle

<b>Preferred Seattle Lost Detail</b>	<b>5</b>
Hyatt Seattle	1
Sheraton Seattle	1
Charter Hotel	1
Thompson Hotel	1
Lotte Hotel	1

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

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

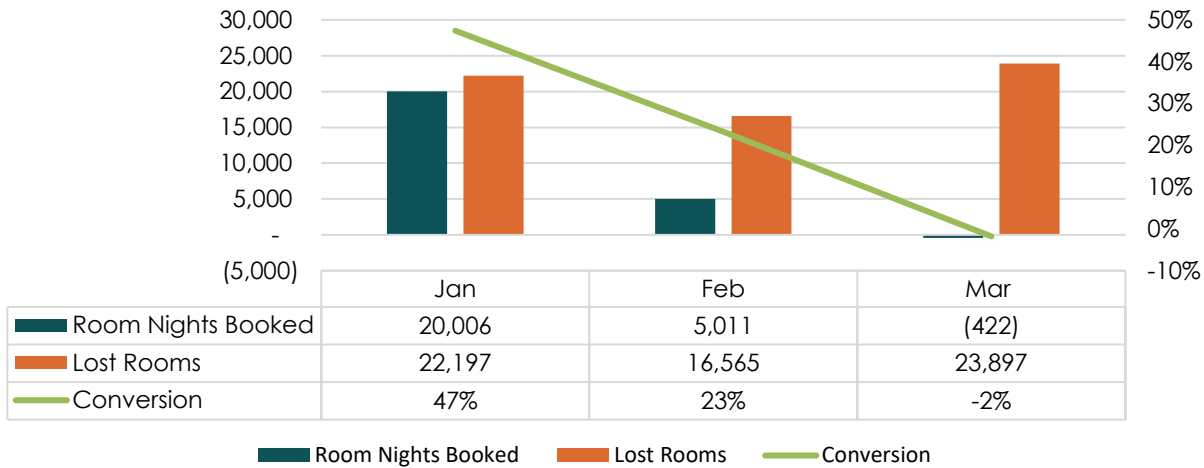
### 2026 YTD Day of Week: Booked vs Lost



### Conversion Report

The graph below shows the conversion rate for Visit Bellevue Destination Sales by month through March 2026. The average conversion rate for the first quarter of 2026 was 23%. As a comparison, the average conversion rate for the first quarter of 2025 was 24%.

## Conversion by Month March 2026

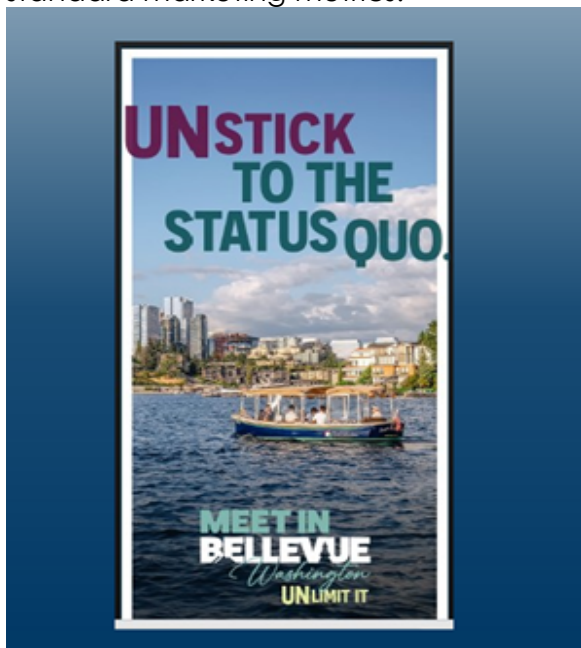


### Destination Sales Team Update

In Q1 2026 the Destination Sales team focused on prospecting for new business, aligning future opportunities, and outreach to stakeholders with an eye on the market shifts. Destination sales participated in several industry sales events like Meeting Professionals International Washington State Chapter, the Connect DC show including twenty-two appointments and while there, we hosted a successful dinner for twenty-six Washington, D.C. based planners. The also team attended the Professional Convention Management Association (PCMA) Convening Leaders Conference in Philadelphia, our Senior Destination Sales Manager is on the board of the local chapter of PCMA which provided a gateway to many meeting planners in attendance, Northstar Independent Planner Education Conference (IPEC), Cruise Line International Association Pacific Northwest Symposium, and Meeting Professionals International Cascadia Education Conference. We hosted fourteen site inspections in Q1, the team also participated in sales specific AI training.

### Destination Sales Micro Brand & Marketing Campaign

Destination Sales has launched it's first ever sales microbrand and marketing campaign. This strategy will extend the reach of Destination Sales and will have metrics which will be reported regularly. The efficacy of the campaign, which was launched in December and will continue through 2026, will be determined by the number of RFP's received along with some standard marketing metrics.



#### Destination Sales Microbrand: **Unlimit It**

Get more from your meetings when you come together in Bellevue. Here, you'll have access not only to great accommodations and venue options...but to endless possibilities beyond. That could mean team bonding on the ropes course, a surprising and unforgettable dinner or natural inspiration in every direction. When you meet in Bellevue, there's no limit to what you can accomplish.

**MEET IN BELLEVUE**  
*Washington*

## Bellevue Visitor Experience & Tourism Development

The BellHop service provided 22k rides in Q1 and 7,249 passengers in March with our program total at 241+k passengers overall. The busiest hours of service are between 2pm – 5pm, the 5pm hour has continued to surge. The busiest days of the week for rides are Tuesday & Wednesday while the busiest days for passengers are Saturday & Sunday, with all days performing well.

# BellHop Program Results March 2026



7,249 March 2026

241,162 Total  
Total Passengers Served



**Top Pickup & Dropoff Locations**  
 Grocery Stores Amazon  
 Bellevue Collection Office Buildings  
 Hotels Botanical Garden  
 Apartment Buildings Transit Center

**Ridership**  
 1/4: Visitors  
 1/2: Residents  
 1/4: Office Workers



4.93 March 2026

4.94 Total  
Driver Rating



638 March 2026

31,854 Total  
Gallons of Gas Saved

Improving Bellevue's carbon footprint while building a premier safe / clean destination city



12:10 March 2026

11:41 Total  
Average Wait Time

BellHop is providing free services and performing within typical wait times of mainstream TNC's

BellHop is part of Bellevue's Certified Tourism Ambassador program and dedicated to exceptional visitor experience

## Bellevue Airport Shuttle

The **Bellevue Airport Shuttle** served 2,137 passengers in Q1 with 505 paid customers in March and 9,620 so far for the program. Trends continue to be positive and consumer feedback has been wonderful. We continue to add Bellevue hotels to the participating pick-up and drop-off locations, we are now servicing 11 Bellevue hotels.

# Bellevue Airport Shuttle Program



505 March 2026

\*641 average per month

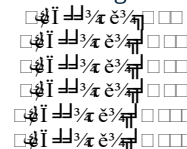
9,620 Total  
Passengers Served

**Pickup & Dropoff Locations**  
 Hyatt Regency Courtyard by Marriott  
 Westin - W Hotel Hilton Bellevue  
 Marriott Residence Inn  
 Intercontinental SEA Airport

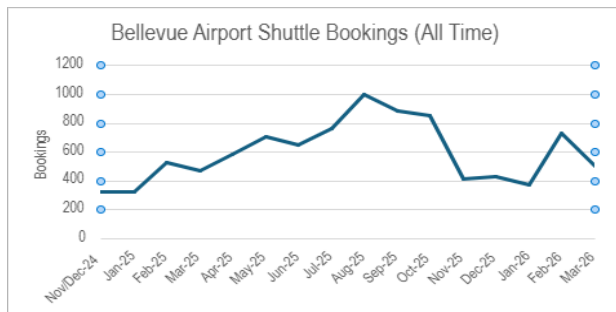
**Ridership**  
 2/3: Visitors  
 1/3: Residents

Bellevue Airport Shuttle offers transportation hourly from 4am to **Midnight** from Bellevue to SEA. The shuttle utilizes comfortable, spacious Sprinter vans, and is family friendly.

\*New Multi-Passenger Rates



\*Up to two children under the age of 2 can ride for free with each reservation.



## **Bellevue Culinary Tourism Program**

### **Bellevue Culinary Weeks**

Dumpling Week successfully concluded the first year of Visit Bellevue's Culinary Weeks program, demonstrating the power of coordinated destination marketing to drive awareness and engagement around Bellevue's culinary scene. Through a strategic mix of social media, partner collaboration, media outreach, and experiential activations, the campaign generated more than 280,000 social impressions, 53,000 website views, strong media visibility, and meaningful community participation, delivering significant exposure for participating restaurants and the destination. [The campaign's performance](#) reflects the strong collaboration and creativity of the Visit Bellevue team and highlights the program's strong return on investment as a scalable, partner driven marketing initiative.

Bellevue's next culinary week is **Berry week (July 2026)** and we are excited to announce that [CAKE PICNIC](#) at Downtown Park will kick off Visit Bellevue's Berry Week culinary tourism program. This event combines 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. CAKE PICNIC has also demonstrated impressive momentum in other markets including San Francisco with 2,068 cakes, Melbourne with 1,600 cakes, Los Angeles with 961 cakes, and New York City with 916 cakes, underscoring both the event's viral appeal and its ability to succeed in iconic outdoor urban venues.

### **Bellevue Eats**

Visit Bellevue partners with acclaimed Chef Shota Nakajima as he takes you on a journey through Bellevue's top restaurants. In each episode of Bellevue Eats, Chef Shota highlights the best of Bellevue's culinary offerings, featuring renowned local chefs and unique multi-cultural restaurants. In 2025, The [Bellevue Eats program](#) with Chef Shota delivered 966K impressions and 74K clicks, positioning Bellevue as a credible culinary destination. While CPC is higher (~\$0.84) than broader campaigns, it reflects premium talent and highly engaged, food-driven audiences. This investment drives stronger intent, attracting qualified travelers more likely to convert, while elevating Bellevue's brand authority in the competitive culinary tourism space.

#### **Chef Shota Nakajima Partnership**

## **BELLEVUE EATS**

In 2025, The Bellevue Eats program with Chef Shota delivered 966K impressions and 74K clicks, positioning Bellevue as a credible culinary destination. While CPC is higher (~\$0.84) than broader campaigns, it reflects premium talent and highly engaged, food-driven audiences. This investment drives stronger intent, attracting qualified travelers more likely to convert, while elevating Bellevue's brand authority in the competitive culinary tourism space.

### **RESULTS**

**Impressions: 966K**

**Clicks: 74.2K**

**Program Cost: \$62,100 (Talent, Production, Social)**

**CPC: \$0.84**

**CPM: \$64**



### **Bellevue Visitor Survey Program**

Each month we gather visitor surveys from our mobile welcome center and at meetings, conferences, festivals and events. In March we surveyed just over 900 visitors, below are the reasons they visited along with their overall experience rating. Visitor experience ratings and sentiment continue to be

positive.

# Bellevue Visitor Survey March 2026

What brought you to Bellevue	
Event / Activity	267
Family / Friends	120
Leisure / Vacation	364
Other	36
Work / Business	156

Rate your overall visitor experience in Bellevue.	
Average	65
Fabulous!	848
Needs Improvement	2



What activities did you engage in while visiting?	
Dining	174
Attractions	375
Hotel Stay	66
None of the above	32
Outdoor Recreation	103
Shopping	188

How likely are you to recommend visiting Bellevue?	
Not likely	32
Somewhat likely	108
Very likely	775

## Bellevue Visitor Kiosk Network

Our visitor kiosk system is now up to 12 hotel kiosks including one at Meydenbauer Center. This services is a tremendous resource for visitors and our hotel staff as we stream out up-to-the-minute information on all things visiting Bellevue. We continue to track session data and what visitors are looking for. Our March sessions were 5,771 and the average session duration was just over 13 minutes.

## Bellevue Visitor Kiosk Network March 2026

Sessions  
5,771  
Total sessions

Avg. Screens Viewed  
2  
Per session

Avg. Duration  
00:13:02  
Per session

### Most Active Kiosks

1 Hyatt Regency Bellevue	2,422
2 Courtyard By Marriott	833
3 Hyatt House	820
4 Seattle Marriott Bellevue	452
5 Meydenbauer	391

### Most Popular Actions

1 DINING & NIGHTLIFE	464
2 MUST SEE ATTRACTIONS	223
3 EVENTS	213
4 TOURS & SIGHTS	131

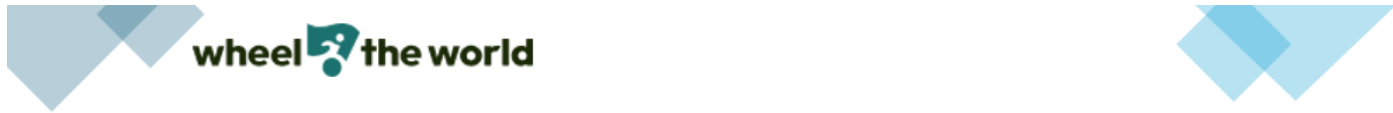
### Most Popular Listings

1 Bellevue Botanical Garden	39
2 Wild Ginger	22
3 Tutta Bella Neapolitan Pizzeria	17
4 Coal Creek Natural Area	17
5 Bubble Planet	12

## 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%

**Destination Sustainability Program**

Visit Bellevue is proud to partner with Green Key Global to launch the first phase of our Destination Sustainability program as part of our broader Destination Stewardship commitment. Building from the Bellevue Destination Development Plan, which positions sustainability as a long-term priority for Bellevue’s visitor economy, this partnership will begin in 2026 with a focused effort to support Bellevue hotels in advancing recognized sustainability practices and certifications. This first phase reflects our commitment to strengthening Bellevue’s hospitality sector in ways that are environmentally responsible, economically beneficial, and aligned with Bellevue’s vision for a healthy, livable, and prosperous destination city.

In phase two, beginning in 2027 and beyond, Visit Bellevue plans to expand the program to include restaurants, attractions, retail, and other tourism-related businesses, creating a more comprehensive destination-wide approach to sustainability. As part of this effort, Visit Bellevue is also launching a new Hospitality Sustainability Think Tank to bring together Bellevue’s hospitality community to share ideas, identify practical and affordable solutions, co-create useful resources, and help shape what sustainability looks like across our destination. Through this collaborative approach, we aim to make sustainability approachable, actionable, and impactful for individual businesses while strengthening Bellevue’s reputation as a forward-thinking, responsible destination.



## Why Green Key Global:

- Leading sustainability certification programs with the largest number of certified properties in North America
- Co-owned by the American Hotel & Lodging Association (AHLA) and adapted specifically for accommodations
- Automatic listing on major Online Travel Agencies (OTA's) such as Booking.com, Expedia, Google and more

## About Us

Green Key Global, co-owned by the American Hotel & Lodging Association (AHLA), is a leading sustainability certification program for hotels with the largest number of certified properties in North America.

## Our Partnership

Visit Bellevue has partnered with Green Key Global to bring sustainability certification to its hotel members. This collaboration positions Bellevue as a leader in sustainable tourism while providing hotels with the tools and recognition needed to attract environmentally conscious travelers and events. Through this partnership, Visit Bellevue hotel members will receive an exclusive discount on Eco-Rating certification and have the first year membership cost and audit fee covered completely by Visit Bellevue.

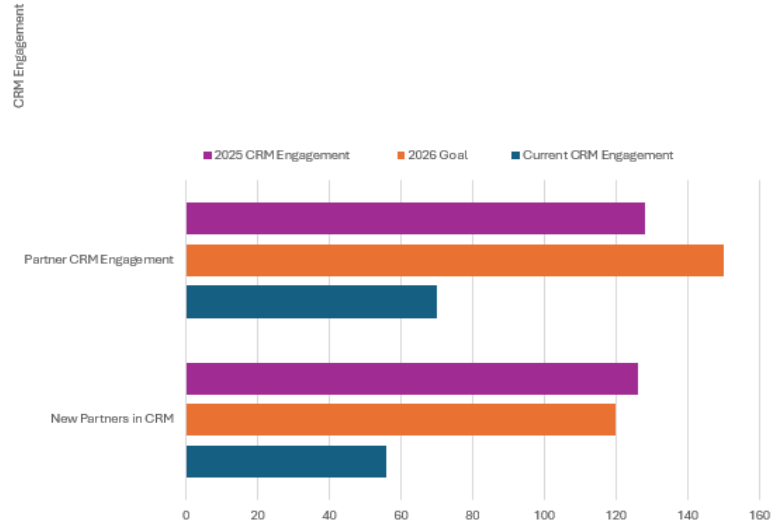
## Bellevue Events Calendar & Account Listings

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



Customer Relationship Management tracking (CRM) PARTNER PORTAL

CRM Engagement



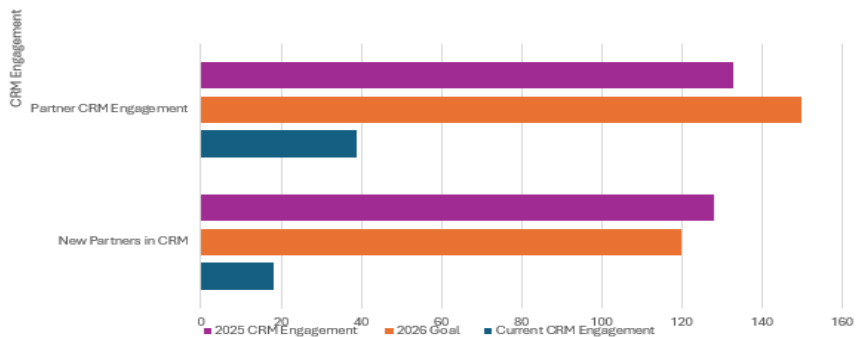
## Partner Attendance at Visit Bellevue Functions



Partner Attendance	2026 Status	2026 Goal
Partner Activation Meetings	24	100
Bellevue Boost	Next Boost 5/13	200

Customer Relationship Management tracking (CRM) PARTNER PORTAL

CRM Engagement



**Bellevue Cares** is Visit Bellevue's community give back program, designed to connect visitors, meeting professionals, and convention groups with meaningful volunteer experiences that strengthen our community and protect our surrounding natural landscapes. Whether you're hosting a conference, planning a team-building activity, or simply looking to leave a positive footprint, this program makes it easy to turn your time in Bellevue into measurable community impact. Take a look at the [program website here](#).

## HELPING HANDS VOLUNTEER EXPERIENCES

### Teambuilding with Purpose

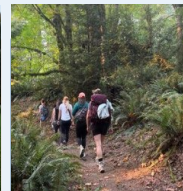
Helping Hands transforms traditional teambuilding into meaningful service. These curated experiences allow attendees to connect with one another while supporting the local community either onsite at their convention or offsite with a nonprofit partner.



*For Groups That Give Back*



BelRed Run/Walk Club  
Health & Wellness



Issaquah Alps Trail Club  
A Day of Impact



Jubilee Reach  
Groceries for Families



KidsQuest  
Night at the Museum

### 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. We have had a total of 23k views and a watch time of 142 hours with an average duration of almost 5 minutes. Take a look at [all the episodes here](#).



## 2025 + Q1 2026 SNAPSHOT

### QUICK STATS & HIGHLIGHTS

Metric	Result
Total Views	23,030*
Watch Time	141.1 Hours
Avg View Duration	4:50
Avg Viewed %	19.3%

- ✓ Viewers are spending meaningful time on each episode. Video watch time and views continues to grow over time.
- ✓ Average watch duration just under 10 minutes — solid for long-form local content.
- ✓ Consistent audience return across episodes.



\*Includes shorts; YouTube now counts a Shorts view the moment the video starts playing (or replays), instead of requiring the viewer to watch for several seconds.



## Visitor Trends

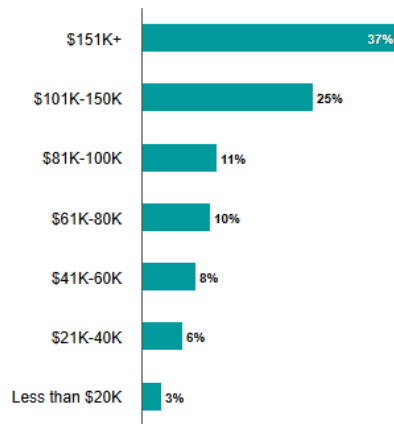
Our advanced data insights system powered by Zartico geolocation data and Visa Destination Insights provide us with domestic and international visitor spending and visitation data. Below are a few current key spending metrics and domestic visitor trend data relating to top origin markets by geolocation,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

### Our Top-Quality Visitor Markets

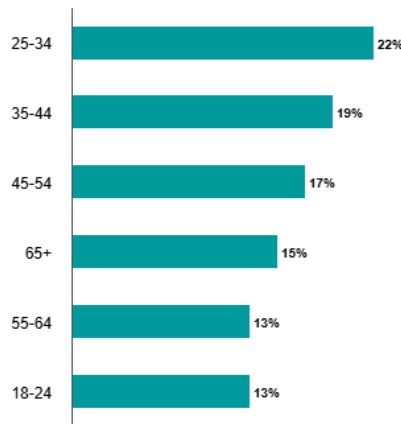
Visitor Origin Market	% of Visitors	% of Spend	Quality Visit Index	% of Visitors in Accommodations	% of Spend in Accommodations	Local Business Avg. Daily Spend	% of Spend in Local Businesses	Website Engagement Rate
Seattle-Tacoma WA	15%	5%	▲109	7%	11%	\$50	31%	63%
Yakima-Pasco-Richland-Kennewick WA	9%	7%	▲108	13%	6%	\$66	24%	53%
Spokane WA	7%	9%	▲113	8%	8%	\$117	41%	57%
New York NY	6%	4%	▼93	8%	-	\$83	22%	23%
Los Angeles CA	5%	6%	▼95	5%	4%	\$86	37%	24%
Chicago IL	4%	2%	▲105	17%	-	\$105	53%	17%
San Francisco-Oakland-San Jose CA	4%	3%	▼98	10%	1%	\$61	25%	35%
Boise ID	3%	1%	▲107	20%	11%	\$67	19%	33%
Portland OR	3%	5%	▼99	9%	10%	\$45	25%	37%
Honolulu HI	2%	1%	▼92	3%	0.1%	\$77	31%	28%
Houston TX	2%	3%	▼95	8%	-	\$69	29%	29%
Austin TX	2%	1%	▼94	9%	32%	\$53	12%	14%
Phoenix-Prescott AZ	2%	2%	▲101	9%	10%	\$65	29%	34%
Dallas-Ft. Worth TX	2%	1%	▼98	11%	12%	\$48	15%	33%
Madison WI	2%	0.3%	▲115	36%	-	\$90	14%	27%
Denver CO	1%	1%	▲103	13%	7%	\$77	29%	31%
Detroit MI	1%	1%	▼88	10%	10%	\$16	3%	21%
San Diego CA	1%	2%	▼86	7%	0.4%	\$51	11%	18%
Boston MA-Manchester NH	1%	1%	▼96	6%	-	\$133	38%	20%
Philadelphia PA	1%	1%	▲100	21%	0.0%	\$93	15%	19%
Minneapolis-St. Paul MN	1%	1%	▲100	21%	4%	\$33	11%	25%
Atlanta GA	1%	1%	▼94	13%	-	\$37	10%	30%
Sacramento-Stockton-Modesto CA	1%	3%	▲103	3%	72%	\$57	6%	26%

## Visitor Demographics

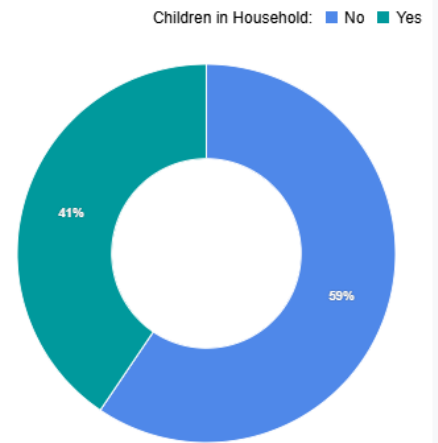
Visitor Spending by Household Income



Visitor Spending by Age



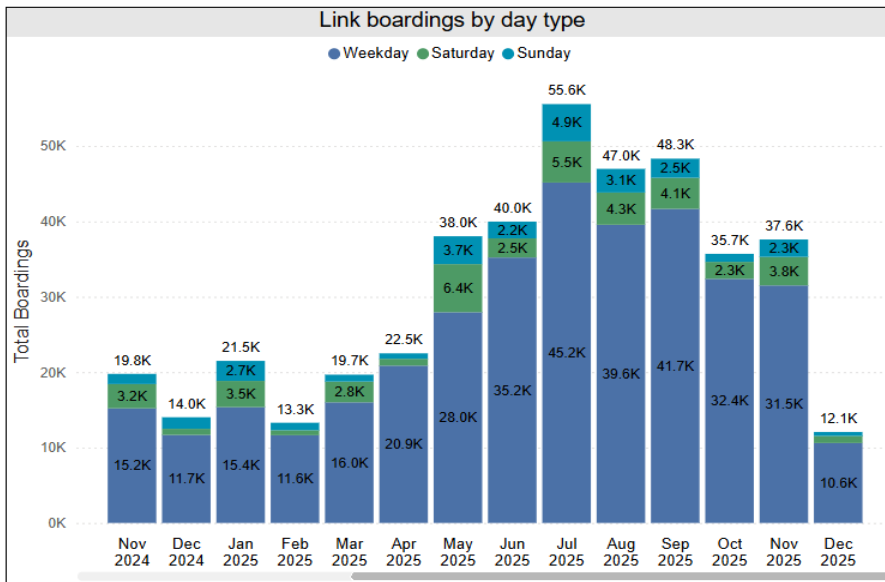
% of Visitors by Children in Household



## Our Top 5 Accommodation Markets



### Bellevue Light Rail Ridership



Monthly Boardings Metrics			
Month	Total Boardings	Average Boardings per Day	Month-Over-Month % Change
Dec 2025	12,073	482	-72%
Nov 2025	37,606	1,751	24%
Oct 2025	35,701	1,408	-29%
Sep 2025	48,327	1,984	5%
Aug 2025	46,975	1,884	-8%
Jul 2025	55,563	2,052	22%
Jun 2025	39,976	1,677	26%
May 2025	38,034	1,331	40%
Apr 2025	22,500	949	24%
Mar 2025	19,669	762	31%
Feb 2025	13,293	582	-24%
Jan 2025	21,502	768	38%
Dec 2024	14,022	556	-31%
Nov 2024	19,773	800	-36%
Oct 2024	31,272	1,247	3%
<b>Total</b>	<b>620,056</b>		

### SEA activity measures | Week 15 (beg. Apr 05, 2026)

[Click here for data](#)

Published: 13 Apr 2026  
(updated Mondays)

Hover over data to see more detailed information.

Compare to:

% difference

Measure	Avg. daily	vs. 2025	MTD	YTD	Last 52 weeks
TSA screened volume	59,400	7%	3%	3%	
Aircraft operations	1,070	-5%	-5%	-1%	
Roadway traffic	52,300	152%	150%	-1%	

\* Camera outage

# Information Only

Tuesday, May 26, 2026, 1pm

Bellevue-Redmond Tourism Promotion Area (TPA) Advisory Board

1E-113 or Zoom Meeting

City of Bellevue, WA

## OneRedmond 2026 Q1 Report

At today's meeting, OneRedmond, the administrator of Tourism Promotion Area (TPA) funds for the Redmond Zone, will present their 2026 Q1 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 Q1 (January, February, March).

### **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 Q1 2026:**

Attachment G: 2026 Q1 2026 BRTPA Redmond Zone Report v 1.2

### **CONTACT**

Audrey Fan, Strategic Tourism Director  
+1 425-885-4014, [audreyf@oneredmond.org](mailto:audreyf@oneredmond.org)



Community Development

# Attachment A.1



# REDMOND TOURISM & HOTEL COMMITTEE

Scope of Work 2027

# Executive Summary

This Scope of work will be administered by OneRedmond under the direction of the Hotel and Tourism Committee of which every hotel in Redmond is a member of this committee. The primary objective of this committee is to be laser focused on supporting the tourism and hotel industry in Redmond.

Through this committee, **OneRedmond is dedicated to respond to and support the needs of Redmond's Tourism and Hotel industry** in a timely and efficient manner. These needs include the creation and marketing of tourism programs and events that drive overnight stays during the shoulder season and over weekends. OneRedmond is committed to collaborating with all stakeholders to work for adoption of policies that support success.

In 2024, OneRedmond stood up a Direct Marketing Organization (DMO) from ground zero representing the interests of the lodging and tourism community. OneRedmond does not receive LTAC funding or any other additional financial support for the administration of the tourism program. Through the work and representation of this committee and the approved bylaws and resolutions in July of 2023, OneRedmond is the organization administering the Tourism Promotion Area program for the City of Redmond Hotels.

2027 will mark the fourth full year of work of this new program. OneRedmond will continue to focus on tourism development and promotion of Redmond's tourism program, incorporating the results and desired outcomes of the City of Redmond Tourism Strategic Plan. This will be a holistic body of work that will also include multiple staff and contractors to develop new niche tourism programs and refine existing programs. With 10 hotels and no large indoor event venues, unique programming will be required to drive overnight stays during the need period.

By the end of 2027, our aim is to increase overnight visitors by 3% based on 2026's annual occupancy.



# Background

Redmond, Washington has a diverse and eclectic culture full of an endless array of events, attractions, restaurants, parks, trails, and more. Home to Microsoft, Nintendo of America, Amazon LEO, and SpaceX, Redmond is world-renowned as the region's hub for technological and now space innovations through the brand “Redmond Space District”.

The city itself encompasses an area of over 17 square miles and is located less than 20 miles east of downtown Seattle. Redmond has designated growth centers: Downtown, Overlake, and the new Marymoor Village which will grow significantly in the next 20 years. In 2026, Redmond is estimated to have over 86,000 residents, and the Sound Transit 2 Line Light Rail now connects Downtown Redmond to Seattle to better connect the region with reliable, fast service.

## Tourism Promotion Area (TPA) Overview

The TPA has been strategically established to fuel destination marketing, sales, and tourism development initiatives, aimed at driving incremental overnight visitor demand and fostering future growth within the tourism industry.

The City of Redmond and Bellevue established a Tourism Promotion Area (TPA) on July 1, 2023, to boost the region’s tourism economy. Collection of these funds is kept separate between the two cities. The agreement also stipulates the TPA will have an advisory board made up of hotelier stakeholders. The TPA is anticipated to generate over \$847,000 in funding for TPA-related Redmond tourism in 2027.



# Our Team

City of Bellevue  
BRPTA Advisory  
Board

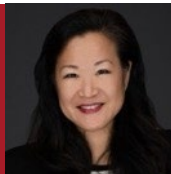
OneRedmond

OneRedmond  
Board of Directors

Hotel & Tourism  
Committee



**Kristina Hudson**  
CEO  
OneRedmond



**Audrey Fan**  
Executive  
Tourism  
Director



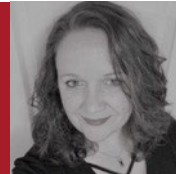
**Melody Lanthorn**  
Destination  
Sales/ Tourism  
Development



**Justine Mulholland**  
Tourism  
Specialist



**Sara Meats**  
Marketing  
Manager



**Julie Boselly**  
Data & Tourism  
Support

# Funding and Priorities

The 2027 budget for the Redmond Zone of the BRTPA reflects a program that has matured through three full years of development and implementation and is positioned for continued, intentional growth. With a solid foundation now established, this scope of work and budget focuses on strengthening core tourism efforts while advancing targeted niche tourism strategies designed to drive overnight stays in alignment with Redmond hotel needs.

Dog Tourism, entertainment-driven programming, and emerging wellness initiatives have proven to be strong investments and on target with current travel trends. The 2027 budget prioritizes investments that deepen these niches and expand their economic impact.

Globally, the pet industry is projected to reach US\$500 billion by 2030, with pet travel services alone expected to be valued at US\$5.9 billion by 2034. In January 2026, TripAdvisor's Trendcast showcased key trends for this year which included a surge in pet-friendly travel bookings (up 260% year-on-year). Program will target activity-loving travelers who prioritize outdoor adventures where evidence from both researchers and industry is clear: people will pay more to travel with their pets.

The emerging wellness segment of Forest Bathing (Shinrin Yoku) will also be a focus of development. Forest Bathing is valued at \$2.5 billion in 2024, with projected growth to \$5.8 billion by 2032.

The 2027 budget maintains critical tourism tools and resources that allow the program to track performance, measure benchmarks, and clearly demonstrate success. Throughout, the Redmond Zone program remains guided by the priorities of its hotel partners, ensuring that program growth directly supports demand generation during key need periods.

## Strategic priorities for Redmond include:

- Build on successful niche tourism programs to strengthen the connection with travelers
- Investing in advertising, marketing, public relations, and communications to attract overnight visitors that KPIs and provide data metrics
- Leveraging new tourism data analytics tools to track efficacy of campaigns and results.
- Continue exploring and developing tourism opportunities that could be gained with potential indoor/outdoor sports facilities and/or indoor event venues.
- Gain momentum on targeted destination sales program.
- Promoting tourism and group business through strategic initiatives by developing branded programs to increase overnight visitors during the need period.
- Developing programs for corporate visits, meetings, conventions, festivals, and events to drive tourism and increase overnight stays.
- Ongoing collaboration with the City of Redmond and Visit Bellevue

# Proposed Budget & Timeline

To gain momentum on building Redmond's Destination Marketing Organization, the following are the budget and timeline:

## Projected Revenue:

OneRedmond utilized the 2025 BRTPA Redmond Zone Financials collection as the primary data source for estimating tourism-related revenue projections. This approach was selected due to ongoing volatility in international travel demand and uncertainty in global tourism markets, which has made traditional international visitation forecasting less reliable during the current planning period.

Recent hospitality industry research indicates that travel demand across the United States and North America is stabilizing following several years of post-pandemic recovery, though growth remains moderate. According to industry forecasts from CoStar and Tourism Economics, U.S. hotel occupancy is expected to remain relatively stable in the mid-62% range through the latter part of the decade, with projected national occupancy reaching approximately 62.2% by 2027.

While demand growth is expected to be gradual, industry analysts anticipate modest increases in hotel performance metrics over the next several years. Forecasts indicate average daily room rates and revenue per available room are expected to grow by approximately 1–1.4% annually through 2027, reflecting steady but moderate expansion in overnight visitation and business travel activity.

At the same time, the hospitality sector continues to experience headwinds tied to inflation, changing travel patterns, and uncertainty in global travel demand. Industry reports note that consumer spending pressures and macroeconomic uncertainty have moderated travel growth in the short term, resulting in slightly lower occupancy projections for 2025 and 2026 before stabilizing later in the decade.

Within this context, tourism planners are increasingly relying on localized performance data and regional market indicators to guide forecasting and investment decisions. Given the evolving travel environment and the moderate growth outlook for the North American lodging sector, the BRTPA Redmond Zone Financials collection provides a stable and locally validated dataset for modeling tourism-related economic activity and overnight visitor impacts.

The Redmond Zone TPA revenue is expected to be \$847,147 in 2027. This will include an additional \$138,122 draw from reserve funds. This draw includes some funding to support recent requests from the City of Redmond Lodging Tax Advisory Committee after review and recommendations from Redmond hotel stakeholders.

# Overview of Projected Expenses:

Projected expenses for the upcoming year are reflective of the collective input of Redmond's hotel stakeholders.

## Marketing & Communications:

The Marketing & Communications program is designed to drive awareness, demand, and overnight visitation by promoting Redmond as a compelling destination during key need periods.

Investments in this category support the strategic execution of integrated marketing campaigns, brand storytelling, and visitor engagement tools that collectively strengthen Redmond's tourism ecosystem and directly benefit hotel partners. With a keen focus on data-informed approach to destination promotion, the program balances creative storytelling with performance-driven tools to generate sustained tourism demand and measurable economic impact for Redmond.

**Agency fees and contracted services** provide specialized expertise in destination marketing, public relations, creative development, and campaign execution. These partners expand internal capacity and ensure that marketing initiatives are delivered with professional consistency, measurable performance, and alignment with industry best practices.

We've partnered with DVA Advertising & PR, a tourism-endemic agency, fluent in the tools, platforms, and partnerships that power modern destination marketing. DVA has worked extensively across media, attribution, and geolocation providers — including a long-standing partnership with Datafy — enabling us to confidently select and apply the right data and measurement approach for your goals.

In 2026, the DVA alignment with Experience Redmond, Bullseye Creative, and Green Rubino will amplify messaging on tourism-focused channels to introduce and reaffirm Redmond, Washington, as a PNW destination of choice. This new initiative will establish baseline metrics for future Year-Over-Year (YoY) comparisons; however, DVA will measure efforts against tourism-specific benchmarks both in the interim and moving forward.

**Paid Media Benchmarks:** The Goals are always to exceed our DVA tourism industry benchmarks, with a Click-Through-Rate (CTR) and Cost-Per-Click (CPC) above and below the benchmarks, respectively. See below for benchmarks:

Google Search Benchmarks	Meta Benchmarks	Programmatic Benchmarks
CTR: 4.68% CPC: \$1.53	CTR: 0.90% CPC: \$0.63	Native CTR: 0.15%-0.25% Display CTR: 0.12%-0.18%

**Paid marketing and advertising** investments amplify Redmond's visibility across targeted channels, reaching priority leisure, group, and niche travel audiences. This includes digital advertising, paid search, display, and other high-impact placements designed to convert interest into bookings and overnight stays.



**Video, website, and content development** expenses support the creation of high-quality, on-brand assets that showcase Redmond's niche tourism experiences, events, and lodging offerings. Compelling storytelling and refreshed digital content ensure that visitors encounter relevant, inspiring, and conversion-focused messaging throughout the trip-planning journey.

**Paid social media** extends the reach of destination content, promotes events and seasonal programming, and engages travelers in real time. These efforts are designed to build awareness, drive website traffic, and support targeted campaign objectives through audience-specific placements. This includes funding to enhance the City of Redmond's LTAC pay-per-click program.



**Digital concierge subscription services** enhance the visitor experience by providing timely, location-based information before and during a stay. This tool supports wayfinding, event discovery, dining, and activity promotion, increasing visitor satisfaction and encouraging extended stays and return visits.



**Booking engine and reservation technology tools** enable seamless conversion from inspiration to action by connecting marketing efforts directly to lodging partners. These tools support tracking, attribution, and ease of booking, ensuring marketing investments translate into measurable room nights.



**Geofencing subscription services** allow for precision targeting of visitors based on location and behavior, supporting both acquisition and retention strategies. This technology is used to influence travel decisions, promote Redmond-specific experiences, and encourage overnight stays during need periods.



Finally, **staffing for marketing and communications** ensures consistent management, coordination, and optimization of all initiatives within this category. Dedicated staff or contracted professionals oversee strategy execution, vendor management, content development, campaign performance, and reporting, ensuring accountability and alignment with hotel partner priorities.



# Tourism Development

The Tourism Development program focuses on creating, enhancing, and sustaining experiences that drive overnight visitation in Redmond. Without a traditional convention facility, or single, anchor event venue, intentional program development and niche tourism strategies are critical to positioning Redmond as a destination that attracts travelers with specific interests and motivates extended stays during key need periods. Tourism Development investments prioritize creativity, collaboration, and experience-driven travel. By focusing on niche interests, strategic partnerships, and visitor accessibility, the program is designed to generate sustained overnight demand and position Redmond as a distinctive destination.

**Tourism development travel to conferences and industry events** supports relationship-building, trend identification, and best practice learning that directly informs Redmond's tourism strategy. Participation in relevant conferences allows staff to identify emerging opportunities, evaluate successful destination models, and cultivate partnerships that can translate into new or expanded programming for Redmond.

**Program development investments** are central to maintaining and growing Redmond's existing niche tourism portfolio while exploring opportunities to pilot new programs. Funding supports the continued evolution of successful initiatives including Dog Tourism, entertainment driven programming, and wellness experiences, as well as the potential launch of additional niche offerings. These programs are designed to differentiate Redmond in the regional tourism marketplace and appeal to travelers who are more likely to stay overnight and travel during shoulder periods.

**Strategic partnership funding** strengthens Redmond's tourism ecosystem by aligning with organizations and destinations that extend visitor reach and enhance program impact. This includes partnerships with Seattle Theatre Group to leverage major entertainment programming, ongoing collaboration with the City of Redmond on a strong partnership with the Woodinville Wine Country.

**Tourism transportation support** addresses a key barrier to overnight visitation by improving visitor mobility and access to experiences throughout the city. Program funding currently includes ORCA transit cards, and support for the Redmond Link (RedLink) should outcomes demonstrate value for visitor travel. These efforts are intended to reduce friction for visitors, connect hotels with attractions and events, and encourage travelers to explore Redmond.

Finally, **staffing and contracted support** are essential to the successful development, management, and evaluation of tourism programs. Dedicated staff and consultants oversee program design, partnership coordination, budget management, implementation, and performance measurement, ensuring that tourism development investments remain aligned with hotel priorities and deliver measurable overnight visitation impact.

## Festivals and Events

The Festivals & Events program is designed to attract and support events that drive incremental overnight visitation and enhance Redmond's appeal as a dynamic, experience-driven destination. By strategically investing in events that bring visitors to Redmond during key need periods, this program supports hotel demand while contributing to the city's vibrancy and economic activity.

A primary component of this category is **grant funding for external festivals and events** seeking to take place in Redmond. These grant dollars are intended to attract new or expanding events that demonstrate the ability to generate overnight stays, draw visitors from outside the local market, and align with Redmond's tourism priorities. Funding is evaluated with a focus on audience reach, seasonality, and the potential to convert attendance into hotel room nights.

In addition, this category includes a **supplemental event support grant program** for organizers who may not align with the City of Redmond's Lodging Tax Advisory Committee (LTAC) grant timeline or who miss the LTAC application window. This flexible funding mechanism ensures that viable events are not excluded due to timing constraints and allows OneRedmond to respond nimbly to emerging opportunities that can deliver immediate tourism impact.

**Staffing and administrative support** from the secondary component of this category. Staff and/or contracted support manage the grant process, coordinate with event organizers, evaluate proposals, ensure compliance with funding requirements, and support funded events as they are executed. This oversight helps ensure that investments are aligned with tourism goals, deliver measurable outcomes, and maximize benefits for Redmond hotels and visitors.



# Destination Sales

The Destination Sales program is a critical component of Redmond's tourism strategy and has been intentionally expanded in 2027 in direct response to feedback from the Redmond hotel community. This category focuses on generating group, meetings, and event business that delivers measurable overnight stays by actively selling Redmond as a destination to qualified audiences and decision-makers.

**Trade shows and exhibiting opportunities** are a cornerstone of the Destination Sales strategy. Participation in targeted trade shows like Tour Connection allows Redmond to directly engage with meeting planners, tour operators, sports organizers, and group travel buyers who are actively seeking destinations. Exhibiting ensures Redmond is represented alongside peer destinations and provides a platform to communicate the city's unique offerings, hotel inventory, and niche experiences.

**Conferences, meetings, and travel** support attendance at industry events where relationship development, education, and deal-making occur. These opportunities allow sales staff to stay informed on market trends, refine sales strategies, and maintain strong connections with partners and prospects.

**Sales missions and site inspections** are essential tools for converting interest into bookings. Sales missions allow Redmond to proactively pursue business in key markets, while site inspections bring qualified planners directly to the destination to experience hotels, and the city firsthand often serving as the final step toward securing overnight business.

**Paid marketing and sales collateral** support destination sales efforts by ensuring Redmond is represented with professional, compelling materials that clearly communicate value to planners and buyers. These tools reinforce in-person sales efforts, support follow-up communications, and help differentiate Redmond in a competitive marketplace.

**Staffing for destination sales** is a critical investment and central to the success of this program. Experienced sales professionals are essential to managing complex relationships, representing Redmond effectively at industry events, coordinating site inspections, and ensuring consistent follow-through with prospects. Skilled contractors bring industry knowledge, credibility, and strategic focus allowing Redmond to move beyond passive participation and toward proactive, result-driven destination sales. Dedicated staffing or contractors also ensures coordination with hotels, partners, and marketing efforts, creating a unified approach to demand generation.



# Administrative, Research & Data

The Administrative, Research & Data category provides the operational backbone necessary to manage, evaluate, and sustain Redmond's Tourism Promotion Area program. Given the scale, complexity, and financial stewardship required to administer this program, these investments ensure fiscal responsibility, transparency, and data-driven decision-making while supporting the day-to-day execution of tourism initiatives. These investments ensure that Redmond's tourism program is professionally managed, fiscally sound, and guided by reliable data thereby providing the foundation needed to support effective marketing, tourism development, destination sales, and event programming.

**Management, administration, and overhead** expenses support the overall governance and operational functions required to administer a million-dollar tourism program. These costs ensure consistent program oversight, coordination across work streams, contract management, compliance, reporting, and alignment with the priorities of the hotel community and public partners. Effective staffing ensures that the program operates efficiently, remains accountable to its stakeholders, and continues to evolve based on measurable outcomes. Using Destinations International as a resource, OneRedmond uses their organizational and financial study to create a ceiling of personnel and administrative costs. According to the Destinations International Organizational and Financial Study, organizations that have a similar revenue as the Redmond zone have between 5 to 8 employees and spend 39% to 42% on personnel, 45%-47% on programs, and 11% - 15% on administrative expenses. OneRedmond is in line with these standards.

A **new ACH deposit fee line item**, charged by the City of Bellevue's vendor, is a critical expense that supports timely cash flow for the program. Historically, reimbursement timelines have been slow, creating challenges for managing ongoing expenses. Moreover, in 2026 the administrator of BRTPA changed the process for reimbursement expenses to once a month rather than twice a month reimbursement that occurred in 2025. The ACH deposit process allows for more predictable and efficient fund transfers, ensuring that program operations remain stable and uninterrupted.

**Bookkeeping, accounting, and an annual financial review** are essential components of fiscal accountability and transparency. All financial services are managed externally to the organization, providing independence, objectivity, and best practice financial controls. These services ensure accurate tracking of revenues and expenses, compliance with program requirements, and clear financial reporting to stakeholders.

**Research and data investments** are critical to measuring the success and impact of the tourism program. Tourism data tools implemented in 2025 allow the program to track performance, visitor behavior, and campaign effectiveness. The 2026 calendar year will serve as the first full year benchmark, enabling more meaningful trend analysis and data informed adjustments to strategy. These insights are essential for demonstrating return on investment, guiding future funding decisions, and ensuring that program efforts are aligned with hotel needs.

# Timeline

	Q1 2027	Q2 2027	Q3 2027	Q4 2027
<b>Research, Data, &amp; Admin</b>	Administration and Staffing ACH & Bookkeeping Fees Data Analytics	Administration and Staffing ACH & Bookkeeping Fees Data Analytics Granicus Booking Widget Annual Fee	Administration and Staffing ACH & Bookkeeping Fees Data Analytics Geofencing Subscription Fee	Administration and Staffing ACH & Bookkeeping Fees Data Analytics Customer Focus Group
<b>Tourism Development</b>	Conferences & Symposiums Program Research & Development Transportation Supplementation	Conferences & Symposiums Program Research & Development	Conferences & Symposiums Program Research & Development Transportation Program	Conferences & Symposiums Program Research & Development Transportation Program Wayfinding Development for 2028 WWC & STG Partnership Programs
<b>Destination Sales</b>	Sales & Prospecting Meetings and Trade Show Participation Memberships Ad hoc Citywide Site Inspections Staffing	Sales & Prospecting Meetings and Trade Show Participation Ad hoc Citywide Site Inspections Staffing	Sales and Prospecting Meetings and Trade Show Participation 2028 Meetings & Tradeshow Evaluation Ad hoc Citywide Site Inspections Staffing	Sales and Prospecting Meetings and Trade Show Participation 2028 Meetings & Tradeshow Evaluation Ad hoc Citywide Site Inspections Staffing
<b>Marketing &amp; Comms</b>	Paid Marketing Campaign Public Relations Promotion Materials Social Media Website Development Website Updates on Niche Programs Staffing	Paid Marketing Campaign Public Relations Promotion Materials Social Media Website Development Website Updates on Niche Programs Staffing	Paid Marketing Campaign Public Relations Promotion Materials Social Media Website Development Website Updates on Niche Programs Staffing	Paid Marketing Campaign Public Relations Promotion Materials Social Media Website Development for 2028 Digital Concierge Annual Fee Staffing

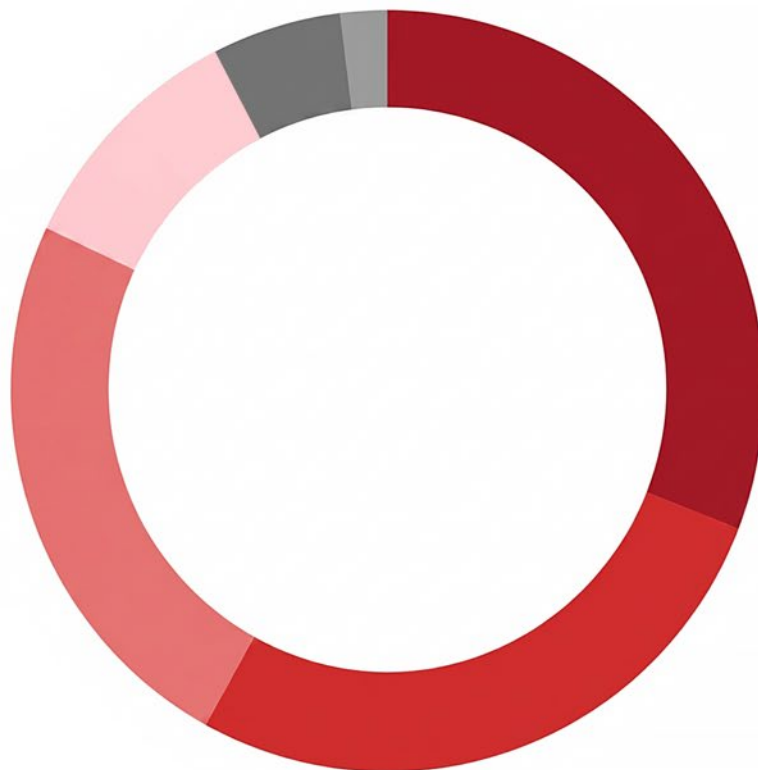
# Budget

	Q1 2027	Q2 2027	Q3 2027	Q4 2027	Total
<b>Projected Revenue</b>					
Revenue (Based on previous year occupancy)	\$225,305	\$225,305	\$225,305	\$225,305	\$901,220
Department of Revenue (1%)	\$2,253	\$2,253	\$2,253	\$2,253	\$9,012
Legislative Authority Fee (Up to 5%)	\$11,265	\$11,265	\$11,265	\$11,265	\$45,061
<b>Net Revenue</b>	<b>\$211,787</b>	<b>\$211,787</b>	<b>\$211,787</b>	<b>\$211,787</b>	<b>\$847,147</b>
<b>Marketing &amp; Communications</b>					
Marketing and Communication Staffing	\$6,000	\$6,000	\$6,000	\$6,000	\$24,000
Guides, Digital Concierge, & Collateral	\$2,000	\$2,000	\$2,000	\$9,000	\$15,000
Agency Fees (Marketing & PR)	\$18,000	\$18,000	\$18,000	\$18,000	\$72,000
Video, Website, & Content Development	\$9,848	\$9,848	\$9,848	\$9,847	\$39,389
Paid Marketing / Advertising	\$12,500	\$12,500	\$12,500	\$12,500	\$50,000
Paid Social Media	\$9,000	\$9,000	\$9,000	\$9,000	\$36,000
<b>Total</b>	<b>\$57,348</b>	<b>\$57,348</b>	<b>\$57,348</b>	<b>\$64,347</b>	<b>\$236,389</b>
<b>Administrative/Research/Reserves</b>					
Management & Overhead	\$44,395	\$44,395	\$44,395	\$44,395	\$177,579
Bookkeeping/Accounting/Financial Reviews	\$6,000	\$6,000	\$6,000	\$9,000	\$27,000
Research & Data	\$1,800	\$18,000	\$11,800	\$1,800	\$51,350
ACH Fees	\$8,510	\$8,510	\$8,510	\$8,510	\$34,039
<b>Total</b>	<b>\$60,705</b>	<b>\$76,905</b>	<b>\$70,705</b>	<b>\$63,705</b>	<b>\$272,018</b>
<b>Festivals &amp; Events</b>					
Festival and Events Sponsorships	\$10,000	\$5,000	-	\$3,000	\$18,000
Festival & Events Staffing	\$3,000	\$3,000	\$500	\$1,000	\$7,500
<b>Total</b>	<b>\$13,000</b>	<b>\$8,000</b>	<b>\$500</b>	<b>\$4,000</b>	<b>\$25,500</b>
<b>Tourism Development</b>					
Tourism Development Staffing	\$35,000	\$35,000	\$35,000	\$35,000	\$140,000
Tourism Development Travel	\$2,000	-	-	-	\$5,000
Program Development	\$6,250	\$37,500	\$10,000	\$9,250	\$63,000
Tourism Transportation	\$17,000	\$17,000	\$17,000	\$19,000	\$70,000
Tourism Development Programs / Grants		\$5,000	\$9,000	\$18,500	\$32,500
<b>Total</b>	<b>\$60,250</b>	<b>\$94,500</b>	<b>\$71,000</b>	<b>\$84,650</b>	<b>\$310,500</b>
<b>Destination Sales</b>					
Trade Shows/Exhibitor	\$2,500	\$2,500	-	-	\$5,000
Conferences, Seminars, Meetings & Travel	\$5,000	\$2,500	\$2,500	-	\$10,000
Sales Missions	-	\$2,000	-	-	\$2,000
Site Inspections	-	-	\$1,000	-	\$1,000
Paid Marketing & Collateral	\$1,000	\$1,000	\$1,000	\$2,000	\$5,000
Memberships	\$12,475	-	-	\$255	\$12,730
Destination Sales Staffing	\$5,104	\$5,104	\$5,104	\$5,104	\$20,417
<b>Total</b>	<b>\$26,079</b>	<b>\$13,104</b>	<b>\$9,604</b>	<b>\$7,359</b>	<b>\$56,147</b>
<b>Reserves</b>					
8% balance is satisfied	-	-	-	-	-
<b>Total Reserves</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Contingency</b>					
Contingency (10%)	\$21,179	\$21,179	\$21,179	\$21,179	\$84,715
<b>Total Contingency</b>	<b>\$21,179</b>	<b>\$21,179</b>	<b>\$21,179</b>	<b>\$21,179</b>	<b>\$84,715</b>
<b>Total Expenses</b>					<b>\$900,544</b>
<b>Total W/ Contingency</b>					<b>\$985,269</b>
<b>Reserve Draw</b>					<b>\$138,122</b>
<b>Balance in Reserves at Start of 2027</b>					<b>\$207,000</b>
<b>Balance in Reserves at End of 2027**</b>					<b>\$68,878</b>

*\*\* Minimum required balance kept in reserves. Due to new 2026 changes in the City of Bellevue reimbursement process and its effect on cashflow, less money will be spent in 2026. Therefore, reserve balance is now projected to be significantly higher at the beginning of 2027 which will increase the 2027 end reserve balance dramatically.*

# Spending by Category

- Tourism Development 31%
- Mngmt/Admin/Research/Data 27%
- Marketing & Communications 24%
- Contingency 10%
- Destination Sales 6%
- Festivals & Events 2%





Community Development

# Attachment A



**To:** Bellevue-Redmond Tourism Promotion Area (BRTPA) Board - Redmond Zone  
**From:** The City of Redmond Lodging Tax Advisory Committee Chair, Councilmember Vanessa Kritzer  
**Date:** April 28, 2026  
**Subject:** Preliminary 2027 Redmond Zone TPA Budget Request

The City of Redmond is currently developing its 2027-2028 biennial Lodging Tax Advisory Committee (LTAC) budget. As part of this process, City staff prepared a high-level preliminary proposal outlining anticipated 2027 partnership funding recommendations. This initial proposal was shared with the Bellevue-Redmond Tourism Promotion Area (BRTPA) managing organization, OneRedmond, on February 18, with the understanding that it had not yet been reviewed by the LTAC, as committee budget meetings had not been scheduled at that time.

On April 27, the LTAC held its initial budget discussion and reviewed the preliminary lodging tax proposal. Through this discussion, the committee expressed strong interest in advancing a more coordinated and strategic partnership with the Redmond Zone of the TPA. In particular, the LTAC identified the following opportunities:

- Strengthen marketing, advertising, and public relations impact through aligned investments and shared strategy
- Reduce duplicative efforts across contracts and initiatives
- Provide a clearer and more cohesive experience for visitors by supporting a single tourism brand and platform
- Continue building and directing users to Experience Redmond as the City's established tourism brand (created in 2005)
  - 30,000 social fans and followers
  - 196,000 annual website users
- Maximize the effectiveness of marketing and advertising dollars by minimizing competition in shared markets

Based on these initial discussions, **the LTAC has identified a preliminary total of \$250,000 in requested Redmond Zone TPA funding** to support the following program areas:



1. Experience Redmond Marketing Contract - Bullseye Creative
  - Total contract value: \$193,000
    - \$178,000 annually through December 2027
    - Operations/subscription costs: approximately \$15,000 annually
  - **Recommended TPA investment: \$85,000**
2. Public Relations Contract - GreenRubino
  - Total contract value: \$75,000 annually through March 2028
  - **Recommended TPA investment: \$35,000**
3. Advertising Budget Enhancement - driven to established Experience Redmond website
  - Total Lodging Tax investment for 2027 is preliminarily set to \$30,000
  - Recommend a match for enhanced advertising reach
  - **Recommended TPA investment: \$30,000**
4. Visitor Mobility and Access Initiatives
  - Includes support for future RedLink shuttle operations and related visitor mobility efforts
  - The City's General Fund is anticipated to provide primary program funding
  - **Recommended TPA investment: \$70,000**
5. Regional Partnerships and Memberships (continue funding at previous levels)
  - Continued joint investment in regional partnerships and memberships at levels consistent with prior years
  - **Recommended continued TPA investment: \$30,000**
6. Event/Tourism Grants (continue funding)

In addition to the program areas above, the City of Redmond recommends that the BRTPA continue administering and funding its separate tourism grant program.



The total preliminary 2027 funding request from the LTAC to the Redmond Zone of the BRTPA is \$250,000. This amount does not include the TPA's separate tourism grant program allocation.

This memo is intended to document the LTAC's initial discussion and interest in expanded partnership opportunities. Funding levels and program details may be refined as budget discussions continue and as revenue projections are finalized.

The LTAC values its partnership with the BRTPA and looks forward to continued collaboration in this and future budget cycles.

Attached you will find:

- Original City of Redmond staff preliminary memo (February 18)
- The most current LTAC budget

Thank you,

Vanessa Kritzer  
City of Redmond City Council  
Lodging Tax Advisory Committee Chair



Community Development

# Attachment B



## BID RESPONSE

Responding To:

**Bid/Project Number: IFB 10830-24**

**Bid/Project Title: Tourism Marketing and Business Promotion Program Consultant**

**Closing Date: 08/06/2024 10:00am PST**

Submitted By:

Name of Company Submitting Response:

Bullseye Creative, Inc

Printed Name of Person Submitting Response:

Peter Klauser

Email:

peterk@bullseyecreative.com

Signature of Person Submitting Response:

Signed by:

*Peter Klauser*

E85565ECBFD8429...

Date:

8/5/2024

Attach Your Bid/Proposal:

Remember to sign your bid/proposal



Attach all pages of your response here



# City of Redmond Tourism Marketing & Business Promotion Program Consultant

August 06, 2024

Prepared for: Heidi Johnson; *Sr Purchasing Agent*  
Jackie Lalor; *Economic Development & Tourism Promotion Admin*  
Philly Marsh; *Economic Development Manager*  
**The City of Redmond**

Prepared by: Peter A. Klauser; *Account Warrior*  
**Bullseye Creative, Inc**



August 06, 2024

Greetings, fellow Redmond enthusiasts!

We are delighted to submit our proposal for a fresh and exciting new direction of the Redmond Tourism Marketing Program. After managing the Experience Redmond brand and advertising campaign for nearly nineteen years, we embrace this opportunity to apply a unique approach to the City's tourism marketing efforts.

We have successfully evolved and adapted our scope of work many times, as the City has grown exponentially over the years. When we first started the Experience Redmond campaign, there were only four hotels in our City, and the LTAC budget was a small fraction of what it is today. The future promises to be equally dynamic, with many new and exciting changes on the horizon. We are ready and willing to grow, too, while continuing to focus on supporting the City's strategic tourism and economic development goals.

The City of Redmond is at a pivotal crossroads. While the marketing efforts can continue to celebrate everything that makes Redmond unique (its cultural diversity, technological innovation, lush network of parks and trails, world-class hotels, unique boutiques and delectable dining options), there are many new factors that have recently been introduced (BRTPA, The Strategic Tourism Marketing Plan, Redmond 2050 Plans, Light Rail connections, and so on). Bullseye Creative is uniquely positioned to bring all parties to the table to collaborate on a creative partnership, and successfully navigate these many changes together.

We are also flexible and malleable, and open to input and guidance from the City staff, hotels, BRTPA representatives, and other stakeholders. We have a great deal of successful experience in management of creative civic messaging campaigns for tourism, public safety, transportation and parking, local neighborhood businesses, and the promotion of large events hosting thousands of attendees.

Bullseye Creative is a local, family-owned agency, and a proud licensed Redmond business (as we have been for many years). We are fully capable to provide all services required by the RFP with our small-but-mighty team. As co-founder of the company, I will be your primary contact, and I am supported by an awesome team of creative thinkers.

The entire Bullseye Creative crew is *passionate* about Redmond, and we are ready to fight hard to continue promoting this incredible city.

We are eager and excited about this opportunity to continue to partner with the City of Redmond, the hoteliers, and other partners on the development of new and innovative marketing initiatives to promote overnights and increase visitor traffic.

Looking forward,

A handwritten signature in black ink, appearing to read 'Peter A. Klauser', with a stylized flourish at the end.

Peter A. Klauser  
Account Warrior  
(206) 683-4239  
[peterk@bullseyecreative.com](mailto:peterk@bullseyecreative.com)

Bullseye Creative, Inc  
317 N 148th Street  
Shoreline, WA 98133

*Bullseye Creative was formed in 1996 as a Partnership, converted to an LLC in 1997, and then incorporated in the State of Washington in 2006. See current/active business license in attached appendix.*



## BULLSEYE CREATIVE TEAM, EXPERIENCE AND CAPABILITIES

Bullseye Creative is a high-energy, high-impact creative agency born and raised in the Pacific Northwest. Founded in 1996 by brothers, James and Peter Klauser, our company has grown to a small but powerful team of creative superheroes. We are careful about our growth and selective about our client list, working only with people and organizations who we are passionate about. At Bullseye Creative, we are laser-focused on the success of our clients, our company, and each other.

Bullseye Creative offers a wide range of boutique brand-management services to complement our creative experience. From brand development to graphic design & messaging; from digital advertising to traditional media; and from signage to video production; we truly are a one-stop-shop with a full suite of creative capabilities! See appendix for our client list and work samples.

Every member of the Bullseye Creative team is involved in the management of the Experience Redmond brand and advertising efforts, however your points of contact will continue to be Peter Klauser, Huso Paco, and Chloe Forrer (resume bios provided on following page). Our agency's simple organizational chart is seen below:





**PETER KLAUSER** *Account Warrior*

Co-founder of Bullseye Creative, Peter has more than 30 years of Project Management experience. Peter’s attention to detail impacts every project Bullseye Creative executes. Peter’s leadership and creative-direction is instrumental in the implementation of effective campaigns tailored to each client’s needs. Peter is a master of communication, working closely with clients, vendors, and our creative team to ensure that all parties are on the same track, driving toward the same goal.

**JAMES KLAUSER** *Creative Guru*

Co-founder of Bullseye Creative—with more than 30 years of branding, design, art direction, and consumer behavior experience—James’s creative vision combines form with function. James has design experience in a wide variety of areas including print, brand, web, media campaigns, and more. James’s marketing sensibilities, creative direction and high-impact creative skills have continued to underscore Bullseye Creative as one of the Pacific Northwest’s premier creative marketing agencies.

**HUSO PACO** *Social Samurai*

As content and media specialist, Huso works closely with clients to solve their unique goals with diligence and creativity. His commitment to understanding each client’s mission stands out through his passion and drive for making an impact through marketing and media.

**CHLOE FORRER** *Creative Coordinator*

Chloe is a wizard with communication and coordination. She works her magic on management of projects, supporting the client and the creative team with content creation, QA testing, and other key factors to keep the projects moving toward the finish line.

**SETH PILLERS** *Director of Pixels*

Seth brings client stories to life through creative design and content cultivation. His impeccable attention to detail shines through in his design and video production work. Seth has a keen fascination of user behavior, and his award-winning designs ensure a superb final product.

**MEGAN FERLAND** *Code Whisperer*

Megan is truly the Queen of problem-solving in the most unique ways imaginable. She offers a visionary approach to her website development and code management services, and will produce pixel-to-pixel perfection in everything she builds.

**EXTENDED TEAM OF PARTNERS**

Bullseye Creative boasts 28 years worth of valuable vendor relationships, with an extended network of photographers, videographers, animators, media partners, public relations professionals, and many other creative collaborators. Our Partnership Approach means Bullseye’s extended team includes thousands of supporting players. Should it become necessary to collaborate with one of our partners on this project, we’ll be delighted to introduce you to them for your input and approval. They all ROCK, just like we do.



## **METHODOLOGY**

Bullseye is a highly-collaborative creative agency, subscribing to a success-through-partnership approach. We are also incredibly flexible and easy to work with. Our project management is based on constant communication, availability, and adaptability.

Our Experience Redmond creative strategy will be laser-focused on the primary objective of driving overnight visitor traffic to Redmond, Washington (whether attracting new visitors, or encouraging existing visitors to extend their stay through the weekend) with a particular interest in improving metrics during the shoulder season (October through April).

Following the Scope-of-Work outlined in the RFP, Bullseye Creative's work approach includes:

## **CLIENT RELATIONS AND REPORTING**

Bullseye Creative will manage communication with client contacts, including enhanced data analytic reporting. Client Relations and Reporting work to include:

- Monthly client strategy and reporting meetings to present upcoming promotional strategy and communication calendar for review. Agendas provided in advance for client feedback and approval.
- Communication of industry trends to client, as available.
- Quarterly reporting on scope of work and budget status, campaign performance and data analytics and analysis. Client to provide input for strategy adjustment, as necessary.

## **PROJECT MANAGEMENT**

Bullseye Creative will manage all aspects of the project, including client and partner support as needed. Project Management work to include:

- Assisting client with the planning, promotion, and implementation of the Tourism Strategic Plan.
- Distribution of monthly Experience Redmond newsletter, with client approval.
- Support of LTAC tourism grant application promotion, and recipient compliance.
- Design and development of brand-consistent templates (RFP responses, presentations, etc), as requested by the client.
- Provision of analysis and visualizations of tourism data (tourism and economic impacts, etc).
- Management all creative resources (brand, photos, videos, collateral materials), and sharing of all native files with City of Redmond Communications as needed.
- Local delivery of collateral materials to client and/or partners (hotels, Redmond Town Center, City Parks, local business partners, etc), as needed.



## **PARTNERSHIP MEETINGS AND DEVELOPMENT**

Bullseye Creative will nurture and strengthen existing partnerships, and attend/host in-person meetings throughout the year. Partnership Meetings and Development work to include:

- Maintain partnerships with City of Redmond staff, OneRedmond, King County Parks, Woodinville Wine Country, Redmond Town Center, hoteliers, neighboring Eastside cities, tour organizers, LTAC grant event producers, other major Redmond events, multi-family communities, breweries/restaurants, and other partners as appropriate.
- Partner with and support OneRedmond and the Redmond Hotels Committee in the promotion of BRTPA efforts to drive positive economic impact to Redmond hotels.
- In-person attendance of OneRedmond quarterly meetings and/or networking events, as requested by the client.
- In-person attendance of quarterly Eastside Tourism Committee meetings, and annual hosting of one committee meeting in Redmond, if necessary.
- Participate in other meetings, as needed (LTAC, BRTPA Planning, City Council, hoteliers) to share marketing strategy and metrics, as directed by the client. One to two total additional meetings per month, as needed.

## **CONTENT AND PROMOTION DEVELOPMENT**

Bullseye Creative will develop all promotional content for the management of the marketing campaign. Content and Promotion Development work to include:

- At the beginning of each three-year campaign, Bullseye Creative will collaborate with stakeholders to research and develop a strategic brand messaging platform, in support of the Tourism Strategic Plan. This includes evaluation of the City's core attributes and unique selling propositions, competitive analysis, and persona profile development to identify our primary and secondary target audiences. Then, Bullseye will work with the stakeholder group to develop creative messaging options for brand positioning (with client input, feedback and approval).
- Bullseye will also work with City and other stakeholders on district placemaking messaging and branding, which will then be updated on the website and throughout all other materials.
- Develop monthly promotional calendar and hotel packages with seasonal themes (arts and culture, winter programming, dog-friendly activities, historic highlights, etc. This includes partnership promotional content, such as Woodinville Wine Country, STG concerts, WorldCup, etc)
- Develop and design weekly social media content (copy, graphics, design), including searching/filtering and curating of Redmond-related user-generated content.
- Develop and design monthly updates to website content with curated event information.
- Write and promote monthly blog post (itineraries, event promotion, and other content) promoting overnights in Redmond.
- Develop, design, code, test and distribute monthly e-newsletter to Experience Redmond subscribers (with client review and approval).
- Write and publish monthly business directory updates with client-provided content.
- Write and design advertorials and various print collateral, with client input and approval, as needed.
- Art direct photographers and videographers at various Redmond events, as directed by client (up to four events per calendar year).
- Develop, negotiate, promote and manage occasional contests (one to two per year) including prize distribution, as appropriate, to promote partner events and overnight stays.
- Maintain Redmond Tourism marketing media kit (photos & videos) for event producers, neighboring cities, and other partners.
- All final native files are to be shared with the client and City Communications team.



## **WEBSITE/DIGITAL MANAGEMENT**

Bullseye Creative will monitor and manage updates and upgrades to the website and digital environment. Website/Digital Management work to include:

- Manage all weekly content updates to the website's events calendar and featured events, including response to user-generated events content, under the oversight of City staff as necessary.
- Manage monthly updates to website content, including business directory additions, landing page callouts, and seasonal thematic messaging.
- Publishing and promotion of social media content (Facebook, Instagram, X, TikTok), with two (2) to five (5) posts per week, including user engagement and interaction, notification and direct message responses, and inappropriate comment management.
- Monthly provision and maintenance of dedicated virtual hosting environment, and server monitoring and management
- Monthly updates of code (plugins, theme settings) to ensure compliance and security.
- Monthly management of organic SEO (Search Engine Optimization) tactics, including directory registration/indexing, content strategy, keyword analysis and updates, onsite updates to meta data and alt text, and offsite update for link-building.
- Development of code upgrades and additions (new pages and features) as necessary and allowed by scope.
- Annual renewal and maintenance of privacy registration for domain names, and permanent 301 redirects for alternate and sub-domains.
- Provide City staff with website Admin access to manage content updates as needed.

## **EVENT ASSISTANCE**

Bullseye Creative will collaborate with BRTPA on event lead management. Event Assistance work to include:

- Integration of event sales tools into the Experience Redmond website.
- Assistant of monthly reporting of lead generation using available data systems.
- Collaboration with partners, such as BRTPA Redmond, as directed by client.
- Annual collaborative presentation of Tourism Marketing Workshop/Webinar delivered to LTAC grant recipients, as well as any other interested parties.
- Support City staff in coordination of Seattle Sports Commission or other large event solicitation by collaborating on proposals or co-hosting of site tours, as needed.

## **MEDIA AND PRODUCTION MANAGEMENT**

Bullseye Creative will manage, analyze, recommend, and execute advertising opportunities for Redmond tourism, including introduction of innovative ideas embracing technology. Media and Production Management work to include:

- Develop and deploy digital (PPC) advertising on search and social media channels monthly, including advertising dashboard management.
- Monthly analysis and recommendations for adjustment based on data trends.
- Design print advertising media, as needed and directed by client.
- Management of print collateral (annual visitor guide updates, and as-needed production coordination of stationery, flyers, and other promotional assets).
- Art direction and coordination of quarterly video and photography asset development, through creative partners.
- Management of media, P.R., photo/video, and influencer marketing budget (to be proposed annually by Bullseye Creative, and approved by client).



**PROJECT TIMELINE**

<b>YEAR ONE TIMELINE, MAJOR MILESTONES (2025)</b>	
January 2025	Strategic Brand Messaging Development Development of promotional calendar and media budget Quarterly Reporting Weekly/Monthly Content Development Monthly Website & SEO Updates Weekly Social Media Management Newsletter Development and Distribution Advertising and Marketing Media Management & Analysis Partnership Maintenance & BRTPA Event Support Client Strategy Meeting
February 2025	Strategic Brand Messaging Development Eastside Regional Tourism meeting Weekly/Monthly Content Development Monthly Website & SEO Updates Weekly Social Media Management Newsletter Development and Distribution Advertising and Marketing Media Management & Analysis Grant Recipient Compliance Management Partnership Maintenance & BRTPA Event Support Client Strategy Meeting
March 2025	Strategic Brand Messaging Development Weekly/Monthly Content Development Monthly Website & SEO Updates Weekly Social Media Management Newsletter Development and Distribution Advertising and Marketing Media Management & Analysis Partnership Maintenance & BRTPA Event Support Photo/Video Art Direction Host Tourism Marketing Workshop/Webinar Client Strategy Meeting
April 2025	Quarterly Reporting Weekly/Monthly Content Development Monthly Website & SEO Updates Weekly Social Media Management Newsletter Development and Distribution Advertising and Marketing Media Management & Analysis Partnership Maintenance & BRTPA Event Support Client Strategy Meeting



<b>YEAR ONE TIMELINE, MAJOR MILESTONES (2025)</b>	
May 2025	Eastside Regional Tourism meeting Weekly/Monthly Content Development Monthly Website & SEO Updates Weekly Social Media Management Newsletter Development and Distribution Advertising and Marketing Media Management & Analysis Partnership Maintenance & BRTPA Event Support Client Strategy Meeting
June 2025	Weekly/Monthly Content Development Monthly Website & SEO Updates Annual Domain Name Management Weekly Social Media Management Newsletter Development and Distribution Advertising and Marketing Media Management & Analysis Partnership Maintenance & BRTPA Event Support Photo/Video Art Direction Client Strategy Meeting
July 2025	Quarterly reporting Weekly/Monthly Content Development Monthly Website & SEO Updates Weekly Social Media Management Newsletter Development and Distribution Advertising and Marketing Media Management & Analysis Annual Updates to Visitors Guide Partnership Maintenance & BRTPA Event Support Client Strategy Meeting
August 2025	Eastside Regional Tourism meeting Tourism Grant Marketing and Promotion Weekly/Monthly Content Development Monthly Website & SEO Updates Weekly Social Media Management Newsletter Development and Distribution Advertising and Marketing Media Management & Analysis Partnership Maintenance & BRTPA Event Support Client Strategy Meeting
September 2025	Weekly/Monthly Content Development Monthly Website & SEO Updates Weekly Social Media Management Newsletter Development and Distribution Advertising and Marketing Media Management & Analysis Partnership Maintenance & BRTPA Event Support Photo/Video Art Direction Client Strategy Meeting



<b>YEAR ONE TIMELINE, MAJOR MILESTONES (2025)</b>	
October 2025	Quarterly Reporting Weekly/Monthly Content Development Monthly Website & SEO Updates Weekly Social Media Management Newsletter Development and Distribution Advertising and Marketing Media Management & Analysis Partnership Maintenance & BRTPA Event Support Client Strategy Meeting
November 2025	Eastside Regional Tourism meeting Weekly/Monthly Content Development Monthly Website & SEO Updates Weekly Social Media Management Newsletter Development and Distribution Advertising and Marketing Media Management & Analysis Partnership Maintenance & BRTPA Event Support Client Strategy Meeting
December 2025	Weekly/Monthly Content Development Monthly Website & SEO Updates Weekly Social Media Management Newsletter Development and Distribution Advertising and Marketing Media Management & Analysis Partnership Maintenance & BRTPA Event Support Photo/Video Art Direction Client Strategy Meeting

Years Two (2026) and Three (2027) will be similar to Year One (2025), although we will not need to redevelop the Strategic Brand Messaging in the first quarter.



**PRICING METHODOLOGY**

We are in the *investment* business. We invest our heart and soul into our clients, and we strive to develop long-term deep, meaningful relationships with people who value us and our work. Of course, we are also paid for our work, and we recognize that these fees are simply *investments* in the future returns for our client’s growth.

All rates are based on estimated hours as defined in the RFP’s Scope-of-Work, billed at our flat hourly rate of \$250 (applies to all members of the Bullseye Creative team). No sub-consultants are expected for the stated Scope of Work Areas itemized below. No additional expenses are anticipated. Bullseye will submit an annual media budget (approximately \$100,000) for public relations, photo and video expenses, influencer campaigns, digital/print advertising/media, hosting and domain expenses, and any other innovative marketing opportunities. Client will review and approve proposed media budget annually (with recommended partners, as required). Quoted hours and investment estimates are valid 90 days from date of proposal.

<b>ANNUAL INVESTMENT BUDGET (2025 - 2027)</b>		
<b>Scope of Work Area</b>	<b>Estimated Monthly Hours</b>	<b>Total Monthly Investment</b>
Client Relations & Reporting	7 Hours	\$1,750
Project Management	6 Hours	\$1,500
Partnership Meetings & Development	4 Hours	\$1,000
Content Development	20 Hours	\$5,000
Website/Digital Management	12 Hours	\$3,000
Event Assistance	3 Hours	\$750
Media & Production Management	5 Hours	\$1,250
<b>Total Monthly Investment</b>	<b>57 Hours/Month</b>	<b>\$14,250</b>
<b>Total Annual Investments</b>	<b>684 Hours/Year</b>	<b>\$171,000</b>

**TOTAL FOR INITIAL THREE-YEAR TERM: \$513,000**



## REFERENCES

We are proud of the relationships we've built over the 28 years that Bullseye Creative has been delivering impact to our trusted clients. We encourage you to check out our 5-star reviews ([Google Reviews](#), [Yelp Reviews](#), [Facebook Reviews](#)), and we invite you to contact the following clients for a personal testimonial:

### **Jackie Lalor**

*Tourism Program Manager*  
City of Redmond  
[jlalor@redmond.gov](mailto:jlalor@redmond.gov)  
(425) 556-2209

### **Philly Marsh**

*Economic Development Manager*  
City of Redmond  
[pmarsh@redmond.gov](mailto:pmarsh@redmond.gov)  
(425) 588-8555

### **Jim Demonakos**

*Founder*  
Emerald City Comic Con & LightBox Expo  
[jim@lightboxexpo.com](mailto:jim@lightboxexpo.com)  
(425) 268-1084

### **Janet Silcott**

*Vice President Marketing*  
Kitsap Bank  
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## **APPENDIX**

The following pages include our proposal appendix, featuring our City of Redmond business license, client list, and work samples/case studies showcasing relevant graphic design, creative copywriting, data analytics, marketing websites, and brand development work.

# City of Redmond Experience Redmond Tourism Marketing

Presented by Bullseye Creative • 08-06-2024



## Appendix



STATE OF WASHINGTON

# BUSINESS LICENSE

Profit Corporation

BULLSEYE CREATIVE, INC.  
BULLSEYE CREATIVE INC (FORMERLY BULLSEYE GRAPHICS, LLC)  
317 N 148TH ST  
SHORELINE WA 98133-6406

UNEMPLOYMENT INSURANCE - ACTIVE  
TAX REGISTRATION - ACTIVE

INDUSTRIAL INSURANCE - ACTIVE

Issue Date: Nov 03, 2023

Unified Business ID #: 602554289

Business ID #: 001

Location: 0001

Expires: Nov 30, 2024

**CITY/COUNTY ENDORSEMENTS:**

REDMOND GENERAL BUSINESS - NON-RESIDENT #RED07-000112 - ACTIVE

**LICENSING RESTRICTIONS:**

No person, or business, or those under their control, shall cause or allow the discharge of unauthorized pollutants (e.g. chemicals, oils, detergents, or wastewater) into a City of Redmond storm water drainage system, surface water bodies or groundwater.

Not licensed to hire minors without a Minor Work Permit.

**REGISTERED TRADE NAMES:**

- BULLSEYE
- BULLSEYE ADVERTISING
- BULLSEYE CREATIVE
- BULLSEYE CREATIVE INC (FORMERLY BULLSEYE GRAPHICS, LLC)
- BULLSEYE GRAPHICS

This document lists the registrations, endorsements, and licenses authorized for the business named above. By accepting this document, the licensee certifies the information on the application was complete, true, and accurate to the best of his or her knowledge, and that business will be conducted in compliance with all applicable Washington state, county, and city regulations.

Director, Department of Revenue

UBI: 602554289 001 0001

BULLSEYE CREATIVE, INC.  
BULLSEYE CREATIVE INC  
(FORMERLY BULLSEYE  
GRAPHICS, LLC)  
317 N 148TH ST  
SHORELINE WA 98133-6406

UNEMPLOYMENT INSURANCE -  
ACTIVE  
INDUSTRIAL INSURANCE - ACTIVE  
TAX REGISTRATION - ACTIVE  
REDMOND GENERAL BUSINESS -  
NON-RESIDENT #RED07-000112 -  
ACTIVE

STATE OF WASHINGTON

Expires: Nov 30, 2024

Bullseye Creative was formed in 1996 as a Partnership, became an LLC in 1997, and then incorporated in the State of Washington in 2006



City of Seattle



Redmond  
WASHINGTON



# Our Clients

Bullseye Creative works with a well-rounded list of notable clients in the Pacific Northwest, and beyond. Our industry experience includes consumer products, retail, business to business, tourism, event promotion, real estate, government, non-profit, technology, gaming & entertainment, and more.



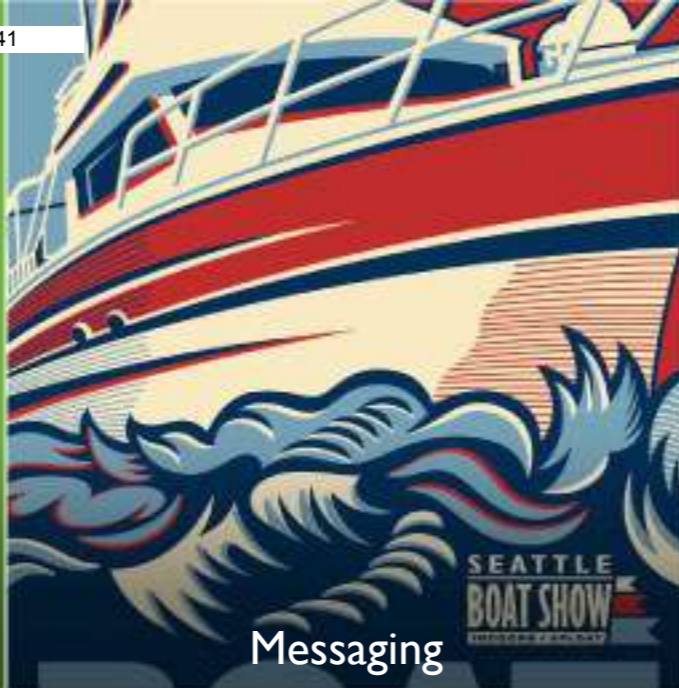
FRED HUTCH  
CURES START HERE



REDMOND  
TOWN-CENTER



Brand Development



Messaging



Digital/Web



Social Media

# Our Services

Bullseye Creative offers a wide range of boutique brand-management services to complement our creative experience. From brand development to graphic design & messaging; from digital to traditional media; and from signage to video production; we truly are a one-stop-shop with a full suite of creative capabilities!



Print Collateral



Signage



Media/Outdoor



Video Production



# Brand Experience

We love brands, and we have developed a wide variety of identities for a diverse set of clients and industries. An effective identity must accurately convey an organization's personality while appealing to each of the intended target audiences. Bullseye speaks a lot of languages.



sitting month  
MEALS





## Case Study

### Experience Redmond

For nineteen years, Bullseye Creative has served as the Agency Of Record for the City of Redmond, managing the marketing for the City's tourism and event awareness campaign. Media includes: web, social media, SEO/SEM, email direct marketing, PR, video, photography, and promotional partnerships. Bullseye has successfully developed a brand and messaging strategy, and increased conversions (links directed to hotel reservation pages) each year of the campaign. In addition, Bullseye has expanded responsibilities and changed direction multiple times with grace and ease.



## Technically, Redmond Has it All



### Host Your Event in the Heart of Northwest Tech

Redmond is a hub for technology, culture, and the great outdoors. Redmond is located just east of Seattle, with convenient access to wine country or SeaTac airport. Known as the Bicycle Capital of the Northwest, Redmond is home to scenic parks and trails, and a walkable urban center bustling with shopping, dining, and world-class hotels.

ExperienceRedmond.com is your definitive resource for events, attractions, activities and everything Redmond.



Contact Us Today and Learn More.  
[experienceredmond.com/group-gatherings](http://experienceredmond.com/group-gatherings)



Home to a diverse collection of indoor and outdoor meeting spaces, Redmond is where nature meets technology. Make your next event unique and memorable. [experienceredmond.com](http://experienceredmond.com)

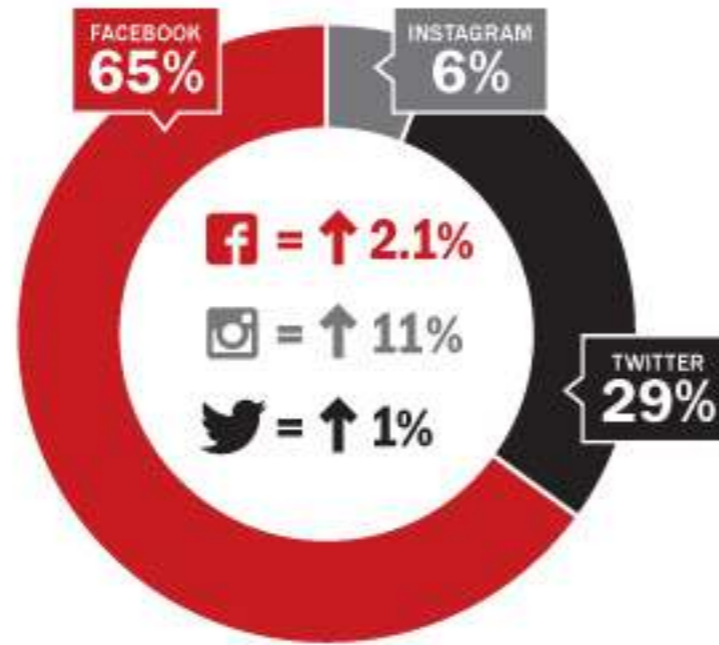


Contact Us Today and Learn More.  
[experienceredmond.com/host-your-event-here](http://experienceredmond.com/host-your-event-here)

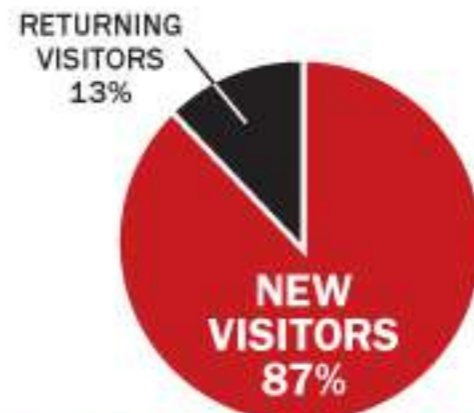
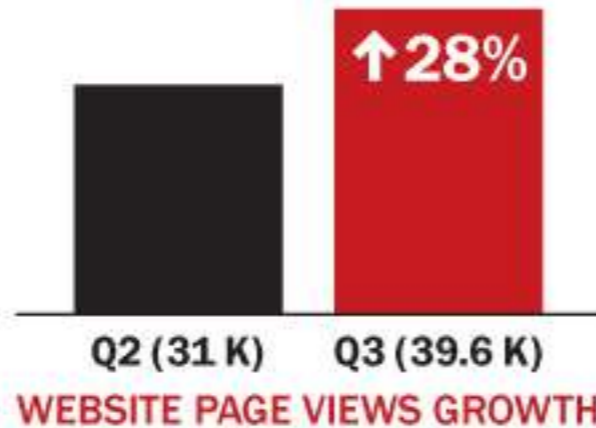




## Follower Representation



**↑ 56.9%**  
TOTAL FOLLOWERS



MAKEUP OF WEBSITE AUDIENCE



## OCTOBER 2018

Redmond, known for its beautiful and expansive natural setting, also has a dark side to it as well. Legend says some of the people of this city have stuck around in the afterlife. This October, Redmond will be bustling with visitors seeking to be spooked by numerous zombies that stem from the city's fright-filled Town Center... Here are some haunts you won't want to miss this Halloween-season:



## THRILL THE WORLD 2018

October 27th, 2018

Head to the haunted Redmond Town Center this October for a zombie-infested tradition. Every year, the apocalyptic mob gets their groove on to Michael Jackson's global phenomenon, THRILLER! This annual Halloween scare will take place October 27th.





## Case Study

### City of Redmond “You Stay We Pay”

In the Spring of 2021, Bullseye Creative produced a tourism stimulation plan for the City of Redmond, establishing the “Geek Out Gold” community currency, and advertising a “You Stay We Pay” incentive promotion. The City’s \$50,000 incentive investment attracted 530 new hotel guests, booking 1550 new room nights. At an average of 2.9 nights per booking, and average rates of \$125 per night, the investment returned \$193,750 in new revenue to Redmond hotels. In addition, the \$50,000 of distributed community currency was redeemed at participating Redmond businesses, with customers spending an average of 1.5x the certificate’s face value. This generates an additional \$75,000 of economic impact to the small business community. In total, the incentive brought \$268,750 in cumulative economic impact to the City of Redmond’s local economy.



# The city of Redmond is trying a new tactic to bolster a resurgence in tourism: giving visitors money

March 21, 2021 at 6:50 am | Updated March 21, 2021 at 11:12 pm



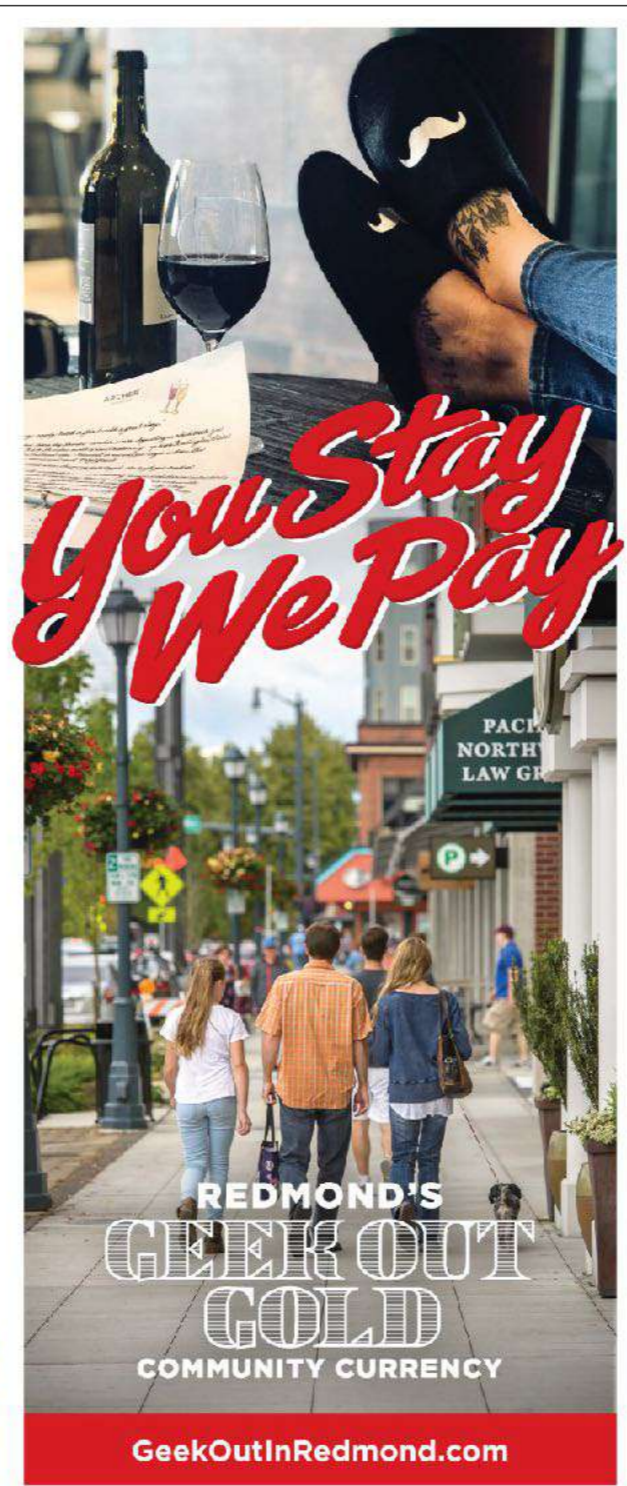
1 of 6 | The city of Redmond is trying to stimulate the local economy with a new idea: Giving away money. In late March, the city will give \$100 in gift certificates to a set number of people who book a two-night stay at a hotel in Redmond. Show more in Redmond Tour... More...

By Chris Talbott

Special to The Seattle Times

The city of Redmond wants you to visit. So bad that tourism officials there will pay you \$100 to do so.

Got your shots and itching for a “vaxication”? Or just can’t stand being a shut-in anymore following our long winter of COVID-19? Starting Sunday, by booking two nights at a participating hotel in the town that Microsoft made



Stay Two Nights at a Redmond Hotel and You'll Receive

**\$100**

To Spend While You're in Town!



**BOOK NOW!**

WELCOME TO REDMOND'S GEEK OUT GOLD COMMUNITY CURRENCY

For visiting Redmond, and for staying in our *You Stay, We Pay* hotels, local businesses are expanding and to help you take advantage of the *Geek Out Gold* in your pocket. Discover a local coffee shop, enjoy dinner at one of our restaurants, or pamper yourself at a spa.

Geek Out Gold on pizza and pet-friendly beer, hotels and home fitness facilities, and so much more. Participating merchants are the most passionate about the Pacific Northwest.

Redmond's lush parks, trails, and more shopping, dining, & lodging options.






To see the most current list of merchants accepting Geek Out Gold, visit us online.

[GeekOutInRedmond.com](http://GeekOutInRedmond.com)



MONIQUE MING LAVEN  
f MONIQUEKIRO7

KIRO 7  
kIRO7.com



## Case Study

### Emerald City Comicon

In their seventh year, Emerald City Comicon (ECCC)—the Seattle-based comic book & pop culture event—asked Bullseye Creative to help the show grow past the 9,000 attendee mark.

That year, we increased their attendance from 9,000 to 20,000!! In our second year as Agency Of Record, we helped the Con grow to 32,000 attendees. In the following years, we continued to grow ECCC attendance, and the show now hosts more than 100,000 guests!! Each year, the show adds space capacity, and still sells out quickly. Emerald City Comicon is now one of the top five comic and pop culture conventions in the world.







# EMERALD CITY COMICON

## APR 7-10 | 2016

Washington State Convention Center  
SEATTLE, WASHINGTON

FOLLOW US



THE NEWSLETTER



THE MAN  
THE LEGEND  
'NUFF SAID

- NEWS
- BUY PASSES
- GUESTS
- THE SHOW
- EXHIBITORS
- GAMING
- WRITERS BLOCK
- ECCC COMICS
- EXCLUSIVES
- KIDS AREA
- SPECIAL EVENTS
- HOTELS/TRAVEL
- APPLICATIONS
- F.A.Q.
- CONTACT

### WELCOME TO EMERALD CITY COMICON

Emerald City Comicon is the premier comic book and pop culture convention in the Northwest! In 2015 our attendance soared to 80,000 people over three days, and featured hundreds of comic book guests, celebrity guests and more!

For 2016, we're expanding to four days - Thursday, April 7 to Sunday, April 10! Tickets for ECCC 2016 will go on sale in late September. Sign up to receive our newsletter and connect with us on Twitter, Facebook and Instagram so you will be the first to know the latest ECCC 2016 news!

ECCC has everything you want for a weekend out with your fellow nerds: comic book Special Guests, your favorite Celebrity Guests, hundreds of Exhibitors and Artist Alley tables on our show floor, hours of Programming, Gaming tournaments and demos, exclusive Merchandise, Special Events and much more!

If you can't find what you're looking for, visit our [Frequently Asked Questions](#) page.

### RECENT NEWS

09.02.2015 **New Tales From The Con!**

Posted by: Andrea D



(Formerly) Living Proof

08.26.2015 **New Tales From The Con!**

Posted by: Andrea D



Color Me Blue



THE OFFICIAL ECCC MOBILE APP

[Click for details](#)

#### SHOW FLOOR HOURS

April 7 - 2:00PM to 7:00PM  
 April 8 - 10:00AM to 7:00PM  
 April 9 - 10:00AM to 7:00PM  
 April 10 - 10:00AM to 5:00PM



The Premier Comic Book & Pop Culture Convention In The Northwest

**2013 MAR 1-3**  
WASHINGTON STATE CONVENTION CENTER

**OUR BIGGEST SHOW EVER!**

MORE GUESTS, MORE SPACE, MORE EXHIBITORS  
MORE GAMING, MORE PANELS, MORE... EVERYTHING!

[www.EmeraldCityComicon.com](http://www.EmeraldCityComicon.com) | [/emeraldcitycomicon](https://www.facebook.com/emeraldcitycomicon) | [@EmeraldCityCon](https://twitter.com/EmeraldCityCon)

**FEATURING:**

**PATRICK STEWART**  
"Star Trek: The Next Generation"

BILLY DEE WILLIAMS  
"What a Boy Scout"

WELAN ANDERSON  
"T-Pain"

WALTER KURTZ  
"The Firm"

MARTIN AMUNDSON  
"True Blood"

DAVE CONDUCT  
"BURNING GARDENS"

**BATMAN**

**ADAM WEST BURT WARD**  
"Batman (1960s TV Series)"

**...AND MORE!**

The Northwest's Premier Comic Book & Pop Culture Convention

**EMERALD CITY COMICON '14** *NOW THREE FULL DAYS!*

**MARCH 28-30**  
WASHINGTON STATE CONVENTION CENTER  
SEATTLE, WASHINGTON

[www.EmeraldCityComicon.com](http://www.EmeraldCityComicon.com) | [/emeraldcitycomicon](https://www.facebook.com/emeraldcitycomicon) | [@EmeraldCityCon](https://twitter.com/EmeraldCityCon)

**COMICS! CELEBS! COLLECTIBLES!**

RICHARD DEAN ANDERSON  
ELIZA DUSHKU  
KARL URBAN  
STEVEN YELN  
DARY ELWER  
MICHELLE NICHOLS  
**...AND MORE!**



**EMERALD CITY COMICON**

**MAR 27-29**

**2015**

**SUNDAY**

**EC3CC**

**MAR 27-29 | 2015**

**PASSES ON SALE NOW!**

**MORE SHOW THAN EVER!**

**15**

**EMERALD CITY COMICON**

**MARCH 2-4, 2017**

**SUNDAY**

**THWIP**

**STAN LEE**

THE MAN  
THE LEGEND  
'NUFF SAID



## Case Study

### The Seattle Boat Show

For the past several years, Bullseye Creative has managed all advertising creative duties for NMTA/NYBA and the Big Seattle Boat Show. Notably, in 2012 we developed an exciting viral marketing campaign coinciding with the national election, which we called "Get Out And Boat." The award-winning guerrilla marketing campaign included "political" (nautical) yard signs, "protest" banners hung from the freeway overpass, and "exit polling" at area marinas ("Hi. Who did you boat for today?")

Bullseye has led the event to increases in attendance, exhibitor registrations, and (most importantly) boat sales. In addition, we have helped the show achieve a primary goal of successfully targeting new markets and lowering the average age of the attendee.



CENTURYLINK FIELD & SOUTH LAKE UNION

65<sup>th</sup> ANNIVERSARY 1947-2012

SEATTLE BOAT SHOW  
INDOORS • AFLOAT

# BOAT

JAN 27 - FEB 5, 2012 • SEATTLEBOATSHOW.COM

GetOutAndBoat.com

# BOAT

Every

# BOAT

2012

Counts

GetOutAndBoat.com

# BOAT

## 2012

www.GetOutAndBoat.com

SUPPORT THE BOAT PARTY IN 2012

# ROCKE

The BOAT

★★ GetOutAndBoat.com ★★

# YES! I BOAT

www.GetOutAndBoat.com





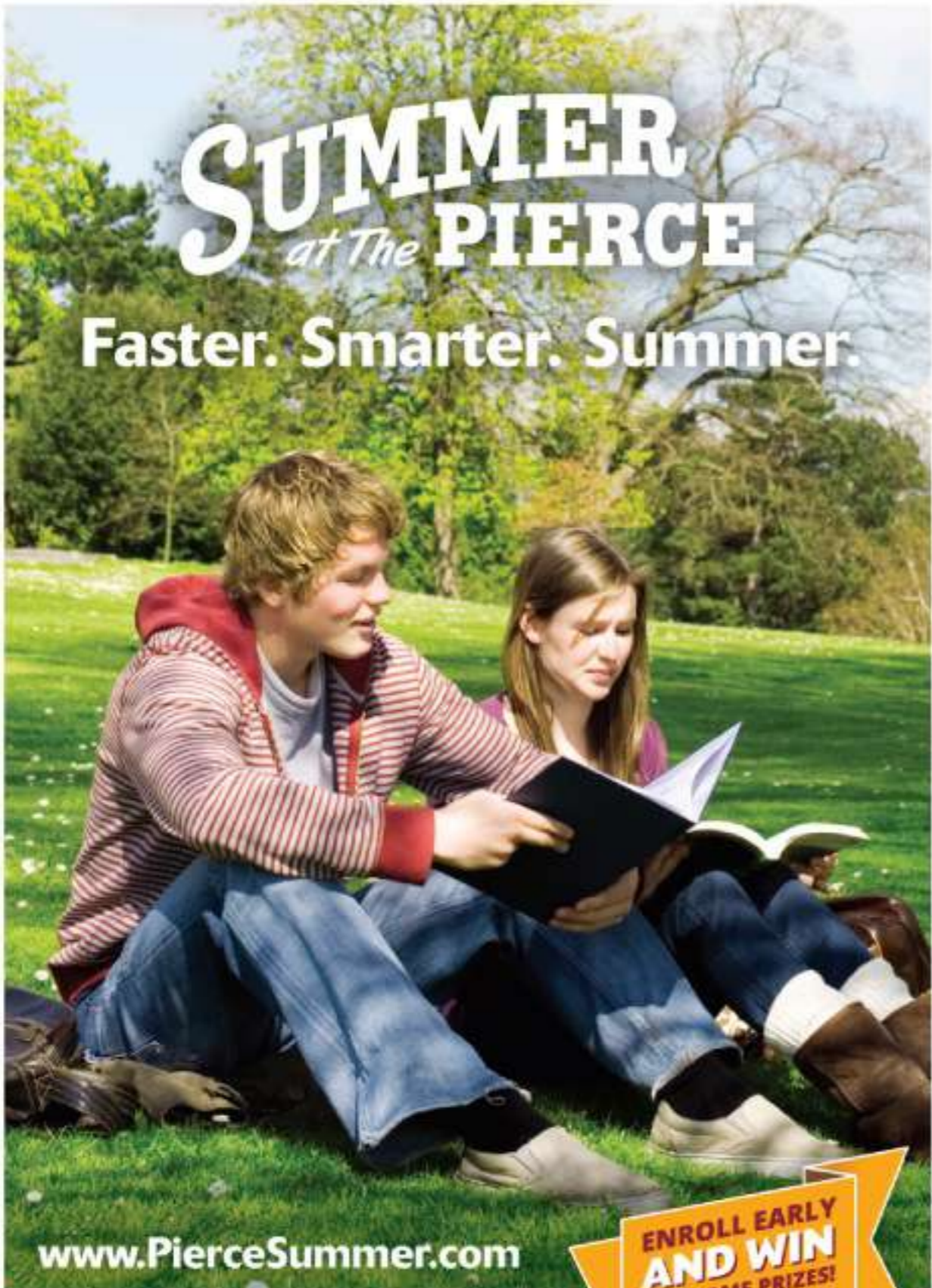
## Case Study

### Pierce College

Bullseye Creative branded Pierce College's summer program as "Summer at the Pierce," utilizing a variety of advertising media to increase summer quarter enrollment. In addition, our creative strategy established long-term sustainable messaging for future summer quarters. The campaign focused on positive aspects of the summer quarter lifestyle, breaking the "Summer School" taboo barrier, and putting focus on the aspirations of current and new students.

Bullseye managed and executed the successful media strategy. The campaign developed positive awareness, strong word-of-mouth reviews, and resulted in a 25.08% increase in applications.





# SUMMER *at The* PIERCE

## Faster. Smarter. Summer.

[www.PierceSummer.com](http://www.PierceSummer.com)

**ENROLL EARLY  
AND WIN  
AWESOME PRIZES!**  
Details Available at  
[PierceSummer.com](http://PierceSummer.com)

#PierceSummer

**PIERCE  
COLLEGE**   
*possibilities. realized.*

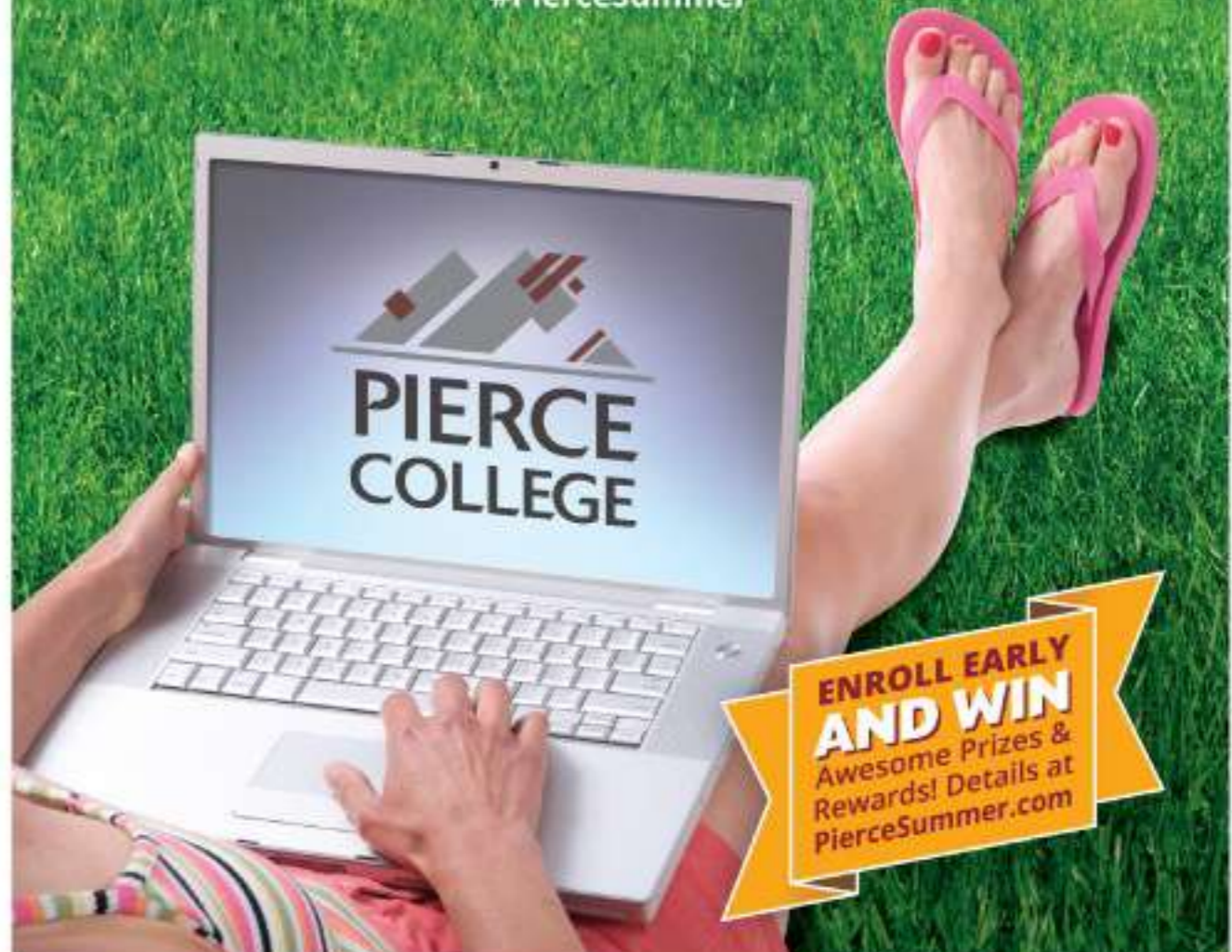
## Faster. Smarter. Summer.

Receive your degree faster by enrolling in Pierce College's new and improved summer session. With ten weeks of credits in only eight weeks, and only two days of classes per week, you will have more time to enjoy your summer.

# SUMMER *at The* PIERCE

[www.PierceSummer.com](http://www.PierceSummer.com)

#PierceSummer



**ENROLL EARLY  
AND WIN  
Awesome Prizes &  
Rewards! Details at  
[PierceSummer.com](http://PierceSummer.com)**

**ENROLL EARLY AND WIN AWESOME PRIZES!**  
Details Available at [PierceSummer.com](http://PierceSummer.com)

**PIERCE COLLEGE**

**SUMMER at The PIERCE**

**Faster. Smarter. Summer.**

Receive your degree faster by enrolling in Pierce College's new, condensed summer session.

[www.PierceSummer.com](http://www.PierceSummer.com)

**BRACE YOURSELVES...**

**SUMMER COURSES ARE COMING**

**SUMMER at The PIERCE** [www.PierceSummer.com](http://www.PierceSummer.com)

**TOOK SUMMER COURSES**

**GRADUATED EARLY**

**SUMMER at The PIERCE** [www.PierceSummer.com](http://www.PierceSummer.com)

**ENROLL EARLY AND WIN AWESOME PRIZES!**  
Details Available at [PierceSummer.com](http://PierceSummer.com)

**Make Your Summer Count.**

Anxious to finish your education? Graduate sooner by taking summer classes at Pierce College.

**SUMMER at The PIERCE**

[www.PierceSummer.com](http://www.PierceSummer.com)

#PierceSummer

**PIERCE COLLEGE**  
possibilities. realized.

**I DIDN'T ENROLL IN SUMMER COURSES**

**NOW I HAVE TO SPEND ANOTHER QUARTER IN CLASS NEXT YEAR**

**SUMMER at The PIERCE** [www.PierceSummer.com](http://www.PierceSummer.com)

**MUCH SUMMER COURSES**

**SUCH WOW**

**SUMMER at The PIERCE** [www.PierceSummer.com](http://www.PierceSummer.com)

**ENROLL EARLY AND WIN AWESOME PRIZES!**  
Details Available at [PierceSummer.com](http://PierceSummer.com)

**Get Ahead. Start.**

Learn Faster. Most of the summer classes at Pierce College can be completed in only EIGHT WEEKS!

**SUMMER at The PIERCE**

[www.PierceSummer.com](http://www.PierceSummer.com)

#PierceSummer

**PIERCE COLLEGE**  
possibilities. realized.

**SUMMER COURSES...**

**SUMMER COURSES EVERYWHERE**

**SUMMER at The PIERCE** [www.PierceSummer.com](http://www.PierceSummer.com)

**IF YOU WANTED TO GRADUATE EARLIER**

**YOU SHOULD HAVE TAKEN SUMMER COURSES**

**SUMMER at The PIERCE** [www.PierceSummer.com](http://www.PierceSummer.com)



## Case Study

### City of Seattle

Bullseye Creative worked with the City of Seattle for a comic-book influenced safety messaging campaign we called “Be Super Safe, Seattle.” The campaign work included brand development, strategy, media & PR, and teen outreach through a custom written and illustrated comic book with driving and pedestrian safety lessons.



**VOLUME ONE ISSUE 1**

**BE SUPER SAFE SEATTLE**

# SUPER SAFE

BECOME A SUPERHERO OF OUR STREETS

PEOPLE OF SEATTLE — **TAKE ACTION!**

PRESENTED BY **SDOT**  
Seattle Department of Transportation

## SLOW IT DOWN

JUSTIN THOUGHT HIS FAST CAR WOULD IMPRESS THE GIRLS.

'SUP, GIRLS!

IN SEATTLE, 42% OF FATAL COLLISIONS INVOLVE SPEEDING. THE FASTER YOU DRIVE, THE HARDER IT IS TO SEE POTENTIAL HAZARDS, AND THE LONGER IT TAKES TO STOP YOUR CAR!

SEATTLE SPEED LIMITS ARE 25 MPH ON NEIGHBORHOOD STREETS, 30 MPH ON ARTERIALS, AND 20 MPH IN SCHOOL ZONES!

A PEDESTRIAN HIT AT 40 MPH HAS AN 85% CHANCE OF DYING! BUT AT 20 MPH, THAT PERSON IS MUCH MORE LIKELY TO SURVIVE THE CRASH!

IMPACT WITH A BICYCLIST, NO MATTER WHAT YOUR SPEED, AND THEIR LIKELIHOOD OF INJURY IS NEARLY 100%!

SPEEDING TICKETS, WRECKED CARS, AND VEHICULAR MANSLAUGHTER ARE COSTLY TO YOUR LIFE, WALLET, AND REP.

SPEEDING DOESN'T SAVE YOU TIME OR GET YOU THERE FASTER! OUR TRAFFIC LIGHTS ARE TIMED FOR THE SPEED LIMITS. SO, EVEN IF YOU SPEED UP BETWEEN SIGNALS, YOU'LL MOST LIKELY BE WAITING AT THE SAME RED LIGHT WITH THE CAR YOU JUST PASSED!



# Look Out For Each Other

How You Drive, Bike, and Walk Matters



Working together, we can get to zero fatalities and serious injuries on Seattle streets.

**Be Super Safe.**



LEARN MORE AT:  
[SEATTLE.GOV/BESUPERSAFE](http://SEATTLE.GOV/BESUPERSAFE)





Financial Freedom for Families Since 1908

## Case Study

### Kitsap Bank

We recently completed a brand evolution for Washington State's preeminent family-owned independent bank, Kitsap Bank — culminating in a brand launch event and anniversary celebration, which we strategically planned to introduce the upgraded identity to the company's 300+ employees and their families. Bullseye worked closely with the Kitsap Bank marketing team to redefine the company's brand platform, establishing a foundation for all future marketing messaging. We then developed a fresh new brand mark, which accurately conveys the company's spirit, pride, and energy. Finally, we assisted the company with a complete re-design of all collateral, signage, advertising, web and mobile interfaces, and more.









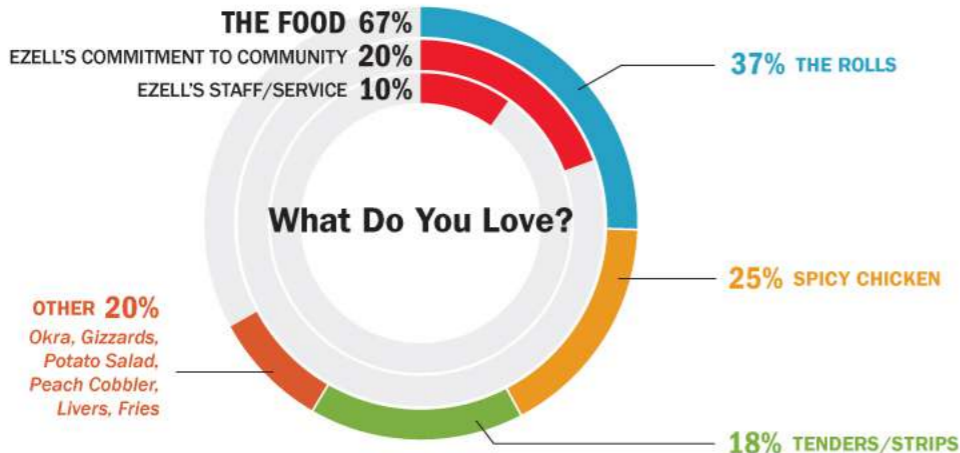
## Case Study

### Ezell's Famous Chicken

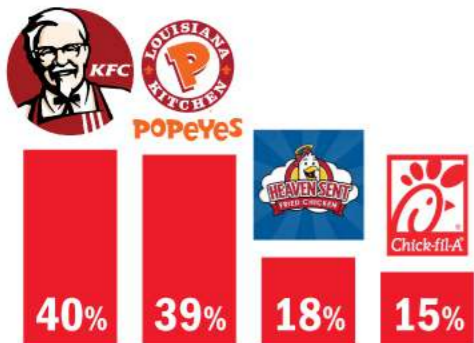
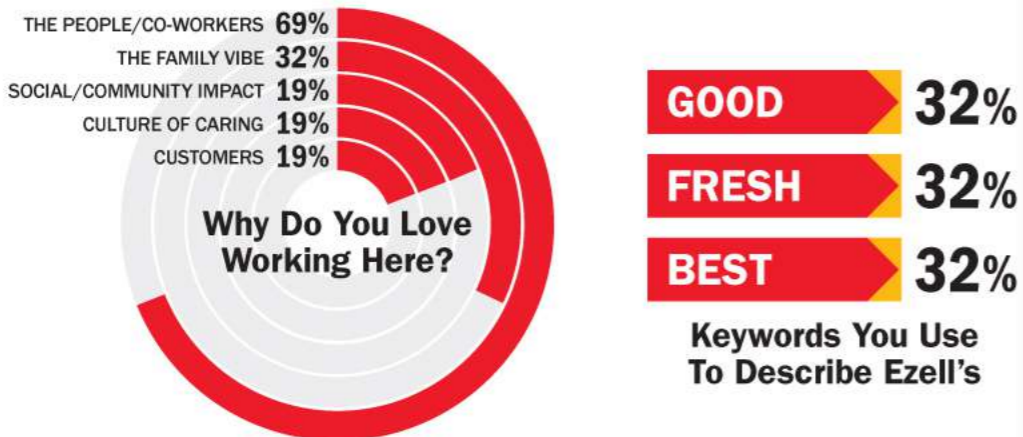
Bullseye Creative worked with the locally-owned chain of chicken restaurants to develop a brand platform that helped the company differentiate in a competitive marketplace. The research helped develop a creative message that perfectly encapsulated the company's core values, and set them apart in the minds of their customers—their most valuable advocates. Since the delivery of these creative results, the 40 year-old company has continued to grow, opening several additional locations in the Puget Sound.



**CUSTOMERS**

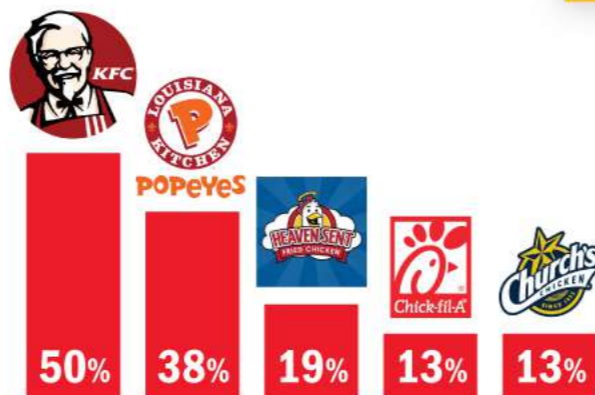


**EMPLOYEES**



(Also Fat's, Quick Pack, Saars, Cane's, Chicken N Mo, Church's, Marco Polo, Ma'Ono, Duck Island. Plus Dick's and Taco Time)

**CUSTOMERS**



(Also "Grocery" and Buffalo Wild Wings)

**EMPLOYEES**

Keep Logotype Separate from Chicken



Never Scale Chicken Down to Fit Inside of Logotype





Stamp Logo on Wax Paper



Print Logo/Messaging Pattern on Wax Paper



Square-Bottom Plastic Bag with Clear Messaging



Tell Story on Inside Box Top

Sticker on Red Box



Gable Box (Full-Coverage Identifier and Messaging)



Belly Band Slides Over Closed Clamshell or Box





## Case Study

### Fred Hutch

At the recent Fred Hutch Holiday Gala, Bullseye Creative developed an emotional message that focused on the organization's need for philanthropic support in combating pediatric cancers. This included Bullseye's concept and coordination of a scripted introductory speech, a video story, a live musical performance by Seattle-area musician, Noah Gundersen, and a procession of the many families of children who have lost their battle to this terrible disease. The "raise the paddle" fundraising that immediately followed our choreographed performance brought in a record-breaking total of \$13.35 million for pediatric cancer research!





# e-Park Here.



AND HERE. AND HERE.  
AND HERE.

[seattle.gov/ePARKmobile](http://seattle.gov/ePARKmobile)



## Find Holiday Parking Faster

## Case Study

### SDOT e-Park

Bullseye Creative developed the name and brand identity for Seattle Department of Transportation's electronic parking guidance system, "e-Park." Our work included the development of name and visual identity, signage, direct marketing, media, video, web, and event promotion.



**Find Parking Faster**  
seattle.gov/ePARK

Location	Open Spaces
← Pacific Place	248
↑ 3rd & Stewart	137
↑ Pike Place Market	88
← Convention Center	656



*e-Park and Be Merry*

Location	Open Spaces
← Pacific Place	248
↑ 3rd & Stewart	137
↑ Pike Place Market	88
← Convention Center	656

**Real-Time Downtown Seattle  
Holiday Parking Info**

**e-Park Here.**  
AND HERE. AND HERE.  
AND HERE.

seattle.gov/ePARKmobile

**e-Park Here.**

**AND HERE. AND HERE. AND HERE.**

seattle.gov/ePARKmobile



**Lots of Family Fun Aboard the  
Holiday Carousel at Westlake Park**

e-Park is a proud sponsor of the Holiday Carousel at Westlake Park, a classic winter tradition. Let e-Park guide you to your parking garage, then take a magical turn on the festive ride. The Holiday Carousel is fun for the whole family, and your donations support Treehouse, a local non-profit helping Seattle-area foster children in need.

*Enter Online to Win*  
TICKETS TO ONE OF FOUR GREAT HOLIDAY SHOWS  
HAPPENING IN DOWNTOWN SEATTLE

A Christmas Carol ACT THEATRE	Black Nativity HOODE THEATRE
Music of Mannheim Steamroller THE PARAMOUNT THEATRE	Cinderella 5TH AVENUE THEATRE

seattle.gov/ePARK



## Case Study

### The Michael Bennett Foundation

Bullseye Creative developed the brand, website, and social media marketing message for the family foundation of former Seattle Seahawks player, Michael Bennett. Our brand messaging work set the tone, launching the organization and helping them reach under-served youth and families to tackle childhood obesity and promote social equity. In a time of crisis, Bullseye utilized the power of social media to bring people together and raise over \$150,000 in support of Texas flood victims. We've managed the organization's website and social media voice, extending the reach and impact of Michael's life changing charitable work.







# BARTELL



LAYER THREE  
**B**  
**Neighborhood Market**  
Unique Food, Candy & Novelty Items

# GOOD CUSTOMER SERVICE ON ALL LEVELS



## Case Study

### Bartell Drugs

Bullseye Creative partnered with the retail and food & beverage research firm, Hartman Group to develop a brand strategy for Bartell Drugs, defining the local pharmacy's unique selling proposition. The creative brand strategy was then introduced internally to all team members, as well as externally to current and prospective customers. Bullseye's brand presentation led to a refresh of store layouts as well as a consistent delivery of all updated marketing communications.





**BARTELL**

# Who We Are

**BARTELL'S BRAND EXPERIENCE is Anchored by Three Pillars**



Who We Are **B**



## Our SECRET Formula

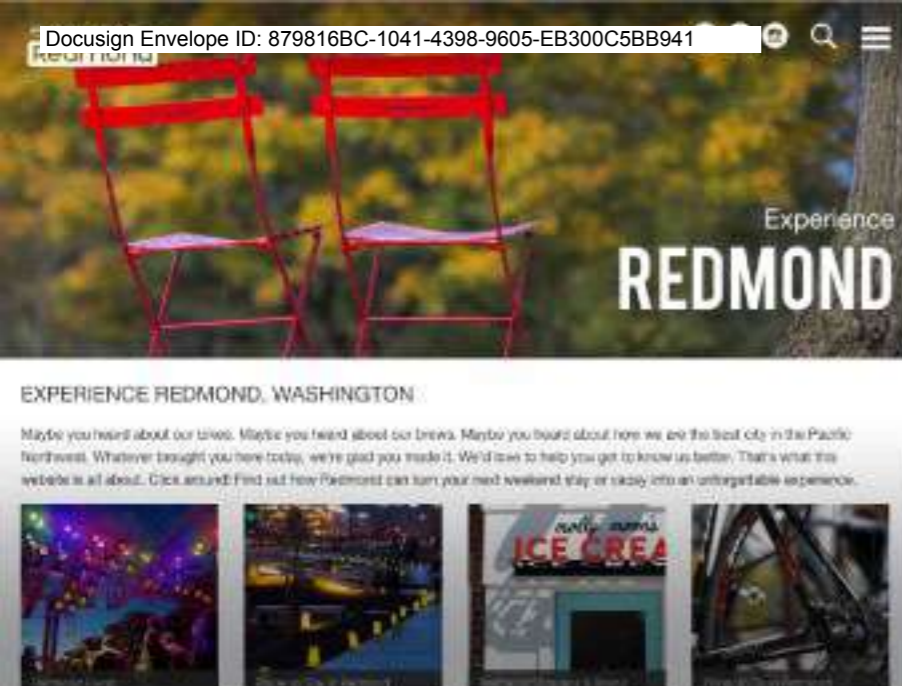
BARTELL'S UNIQUE BRAND EXPERIENCE HAPPENS WHEN TWO SEEMINGLY OPPOSITE FORCES COLLIDE:

**C = Consistency** (Dependability - You always know what you're going to get)

**U = Unpredictability** (Surprise and Delight - You never know what you're going to get)

$$(C) + (U) = BrEx$$





# Digital Experience

We have been designing and developing award-winning websites and digital marketing communication tools for nearly three decades. Our websites focus on clean and concise presentations of brand messages, with targeted delivery of marketing strategies.





Experience Redmond Brand & Website

[View Website](#)

# Overlake Intercultural District Passport Challenge

**Ride the 2 Line, Explore  
Overlake, Win Prizes**

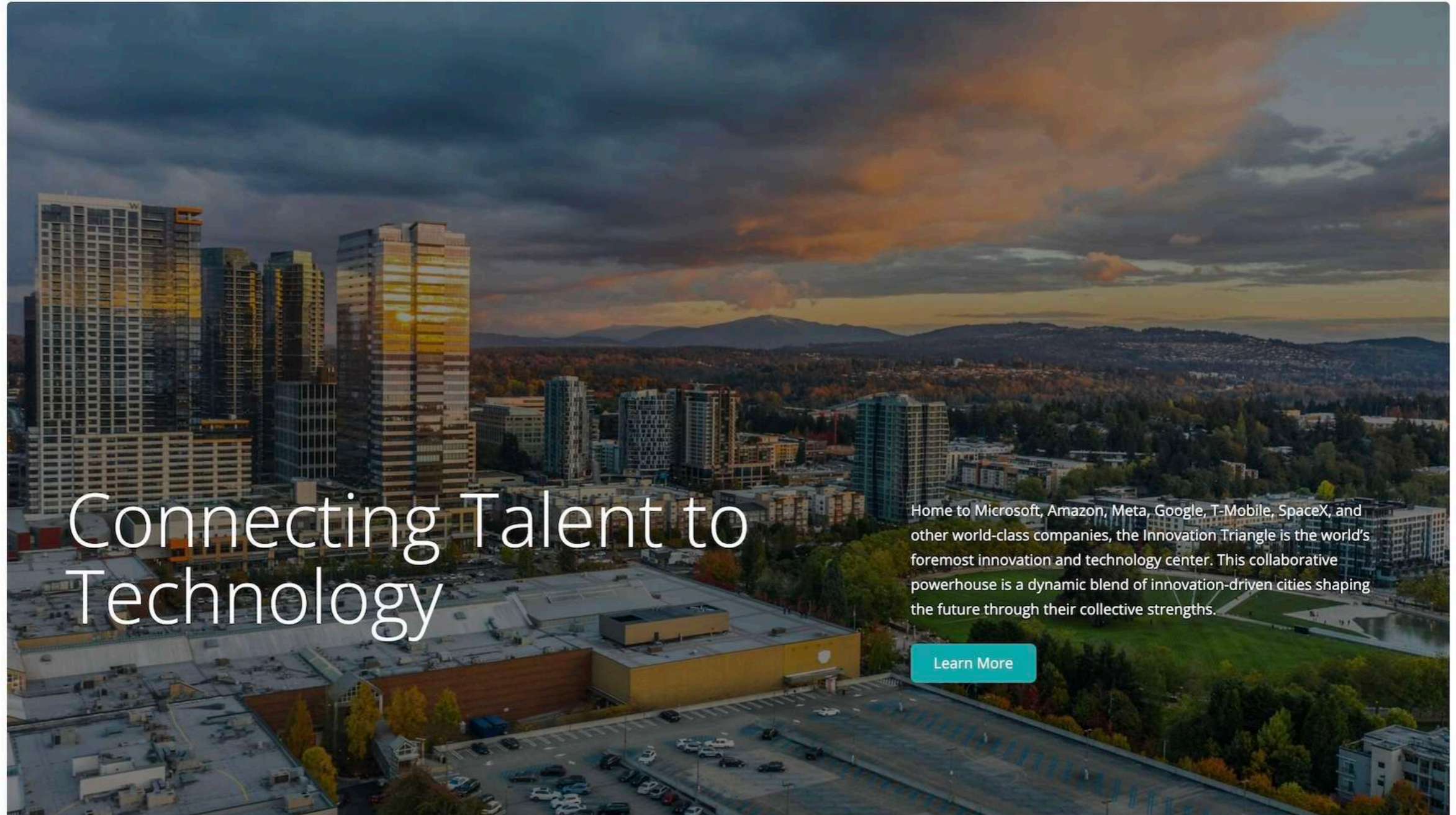
**THIS PROGRAM HAS  
CONCLUDED**



Overlake Passport Challenge & Sound Transit Promotion

[View Website](#)

[View Video](#)



# Connecting Talent to Technology

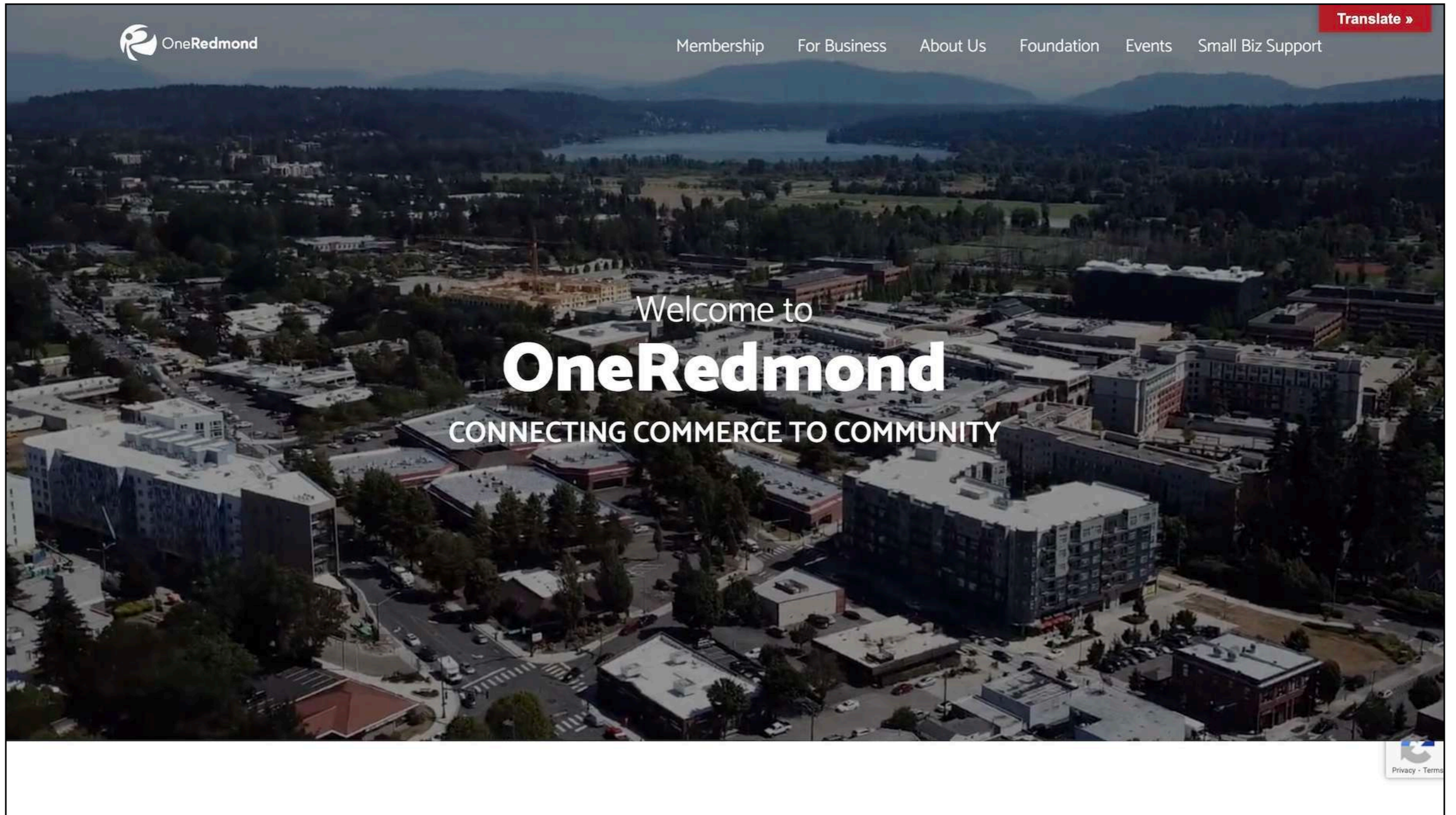
Home to Microsoft, Amazon, Meta, Google, T-Mobile, SpaceX, and other world-class companies, the Innovation Triangle is the world's foremost innovation and technology center. This collaborative powerhouse is a dynamic blend of innovation-driven cities shaping the future through their collective strengths.

[Learn More](#)



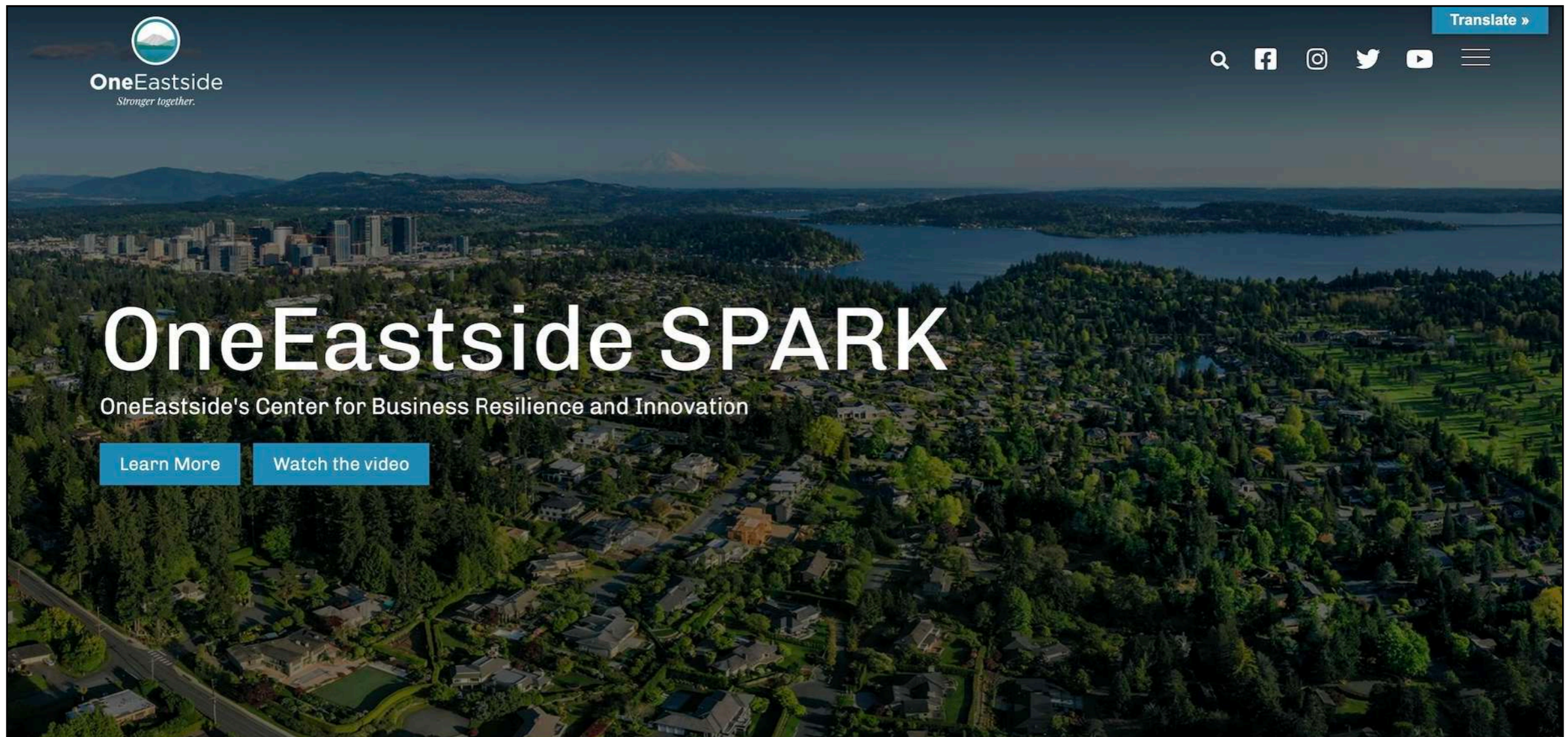
## Innovation Triangle Website


[View Website](#)









OneRedmond Website

[View Website](#)



  
**OneEastside**  
*Stronger together.*

Translate »


# OneEastside SPARK

OneEastside's Center for Business Resilience and Innovation

[Learn More](#)

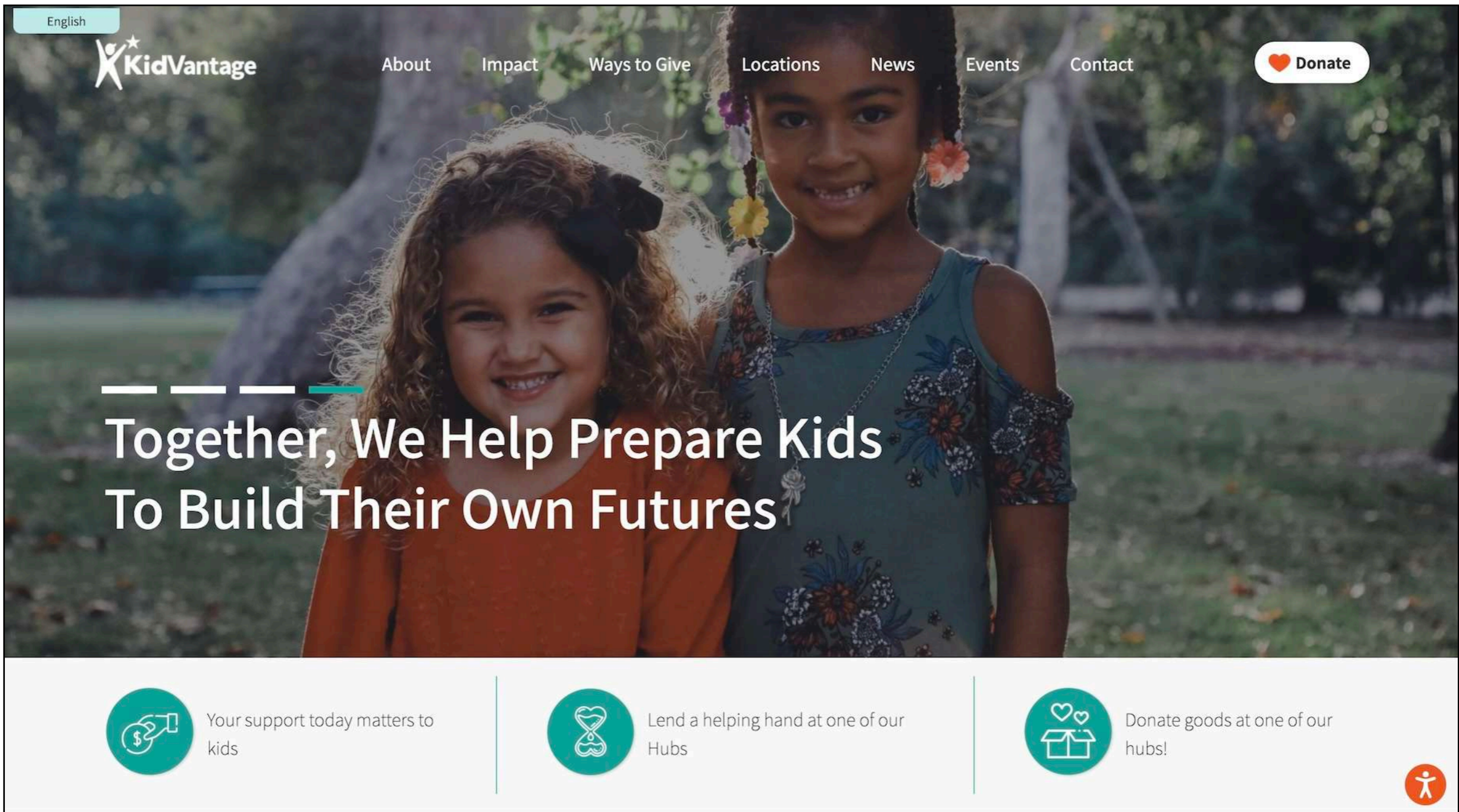
[Watch the video](#)

**Small Business Response. Resilience.**



OneEastside Website

[View Website](#)



## KidVantage Brand & Website

[View Website](#)



# Summer Camps and Programs Now Happening!

Summer Programs and Summer camps are now available! Please check out the magazine for more information.

[View Summer Magazine](#)



Family First Community Center Website

[View Website](#)



## MOTO Pizza Brand & Website

[View Website](#)

# Let's work together.



Bullseye Creative

P 206 683 4239 | [BullseyeCreative.com](http://BullseyeCreative.com)

**Certificate Of Completion**

Envelope Id: 879816BC104143989605EB300C5BB941	Status: Completed
Subject: RFP 10830-24 Tourism Marketing and Business Promotion Program Consultant, Closing 8/6/24 @ 10am PST	
Source Envelope:	
Document Pages: 61	Signatures: 1
Certificate Pages: 2	Initials: 0
AutoNav: Enabled	Envelope Originator:
Envelopeld Stamping: Enabled	DocuSign Purchasing
Time Zone: (UTC-08:00) Pacific Time (US & Canada)	15670 Ne 85th St
	Redmond, WA 98052
	docusignpurchasing@redmond.gov
	IP Address: 76.146.117.112

**Record Tracking**

Status: Original	Holder: DocuSign Purchasing	Location: DocuSign
8/5/2024 11:23:14 PM	docusignpurchasing@redmond.gov	
Security Appliance Status: Connected	Pool: StateLocal	
Storage Appliance Status: Connected	Pool: City of Redmond, WA	Location: DocuSign

**Signer Events**

Peter Klauser  
 peterk@bullseyecreative.com  
 President  
 Bullseye Creative, Inc  
 Security Level: Email, Account Authentication (None)

**Signature**

Signed by:  
  
 E85565ECBFD8429...  
 Signature Adoption: Pre-selected Style  
 Using IP Address: 76.146.117.112

**Timestamp**

Sent: 8/5/2024 11:23:17 PM  
 Viewed: 8/5/2024 11:23:49 PM  
 Signed: 8/5/2024 11:26:15 PM

**Electronic Record and Signature Disclosure:**  
 Not Offered via DocuSign

Secure Bids  
 SecureBids@Redmond.gov  
 Security Level: Email, Account Authentication (None)

**Completed**  
 Using IP Address: 35.135.113.181

Sent: 8/5/2024 11:26:17 PM  
 Viewed: 8/6/2024 10:12:48 AM  
 Signed: 8/6/2024 10:12:50 AM

**Electronic Record and Signature Disclosure:**  
 Not Offered via DocuSign

In Person Signer Events	Signature	Timestamp
Editor Delivery Events	Status	Timestamp
Agent Delivery Events	Status	Timestamp
Intermediary Delivery Events	Status	Timestamp
Certified Delivery Events	Status	Timestamp
Carbon Copy Events	Status	Timestamp
Witness Events	Signature	Timestamp
Notary Events	Signature	Timestamp
Envelope Summary Events	Status	Timestamps
Envelope Sent	Hashed/Encrypted	8/5/2024 11:23:17 PM
Certified Delivered	Security Checked	8/6/2024 10:12:48 AM
Signing Complete	Security Checked	8/6/2024 10:12:50 AM

<b>Envelope Summary Events</b>	<b>Status</b>	<b>Timestamps</b>
Completed	Security Checked	8/6/2024 10:12:50 AM
<b>Payment Events</b>	<b>Status</b>	<b>Timestamps</b>



Community Development

# Attachment C



**RFP 10830-24**  
**Tourism Marketing & Business Promotion Program**  
**Scope of Work**

**Overview:**

Bullseye Creative will work under the ongoing management of City staff to manage Redmond's Tourism Marketing and Business Promotion Program, "Experience Redmond." The Scope of Work includes the following areas:

1. Client Relations and Reporting
2. Project Management
3. Partnership Meetings and Development
4. Content and Promotion Development
5. Website/Digital Management
6. Event Assistance
7. Media & Production Management

**Work Schedule:**

The City intends to enter into an initial three-year agreement from January 1, 2025 to December 31, 2027, with one (1) optional three (3) year renewal term, for a potential maximum total term of six (6) years.

Monthly rates shall remain unchanged for the initial three (3) year period. Should the City exercise a renewal option, the City and Bullseye Creative will discuss necessary changes to services and confirm prices/rates prior to each renewal. Bullseye Creative will notify the City in writing at least thirty (30) days prior to any proposed price adjustment. Acceptance of such a request will be at the City's sole discretion. The City reserves the right to cancel this contract at any time, with thirty (30) days written notice.

**Scope of Work Details:**

**1. CLIENT RELATIONS AND REPORTING**

- Monthly client strategy and reporting meetings to present upcoming promotional strategy and communication calendar for review. Agendas provided in advance for client feedback and approval.
- Quarterly reporting on scope of work and budget status, campaign performance and data analytics and analysis. Reports delivered by final day of month in January, April, July and October for the previous quarter. Client to provide input for strategy adjustment, as necessary.
- Communication of industry trends to client, as available.



## **2. PROJECT MANAGEMENT**

- Assisting client with the planning and promotion of the Tourism Strategic Plan initiatives
- Subscriber list management, and distribution of monthly Experience Redmond e-newsletter, with client approval.
- Support of LTAC tourism grant application promotion, and grant recipient compliance.
- Design and development of brand-consistent templates, as requested by the client, for use by the client and other partners in tourism-marketing grant applications, RFP responses, etc.
- Provision of analysis and visualizations of tourism data (tourism and economic impacts, etc).
- Management all creative resources (brand, photos, videos, collateral materials), and sharing of native files of final and approved works with City Communications Department.
- Local delivery of collateral materials to client and/or partners (hotels, Redmond Town Center, City Parks, local business partners, etc), as needed.

## **3. PARTNERSHIP MEETINGS AND DEVELOPMENT**

- Maintain partnerships with City of Redmond staff, OneRedmond, King County Parks, Woodinville Wine Country, Redmond Town Center, hoteliers, neighboring Eastside cities, tour organizers, LTAC grant event producers, other major Redmond events, multi-family communities, breweries/restaurants, and other partners as directed by the client.
- Share and post marketing from partners that aligns with Redmond's tourism strategy, and/or advertises hotel marketing and packages as directed by the client (on social media, website, e-newsletter).
- Partner with and support OneRedmond and the Redmond Hotels Committee in the promotion of BRTPA efforts to drive positive economic impact to Redmond hotels.
- In-person attendance of OneRedmond quarterly meetings and/or networking events, as requested by the client.
- In-person attendance of quarterly Eastside Tourism Committee meetings, and annual hosting of one committee meeting in Redmond, if necessary.
- Participate in other meetings, as needed (LTAC, BRTPA Planning, City Council, hoteliers) to share marketing strategy and metrics, as directed by the client. One to two total additional meetings per month, as needed.

## **4. CONTENT AND PROMOTION DEVELOPMENT**

- At the beginning of each three-year campaign, Bullseye Creative will collaborate with stakeholders to research and develop a strategic brand messaging platform, in support of the Tourism Strategic Plan. This includes evaluation of the City's core attributes and unique selling propositions, competitive analysis, and persona profile development to identify our primary and secondary target audiences. Then, Bullseye will work with the stakeholder group to develop creative messaging options for brand positioning (with client input, feedback and approval).
- Bullseye will also work with City and other stakeholders on district placemaking messaging and branding, which will then be updated on the website and throughout all other materials.
- Develop monthly promotional calendar and hotel packages with seasonal themes (arts and culture, winter programming, dog-friendly activities, historic highlights, etc. This includes partnership promotional content, such as Woodinville Wine Country, STG concerts, WorldCup, etc)
- Develop and design weekly social media content (copy, graphics, design), including searching/filtering and curating of Redmond-related user-generated content.



- Develop and design monthly updates to website content with curated event information.
- Write and promote monthly blog posts per year (event promotion and other content) in addition to 6-10 annual itineraries promoting overnight stays in Redmond. Bullseye will also publish any provided blog post content from contributing partners (including Communications staff, City interns, etc).
- Develop, design, code, test and distribute monthly e-newsletter to Experience Redmond subscribers (with client review and approval).
- Write and publish monthly business directory updates (more frequently, if urgency is necessary) using client-provided direction and/or our own sourcing of content.
- Write and design advertorials and various print collateral, with client input and approval, as needed.
- Develop, negotiate, promote and manage occasional contests (one to two per year) including prize distribution, as appropriate, to promote partner events and overnight stays.
- Develop and maintain Redmond Tourism marketing digital media kit (photos & videos) for event producers, neighboring cities, and other partners.
- Art direct photographers and videographers at two (2) to four (4) Redmond events per year, as directed by client. May require additional budget for professional videographers and photographers.

## **5. WEBSITE/DIGITAL MANAGEMENT**

- Manage all weekly content updates to the website's events calendar and featured events, including response to user-generated events content, under the oversight of City staff as necessary.
- Manage monthly updates to website content, including business directory additions, featured landing page content, and seasonal thematic messaging.
- Daily management of "[visit@experienceredmond.com](mailto:visit@experienceredmond.com)" email communication and website form submissions
- Publishing/posting of social media content (Facebook, Instagram, X, TikTok, YouTube, and any other relevant channel), with two (2) to five (5) posts per week, including user engagement and interaction, notification and direct message responses, and inappropriate comment management.
- Monthly provision and maintenance of dedicated virtual hosting environment, and server monitoring and management.
- Monthly updates of code (plugins, theme settings) to ensure compliance and security.
- Monthly management of organic SEO (Search Engine Optimization) tactics, including directory registration/indexing, content strategy, keyword analysis and updates, onsite updates to meta data and alt text, and offsite update for link-building.
- Development of code upgrades and additions (new pages and features) as necessary and allowed by scope.
- Provide City staff with website Admin Editor access to manage content updates as needed.

## **6. EVENT ASSISTANCE**

- Integration of partner-provided event sales tools into the Experience Redmond website.
- Sharing of any event leads or fields/facilities inquiries with BRTPA Redmond, City staff, and hoteliers, as necessary.
- Assistant of monthly reporting of lead generation using available data systems.
- Collaboration with partners, such as BRTPA Redmond, as directed by client.



- Annual collaborative presentation of Tourism Marketing Workshop/Webinar delivered to LTAC grant recipients, as well as any other interested parties.
- Support City staff in coordination of Seattle Sports Commission or other large event solicitation by collaborating on proposals or co-hosting of site tours, as needed.

## **7. MEDIA AND PRODUCTION MANAGEMENT**

- Develop and deploy digital (PPC) advertising on search and social media channels monthly, including advertising dashboard management. Digital media to require separate media budget (TBD).
- Design print advertising media, as needed and directed by client, up to two (2) or three (3) print ads per year. Print media to require separate media budget.
- Monthly analysis and recommendations for adjustment based on data trends.
- Management of print collateral (annual visitor guide updates, and as-needed production coordination of stationery, flyers, and other promotional assets).

*Years Two (2026) and Three (2027) will be similar Scope of Work as Year One (2025), although we will not need to redevelop the Strategic Brand Messaging each subsequent year.*



## PRICING & BILLING

All rates are based on estimated hours as defined in the RFP's Scope-of-Work, billed at our flat hourly rate of \$250. Bullseye Creative to submit monthly invoices after work completed, with terms of net 30. Administration expenses billed separately, as outlined below. Any additional budgets, including: digital PPC media (TBD), photography & videography expenses, or printing & production of collateral materials will be specified by the client annually, and either paid directly to media/vendor or billed separately.

<b>ANNUAL INVESTMENT BUDGET (2025 - 2027)</b>		
<b>Scope of Work Area or Expense</b>	<b>Monthly Hours</b>	<b>Monthly Investment</b>
Client Relations & Reporting (84 hours per year)	7 Hours	\$1,750
Project Management (72 hours per year)	6 Hours	\$1,500
Partnership Meetings & Development (48 hours per year)	4 Hours	\$1,000
Content Development (240 hours per year)	20 Hours	\$5,000
Website/Digital Management (144 hours per year)	12 Hours	\$3,000
Event Assistance (36 hours per year)	3 Hours	\$750
Media & Production Management (60 hours per year)	5 Hours	\$1,250
<b>Total Monthly Investment</b>		<b>\$14,250</b>
<b>Total Annual Investments</b>		<b>\$171,000</b>

**TOTAL FOR INITIAL THREE-YEAR TERM: \$513,000**

<b>ANNUAL ADMINISTRATIVE EXPENSES</b>	
<b>Expected Annual Admin Expenses, Billed Separately</b>	<b>Annual Budget</b>
Expense: ahrefs (a tool used for SEO Management)	\$2,500
Expense: MetriCool (a tool used for Search & Social)	\$1,000
Expense: MailChimp (a tool used for e-Newsletter)	\$2,500
Expense: Bee.io (a tool used for e-Newsletter)	\$400
Expense: Microsoft (a tool for hosting of Outlook Email)	\$108
Expense: WP Engine, etc (a tools used for Hosting & Premium Plugin Licenses)	\$3,600
<b>Total Annual Administration Investment</b>	<b>\$10,108</b>



Community Development

# Attachment D

# City Contract Routing Form

City Contract #: 10804



## Section 1 – Attach Contract Documents

(multiple files can be uploaded)

Is an insurance certificate attached?

Yes

No/Not applicable

Comments: \_\_\_\_\_

## Section 2 – Fill Out Contract Details

Date: March 10, 2025 Department: Planning Division: Economic Development/Tourism Trails 4SPL

Project Administrator Name: Jackie Lalor Extension: 2209

Project Manager Name (if different than above): Philly Marsh Extension: \_\_\_\_\_

Contract Type: Other (please specify) If other, please indicate: Professional Services (Creative/Marketing)

Contract Title: GreenRubino Public Relations Contract for Tourism

Contractor/Consultant Business Name: GreenRubino

Contract Description: Three-year contract for public relations related to tourism

Project ID #: \_\_\_\_\_ Project Category: \_\_\_\_\_ Budget/Account #: 100.80700.00410.55863

Council Approval Date: 3/4/2025 Agenda Memo #: \_\_\_\_\_ RFP/IFB/RFQ #: 10850-24

New Contract

Total Amount: \$225,000

Start Date: March 2025 End Date: March 2028

Renewal Option (Y/N): Y If yes, how many? Renewal option for up to three additional years

Amendment/Renewal/Change Order #: \_\_\_\_\_ Original CC #: \_\_\_\_\_

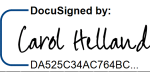
New Start Date: \_\_\_\_\_ New End Date: \_\_\_\_\_

Current Contract Amount (including all previous amendments/change orders): \_\_\_\_\_

Amount of this Amendment/Change Order (proposed increase/decrease): \_\_\_\_\_

New/Cumulative Contract Amount: \_\_\_\_\_

## Section 3 – Route Contract for Signatures and Approvals

Department Director or Designee:  Carol Hilland Date: 3/19/2025 Comments: \_\_\_\_\_

TIS Director: \_\_\_\_\_ Date: \_\_\_\_\_ Comments: \_\_\_\_\_

City Attorney:  Daniel Kenny Date: 3/19/2025 Comments: \_\_\_\_\_

Risk Manager:  Kelley Cochran Date: 3/23/2025 Comments: \_\_\_\_\_

Mayor or Designee:  Kelley Cochran (Mayor Designee) Date: 3/23/2025 Comments: \_\_\_\_\_

City Clerk's Office:  Cheryl Xanthos Date: 3/25/2025 Comments: Electronic Original - in Hummingbird

Purchasing: no signature required – for copy only

## Consultant Services Agreement [Non-Public Work]

<p><b>PROJECT TITLE</b> Tourism Public Relations - GreenRubino 3-year Contract (RFP 10850-24)</p>	<p><b>EXHIBITS</b> <i>(List all attached exhibits - Scope of Work, Work Schedule, Payment Schedule, Renewal Options, etc.)</i> Exhibit A: Contract Agreement Exhibit B: GreenRubino RFP Response</p>
<p><b>CONTRACTOR</b> GreenRubino 1114 E Pike St, 3rd Floor Seattle, WA 98122</p>	<p><b>CITY OF REDMOND PROJECT ADMINISTRATOR</b> <i>(Name, address, phone #)</i> City of Redmond City of Redmond Jackie Lalor 4SPL PO Box 97073-9710 Redmond, WA 98073 425-556-2209 jlalor@redmond.gov</p>
<p><b>CONTRACTOR'S CONTACT INFORMATION</b> <i>(Name, address, phone #)</i> Joleen Zanuzoski joleenz@greenrubino.com GreenRubino</p>	<p><b>BUDGET OR FUNDING SOURCE</b> Lodging Tax + Additional Funding Sources/Grants</p>
<p><b>CONTRACT COMPLETION DATE</b> March 9, 2028</p>	<p><b>MAXIMUM AMOUNT PAYABLE</b> Total Cost: \$225,000 for 3-year contract  Year 1: \$72,000 PR Agency fees + \$3,000 additional (FAM Tours/Paid Ads/Travel Expenses etc.) *more agency hours are expected in year 1 for on-boarding, discovery, and creative Year 2: \$60,000 PR Agency fees + \$15,000 additional Year 3: \$60,000 PR Agency fees + \$15,000 additional</p>

**page 2 – Consulting Services Agreement, Non-Public Work  
City of Redmond, standard form**

**THIS AGREEMENT is entered into on \_\_\_\_\_, 20\_\_ between the City of Redmond, Washington, hereinafter called "the CITY", and the above person, firm or organization, hereinafter called "the CONSULTANT".**

**WHEREAS, the CITY desires to accomplish the above-referenced project; and**

**WHEREAS, the CITY does not have sufficient staff or expertise to meet the required commitment and therefore deems it advisable and desirable to engage the assistance of a CONSULTANT to provide the necessary services for the project; and**

**WHEREAS, the CONSULTANT has represented to the CITY that the CONSULTANT is in compliance with the professional registration statutes of the State of Washington, if applicable, and has signified a willingness to furnish consulting services to the CITY, now, therefore,**

**IN CONSIDERATION OF the terms and conditions set forth below, or attached and incorporated and made a part hereof, the parties agree as follows:**

**1. Retention of Consultant - Scope of Work. The CITY hereby retains the CONSULTANT to provide professional services as defined in this agreement and as necessary to accomplish the scope of work attached hereto as Exhibit A and incorporated herein by this reference as if set forth in full. The CONSULTANT shall furnish all services, labor and related equipment necessary to conduct and complete the work, except as specifically noted otherwise in this agreement.**

**2. Completion of Work. The CONSULTANT shall not begin any work under the terms of this agreement until authorized in writing by the CITY. The CONSULTANT shall complete all work required by this agreement according to the schedule attached as Exhibit B and incorporated herein by this reference as if set forth in full. A failure to complete the work according to the attached schedule, except where such failure is due to circumstances beyond the control of the CONSULTANT, shall be deemed a breach of this agreement. The established completion time shall not be extended because of any delays attributable to the CONSULTANT, but may be extended by the CITY, in the event of a delay attributable to the CITY, or because of unavoidable delays caused by circumstances beyond the control of the CONSULTANT. All such extensions shall be in writing and shall be executed by both parties.**

**3. Payment. The CONSULTANT shall be paid by the CITY for satisfactorily completed work and services satisfactorily rendered under this agreement as provided in Exhibit C, attached hereto and incorporated herein by this reference as if set forth in full. Such payment shall be full compensation for work performed or services rendered and for all labor, materials, supplies, equipment, and incidentals necessary to complete the work specified in the Scope of Work attached. The CONSULTANT shall be entitled to invoice**

**page 3 – Consulting Services Agreement, Non-Public Work  
City of Redmond, standard form**

**the CITY no more frequently than once per month during the course of the completion of work and services by the CONSULTANT. Invoices shall detail the work performed or services rendered, the time involved (if compensation is based on an hourly rate) and the amount to be paid. The CITY shall pay all such invoices within 30 days of submittal, unless the CITY gives notice that the invoice is in dispute. In no event shall the total of all invoices paid exceed the maximum amount payable set forth above, if any, and the CONSULTANT agrees to perform all services contemplated by this agreement for no more than said maximum amount.**

**4. Changes in Work. The CONSULTANT shall make such changes and revisions in the complete work provided by this agreement as may be necessary to correct errors made by the CONSULTANT and appearing therein when required to do so by the CITY. The CONSULTANT shall make such corrective changes and revisions without additional compensation from the CITY. Should the CITY find it desirable for its own purposes to have previously satisfactorily completed work or parts thereof changed or revised, the CONSULTANT shall make such revisions as directed by the CITY. This work shall be considered as Extra Work and will be paid for as provided in Section 5.**

**5. Extra Work.**

**A. The CITY may, at any time, by written order, make changes within the general scope of the agreement in the services to be performed. If any such change causes an increase or decrease in the estimated cost of, or the time required for, performance of any part of the work or services under this agreement, whether or not changed by the order, or otherwise affects any other terms or conditions of the agreement, the CITY shall make an equitable adjustment in the (1) maximum amount payable; (2) delivery or completion schedule or both; and (3) other affected terms, and shall modify the agreement accordingly.**

**B. The CONSULTANT must submit any "proposal for adjustment" under this clause within 30 days from the date of receipt of the written order to make changes. However, if the CITY decides that the facts justify it, the CITY may receive and act upon a proposal submitted before final payment of the agreement.**

**C. Failure to agree to any adjustment shall be a dispute under the Disputes clause of this agreement, as provided in Section 13. Notwithstanding any such dispute, the CONSULTANT shall proceed with the agreement as changed.**

**D. Notwithstanding any other provision in this section, the maximum amount payable for this agreement shall not be increased or considered to be increased except by specific written amendment of this agreement.**

**page 4 – Consulting Services Agreement, Non-Public Work  
City of Redmond, standard form**

**6. Ownership of Work Product. Any and all documents, drawings, reports, and other work product produced by the CONSULTANT under this agreement shall become the property of the CITY upon payment of the CONSULTANT'S fees and charges therefore. The CITY shall have the complete right to use and re-use such work product in any manner deemed appropriate by the CITY, provided, that use on any project other than that for which the work product is prepared shall be at the CITY'S risk unless such use is agreed to by the CONSULTANT.**

**7. Independent Contractor. The CONSULTANT is an independent contractor for the performance of services under this agreement. The CITY shall not be liable for, nor obligated to pay to the CONSULTANT, or any employee of the CONSULTANT, sick leave, vacation pay, overtime or any other benefit applicable to employees of the CITY, nor to pay or deduct any social security, income tax, or other tax from the payments made to the CONSULTANT which may arise as an incident of the CONSULTANT performing services for the CITY. The CITY shall not be obligated to pay industrial insurance for the services rendered by the CONSULTANT.**

**8. Indemnity. The CONSULTANT agrees to hold harmless, indemnify and defend the CITY, its officers, agents, and employees, from and against any and all claims, losses, or liability, for injuries, sickness or death of persons, including employees of the CONSULTANT, or damage to property, arising out of any willful misconduct or negligent act, error, or omission of the CONSULTANT, its officers, agents, subconsultants or employees, in connection with the services required by this agreement, provided, however, that:**

**A. The CONSULTANT's obligations to indemnify, defend and hold harmless shall not extend to injuries, sickness, death or damage caused by or resulting from the sole willful misconduct or sole negligence of the CITY, its officers, agents or employees; and**

**B. The CONSULTANT's obligations to indemnify, defend and hold harmless for injuries, sickness, death or damage caused by or resulting from the concurrent negligence or willful misconduct of the CONSULTANT and the CITY, or of the CONSULTANT and a third party other than an officer, agent, subconsultant or employee of the CONSULTANT, shall apply only to the extent of the negligence or willful misconduct of the CONSULTANT.**

**9. Insurance. The CONSULTANT shall provide the following minimum insurance coverages:**

**A. Worker's compensation and employer's liability insurance as required by the State of Washington;**

**page 5 – Consulting Services Agreement, Non-Public Work  
City of Redmond, standard form**

**B. General public liability and property damage insurance in an amount not less than a combined single limit of two million dollars (\$2,000,000) for bodily injury, including death, and property damage per occurrence.**

**C. Professional liability insurance, if commercially available in CONSULTANT's field of expertise, in the amount of two million dollars (\$2,000,000) or more against claims arising out of work provided for in this agreement.**

**The amounts listed above are the minimum deemed necessary by the CITY to protect the CITY'S interests in this matter. The CITY has made no recommendation to the CONSULTANT as to the insurance necessary to protect the CONSULTANT'S interests and any decision by the CONSULTANT to carry or not carry insurance amounts in excess of the above is solely that of the CONSULTANT.**

**All insurance shall be obtained from an insurance company authorized to do business in the State of Washington. Excepting the professional liability insurance, the CITY will be named on all insurance as an additional insured. The CONSULTANT shall submit a certificate of insurance to the CITY evidencing the coverages specified above, together with an additional insured endorsement naming the CITY, within fifteen (15) days of the execution of this agreement. The additional insured endorsement shall provide that to the extent of the CONSULTANT's negligence, the CONSULTANT's insurance shall be primary and non-contributing as to the City, and any other insurance maintained by the CITY shall be excess and not contributing insurance with respect to the CONSULTANT's insurance. The certificates of insurance shall cover the work specified in or performed under this agreement. No cancellation, reduction or modification of the foregoing policies shall be effective without thirty (30) days prior written notice to the CITY.**

**10. Records. The CONSULTANT shall keep all records related to this agreement for a period of three years following completion of the work for which the CONSULTANT is retained. The CONSULTANT shall permit any authorized representative of the CITY, and any person authorized by the CITY for audit purposes, to inspect such records at all reasonable times during regular business hours of the CONSULTANT. Upon request, the CONSULTANT will provide the CITY with reproducible copies of any such records. The copies will be provided without cost if required to substantiate any billing of the CONSULTANT, but the CONSULTANT may charge the CITY for copies requested for any other purpose.**

**11. Notices. All notices required to be given by either party to the other under this Agreement shall be in writing and shall be given in person or by mail to the addresses set forth in the box for the same appearing at the outset of this Agreement. Notice by mail shall be deemed given as of the date the same is deposited in the United States mail, postage prepaid, addressed as provided in this paragraph.**

**page 6 – Consulting Services Agreement, Non-Public Work  
City of Redmond, standard form**

**12. Project Administrator.** The Project Administrator shall be responsible for coordinating the work of the CONSULTANT, for providing any necessary information for and direction of the CONSULTANT's work in order to ensure that it meets the requirements of this Agreement, and for reviewing, monitoring and approving the quality and quantity of such work. The CONSULTANT shall report to and take any necessary direction from the Project Administrator.

**13. Disputes.** Any dispute concerning questions of fact in connection with the work not disposed of by agreement between the CONSULTANT and the CITY shall be referred for resolution to a mutually acceptable mediator. The parties shall each be responsible for one-half of the mediator's fees and costs.

**14. Termination.** The CITY reserves the right to terminate this agreement at any time upon ten (10) days written notice to the CONSULTANT. Any such notice shall be given to the address specified above. In the event that this agreement is terminated by the City other than for fault on the part of the CONSULTANT, a final payment shall be made to the CONSULTANT for all services performed. No payment shall be made for any work completed after ten (10) days following receipt by the CONSULTANT of the notice to terminate. In the event that services of the CONSULTANT are terminated by the CITY for fault on part of the CONSULTANT, the amount to be paid shall be determined by the CITY with consideration given to the actual cost incurred by the CONSULTANT in performing the work to the date of termination, the amount of work originally required which would satisfactorily complete it to date of termination, whether that work is in a form or type which is usable to the CITY at the time of termination, the cost of the CITY of employing another firm to complete the work required, and the time which may be required to do so.

**15. Non-Discrimination.** The CONSULTANT agrees not to discriminate against any customer, employee or applicant for employment, subcontractor, supplier or materialman, because of race, creed, color, national origin, sex, religion, honorable discharged veteran or military status, familial status, sexual orientation, age, or the presence of any sensory, mental, or physical disability or the use of a trained dog or service animal by a person with a disability, except for a bona fide occupational qualification. The CONSULTANT understands that if it violates this provision, this Agreement may be terminated by the CITY and that the CONSULTANT may be barred from performing any services for the CITY now or in the future.

**16. Compliance and Governing Law.** The CONSULTANT shall at all times comply with all applicable federal, state, and local laws, rules, ordinances, and regulations. This Agreement shall be governed by and construed in accordance with the laws of the State of Washington.

**page 7 – Consulting Services Agreement, Non-Public Work  
City of Redmond, standard form**

**17. Subcontracting or Assignment.** The CONSULTANT may not assign or subcontract any portion of the services to be provided under this agreement without the express written consent of the CITY. Any sub-consultants approved by the CITY at the outset of this agreement are named on separate Exhibit attached hereto and incorporated herein by this reference as if set forth in full.

**18. Non-Waiver.** Payment for any part of the work or services by the CITY shall not constitute a waiver by the CITY of any remedies of any type it may have against the CONSULTANT for any breach of the agreement by the CONSULTANT, or for failure of the CONSULTANT to perform work required of it under the agreement by the CITY. Waiver of any right or entitlement under this agreement by the CITY shall not constitute waiver of any other right or entitlement.

**19. Litigation.** In the event that either party deems it necessary to institute legal action or proceedings to enforce any right or obligation under this agreement, the parties agree that such actions shall be initiated in the Superior Court of the State of Washington, in and for King County. The parties agree that all questions shall be resolved by application of Washington law and that parties to such actions shall have the right of appeal from such decisions of the Superior Court in accordance with the law of the State of Washington. The CONSULTANT hereby consents to the personal jurisdiction of the Superior Court of the State of Washington, in and for King County. The prevailing party in any such litigation shall be entitled to recover its costs, including reasonable attorney's fees, in addition to any other award.

**20. Taxes.** The CONSULTANT will be solely responsible for the payment of any and all applicable taxes related to the services provided under this agreement and if such taxes are required to be passed through to the CITY by law, the same shall be duly itemized on any billings submitted to the CITY by the CONSULTANT.

**21. City Business License.** The CONSULTANT has obtained, or agrees to obtain, a business license from the CITY prior to commencing to perform any services under this agreement. The CONSULTANT will maintain the business license in good standing throughout the term of this Agreement.

**22. Entire Agreement.** This agreement represents the entire integrated agreement between the CITY and the CONSULTANT, superseding all prior negotiations, representations or agreements, written or oral. This agreement may be modified, amended, or added to, only by written instrument properly signed by both parties hereto. These standard terms and conditions set forth above supersede any conflicting terms and conditions on any attached and incorporate exhibit. Where conflicting language exists, the CITY'S terms and conditions shall govern.

**page 8 – Consulting Services Agreement, Non-Public Work  
City of Redmond, standard form**

**IN WITNESS WHEREOF, the parties hereto have executed this agreement as of the  
day and year first above written.**

**CONSULTANT:**

Signed by:  
Stacia Allen  
1AFD1200855E1D8  
By: Stacia Allen  
Title: Partner

**CITY OF REDMOND:**

Signed by:  
Kelley Cochran (Mayor Designee)  
5D9F007271404E4...  
Angela Birney, Mayor 3/23/2025  
DATED: \_\_\_\_\_

**ATTEST/AUTHENTICATED:**

DocuSigned by:  
Cheryl Xanthos  
98907E6B50CB428  
City Clerk, City of Redmond

**APPROVED AS TO FORM:**

DocuSigned by:  
Daniel Kenny  
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Office of the City Attorney

# **RFP 10850-24**

## **Tourism Public Relations (PR) Consultant**

### **Attachment A - Scope of Work**

---

The City of Redmond seeks a skilled public relations consultant to enhance and promote Redmond's Tourism Programs. They will contribute their expertise to elevate Redmond's tourism initiatives and outreach and will work closely with the current tourism marketing consultant and under the management and direction of City staff.

#### **Scope of Work Areas:**

1. Client Relations and Reporting
2. Project Management
3. Content Creation
4. Media Relations

#### **Scope of Work Details:**

##### **1. CLIENT RELATIONS AND REPORTING**

- Conduct monthly strategic meetings to discuss upcoming campaigns, present promotional strategies, and obtain approval for the calendar of activities
- Review campaign performance metrics with City staff, adjusting as necessary for approval
- Provide quarterly reporting on scope of work and program budget management
- Collaborate with City staff to prepare agendas and presentations for external meetings, ensuring alignment and approval
- Conduct research on industry trends and provide relevant updates
- Attend up to four committee or regional meetings annually to report on project progress
- Track and report on visitor segmentation to inform strategic decisions

##### **2. PROJECT MANAGEMENT**

- Advise on brand strategies, including SEO-optimized content to support the Experience Redmond brand
- Support the City's Tourism Strategic Plan initiatives with insight and PR execution as needed
- Assist with enhancing Redmond's social media strategy
- Collaborate on the tourism promotion calendar, covering topics such as:
  - Local and regional events
  - Light Rail openings
  - Recreation, historic Redmond, and arts and culture promotion
  - District and placemaking branding and campaigns
  - Partnership itineraries (e.g., Woodinville Wine Country, Concerts at the Farm)
  - Industry-specific promotions (e.g., tech, gaming, and space sectors)



- Media promotion for the 2026 World Cup
- Leverage PR opportunities to promote Redmond hotels, tourism partners, and campaigns such as:
  - Redmond itineraries including overnight hotel stays
  - Promotional contests and giveaways
  - Featured business profiles
  - District development and placemaking branding
- Manage creative resources when necessary. Share all native/raw files with the City Communications Department upon completion of design assets
- Copywrite where applicable

### **3. MEDIA RELATIONS**

- Monitor regional and national editorial calendars, leveraging established media relationships to secure earned media coverage
- Media monitoring for Redmond mentions and overage
- Create and distribute Redmond fact and story sheets for various events, activities, city assets, and promotions taking place in Redmond
- Maintain media toolkit with messaging, photography, and other creative assets
- Engage with media influencers to reach Redmond's diverse audiences, coordinating media visits and travel writers to showcase Redmond's appeal

*Note: All collateral and content must receive final approval from the City.*





## BID RESPONSE

Responding To:

**Bid/Project Number: RFP 10850-24**

**Bid/Project Title: Tourism Public Relations (PR) Consultant**

**Closing Date: 12/13/2024 at 10:00am PST**

Submitted By:

Name of Company Submitting Response:

GreenRubino

Printed Name of Person Submitting Response:

Joleen Zanzoski

Email:

joleenz@greenrubino.com

Signature of Person Submitting Response:

DocuSigned by:  
*Joleen Zanzoski*  
9181603945E14B5...

Date:

12/13/2024

Attach Your Bid/Proposal:

Remember to sign your bid/proposal



Attach all pages of your response here



# City of Redmond

RFP 10850-24

December 13, 2024



# 1) Executive Summary

GreenRubino is a full-service advertising and public relations agency that prides itself on building long-standing client relationships. We're connected to our clients and believe that the best work comes from being in sync with our client team. Our 47 years of extensive experience in a range of pertinent services make GreenRubino the perfect fit for the City of Redmond.

We offer a complete table of Public Relations services including Media Relations, Community Engagement, Public Affairs, Thought Leadership, and Crisis Management. We have deep expertise in the travel, tourism, and hospitality industries, working with city, regional, and state tourism organizations, as well as hotels and resorts across the country.

We approach every client with the goal of building long-lasting relationships. We understand the full scope of work that's being requested by the City of Redmond and are confident that we can provide all services.

The primary point of contact will be Joleen Zanuzoski, Senior Director, Public Relations and Marketing, [joleenz@greenrubino.com](mailto:joleenz@greenrubino.com).



## **MEDIA RELATIONS**

- Story development
- Messaging & media training
- Proactive & reactive media management
- Influencer engagement
- Editorial calendars



## **COMMUNITY ENGAGEMENT**

- Community outreach & relations
- Stakeholder engagement
- Launch events



## **PUBLIC AFFAIRS**

- Issues management
- Influencer outreach
- Stakeholder identification & engagement
- Policy support
- Coalition building



## **THOUGHT LEADERSHIP**

- Content strategy & development
- Editorial bylines & advertorial copywriting
- Presentation & speaker training



## **CRISIS MANAGEMENT**

- Crisis planning & strategy
- Media relations
- Community engagement
- Legislative support

## 2) Methodology

### **Strategy for completing the work:**

The City of Redmond blends innovation, natural beauty, and vibrant culture to create a budding tourism destination for locals and visitors to the Northwest. Known to many as the “hub” for Microsoft and other tech companies, Redmond has evolved into a bustling suburb that features diverse community events, outdoor concerts, first-class lodging, craft breweries, and eclectic shopping and dining. Most importantly, it has ensured that Redmond is a community where every person is welcome.

GreenRubino would seek to elevate these key destination drivers in the earned media space, as well as highlight local businesses, organizations, events, and more that make Redmond so special. Our goal would be to put Redmond on the map to target audiences in drive/fly markets, as well as make it an attractive destination for leisure or leisure travelers. We would amplify hotels to encourage “heads in beds” and multi-night visits, as well as highlight new and diverse offerings within the community.

### **Describe your approach for client communication of promotion calendars, launches, status, and reporting:**

We draft and maintain a comprehensive shared document with our clients that includes thorough timelines of key events and activations within the destination (hotel openings, concerts, festivals, new businesses, etc.) and prioritize media relations and PR needs with our clients to ensure resources are supporting the biggest priority items. We report on press results in real time, producing metrics and adding these to monthly or quarterly reports to be shared internally and with local/regional partners.



## 2) Methodology

Schedule and onboarding process.

- 1. Discovery:** Learn about your business, competitive and challenges, and establish clear and intentional goals.  
*Occurs within first 30 days of engagement*
- 2. Planning:** Take our learnings, paired with your priorities, and define a quarterly plan along with KPIs and engagement approach.  
*Completed within first 60 days of engagement*
- 3. Communications and team rhythm:** Establish call/meeting cadence, documents for transparent and regular communication as well as reporting cadence and preferences. *Completed within first 2 weeks of engagement*
- 4. Media relations and campaign/project execution:** Implementation and production of results-driven work. Work quickly to get to the external communications phase. *Begins within first 90 days of engagement*

Our project management style leads with transparency. We ensure our clients are in lockstep with us through every phase, providing timely updates, reporting, data, and more. This includes:

- Media tracking and clipping of coverage
- Media briefs and visit itineraries, working closely with tourism partners to finalize media visits
- Quarterly reporting
- Calls and/or meetings (cadence at client request)
- Develop new, and/or refine existing metrics to evaluate the success of specific programs and activities

# 3) Experience & Capabilities

## AGENCY LEADERSHIP



**John Rubino**  
Partner

## DELIVERY



**Tracy Rabsky**  
Director, Public Relations

## SERVICE LEADERSHIP



**Joleen Zanuzoski**  
Sr Director,  
Public Relations & Marketing



**Jordan Van Beek**  
Public Relations  
Account Manager  
\*Principal



**Ani Duni**  
Public Relations  
Account Coordinator

We believe that no other agency of similar size in the Pacific Northwest has as much experience in working with public agencies. We've worked with travel, tourism, and hospitality organizations and brands for more than 40 years, with over 40 clients in the category. Over our time as an agency, we've developed a deep roster of public relations experts with the right balance of skills required within the requested scope, coupled with experience and expertise.

GreenRubino strives to create long-standing relationships with our clients, our longest currently going on year 32. Building relationships like these allows us to be in tune with our clients as we develop a deep understanding of their direction and goals as a company.



# 4) Pricing Methodology

Team Member/Title	Hourly Rate
John Rubino, Partner	No fee
Joleen Zanuzoski, Sr. Director	\$250.00
Tracy Rabsky, Director	\$225.00
Jordan Van Beek, Manager	\$150.00
Ani Duni, Coordinator	\$125.00

YEAR 1			
Scope of Work	Estimated Monthly Hours	Total Monthly Charge	Notes
Client Relations and Reporting	8	\$1,100	comms, media tracking, clipping
Project Management	15	\$1,900	Kick-off (first month of engagement), destination discovery status (first two months of engagement) tracking/updating, editorial calendar development, opportunity assessment, partner comms, drafting and finalizing media materials
Media Relations	20	\$3,000	Proactive and reactive outreach, content creator sourcing and outreach
<b>Total Monthly Hours &amp; Costs</b>	<b>43</b>	<b>\$6,000</b>	

# 4) Pricing Methodology

YEAR 2			
Scope of Work	Estimated Monthly Hours	Total Monthly Charge	Notes
Client Relations and Reporting	8	\$1,100	comms, media tracking, clipping
Project Management	12	\$1,500	Kick-off and yearly planning, tracking/updating, editorial calendar development, opportunity assessment, partner comms, drafting and finalizing media materials
Media Relations	16	\$2400	Proactive and reactive outreach, content creator sourcing and outreach
<b>Total Monthly Hours &amp; Costs</b>	<b>36</b>	<b>\$5,000</b>	

YEAR 3			
Scope of Work	Estimated Monthly Hours	Total Monthly Charge	Notes
Client Relations and Reporting	8	\$1,100	comms, media tracking, clipping
Project Management	12	\$1,500	Kick-off and yearly planning, tracking/updating, editorial calendar development, opportunity assessment, partner comms, drafting and finalizing media materials
Media Relations	16	\$2400	Proactive and reactive outreach, content creator sourcing and outreach
<b>Total Monthly Hours &amp; Costs</b>	<b>36</b>	<b>\$5,000</b>	



## 5) References

**David Blandford**, Executive Director, State of Washington Tourism  
206.713.8314, [david@stateofwatourism.com](mailto:david@stateofwatourism.com)

**Ashely Comar**, Vice President, Seattle Southside Regional Tourism Authority  
206.556.0023, [ashley@seattlesouthside.com](mailto:ashley@seattlesouthside.com)

**Mike Steele**, Executive Director, Lake Chelan Chamber of Commerce  
509.682.3503, [mike@lakechelan.com](mailto:mike@lakechelan.com)

# 6) Work Samples

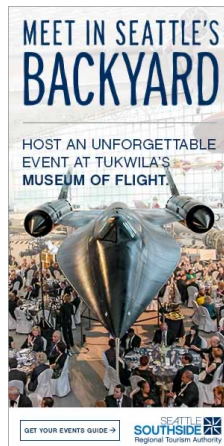
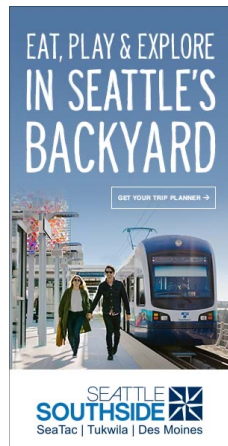


## Seattle Southside Regional Tourism Authority

As the PR agency of record, we positioned Seattle Southside as Seattle's Backyard to national audiences, as a premier road trip destination or staycation for local and regional travel with an emphasis on Portland and Spokane. We highlighted Seattle Southside amenities, events, and attractions as a great way to explore Seattle's Backyard.

GreenRubino wanted to offer something unique to Seattle Southside through our *Content Creator Network*. Seattle Southside partnered with content creators, providing thorough and immersive itineraries showcasing Seattle Southside's seasonal happenings.

The results of this campaign proved our efforts to be strong. Seattle Southside garnered 181 media mentions and over 384.6 million media impressions. GreenRubino also successfully hosted 20 writers for media visits.



## The Shops at Bravern

After two years of economic decline, this luxury shopping destination turned to GreenRubino as their agency of record to increase foot traffic and improve the overall brand recognition and awareness.

We helped Bravern define their core messaging and positioning, then launched a comprehensive marketing and PR plan. This included a monthly media pitch composed of news from each tenant, a media familiarization tour for Vancouver, BC-based publications, and regular social media posts, which helped plan strategic events.

The Bravern's public relations efforts reached more than 22.7 million readers and viewers, including 81 placements in 30 outlets such as *425 Magazine*, *Seattle magazine*, *Vancouver Magazine*, *Society Girl*, *Seattle Metropolitan magazine*, and KING-5 TV, and was ranked one of the top eight luxury malls in America by *USA Today*.



# 7, 8, 9) Business Name, Business License & Valid Time Period

This proposal is made by GreenRubino, an S-Corp.

Official business address: 1114 East Pike Street, 3<sup>rd</sup> Floor, Seattle, WA 98122

Proposal signed by John Rubino, Partner.

Incorporated in Washington, 1977.

GreenRubino understands and agrees to obtain a City of Redmond business license as a requirement of performing the services outlined in this RFP.

GreenRubino's proposal outlined in this response is valid for 90 days.





# Appendix

# Resumes



**John Rubino**  
Partner

John's years of experience brings a wealth of knowledge to the marketing and public relations fields. John provides a strategic expertise that combines knowledge of both the business and design worlds. He is the common thread, uniting business goals with design solutions, acting as a strategic director in the process.

**Core Experience and Skills:**

Strategy, Branding, Account Management

Years at GreenRubino: 31

Education: University of Notre Dame,  
Columbia University School of Business

**Relevant Experience**

- Washington State Wine
- Visit Seattle
- Seattle Southside Regional Tourism Authority
- Visit Tri-Cities



**Joleen Zanuzoski**  
Senior Director, Public Relations and Marketing

Whether for Fortune 100 companies or New York City restaurateurs, Joleen's expertise lies in strategic national media relations campaigns, content creator and influencer marketing and brand launch campaigns. She oversees the successful development and execution of strategic external communications efforts for her clients.

**Core Experience and Skills:**

Public Relations, Media Relations, Account Management,  
Events, Strategy

Years at GreenRubino: 13

Education: Syracuse University

**Relevant Experience**

- Yakima Valley Tourism
- State of Washington Tourism
- Marriott International
- Hyatt Regency

# Resumes



**Tracy Rabsky**  
Public Relations Director

Tracy excels with development and execution of public relations programs with a focus on launches, events and media relations in addition to managing junior staff members on her teams.

**Core Experience and Skills:**

Strategy, Branding, Account Management  
Years at GreenRubino: 9  
Education: University of Illinois

**Relevant Experience**

- State of Washington Tourism
- Hyatt Seattle Collection
- Explore Kirkland



**Jordan Van Beek**  
Account Manager

Jordan provides the ability to cultivate strong media relations, landing targeted and impactful results through crafting compelling narratives and communications plans.

**Core Experience and Skills:**

Media Strategy, Account Management, Events  
Years at GreenRubino: 1.5  
Education: Western Washington University

**Relevant Experience**

- Microsoft Events
- Climate Pledge Arena
- Ste. Michelle Wine



**Ani Duni**  
Account Coordinator

Ani is a creative, detail oriented public relations team member who works with hospitality, food and beverage, and tourism clients in media relations, influencer marketing, and event planning.

**Core Experience and Skills:**

PR strategy, media relations, influencer marketing  
Years at GreenRubino: 1  
Education: Washington State University

**Relevant Experience**

- Columbia Hospitality
- COAST Seattle Downtown Hotel
- Lakedale Resort

# 6) Work Samples

## Seattle Southside Regional Tourism Authority

As the PR agency of record, we positioned Seattle Southside as Seattle's Backyard to national audiences as a premier road trip destination or staycation for local and regional travel with an emphasis on Portland and Spokane. We highlighted Seattle Southside amenities, events, and attractions as a great way to explore Seattle's Backyard. We featured the value and connectivity message as support for staying in Seattle Southside.

### How did we achieve this?

- Social media influencer campaign
- Hosted media familiarization trip (FAM)
- Targeted pitches for staycation and road trip messaging
- Worked with hotel partners to encourage one- or two-night stays for qualified media to experience the region and write feature stories about the destination
- Positioned SSRTA executive team for travel/tourism thought leadership opportunities
- Seasonal story sheets and calendar alerts
- Targeted pitches for editorial calendar opportunities

# 6) Work Samples

GreenRubino wanted to offer something unique to Seattle Southside through our *Content Creator Network*. This is a highly vetted, extensively curated database of creators, influencers, and tastemakers that our team has previously worked with and executed successful campaigns. Seattle Southside partnered with 16 content creators, providing thorough and immersive itineraries showcasing Seattle Southside’s seasonal happenings. The focus was stay/play/fly, recreation, holiday shopping, and a specific focus on a variety of hotel offerings and partners throughout the destination. We also executed a three-day FAM trip with seven different writers that was solely planned and coordinated by GreenRubino.

The results of this campaign proved our efforts to be strong. Seattle Southside garnered 181 media mentions and over 384.6 million media impressions. GreenRubino also successfully hosted 20 writers for media visits, including the Premier Media Group editorial board, who brought eight attendees themselves.



# 6) Work Samples



## The Shops at The Bravern

After two years of economic decline, this luxury shopping destination turned to GreenRubino as their agency of record to increase foot traffic and improve the overall brand recognition and awareness.

GreenRubino's first order of business was to define the core messages that would best position and build a greater brand halo for The Shops. From there, a comprehensive marketing and public relations plan was developed to build buzz. The team met with each tenant to gain insight into key audiences, feeder markets, and prior events.

The resulting campaign included a monthly media pitch composed of news from each tenant, a media familiarization tour for Vancouver, BC-based publications, regular social media posts on Twitter and Facebook, and strategic events such as the Winter Seasonal Showcase and Fall Fashion Showcase. As ownership secured new leases, GreenRubino worked with each company's headquarters to spread the word to the media and luxury shoppers in the region.

As a result, events garnered hundreds of attendees and, more importantly, demonstrated ownership's commitment to long-standing tenants. The Bravern's public relations efforts reached more than 22.7 million readers and viewers, including 81 placements in 30 outlets such as 425 Magazine, Seattle magazine, Vancouver Magazine, Society Girl, Seattle Metropolitan magazine, and KING-5 TV, and was ranked one of the top eight luxury malls in America by USA Today.





**Certificate Of Completion**

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 Certificate Pages: 2  
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 Redmond, WA 98052  
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 Pool: City of Redmond, WA

Location: DocuSign  
  
 Location: DocuSign

**Signer Events**

Joleen Zanuzoski  
 joleenz@greenrubino.com  
 GreenRubino  
 Security Level: Email, Account Authentication (None)

**Signature**

DocuSigned by:  
  
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 Signature Adoption: Pre-selected Style  
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**Electronic Record and Signature Disclosure:**  
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Editor Delivery Events	Status	Timestamp
Agent Delivery Events	Status	Timestamp
Intermediary Delivery Events	Status	Timestamp
Certified Delivery Events	Status	Timestamp
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Document Pages: 30

Signatures: 9

Envelope Originator:

Certificate Pages: 3

Initials: 0

Jodi Daub

AutoNav: Enabled

15670 Ne 85th St

Envelopeld Stamping: Enabled

Redmond, WA 98052

Time Zone: (UTC-08:00) Pacific Time (US & Canada)

jldaub@redmond.gov

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Location: Docusign

## Signer Events

## Signature

## Timestamp

Jodi Daub

**Completed**

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jldaub@redmond.gov

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City of Redmond - Planning

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Security Level: Email, Account Authentication (None)

### Electronic Record and Signature Disclosure:

Not Offered via Docusign

Stacia Allen

Signed by:

*Stacia Allen*  
1AFB1280055F4BC...

Sent: 3/10/2025 1:02:29 PM

staciaa@greenrubino.com

Resent: 3/18/2025 8:02:31 AM

Partner

Resent: 3/18/2025 8:03:10 AM

GreenRubino

Resent: 3/19/2025 10:04:21 AM

Security Level: Email, Account Authentication (None)

Signature Adoption: Pre-selected Style

Resent: 3/19/2025 10:04:55 AM

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### Electronic Record and Signature Disclosure:

Not Offered via Docusign

Carol Helland

DocuSigned by:

*Carol Helland*  
DA525C34AC764BC...

Sent: 3/19/2025 10:40:13 AM

chelland@redmond.gov

Viewed: 3/19/2025 11:28:29 AM

Director Planning and Comm Dev

Signed: 3/19/2025 11:28:47 AM

Security Level: Email, Account Authentication (None)

Signature Adoption: Pre-selected Style

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### Electronic Record and Signature Disclosure:

Not Offered via Docusign

Daniel Kenny

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*Daniel Kenny*  
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Sent: 3/19/2025 11:28:51 AM

dpkenny@omwlaw.com

Viewed: 3/19/2025 1:50:38 PM

City Attorney (approved to Form)

Signed: 3/19/2025 1:53:06 PM

Security Level: Email, Account Authentication (None)

Signature Adoption: Pre-selected Style

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### Electronic Record and Signature Disclosure:

Not Offered via Docusign



Carbon Copy Events	Status	Timestamp
Jackie Lalor jlalor@redmond.gov Security Level: Email, Account Authentication (None)	COPIED	Sent: 3/25/2025 2:35:50 PM Viewed: 3/25/2025 2:44:12 PM
<b>Electronic Record and Signature Disclosure:</b> Not Offered via DocuSign		

Witness Events	Signature	Timestamp
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Notary Events	Signature	Timestamp
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Envelope Summary Events	Status	Timestamps
Envelope Sent	Hashed/Encrypted	3/10/2025 12:52:35 PM
Envelope Updated	Security Checked	3/10/2025 1:02:29 PM
Envelope Updated	Security Checked	3/10/2025 1:02:29 PM
Envelope Updated	Security Checked	3/10/2025 1:02:29 PM
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Envelope Updated	Security Checked	3/10/2025 1:02:29 PM
Envelope Updated	Security Checked	3/18/2025 8:02:31 AM
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Envelope Updated	Security Checked	3/18/2025 8:02:31 AM
Envelope Updated	Security Checked	3/18/2025 8:03:09 AM
Envelope Updated	Security Checked	3/19/2025 10:04:55 AM
Certified Delivered	Security Checked	3/25/2025 2:26:08 PM
Signing Complete	Security Checked	3/25/2025 2:35:46 PM
Completed	Security Checked	3/25/2025 2:35:50 PM

Payment Events	Status	Timestamps
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Community Development

# Attachment E



**To:** OneRedmond: Bellevue-Redmond Tourism Promotion Area (BRTPA) Board - Redmond Zone Managing Organization

**From:** The City of Redmond - Economic Development and Tourism Division

**Date:** February 18, 2026

**Subject:** Preliminary 2027 Redmond Zone TPA Budget Request

The City of Redmond is currently developing its 2027-2028 biennial LTAC budget. As part of this process, staff have prepared a high-level preliminary proposal outlining anticipated 2027 partnership funding requests to the Bellevue-Redmond Tourism Promotion Area (BRTPA), specific to Redmond Zone funds.

The allocations outlined below reflect requested 2027 TPA investments. This proposal is preliminary and has not yet undergone executive review, committee review, or City Council consideration. All amounts remain subject to revision as revenue projections are finalized and the budget advances through the formal review and approval process.

**For 2027, the City is requesting a total of \$320,000 in Redmond Zone TPA funds to support the following program areas:**

1. Experience Redmond Marketing Contract - Bullseye Creative
  - Total contract value: \$193,000
    - \$178,000 annually through 2027
    - Operations/subscription costs: approximately \$15,000 annually
  - **Recommended TPA budget investment: \$85,000**
2. Public Relations Contract - GreenRubino
  - Total contract value: \$75,000 annually through 2027
  - **Recommended TPA budget investment: \$35,000**
3. Advertising Budget Enhancement
  - Total Lodging Tax investment for 2027 is preliminarily set to \$50,000
  - Recommend a match for enhanced advertising reach



## Redmond WASHINGTON

- **Recommended TPA investment: \$50,000**

#### 4. Regional Partnerships and Memberships

- Continued joint investment in regional marketing partnerships and memberships - current funding includes \$30,000 from both the lodging tax and TPA.
- **Recommended continued TPA investment: \$30,000**

#### 5. Visitor Mobility and Access Initiatives

- Support for RedLink shuttle operations and a potential service extension to Woodinville
- Reimbursement of Overlake Metro Flex program participation
- Additional visitor mobility opportunities in partnership with the City of Redmond
- **Recommended TPA investment: \$120,000**

#### 6. Event/Tourism Grants

In addition to the above program investments, the City of Redmond recommends the BRTPA continue administering and funding its tourism grant program. We would request confirmation of the anticipated 2027 budget allocation and process for interested events.

The total anticipated 2027 partner investment request from the City of Redmond to the Redmond Zone of the BRTPA is \$320,000. This total does not include the TPA's separate tourism grant program allocation.

This memo is intended to formally document the City's preliminary budget direction and provide early visibility into anticipated partnership requests. Additional refinements may occur as revenue projections are finalized and the budget progresses through review and adoption.



Community Development

# Attachment F

**To:** OneRedmond: Bellevue-Redmond Tourism Promotion Area (BRTPA) Board – Redmond Zone Managing Organization

**From:** The City of Redmond – Economic Development and Tourism Division

**Date:** February 27, 2026

**Subject:** [RESPONSES] Preliminary 2027 Redmond Zone TPA Budget Request

Audrey,

Thank you for your thoughtful review of the City’s preliminary 2027 Redmond Zone TPA funding request in the amount of \$320,000. We appreciate the opportunity to provide additional detail and fully support the shared objective of ensuring TPA investments are directly tied to measurable overnight visitation, lodging revenue generation, and hotel stakeholder priorities.

Below is a detailed breakdown by funding category, including performance indicators, projected overnight stay methodology, and attribution approach.

Visitation data reflects domestic travelers (50+ miles) based on 2025 year-to-date Placer.ai reporting and hospitality performance metrics presented by OneRedmond, Datafy, and DVA at the [February 24, 2026 BRTPA meeting](#).

2025 Baseline Metrics – Domestic Visitors (50+ Miles) – Placer.ai – report attached

- Total trips: 479,800
- Average duration: 3.2 days
  - Datafy presentation on Feb. 24 had 4.1 average length of stays – for the purpose of this analysis, the more conservative number of 3.2 days is used for calculations below.
- Total visit nights: 638,200
- Visitor spend: \$92.5 million
- Overnight leakage: 193,600 nights (23.3% leakage rate, down 30% year-over-year)
- Average spend per trip: approximately \$193

2025 Hospitality Data – based on OneRedmond Public Updates

- Average ADR (2025): \$187 (averaged over 12-month co-star data)
  - More Conservative ADR used for projections: \$181.81 (per DVA TPA update 2/24/2026)
- Average visitor spend: \$165 per visitor (per DVA TPA update on 2/24/2026)

- Total hotel inventory: 1,598 rooms (unchanged since 2023)
- Guestrooms sold: 404,850 (-2.6% YoY)
- Total guestroom revenue: \$77,639,914 (-5.05% YoY)
- Average length of stay: 2.8 nights (Datafy update, 8/27/25–12/31/25)
- 1.3 million visits in 2025 (Datafy)
- 3.3 million total visit days
- 2.8 overnight guests per room ([BRTPA Packet, August 5, 2025](#))
  - This is also the same number noted on page 5 of the [Washington Short-Term Rental Economic Benefits](#) report created by CAI.

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#### Experience Redmond Marketing – Bullseye Creative

TPA Request: \$85,000 (Total contract: \$193,000)

#### Program Elements Funded by TPA:

- Experience Redmond website (primary tourism conversion infrastructure)
- Social media channels
- E-newsletter marketing
- Hotel landing page optimization and lodging conversion strategy

This funding supports the owned media ecosystem into which paid advertising and PR efforts convert.

#### 2025 Performance Indicators:

- Website users (all): 195,287
- Hotels landing page: 8,407 users (+33% YoY)
- Social media: 15,973 followers; 20,270 engagements
- E-newsletter: 5,569 subscribers; 20% open rate; 2.5% click rate

#### Overnight Stay Methodology – Website Conversion Funnel:

- The Hotels landing page serves as the strongest lodging-intent indicator.
- Applying a conservative 5% lodging conversion proxy:  
8,407 hotel page users × 5% = 420 bookings
- Applying 3.2 average nights:  
420 × 3.2 = 1,344 room nights influenced

- Lodging revenue impact:  
 $1,344 \times \$181.81 \text{ ADR} = \$244,352$
- Guest volume impact:  
 $1,344 \text{ room nights} \times 2.8 \text{ guests} = 3,763 \text{ guests}$
- Visitor spending impact:  
 $3,763 \times \$165 = \$620,895$
- Total combined economic impact: approximately \$865,247

This model excludes social and e-newsletter influence and does not account for indirect brand lift, making it intentionally conservative.

Measurement methodology further detailed:

- Google Analytics and website funnel tracking
- Hotels landing page user behavior
- Engagement and click-through metrics
- Placer overnight stay trend correlation
- Length-of-stay monitoring

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Public Relations – GreenRubino

TPA Request: \$35,000 (Total contract: \$75,000)

Program Elements Funded by TPA

- Influencer amplification campaigns
- Event-focused earned media
- Targeted category pitching aligned with hotel demand drivers

2025 Performance Indicators

- 143,750,000 positive media impressions (March–December 2025)
- 690,000 estimated views for 9-months in 2025
- Estimate a full 12-months would be a minimum of 800,000 views

Overnight Stay Methodology

- City of Redmond PR impact modeling assumption conservatively at a 0.1% conversion of views
- Applying 0.10% to 800,000 views  
800 trips

- Applying 3.2-night stay:  
 $800 \times 3.2 = 2,560$  estimated lodging nights
- Lodging revenue impact:  
 $2,560 \times \$181.81 =$  approximately \$465,433.60
- Visitor spending impact:  
 $800 \text{ trips} \times 2.8 = 2,240 \text{ visitors} \times \$165 = \$369,600$
- Total Estimated Economic Impact:  $\$465,433.60 + \$369,600 =$  approximately \$835,000

The City of Redmond is actively developing a benchmarking and attribution methodology to further refine this practice over the next year as we continue implementation under this contract. Our goal is to ensure that all PR agencies supporting Redmond tourism operate under a consistent, transparent framework for measuring performance and projecting impact.

An important function of public relations is strengthening brand awareness and destination perception, influencing travel decision-making, amplifying the return on paid media investments, and supporting event promotion. Because Redmond already experiences substantial measurable visitation, even modest improvements in overnight capture, reduced leakage, or event-driven performance can translate into meaningful lodging revenue relative to the \$35,000 investment.

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#### Experience Redmond Advertising Enhancement

TPA Request: \$50,000 (match)

This request is structured as a matching allocation aligned with anticipated LTAC investment (estimated \$50,000 for 2027, pending final recommendation).

#### TPA Program Elements:

- Extension of high-performing paid campaigns
- Drive-market paid search
- Display retargeting
- Hotel search enhancements
- Event and meeting-focused messaging

The PPC efforts managed by Bullseye Creative in 2025 helped:

- Increase Redmond's visibility across local and out-of-state markets

- Drive stronger traffic to lodging and event-related pages -related pages
- Support hotels and local businesses during seasonal transitions
- Strengthen Experience Redmond's brand identity heading into 2026

2025 Campaign Performance (per Bullseye end of year report):

- 4.04 million impressions
- 68,300 clicks
- 2.0% CTR
- \$0.61 CPC
- \$9.31 CPM

Overnight Stay Methodology:

This model uses a conservative click-to-book conversion approach to estimate lodging impact.

- Trips:
  - Applying a conservative 1% booking conversion on 68,300 ad clicks:  
683 trips
- Room nights:
  - Applying 3.2-night stay:  
2,185.60 lodging nights
- Lodging revenue impact:  
 $2,185.60 \times \$181.81 = \text{approximately } \$397,364$
- Visitor spending impact:  
 $683 \times 2.8 = 1,912.4 \text{ visitors} \times \$165 = \$315,546$
- Total estimated economic impact (2025 ads campaigns): approximately \$712,000
  - An estimated \$712,000 impact is the result of an approximate ad spend of \$47,000 for 2025
  - If advertising investment increases in 2027 to double (\$100,000), and assuming comparable performance efficiency, 2027 estimated impact is \$1.4M

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Visitor Mobility & Access

TPA Request: \$120,000

Program components options outlined below:

- RedLink shuttle operations and potential Woodinville extension
- RedLink shuttle service continuation
- Overlake Metro Flex reimbursement program
- Expanded first/last-mile visitor connectivity
- Additional mobility investments may include bike storage systems, hotel bike rentals, biking incentives, signage, and Woodinville connectivity partnerships

The City would welcome the opportunity to collaborate on prior OneRedmond research as part of evaluating mobility options, including a potential RedLink service extension to Woodinville. Additional coordination will be needed to assess operational details, funding availability, and vehicle capacity. We remain interested in continued partnership with the TPA managing organization as this component is further explored.

The current RedLink pilot program runs through June 30, 2027, or until grant funds are fully utilized. During the pilot phase, eight of the ten hotels are expected to be served.

Overlake Metro Flex Reimbursement:

Overlake hotels are not currently served by RedLink. Metro Flex provides similar service for a small user fee. Reimbursing overnight guests using this service directly reduces transportation barriers and increases hotel competitiveness.

Overnight Stay Methodology:

- Reducing mobility friction improves conversion of overnight demand currently leaking to adjacent markets.
- Applying a conservative assumption of capturing 5% of the 193,600 leaked nights results in 9,680 nights.
- $9,680 \times \$170 \text{ ADR} = \$1.645\text{M}$  lodging impact

Future analysis of the RedLink program will be imperative to help increase the user experience and tourism impacts.

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Event/Tourism Grants

In addition to the above investments, the City of Redmond recommends the BRTPA continue administering and funding its tourism grant program. We would request

confirmation of the anticipated 2027 budget allocation and process for interested events.

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We would welcome confirmation of BRTPA's methodology for projecting overnight visitation and lodging revenue impact. Establishing a shared framework for assumptions, attribution modeling, and performance measurement will help ensure consistency, transparency, and alignment in how return on investment is evaluated across all Redmond Zone programs.

We believe a unified methodology will strengthen stakeholder confidence and improve collaborative budget planning moving forward.

We appreciate the collaborative nature of this partnership and remain committed to aligning investments with hotel priorities and measurable return. We look forward to the opportunity to review the draft BRTPA budget for the Redmond zone on Monday, March 2 to better ensure coordinated investment strategy.

Sincerely,

Jackie Lalor  
Economic Development & Tourism Program Administrator  
City of Redmond



Community Development

# Attachment G



# OneRedmond 2026 Q1 Report

Tuesday, May 26, 2026, 1:00 pm  
1E-113 or Zoom Meeting

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



# Background & Overview

At today's meeting, OneRedmond, the administrator of Tourism Promotion Area (TPA) funds for the Redmond Zone, will present their 2026 Q1 activities and progress.

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 Q1 (January, February, March).

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.



# Q1 2026 Hospitality Performance Data

Redmond's total hotel inventory remains at 1,598 rooms across ten properties, including two full-service, two extended-stay hotels and six limited-service hotels. The following data is Redmond Hotel occupancy, rooms sold, and overnight visitors in Q1 2026:

2026	Jan	Feb	Mar	Q1 2026
Total Rooms	52,014	46,981	52,014	151,009
Occupancy %	55.33%	64.49%	71.05%	63.60%
Rooms Sold	28,781	30,298	36,958	96,037
Overnight Visitors	80,587	84,834	103,482	268,904

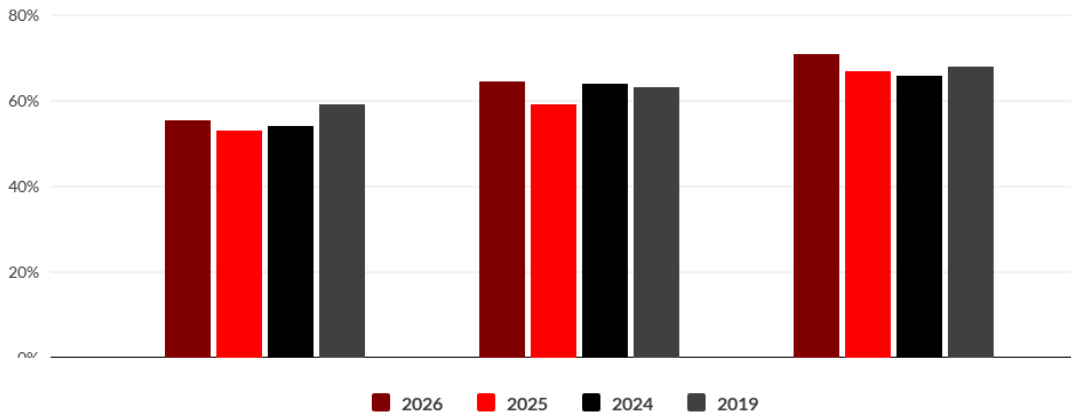
Source: CoStar report (04/27/26).

Note: As of 8/2025, CoStar added a composite hotel which accounts for the increase in total rooms. Estimated 2.8 overnight guests per room.



# Quarterly Occupancy Benchmarks

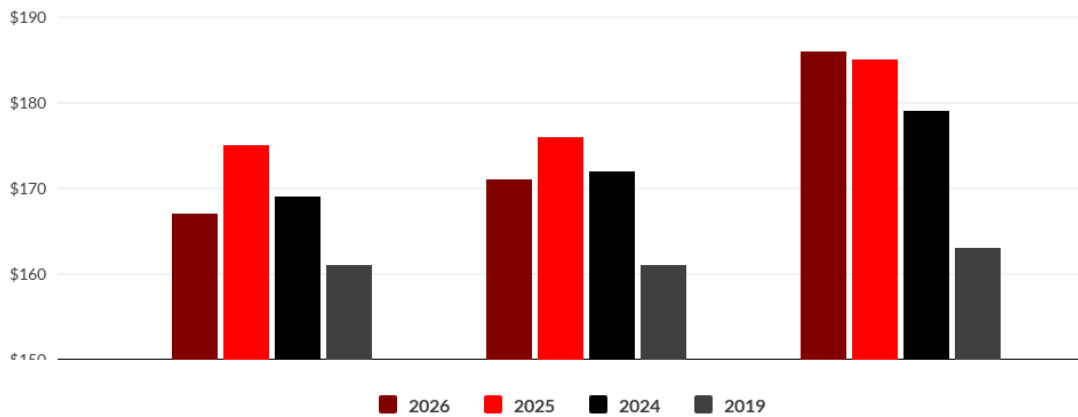
Q1 2026 showed a 6.11% increase compared to Q1 2025



Source: CoStar report 04/27/26

# ADR Comparative Performance

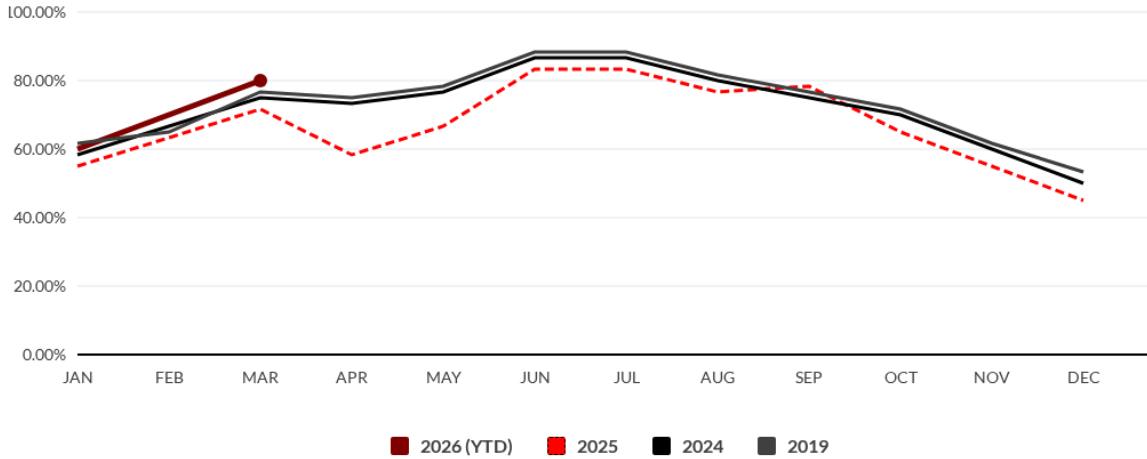
Q1 2026 showed a 2.31% decrease compared to Q1 2025



Source: CoStar report 04/27/26

# YTD Occupancy Trends

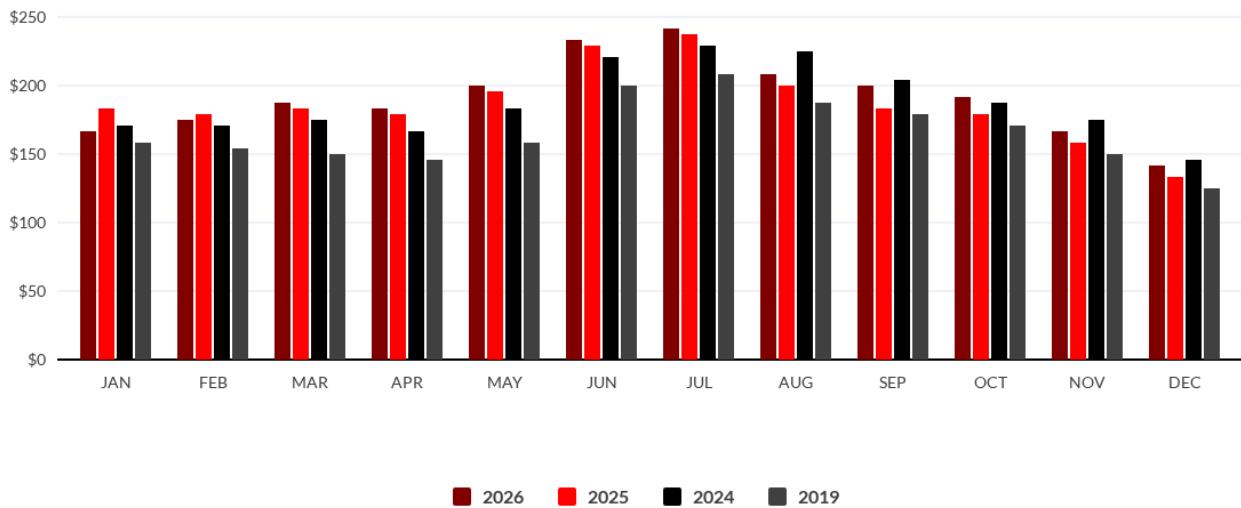
Q1 2026 saw significant growth compared to the start of 2025. By March 2026, occupancy reached 71.05%, a 4.7% increase over March 2025.



Source: CoStar report 04/27/26

# Annual ADR Performance Analysis

The Average Daily Rate grew steadily throughout the quarter, starting at \$167.27 in January and rising to \$185.72 by March.

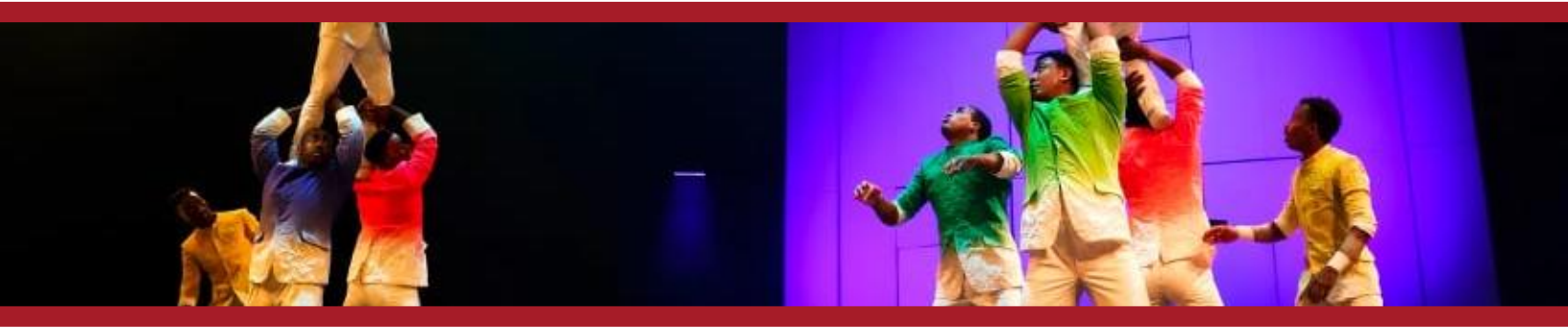


Source: CoStar report 04/27/26

# Marketing & Communications

Through a strategic partnership investment with Cirque du Soleil - Echo, OneRedmond launched a targeted regional tourism campaign aimed at audiences in Portland, Spokane and Boise from December 22, 2025 through March 20, 2026. The campaign was designed to drive overnight visitation and attract guests to Cirque du Soleil performances at Marymoor Park between January 30 and March 22, 2026.

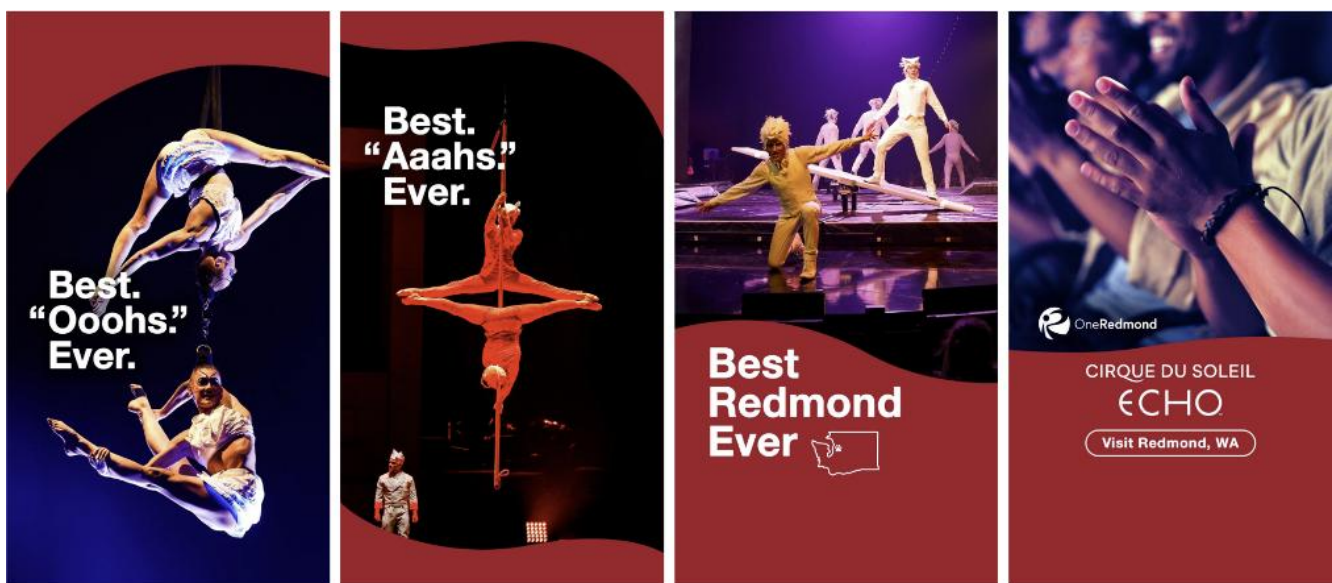
In addition, OneRedmond executed a supplemental digital marketing contract to enhance the Pay-Per-Click (PPC) advertising efforts managed by Bullseye Creative for Experience Redmond, the LTAC-supported tourism website. Together, these coordinated efforts elevated regional visibility for Redmond, strengthened visitor engagement, increased hotel stays, and reinforced OneRedmond's ongoing commitment to positioning Redmond as a vibrant, welcoming destination for arts, entertainment, and tourism-driven economic growth.



# Launch of Targeted Tourism Campaigns

Cirque du Soleil ECHO Campaign | Meta Flight Dates: December 22, 2025, through March 20, 2026

- Creation and Production of Cirque du Soleil – ECHO Digital Campaigns
- Asset Creation:
  - Photos from Cirque du Soleil
- Reformatting the Music & Entertainment Tourism Landing Pages:
  - Cirque du Soleil Echo - <https://oneredmond.org/cirque-du-soleil-echo/>
  - All campaigns have the Book>Direct by SimpleView/Granicus booking widget



## Key Results & Business Outcomes

- Campaign Performance & Efficiency High Awareness: The campaign generated over 1.68 million impressions between December 2025 and March 2026.
- Exceptional CTR: The click-through rate of 2.53% performed 181% above industry benchmarks.
- Cost Efficiency: Achieved a low Cost Per Click (CPC) of \$0.41, driving a total of 42,664 link clicks.
- Primary Traffic Driver: The "Cirque Du Soleil" page was the site's top performer, capturing 61% of total traffic with 38,760 views.

# DESTINATION & TOURISM DEVELOPMENT

In Q1 2026, OneRedmond continued to support destination growth and tourism development through strengthening partnerships and the exploration of strategic opportunities aligned with Redmond’s long-term tourism vision. In the absence of a large-scale conference center, efforts remained centered on cultivating niche and experience-driven tourism opportunities that encourage overnight visitation. This work included the continued assessment and enhancement of initiatives focused on wine tourism, dog-friendly travel, wellness, and accessible visitor experiences, while also exploring additional program concepts to expand Redmond’s tourism offerings.

## Q1 2026 Destination & Tourism Development Highlights

### Wine Tourism

- Met with the former Executive Director of Woodinville Wine Country (WWC) to review future regional collaboration opportunities and tourism strategies.
- Attended the WWC Annual Meeting to strengthen industry partnerships, stay informed on regional tourism trends and initiatives, and identify opportunities that could support and benefit Redmond Hotels.
- Met with Redmond hotels partners to provide updates on the WWC partnership and District Pass program, with the goal of increasing visitor engagement and encouraging overnight stays in Redmond.



## Dog-Focused Activation and Content for Marketing Campaigns

- Developed and launched the inaugural "Redmond Poker Pup Crawl" utilizing the [Seeker XP platform](#), a gamified digital concierge and visitor engagement tool designed to encourage exploration of local businesses and attractions. The activation was created to increase overnight visitation from travelers with dogs, drive engagement with participating businesses, and further position Redmond as a dog-friendly tourism destination.
- Planned and confirmed a series of 2026 dog-focused events to support destination marketing efforts aimed at attracting visitors traveling with dogs and encouraging overnight visitation. Current events include:
  - **Pre-Pupchella BBQ | May 16, 2026:** A BBQ at Aloft Hotel Redmond rooftop and W XYZ Bar. Pupchella | May 17, 2026 – a dog-focused event inspired by Coachella festival-style experiences, at Redmond Town Center.
  - **Dog Days of Summer | August 28, 2026:** In partnership with the Jerry Baker Memorial Velodrome cycling races, featuring dog-themed activities, vendors, and community programming at Marymoor Park.
  - **Redmond Poker Pup Crawl: Summer Edition | August 29, 2026.**
  - **Howl-O-Ween | October 17, 2026:** A dog costume parade and themed celebration at Redmond Town Center with a paw-ty celebration at Hilton Garden Inn.
  - **Santa Paws & Claws | Every Monday in December:** Pet photo events with Santa Claus at Redmond Town Center.
- Continued outreach and relationship-building with dog-friendly businesses to enhance the visitor experience and strengthen Redmond's position as a welcoming destination for travelers with dogs.
- District Pass program, with the goal of increasing visitor engagement and encouraging overnight stays in Redmond.



## Shinrin Yoku | Forest Bathing Wellness Program

**Overview: Forest Bathing Initiative:** Exploration of Shinrin Yoku, also known as Forest Bathing, as a wellness tourism opportunity aligned with Redmond's natural assets. Forest bathing is a guided nature and mindfulness experience designed to promote relaxation, wellness, and connection to the outdoors with the potential to attract overnight visitors seeking restorative travel experiences.

**Strategic Rationale: Market Opportunity & Regional Context:** Researched destination models that incorporate forest therapy and nature-based wellness programming into tourism strategies and visitor experience development. One example includes Jackson County, North Carolina, where forest therapy trails and guided wellness programming are featured as part of its visitor-facing materials through the Jackson County Chamber of Commerce. Reference Links:

- [Jackson County Visitor Information – Relaxation & Wellness](#)
- [Jackson County Forest Therapy Information](#)

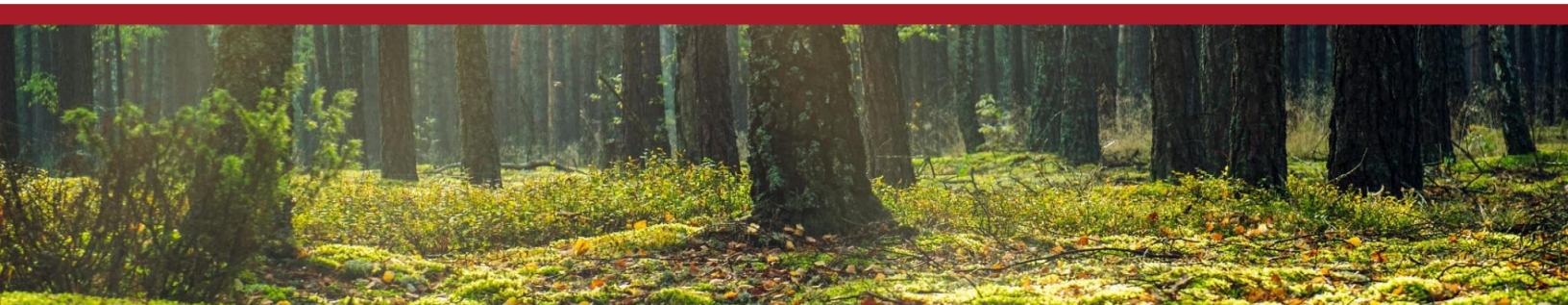
Reviewed broader tourism and wellness travel industry reporting indicating increasing demand for nature-based, restorative travel experiences from industry publications such as [TravelPulse](#) and other national wellness tourism coverage highlighting forest bathing and outdoor wellness trends. This research supports the consideration of Forest Bathing as a potential niche tourism offering that will contribute to overnight visitation and destination differentiation for Redmond.

### Program Development & Implementation

**Phase 1:** Our subject matter expert contracted provided a recommended phased approach and timeline for developing a viable Forest Bathing tourism program intended to attract overnight visitors. This consultant also researched, interviewed, and identified leading regional consultants and program partners to help continue with the project and identify suitable trails.

**Phase 2:** Michael Stein-Ross with Cascadia Forest Therapy was contracted to evaluate and identify potential trail locations in Redmond suitable for future Forest Bathing experiences and wellness tourism programming. He identified Redmond as a strong candidate for forest therapy tourism due to its extensive trail system, accessible natural areas, and quiet forest environments.

- Implementation and opportunities were evaluated to incorporate wellness-focused visitor experiences within areas such as the Watershed Preserve and other forested trail networks.
- Experiential participation in guided Forest Bathing sessions under varying weather conditions to better understand program delivery, visitor experience considerations, and year-round tourism potential in the Pacific Northwest climate.



## Accessible Travel Research & Development

- Continued exploration of accessible and inclusive tourism opportunities to better serve travelers with disabilities and neurodiverse visitors.
- Ongoing review of accessible tourism frameworks, certification programs, and industry best practices, including [Certified Autism Destination](#) program, [Wheel the World](#), and [PCMA Accessibility Exchange](#).
- Research and assess additional accessible tourism organizations such as [Open Doors Organization](#), and [Society for Accessible Travel & Hospitality](#), to identify opportunities for future implementation and partnership development within Redmond's visitor economy.

## Seeker Digital Concierge Implementation

- Engaged Bullseye Creative, to support implementation of Redmond's digital tourism platform. Work included:
  - Development of gamified visitor experience through Seeker XP – Redmond Poker Pup Crawl
  - Refinement of public-facing user experience and interface design, and coordination of a consolidated events calendar to improve access to local and regional visitor-facing activities

## Transportation

- Distributed Sound Transit ORCA Cards and Rideshare Gift Cards to the ten (10) Redmond Hotels



# 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:

## Q1 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)

## Q1 2026 Tourism & Hospitality Meeting Highlights

- Seattle Sports Commission
  - Annual Recap Meeting
  - Region Ready Summit
- OneWest Tech Summit in California - March
- Eastside Regional Tourism Meeting
- Weekly WA State Destination Tourism Calls



# Destination Sales

Despite the absence of a large indoor facility for major gatherings, OneRedmond continues to advance destination sales efforts by pursuing niche group business opportunities and identifying creative ways to raise awareness of Redmond hotels and drive overnight stays. This quarter, efforts included attendance at a trade show, and sourcing branded promotional items to support Redmond hotels and the destination.

## Q1 2026 Destination Sales Highlights

- CoStar property development prospecting and distribution of key activity and contacts to Redmond Hotels
- Ongoing research of larger space for Robot Combat events
  - Pickering Barn Issaquah
- Research and development Branded Gift for guests over World Cup
  - Final confirmed item is luggage tags with “Redmond is Ready for the World” brand created by City of Redmond
- Tour Connection Los Angeles - March 2026
  - Created flyer for Entertainment Buyers
  - Created giveaways for the tradeshow networking
  - Worked with Motley Zoo Animal Rescue to provide “Puppies in the Green Room” if an entertainment buyer places a group booking at a Redmond Hotel.
  - Photo Assets captured with “Puppies in the Green Room” at Cirque du Soleil Echo and Motley Zoo Animal Rescue to promote this offering with entertainment groups
- Processed four sales inquiries:
  - Two from Experience Redmond – no overnight guestrooms required
    - Soccer Training Inquiry
    - International Plastic Modelers Society – Seattle Chapter – Referred to Redmond Senior Center
  - Redmond Historical Society – complimentary room request for a show
  - Network with Kaizen Academy on future Fencing Events



# Administration & Research

In Q1 2026, OneRedmond continued its close collaboration with the City of Redmond and the Experience Redmond brand to advance tourism priorities outlined in the Redmond Tourism Strategic Plan. Efforts during the quarter focused on reviewing and aligning future priorities with Redmond hotel stakeholders, including presenting the City of Redmond's LTAC funding request for tourism-related initiatives and destination marketing efforts to the local hotels for feedback and discussion. Additional efforts included advocating for changes to Washington state law that would remove the July 1, 2027 expiration date on the additional TPA assessment authority, allowing the total allowable assessment to remain at up to \$5.00 rather than reverting to \$2.00.

## Q1 2026 Administration & Research highlights:

### City Of Redmond Tourism Recap

- Continue monthly collaboration with the City of Redmond on Tourism initiatives
- Reviewed City of Redmond LTAC Committee request for funding with Redmond hotel stakeholders to align with the 2027 BRTPA Redmond Zone SOW and Budget

### Tpa Assessment Legislative Efforts

- RCW 35.101.057, a section of Washington state law, currently allows an additional TPA assessment of up to \$3.00 above the existing \$2.00 assessment.
- The additional \$3.00 assessment is scheduled to expire on July 1, 2027.
- Efforts were made during the most recent legislative session to remove the expiration date and make the additional assessment permanent.
- The proposed change was not adopted during the recent legislative session.
- There will be another opportunity to pursue this issue during the 2027 legislative session.

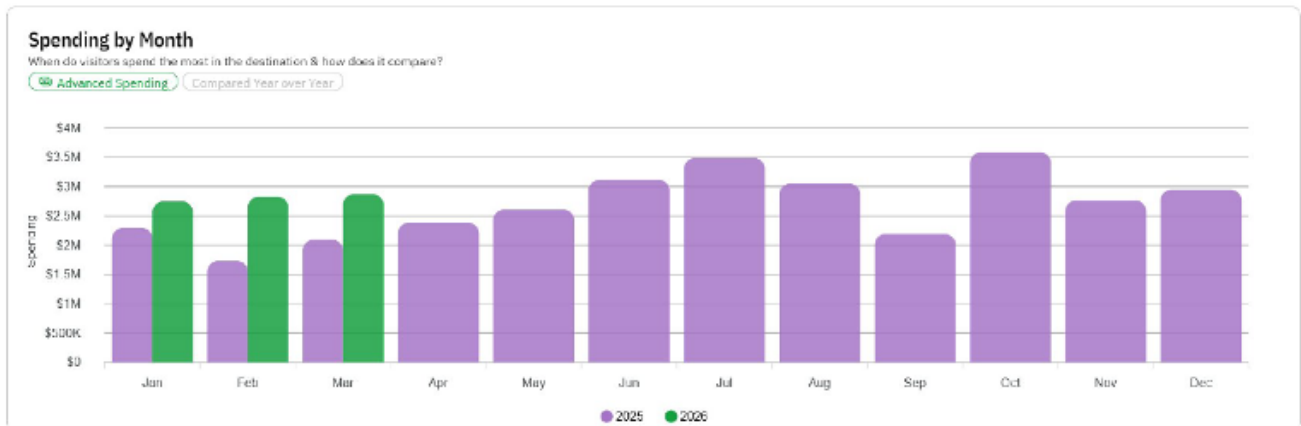
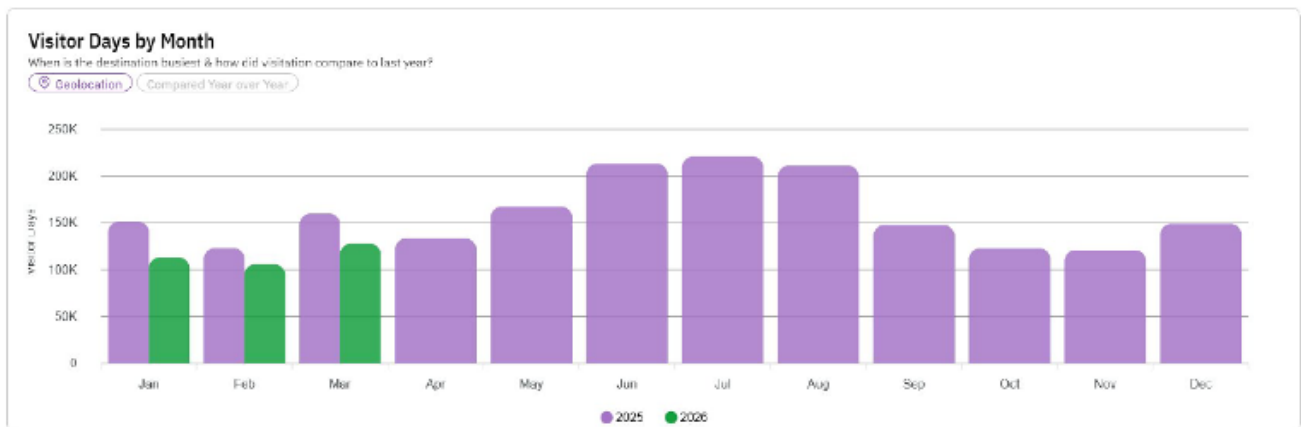
### Hospitality Data Sources | Datafy Q1 2026 Metrics

- Report data is only on overnight visitors and does not report on Microsoft Campus overnight visitors
- **Visitation Volume & Stay Duration:** Redmond recorded a total of **72,901 overnight trips** during Q1 2026 leading to **347,168 visitor days** in Redmond. Overnight visitors stayed for an average of **4.8 days**, which represents an increase of **1.8 days** compared to previous periods.
- **Key Source Markets:** the **Seattle-Tacoma** DMA is the leading source of visitors, accounting for **4.23%** of total visitor days. Other significant markets include **Portland, OR** (which led to share spend at **11.22%**), **Los Angeles**, and **Spokane**.
- **Visitor Demographics:** The visitor base is largely affluent and mature, with **54.55%** of households earning over **\$75K annually**. The largest age demographic is the **45-64** group, making up **33.28%** of total visitors.
- **Spending Habits & Category Performance:** Visitors (50 miles plus) account for **14.61%** of spending. In terms of categories, **Grocery and Department Stores** dominate visitor spending at **36.37%**, followed by **Dining and Nightlife** at **13.74%** and **Accommodation** spending at **13.41%** (Note: Accommodation spending does not account for any pre-paid charges).

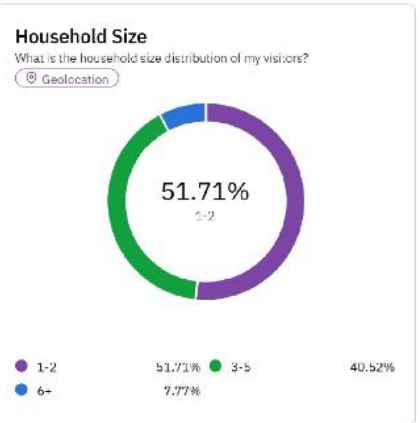
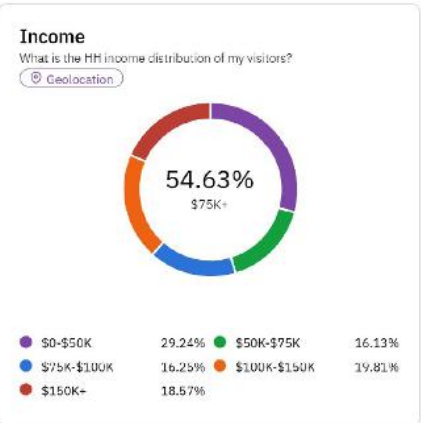
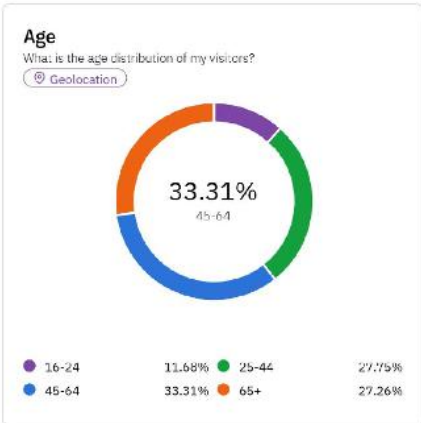
# Overall Visitation and Spending



# Visitation and Spending by Month



# Q1 Visitation Report | Overnight Guests Only



# Contact

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Community Development

# Attachment H

## TPA Financial Update Jan- April 2026

Due to size, financial update can be found [here](#).



Community Development

# Attachment I



**To:** Bellevue Redmond Tourism Promotion Area Advisory Board

**From:** Brad Jones

**Date:** May 18, 2026

**Subject:** Recommendation on Bellevue TPA Zone Reserve Fund Policy and Budget Planning

The purpose of this memo is to provide a recommended course of action regarding the Bellevue Zone Reserve Fund policy and related budget planning considerations heading into 2027. Following the Board's last meeting, I completed additional financial planning analysis related to several reserve fund allocation scenarios and the potential impact of pending TPA legislation.

The proposed 2027 Bellevue Zone budget is **\$2,932,800**. Based on this budget level, the following reserve fund policy thresholds would apply:

- A **25% reserve fund policy** would require approximately **\$740,000** in reserves.
- A **20% reserve fund policy** would require approximately **\$586,000** in reserves.

The current Bellevue Zone reserve fund balance is **\$848,285.31**.

Based on current planning assumptions, approximately **\$293,000** is considered at risk if the TPA legislation does not pass during the 2027 legislative session. However, the proposed 2027 budget includes a contingency of **\$62,400**, which would reduce the potential reserve fund impact to approximately **\$231,000**.

If the legislation does not pass in 2027, the Bellevue Zone reserve fund would be reduced from **\$848,285** to approximately **\$617,285** by year-end. This would represent approximately **21%** of the proposed 2027 budget.

The Bellevue Zone is currently in a strong reserve position. Even under the scenario in which the TPA legislation does not pass in 2027, the reserve fund would remain above a 20% threshold and only modestly below a proposed 25% policy level.

This provides the Board with flexibility to establish a prudent reserve fund policy while also maintaining the ability to respond appropriately once the outcome of the 2027 legislative session is known.



A 25% reserve fund policy would provide a stronger financial safeguard for the Bellevue Zone and would help ensure that future programming and destination marketing commitments can be managed responsibly if revenues do not meet budget expectations in future years.

I recommend that the Board take the following action(s):

1. **Establish a 25% reserve fund policy for the Bellevue Zone.**

The reserve fund should be maintained to help protect against future revenue shortfalls and to provide financial stability for Bellevue Zone programs and commitments.

2. **If the TPA legislation passes during the 2027 legislative session, add approximately \$108,000 to the 2028 budget.**

Under this scenario, the Bellevue Zone would remain in alignment with the proposed 25% reserve fund policy while allowing for additional investment in the 2028 budget.

3. **If the TPA legislation does not pass during the 2027 legislative session, maintain the current budget plan and reduce 2028 spending by approximately 4%.**

This adjustment would allow the Bellevue Zone to bring the reserve fund back into compliance with the proposed 25% reserve fund policy during the 2028 calendar year.

Either scenario leaves the Bellevue Zone in a sound financial position. Establishing a 25% reserve fund policy now provides a clear financial management standard for the Board and manager organization while preserving flexibility to respond to the outcome of the 2027 legislative session.

Based on the current reserve fund balance, the proposed 2027 budget, and the contingency already included in the budget, I believe the Bellevue Zone is well positioned to manage either legislative outcome going into 2028.

I recommend that the Bellevue Redmond Tourism Promotion Area Advisory Board approves the establishment of a 25% reserve fund policy for the Bellevue Zone and direct staff to incorporate the applicable 2028 budget adjustment based on the outcome of the 2027 TPA legislative session.