



Community Development

Agenda

Agenda

Thursday, April 25, 2024, 10:00 am

Bellevue-Redmond Tourism Promotion Area Advisory 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: 839 3272 0391
- [www.zoom.us](https://www.zoom.us/j/83932720391) and entering Webinar ID: 839 3272 0391 Password: 218535
<https://cityofbellevue.zoom.us/j/83932720391>

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|---|---------------|
| 1. CALL TO ORDER | 10:00 am |
| The Chair will call the meeting to order. | |
| 2. APPROVAL OF AGENDA AND MINUTES | 10:00 – 10:05 |
| A. The Chair will ask for approval of the agenda. | |
| B. The Chair will ask for approval of the January special meeting minutes. | |
| 3. ORAL COMMUNICATIONS | 10:05 – 10:15 |
| The time allowed for Oral Communications shall not exceed 30 minutes. Persons wishing to speak will be called to speak in the order in which they signed in. Speakers will be allowed to speak for three minutes. Additional time will not be allowed unless the Chair or a majority of the Board allows additional time. | |
| 4. ACTION, DISCUSSION, AND INFORMATION ITEMS | |
| A. Bylaws | 10:15 – 10:20 |
| B. Staff Update – finance, yearly update, special meeting, | 10:20 – 10:30 |
| C. 2025 Budget/Scope of Work Presentation – Redmond Zone | 10:30 – 10:55 |
| D. 2025 Budget/Scope of Work Presentation – Bellevue Zone | 10:55 – 11:20 |
| 5. COMMISSION QUICK BUSINESS | |
| A. Time and date for next meeting | 11:20 – 11:25 |
| 6. REPORTS | |
| A. Visit Bellevue Quarterly Update | 11:30 – 11:45 |
| B. OneRedmond Quarterly Update | 11:45 – 12:00 |
| 7. ADJOURNMENT | 12:00 pm |
| 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 Arts Program at least two days in advance at lflores@bellevuewa.gov or call 425-452-4869 if you

have questions about accommodations.

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

TOURISM BOARD MEMBERS

Caroline Dermarkarian (Chair)

Wade Hashimoto (Vice Chair)

Rashed Kanaan

Melody Lanthorn

Cassandra Lieberman

Kim Saunderson

David Nadelman

Rocky Rosenbach

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

January 30, 2024
10:30 a.m.

Bellevue City Hall
Room 1E-113 / Virtual

MEMBERS PRESENT: Chairperson Dermarkarian, Wade Hashimoto, Melody
Lanthorn, Cassandra Leiberman, David Nadelman, Kim
Saunderson

MEMBERS REMOTE: None

MEMBERS ABSENT: Rocky Rosenbach, Rashed Kanaan

STAFF PRESENT: Lorie Hoffman, Lizzette Flores, Jesse Canedo,
Department of Community Development; Brian Wendt,
City Attorney's Office

OTHERS PRESENT: Audrey Fan, Kristina Hudson, OneRedmond; Brad
Jones, Jane Kantor, Patrick McCluskey, VisitBellevue

MINUTES SECRETARY: Gerry Lindsay

I. CALL TO ORDER

The meeting was called to order at 10:37 a.m. by Caroline Dermarkarian who presided. All members were present with the exception of Rocky Rosenbach and Rashad Kanaan.

2. APPROVAL OF AGENDA AND MINUTES

A. Approval of Agenda

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

B. Approval of Minutes

Motion to approve the September 13, 2023, minutes as submitted was made by Cassandra Leiberman. The motion was seconded was by Melody Lanthorn and the motion carried unanimously.

3. ORAL COMMUNICATIONS – None

4. ACTION, DISCUSSION AND INFORMATION ITEMS

A. Welcome New Board Member

Lizette Flores announced that the fourth member of the Redmond zone, Rashed Kanaan, will join the board at the next meeting.

B. Bylaws

Assistant City Attorney Brian Wendt brought proposed bylaws to the table for discussion and direction, noting that action to approve the bylaws would occur at the next regular meeting of the BRTPA. The City Council adopted Chapter 3.100 of the Bellevue City Code, which pertains to the governance of advisory board, and pursuant to Chapter 3.100.050, the BRTPA is required to adopt bylaws that are consistent with the standards and requirements established by the City Council. Those standards specifically address the conduct of meetings, scheduling and noticing of meeting to the public, and certain administrative requirements.

Brian Wendt noted having first presented the bylaws to the BRTPA in August 2023. Part of the subsequent delay in seeking final action on the bylaws is due to additional drafting to incorporate recent changes made by the City Council specific to the remote participation requirements as well as public decorum, and to make sure the proposed bylaws are consistent with those of other city advisory boards.

The bylaws must be consistent with all legal obligations governing the BRTPA. RCW 35.101 pertains to tourism promotion areas; BCC 3.100 is specific to the governance of advisory boards; and BCC 4.60 contains the general governance of the tourism promotion area specifically. Additionally, other state laws, including the Open Public Meetings Act, all public records laws, and all ethics laws, also must be adhered to.

The proposed bylaws incorporate 17 different articles, including a definition section that provides some helpful definitions regarding the work of the BRTPA. The articles also address the scope of the Board's authority and responsibilities; membership requirements; the duties of the respective positions of the Board members; the order in which business is to be transacted; the process for receiving and fielding public comment; how motions are to be presented, acted on and represented in the meeting minutes; the voting requirements for each discreet item presented for Board business; the minute-taking requirements; compliance with state and local laws; communications to the Bellevue City Council; the records retention requirements; compensation and reimbursement requirements; and how to amend the bylaws.

The areas of greatest interest to the Council as well as to sister advisory boards are located in Article IV, which addresses the duties of the presiding officer. The presiding officer must always be present in person at all meetings. Should the presiding officer need to attend remotely, he or she can do that provided there is someone attending in person appointed to preside over the meeting.

Article V Section G addresses remote participation. After Covid the city experienced success with remote meetings, and such meetings are also helpful to the public. It is important to the City Council, however, that Board members make an effort to attend meetings in person. Members may participate remotely if they notify the Chair and staff liaison no later than 12:00 p.m. the day before the meeting. Only three members can participate remotely and vote at any given meeting. If for some reason more than three need to participate remotely, only three of them will be able to vote on any discreet items. The staff liaison will work with the Chair in determining which three persons requesting to participate remotely will be allowed to do so and count toward the required meeting quorum.

Article VII Section E addresses public participation and decorum at meetings. The rules must be observed by the public in order to allow the Board to effectively administer its business. The section was drafted with the intent of balancing the ability of the public to participate in meetings and exercise their constitutional rights with the ability of the Board to respectfully control the flow of meeting business. The section includes a process for excluding the public

in the rare instance where that might be necessary. There is also a process included allowing the public to appeal any exclusion ordered by the Chair.

Brian Wendt said any amendments to the draft bylaws that are deemed warranted by the Board can be made, provided that any revisions cannot conflict with applicable state law, local law or Council standards. Any provisions suggested by the body would need to be taken under review before the next meeting to make sure there is no conflict with other applicable laws or rules.

Article V Section A addresses the timing of the Board's regular meetings. As drafted, the section calls for quarterly meetings, which is consistent with local code as well as with the interlocal agreement with the city of Redmond. As drafted, the quarterly meetings are to be held at 10:00 a.m. on the fourth Thursday of every January, April, July and October.

Melody Lanthorn asked if the Chair needs to be remote, who is qualified to run the meeting. Brian Wendt said the bylaws do not talk about qualifications with respect to the Chair. Any board member is thus qualified to serve as the presiding officer.

Arts Community Manager Lorie Hoffman said the first month of each quarter was purposely chosen in order to allow for reviewing the previous month's financials.

There was consensus favoring the bylaws as drafted.

C. Staff Update

Lizzette Flores reported that since the Board's last meeting the staff have been working on a number of items. The budget was presented to the City Council along with the strategic plan for the two recommended organizations to administer the TPA funds. The budget and the strategic plan was subsequently incorporated into the city's biannual budget. That allowed for pursuing the recommendation of the Board for OneRedmond and VisitBellevue to administer the TPA funds. The contracts were approved by the City Council on January 2, 2024. Both organizations will be presenting updates at each quarterly meeting.

Lizzette Flores noted that as previously discussed, there are some carve-out exemptions to the TPA for medical stays and airline stays. There is currently a bill proposing an administrative change that would allow the legislative authority, which for the BRTPA is the city of Bellevue, to make decisions related to the exemptions. Such decisions are currently made on a case-by-case basis, but if the bill passes, the city of Bellevue will be able to continue with the current exemptions.

By way of context, Lorie Hoffman said the bill in question is HB-2137 and applies to all TPAs in the state. The bill represents an administrative fix to give further clarity that the legislative authority can have certain exemptions in accordance with the petition and the interlocal agreement.

Answering a question asked by David Nadelman, Lorie Hoffman said no jurisdiction is allowed to create a TPA without the current process. The bill simply gives the legislative authority of a TPA the ability to create the exemptions.

David Nadelman asked if Seattle has a TPA in place. If they do not, they would not be subject if airlines were made to pay the fee. Lorie Hoffman said the bill does not change the current status quo.

Cassandra Leiberman asked if passage of the bill would require further action on the part of the Board to make any modifications to the contracts. Lorie Hoffman said no matter what it will be necessary to enter into a new agreement with the Department of Revenue for 2025 and beyond. The bill if passed will allow for going right into the contracting period. If the bill does not pass, it will be necessary to amend the petition and go back through the established process without the exceptions.

With regard to revenues, Lizzette Flores noted that the report included in the meeting packets a report of all the revenues collected for the TPA zone for 2023 through the end of December. The state Department of Revenue has retained its one percent administrative fee, and the city of Bellevue has retained four percent of the allotted five percent.

Wade Hashimoto noted there has been an uptick in business and voiced the opinion that any overages over and above the budget would go toward creating a surplus. The question asked was whether or not there would need to be a mid-year adjustment made to the budget. Lorie Hoffman said any overage funds would be held and made available for the next budgeting cycle.

D. Annual Report to the City of Redmond

Kristina Hudson, CEO of OneRedmond, said the hotel and tourism committee charter is laser-focused on increasing overnight stays in Redmond hotels. The process relative to strategy development and master planning is just at its very beginning. To help lead out in the effort an industry veteran, Audrey Fan, was brought on board.

Audrey Fan noted having more than 30 years of experience in hotels, destination management and tourism. Data regarding Redmond's occupancy as reported by Star Reports was shared with the Board, along with information regarding the city's event recruitment efforts. Listed was the Association of Volleyball Professionals for a summer 2025 tournament; Electric Vehicle Expo, held in September 2023 with the goal of having it be a recurring event; Ironman 70.3 in the fall of 2025; and the Fred Hutchinson Obliteride in August 2024 and 2025. The ongoing work includes researching and building a list of venues and facilities in Redmond, creating relationships with those locations, and matching their availabilities with the Redmond hotel stakeholders availability to focus on driving overnight accommodations for Redmond.

Also shared with the Board was a report on a marketing plan. OneRedmond is working with its partners at the city of Redmond to develop a tourism strategic plan. It will be imperative to have all of the information to give clarity and unity on the Redmond tourism program vision. The Redmond stakeholders did act to approve as members State of Washington Tourism, Seattle Sports Commission, Washington Festival and Events Association, Washington State Chapter of Meeting Professionals International, and the Puget Sound Business Travel Association. Each will focus on increase support for marketing, increasing tourism, and increasing overnight stays.

Some of the strategic initiatives being researched include cost and analysis of the ideas and focuses provided by the stakeholders. That data should be in hand in the second quarter of the year and it will be aligned with the Redmond tourism strategic plan, which should be completed either in the second or third quarter of the year.

Audrey Fan said the master planning work is at its beginning. The goal is to work toward providing a foundation and support for creating and establishing a new tourism line of business for Redmond. Communication and action items in relation to the stakeholders is being looked at as part of the strategy to provide active regeneration for all hotel partners.

Brad Jones, executive director of VisitBellevue, all governance has been established and the oversight process has been activated. The work program has been in motion for the better part of a quarter. The organization is in a position to collectively harness the TPA into future growth and collective input. The individual department directors will attend each of the quarterly meetings going forward.

The VisitBellevue team is fully staffed. There are three destination sales managers who are deployed to the events, conventions and meetings markets. Each person has been assigned specific segments on which to concentrate, and they will be challenged with new segments going forward. On the marketing side, there is a communications manager who is in charge of public relations and communications as well as the media program. The marketing manager does a lot of the digital activations and website work. There is a partnership manager on the marketing team along with an events services manager and a mobile welcome center representative.

The work plan and program is organized by work division and aligned with the TPA scope of work. The destination sales department generates leads, executes destination sales, conducts analysis to lost business and future prospects. The group conducts sales missions and trade shows in an effort to expand and grow Bellevue relative to events, conventions and meetings. On the marketing and communication side there is paid marketing, social media, PR and earned media, and overseas marketing which is a new initiative for VisitBellevue made possible by TPA funding. The website is the front door to Bellevue tourism and is robust, modern and optimized. Digital content is the big thing in marketing and communications. The greatest challenge for a relatively small staff is to generate content.

On the visitor experience side, visitor services is code for treating groups and events that come to town well and coordinating services before they arrive. The multicultural tourism element for 2024 includes a culinary tourism initiative. The Certified Tourism Ambassador program trains and educates the front line staff. Tourism development includes a push toward developing festivals and events. Tourism development grants will be issued in 2024 and will be all about developing new tourism experiences for Bellevue.

VisitBellevue has a destination development plan that has been in place for six years. A process is underway to update the plan and the work will be completed in 2024. It will articulate the current priorities. There is a lot of data and insights that must be harnessed to inform decision making for the future. Reporting and accountability, systems and training, and HR, finance and legal round out the team.

Brad Jones said the primary TPA goals for 2024 and 2025 is to bring in more overnight visitors and to increase citywide occupancy from 62 percent to 72 percent. Bellevue has historically struggled with weekend hotel occupancy and the goal is to increase the current 57 percent to 66 percent. The collective economic impact from all overnight visitors will increase from \$1.44 billion to almost \$2 billion.

For the last quarter overnight visitors totaled 470,000. A good trend is developed in terms of increasing numbers. The total overnight visitors numbers have almost fully recovered from 2019.

The citywide hotel occupancy rate for the fourth quarter of 2023 was 61 percent. October and November had occupancy rates of 68 percent and 64 percent respectively.

There are good trends being seen relative to weekend occupancy as well. October and November 2023 saw historic highs. There was only a two percent drop in December

compared to 2019. There is currently a 57 percent average weekend occupancy rate. Weekend occupancy is being driven in part by the development of new weekend-based events. To that end, work will continue to drive festivals and events to the weekends along with convention business. The collective economic impact of overnight visitors was \$389.5 million in the last quarter of 2023, slightly behind 2019 but close.

Jane Kantor, director of destination sales for VisitBellevue, shared that the last quarter of 2023 exceeded the year-end goal for room nights booked. The room nights lost through 2023 are slowly being normalized. By year end there was a 34 percent conversion rate, which was close to 2019's 36 percent. The additional funding received will facilitate continued prospecting work, with the first mission being the meetings industry conference in Denver at the end of March. The mission will include a focus on cultivating a sports vertical. There is a robust travel schedule for attending trade shows in 2024, more than double 2023. The Meeting Professionals International joint conference with Washington and Oregon is on the calendar for the first quarter of 2024. The additional funding has allowed for engaging with some third-party planners and the intent is to maximize that investments to the fullest. During the year additional opportunities will be explored relative to opening some new verticals, including cruise and sports, festivals and events.

With regard to paid media, Brad Jones explains that there are quarterly campaigns developed and executed. Paid media is difficult and it takes a while to attribute results to it. The third quarter of 2023 ended at about 71 percent of the goal, having created 14.6 million impressions through paid media, and some 57,000 website clicks. There are specific goals relative to cost per click with the intent of keeping them under four dollars. A 0.37 click-through rate was calculated, measured differently for each media. The goal is to increase that to 1.5 percent in the coming year.

Modern marketing is centered around social media content. To that end a certain portion of paid media is done in the social media realm. The organic and boosted traffic made some 10.3 million impressions and generated 391,000 engagements. There were just over 91,000 click-throughs to the website from those engagements, and there currently is an audience of about 22,000 subscribed persons. A little over a quarter of a million users generated 318,000 website traffic sessions. Fully 189,000 of the folks came through organic searches, which speaks to the importance of search engine optimization and marketing.

Turning to public relations, Brad Jones reminded the Board members that the first external public relations firm was hired in July 2023. Some 48 placements have been received relative to travel, tourism or lifestyle programming. The engagement number relates to the total possible readers. The true value is the media value. The system used assigns a monetary value to the readers. The media value of the 48 placements was \$3.2 million.

The communications program involves both blog and vlog marketing. There are a couple of iterations released on an ongoing basis to subscribers. There were just over 50,000 engagements from those, and a 44 percent open rate, which is very high. The four percent click-through rate is also good.

Brad Jones said quite a bit of time was dedicated in 2023 to thinking about the overseas campaign. In something of a pilot program, an in-market agency was onboarded to focus on Japan. What the agency will be doing is establishing social and digital channels in a Japanese format and with cultural sensitivity. The Japanese website is almost done and social media channels are being developed. One established, a public relations campaign to the Japanese markets will be kicked off. There will be some paid media and a concentration on influencers to bring traffic to the sites. A pre-spring launch date is envisioned. Another important element will be a Japan-ready toolkit for businesses developed by the visitor experience department.

Disseminating information and tools will position Bellevue businesses to better serve the Japanese market.

The first quarter media campaign will include follow-up on the leads from the recent IMM show in New York, as well as publication of the spring-summer visitor guide, search optimizations, content planning, and culinary tourism. Early in the second quarter an in-market public relations initiative will be executed in Los Angeles. LA journalists in the travel and lifestyle category will be invited to attend.

With respect to the first quarter visitor experience and tourism development initiatives, Brad Jones said Belhop has been a cornerstone of the transportation and sustainability initiative. The hotel shuttles disappeared after the pandemic; shuttles are an extension of and amenity to hotels. Belhop by year end had passed the 40,000 passenger mark. The program is funded through the end of May and Circuit, the provider of Belhop, is being assisted in making connections within the community to develop an annual funding plan. About a third of the ridership is visitors, specifically overnight visitors, and the funding mechanism should match that. The busiest times for Belhop are between 3:00 p.m. and 7:00 p.m.

Turning to the budget, Brad Jones said at the time the budget was put together it was not specifically known how the exempted rooms would play out. The budget assumptions were all based on previous-year occupancy rates, plus a 10 percent contingency. Revenues for the first quarter were about as projected, minus the contingency. Things are looking good on the revenue side of things. On the expense side, things are broken down by category: tourism and development, festivals and events, administration and research, destination sales, media marketing and communication. Patrick McCluskey, CFO for VisitBellevue, is constantly analyzing the finances.

With regard to research and data, the top domestic markets shift month to month. The most visitors come from Washington, Oregon and California. Typically in the first quarter of the year warm weather destinations decrease. Visitor origin is organized by high-value markets as determined by share of spend, total spend, spend per trip, and length of stay.

The organization's VISA dashboard has been organized by industry segments: restaurants and dining, hotels and lodging, retail and other. Going forward the Board will be kept informed as to the segments, year over year trends, and the spend amounts. International visitors are organized by spend amount according to the VISA data. International visitors are making a comeback post-pandemic.

Wade Hashimoto asked about data specific to Canada based on province. Brad Jones agreed to do the research and bring it back to the next meeting.

Wade Hashimoto asked if there were any social media trends or upticks noted that could be tied to a Bellevue happening that received more natural engagement and hits. Brad Jones said anecdotally that video performs very well, as does anything influencer based. Some new channels are being activated as they trend.

D. Annual Report to the City of Redmond

Lizette Flores said under the interlocal agreement, one of the Board's responsibilities is to approve and submit an annual report to the Redmond City Council. The report included in the packet has information about the BRTPA revenues and expenditures, the strategic plan, the budget, and management agreements.

Lorie Hoffman said the report conforms to the requirements of the interlocal agreement in terms of form and substance.

A motion to approve the Annual Report to the city of Remond was made by Cassandra Leiberman. The motion was seconded by David Nadelman and the motion carried unanimously.

5. COMMISSION QUICK BUSINESS

A. Time for Next Meeting

Lorie Hoffman noted that because the bylaws had not yet been adopted, a special meeting must be approved for the meeting. As suggested by the bylaws, the meeting should be Thursday the last week of April at 10:00 a.m.

6. REPORTS

A. OneRedmond Update – As Noted

B. VisitBellevue Update – As Noted

7. ADJOURNMENT

Caroline Dermarkarian adjourned the meeting at 11:52 p.m.



Community Development

Action & Discussion

Action

Thursday, April 25, 2024, 10am

Bellevue-Redmond Tourism Promotion Area (TPA)

Advisory Board

1E-113 or Zoom Meeting

City of Bellevue, WA

BRTPA Board Bylaws

At today's meeting, the board will vote on the adoption of bylaws presented at the previous quarterly meeting.

Motion: A motion to approve the bylaws is requested.

BACKGROUND

Bylaws were presented at the previous BRTPA Board Meeting. Board members discussed the content of the bylaws, and now have the opportunity to vote on the bylaws.

Previously, background given on bylaws was as follows:

Bylaws are typically created when an organization or administrative body is first established, helping to, among other things, provide a clear system of internal governance, ensure compliance with applicable legal requirements, promote consistency in operation, and define roles/responsibilities.

The Advisory Board has not yet adopted bylaws consistent with BCC 3.100.050 due to a number of factors: the formal establishment of the Board in late May 2023, the City's need to identify and recruit individuals to serve on the Board throughout the Summer of 2023, the City Council's amendment of key provisions related to the conduct of public meetings in August 2023, the Board's need to develop and recommend a budget / strategic work plan in time for inclusion in the 2024 budget, and the Board's schedule of quarterly meetings.

As drafted, the proposed Bylaws provide a system of internal governance consistent across the boards/commissions that advise the Bellevue City Council and regularly hold meetings open to the public, while ensuring compliance with the legal authorities specific to the BRTPA (chapter 35.101 RCW, chapters 3.100 and 4.60 BCC, and the interlocal agreement executed by the cities of Bellevue and Redmond).

In addition to explicit requirements imposed by law, the proposed bylaws clarify the roles of the officers and staff, establish a regular meeting schedule, provide a recognized method to note and conduct meetings, and prescribe processes to maintain decorum during meetings in a manner respectful of attendees legal rights.

STAFF RECOMMENDATION

Staff recommends the approval of the BRTPA Board bylaws.

OPTIONS

Option 1: A motion to approve the bylaws.

Option 2: Do not approve bylaws, and give further instructions to staff.

NEXT STEPS

If approved, the bylaws will be formally adopted by the Board.

ATTACHMENTS

Attachment A: Draft Bylaws

STAFF CONTACT

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



Community Development

Information

Information

Thursday, April 25, 2024, 10am

Bellevue-Redmond Tourism Promotion Area (TPA)

Advisory Board

1E-113 or Zoom Meeting

City of Bellevue, WA

Staff Update

At today's meeting, staff will present general updates on the BRTPA since the last meeting, including an overview of the annual TPA Board calendar, information on legislative changes, a revenue report, and an upcoming special meeting.

Background

TPA Board Calendar: As the TPA board is now adopting a regular rhythm, what follows is an overview of the annual calendar.

Regular meetings: Regular meetings will occur the fourth Thursday of every January, April, July, and October. Note: these regular meetings are pending the approval of bylaws, which are a part of this meeting.

Budgets and Work Plans

- Organizations contracted to administer TPA funds for the Bellevue and Redmond zones will present their proposed budgets to the BRTPA board each April.
- After reviewing, a special meeting will be held to approve the budgets for recommendation to Bellevue City Council. Budgets will be adopted as part of the City budget in November of each year.
- Recommended budgets will be presented annually, each July, to Bellevue City Council.

Annual Report to the City of Redmond

- A report will be delivered annually to the City of Redmond. Bellevue City Staff will prepare the report and present it to the BRTPA Board for approval during the first meeting of the year.

Legislative changes to collection exemptions: The bill proposing an administrative change that allows the legislative authority of a designated Tourism Promotion Area to make decisions related to exemptions to fee collections has been approved through Washington State Legislature (HB 2137). City Staff will work with the Department of Revenue to execute a new contract, removing provisional language included in the first contract.

Revenue Report: Revenue collections continue for both zones, and are being kept with the legislative authority, the City of Bellevue, for payment to Visit Bellevue and OneRedmond for TPA administration related costs. Washington Department of Revenue has collected 1% and the City of Bellevue has collected 4% (of the 5% allowed) of total revenue. Interest also accumulates and will be deposited back to each zone's account.

Public Records Request: The BRTPA Advisory Board has received its first public records request. As a reminder, The Public Records Act ([Chapter 42.56 RCW](#)) is a Washington State law that allows you to review government records. Public records include documents in all formats, whether electronic or paper, that relate to government operations or conduct.

Attachments

Attachment B: Revenue Report

Staff Contact

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



Community Development

Action & Discussion

Discussion

Thursday, April 25, 2024, 10am

Bellevue-Redmond Tourism Promotion Area (TPA)

Advisory Board

1E-113 or Zoom Meeting

City of Bellevue, WA

2025 Proposed Budget and Scope of Work Redmond Zone

At today's meeting, OneRedmond, the administrator of TPA funds for the Redmond Zone, will present their proposed 2025 Budget and Scope of Work.

BACKGROUND

OneRedmond serves as the administrator of TPA funds for the Redmond Zone, working with the City of Redmond to increase tourism in the City. Today, OneRedmond will present their proposed 2025 Budget and Work Plan, building on the work that they have started in 2023-2024.

As 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 Bellevue City council for final approval.

NEXT STEPS

The BRTPA Advisory Board has the opportunity to review, discuss, and recommend changes to the proposed budget and scope of work. A special meeting will be held in May, giving the Board the opportunity to formally approve the budget and scope of work. Once approved, the budget and scope of work will be presented to Bellevue City Council in July, for adoption in 2025.

ATTACHMENTS

Attachment C: 2025 Proposed Budget and Scope of Work, OneRedmond

STAFF CONTACT

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

Discussion

Thursday, April 25, 2024, 10am

Bellevue-Redmond Tourism Promotion Area (TPA)

Advisory Board

1E-113 or Zoom Meeting

City of Bellevue, WA

2025 Proposed Budget and Scope of Work Bellevue Zone

At today's meeting, Visit Bellevue, the administrator of TPA funds for the Bellevue Zone will present their proposed 2025 Budget and Scope of Work.

BACKGROUND

Visit Bellevue serves as the official DMO of the City of Bellevue, as well as the administrator of TPA funds for the Bellevue zone. Today, Visit Bellevue will discuss their proposed 2025 Budget, as well as their 2025 Scope of Work. The documents together serve as their work plan for 2025, detailing goals and objectives for increasing tourism in Bellevue.

As 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 Bellevue City council for final approval.

NEXT STEPS

Board has the opportunity to review, discuss, and recommend changes to the proposed budget and scope of work. A special meeting will be held in May, giving the Board the opportunity to formally approve the budget and scope of work. Once approved, the budget and scope of work will be presented to Bellevue City Council in July, for adoption in 2025.

ATTACHMENTS

Attachment D: 2025 Proposed Budget, Visit Bellevue

Attachment E: 2025 Proposed Scope of Work, Visit Bellevue

STAFF CONTACT

Lizzette Flores, Cultural Tourism Specialist

425-452-4869, lflores@bellevuewa.gov



Community Development

Attachment A



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

These Bylaws constitute the official rules of procedure for the TPA Advisory Board. Where rules of procedure are not addressed in these Bylaws, the Board shall be governed by the City Council's adopted Rules (Resolution No. 10291) and/or by *Robert's Rules of Order, Newly Revised*.

ARTICLE I – Definitions

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

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

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

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

“Tourism Promotion” means activities and expenditures designed to increase tourism and convention business, including but not limited to advertising, publicizing or otherwise distributing information for the purpose of attracting and welcoming tourist, and operating tourism destination marketing areas.

ARTICLE II - Scope of Authority/Responsibility

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

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

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

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

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

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

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

ARTICLE III - Membership and Organization of the Board

A. Membership.

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

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

3. Each person shall be appointed by the Bellevue City Manager, after receiving a list of qualified candidates from the Board, and shall have a specific, numbered position on the Board.
 4. Appointees shall commence service after appointment by the Bellevue City Manager and the effective date of the previous member's resignation or expiration of the existing term for the position, as applicable.
 5. Each appointment by the Bellevue City Manager shall include the ending date and term for the position to which the member is appointed and that information shall be maintained in the Board's records by the Deputy City Clerk for Bellevue.
- B. Election of Officers. The TPA Advisory Board shall elect a Chair and Vice-Chair, and any other officers the Board deems necessary, for a term of one year at their first regular meeting in July of each year, or as soon thereafter as feasible based on seating of newly- appointed members.

The election process shall be in accordance with *Roberts Rules of Order Newly Revised*.

In the event of the resignation of the Chair or Vice-Chair, the Board shall expeditiously elect a new officer to fill the vacancy.

In the absence of the Chair and Vice-Chair, a Chair pro tem shall be elected informally by the members present to conduct the meeting.

- C. Committees. The Chair, at the concurrence of the Board, may appoint standing committees or special committees of the Board and assign one or more members to such committees.
- D. Quorum. At all meetings of the Board, quorum shall consist of a majority of the members. Quorum must be maintained throughout the entirety of the meeting.
- E. Ex officio members. The Bellevue City Council may approve the appointment of an ex officio member to the Board. Ex officio members are authorized to sit at the table and participate in discussions, but are non-voting members.
- F. Resignation. A member may resign by giving written notice to the Bellevue City Clerk and the Chair of the Board.

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

ARTICLE IV - Duties of Officers

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

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

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

practicable.

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

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

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

ARTICLE V - Meetings

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

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

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

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

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

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

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

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

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

No more than three Board members may participate remotely during any one Board meeting. Such remote participation will be considered attendance at the meeting and shall be counted toward determination of a quorum.

- H. Recess. The Board may, by a majority vote or consensus, recess for a short break. The proposal to recess may set a time limit or run until the Chair calls the meeting back to order.

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

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

ARTICLE VI - Order of Business/Agenda

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

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

ARTICLE VII - Public Comment

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

D. Oral Communications.

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

E. Decorum.

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

presiding officer for public comment or testimony;

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

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

- c. If the presiding officer issues an exclusion to any person for future meetings, the exclusion shall be in writing and shall inform the person of the specific reasons for the exclusion and the specific terms and length of the exclusion. The written notice shall advise that if the person desires to address the Board during the period of exclusion, they may submit written comments which will be received by the staff liaison and provided to each of the Board members.
 - d. The notice shall be filed with the city clerk, who shall mail it to the person's last known address, if any, or to the person's email address if the city clerk has an email address but does not have a mailing address. The city clerk shall also post the notice on the door of Room 1E-113 in City Hall and on the Board's web page and provide a copy of the notice to all Board members and City Council members. The notice is effective when posted on the door of Room 1E-113 in City Hall and on the Board's web page and provide a copy of the notice to all Board members and City Council members. The notice is effective when posted on the door of Room 1E-113 and shall remain posted during Board meetings for the duration of the exclusion period.
7. The decision of the presiding officer to eject a person from public comment or attendance at a Board meeting may be overruled by a majority vote of those Board members in attendance at the meeting from which the person was ejected. If the presiding officer issues an exclusion from public comment or attendance at future meetings, that decision may be overruled by a majority vote of those Board members in attendance at the next regular Board meeting following the filing and posting of the exclusion notice or by a majority vote of the City Council at the next regular Council meeting following the filing and posting of the exclusion notice.
 8. Any person excluded from participation in future public comment periods or from attendance at future Board meetings may appeal the exclusion by submitting a written appeal stating the bases for the appeal to the city clerk within six business days after notice of the exclusion is posted on the door of Room 1E-113. Upon receipt of a written appeal, the City Council shall consider the appeal at its next regularly scheduled open public meeting. The person's exclusion from public comment periods or from attendance at Board meetings shall remain in effect during the Council's consideration of the appeal.
- F. Timekeeping. Bellevue City staff assigned to the Board shall be the timekeeper.

ARTICLE VIII - Motions

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

ARTICLE IX - Voting

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

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

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

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

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

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

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

ARTICLE XI - Minutes

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

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

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

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

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

ARTICLE XII - Compliance with Laws

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

ARTICLE XIII - Communications

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

ARTICLE XIV--Records

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

- A. Public records are the property of the City of Bellevue and must be managed (preserved, stored, transferred, destroyed, etc.) according to the provisions of RCW 40.14.
- B. Tools are in place to manage all emails sent to the Board's email account (TPAboard@bellevuewa.gov) as well as individual City of Bellevue email accounts of Board members according to state law.
- C. Board members are responsible for including Board staff on all Board- related communications, including forwarding any emails sent to the member in his/her individual capacity to the TPAboard@bellevuewa.gov address. Any hard copy records shall also be transferred to staff for long-term maintenance.
- D. Members may be required to produce emails or documents that relate to the activities or operations of the Board in response to a public disclosure request.

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

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

ARTICLE XV – Compensation and Reimbursement of Expenses

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

ARTICLE XVI - Amendments

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

ARTICLE XVII - Validity

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

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Approved the ____ day of _____, 2024.

Chair
TPA Advisory Board

Director
Community Development Department

_____, Advisory Board Staff

DRAFT



Community Development

Attachment B

Revenue Update (October 2023 through March 2024)

Total TPA Revenue Remitted by Zone (after DOR 1% fee)

Bellevue TPA	\$1,476,326.17
Redmond TPA	\$430,938.56
Total both zones	\$1,907,264.73

Interest Accrued - to be added back to respective accounts

Bellevue TPA	\$4,336.44
Redmond TPA	\$1,211.39
Total both zones	\$5,547.83

Legislative Authority Administrative costs for Q1

Bellevue Zone	\$30,326.78
Redmond Zone	\$8,158.62

2024 Remittances by Month

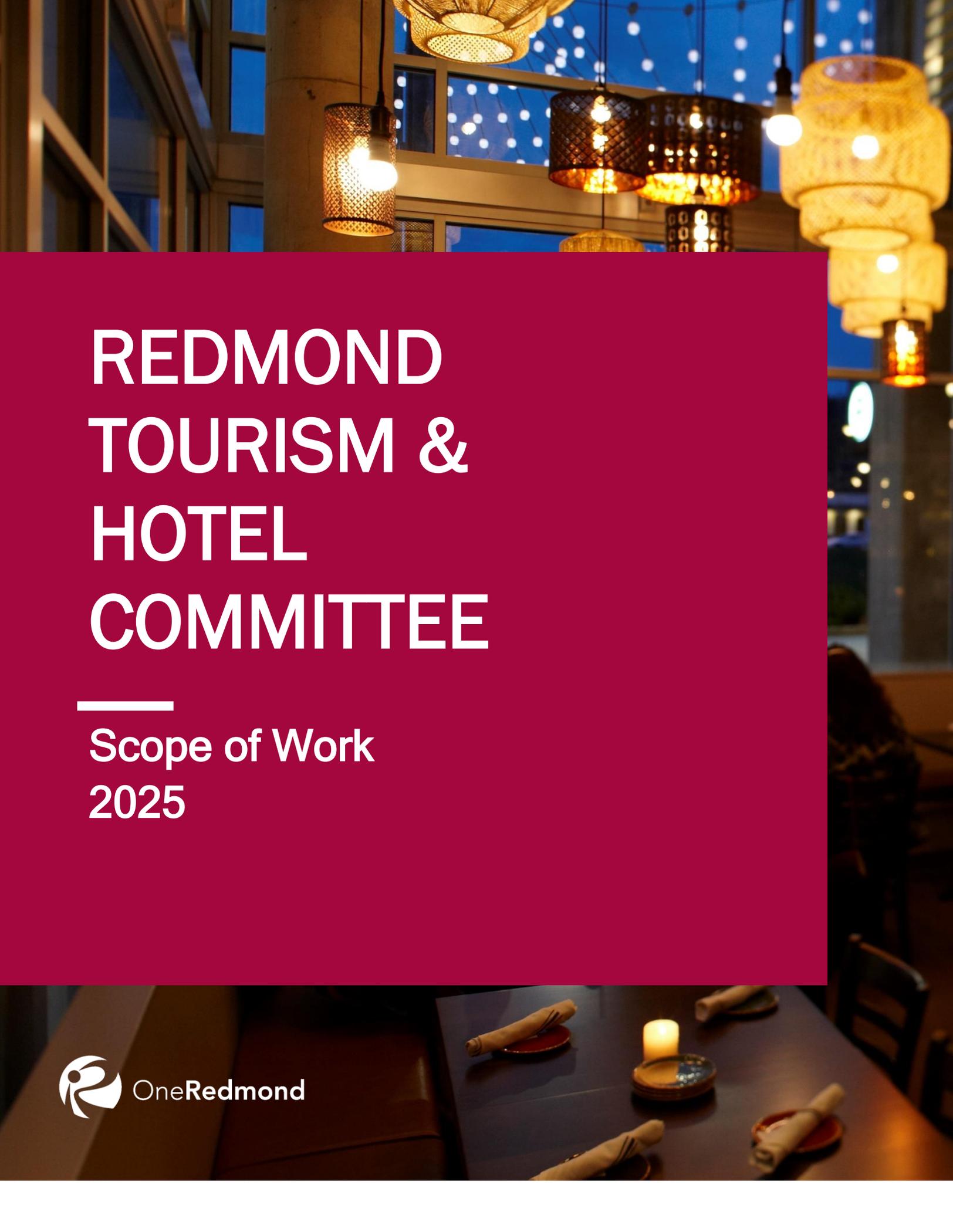
	Bellevue Zone	Redmond Zone
January	\$ 230,324.30	\$ 55,492.41
February	\$ 164,400.42	\$ 44,884.24
March	\$ 175,418.89	\$ 53,005.43
TOTAL YTD	\$ 570,143.61	\$ 153,382.08

Total Both Zones \$ 723,525.69



Community Development

Attachment C



REDMOND TOURISM & HOTEL COMMITTEE

Scope of Work
2025

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 programs and events that drive overnight stays. The committee is committed to collaborating with all stakeholders to work for adoption of policies that support success.

Redmond has not had an external Direct Marketing Organization (DMO) representing the interests of the lodging and tourism community. The City of Redmond has been operating as the DMO for the lodging industry. This includes the City of Redmond's Lodging Tax Advisory Committee and the use of the brand Experience Redmond. 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.

The second year of work will continue to focus on the master planning of Redmond's tourism program incorporating the results of the upcoming City of Redmond Tourism Strategic Plan. With the final plan, there will be clarity and unity on Redmond's tourism program vision, and the coordination that will be necessary to identify and win opportunities for Redmond tourism. This will be a holistic body of work that will also include contracted sales assistance and identifying and capitalizing on opportunities as they are discovered.

By the end of 2025, our aim is to increase overnight visitors by 8% based on 2024'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, and SpaceX, Redmond is world-renowned as the region's hub for technological and now space innovations through the new brand the Redmond Space District.

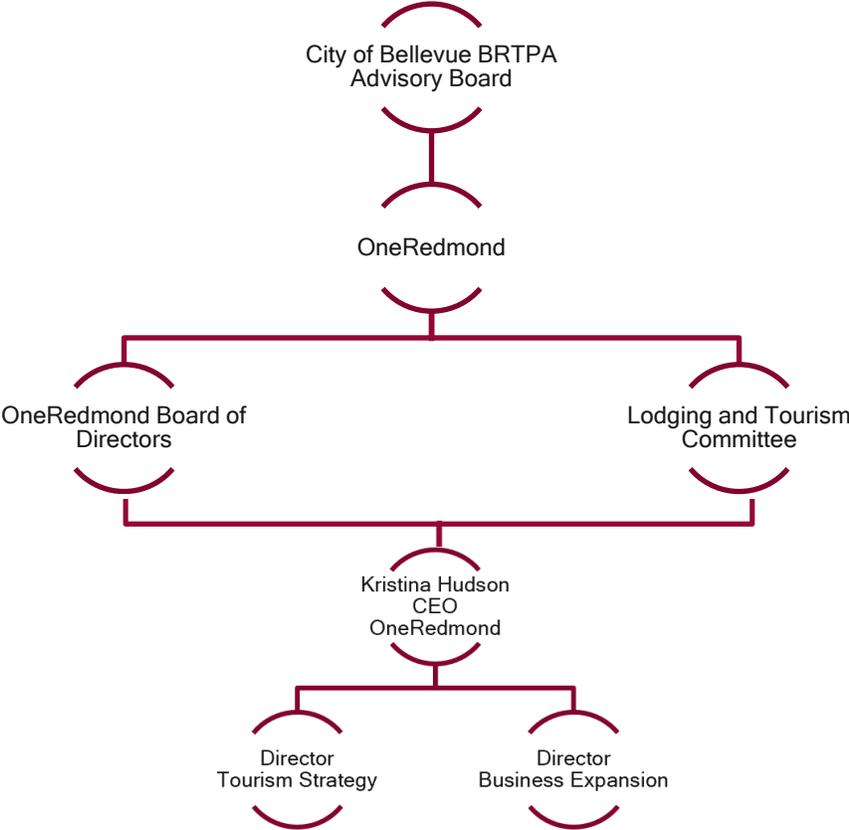
The city itself encompasses an area of over 17 square miles and is located less than 20 miles east of downtown Seattle. Redmond has two designated growth centers (Downtown and Overlake) and a candidate growth center (Marymoor Village), which will grow significantly in the next 20 years. Today, Redmond has about 75,000 residents and 95,000 jobs and by 2050, it is expected to have approximately 118,000 residents and 128,000 jobs. Sound Transit 2Line Light Rail opened in April 2024 with two Redmond stations to better connect the region with reliable, fast service. Two additional stations will be coming online in the next couple of years.

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 \$800,000 for Redmond tourism annually and the funds can only be spent on tourism promotion efforts, such as promotion for events and cultural activities, outdoor recreation opportunities, culinary destinations and other activities that help generate additional hotel room nights.

Meet Our Team



Funding and Priorities

The establishment of the TPA is designed to provide additional, ongoing funds to drive a Redmond program to increase overnight stays. The investment by the new TPA will assist in the master planning, sales, marketing, and the creation of programs will enhance Redmond's destination awareness.

The strategic imperatives for Redmond include:

- Procure tourism CRM and data collection tools.
- The continuing development of a master plan that aligns, organizes, prioritizes, and sequences tourism efforts in a series of program chapters with short-term, medium-term, and long-term strategies.
- The implementation of a shuttle program.
- The creation of strategies to position and capitalize on FIFA 2026 hosted in Seattle.
- The implementation of a destination sales program complete with targeted travel.
- The general promotion of tourism and group business.
- Support advertising, marketing, public relations, and communications programs designed to attract overnight visitors.
- Tourism development programs, corporate visitation, meetings, conventions, festivals, events programs to promote and increase local tourism resulting in overnight stays within the BRTPA.

Budget and Timeline

As work begins to build Redmond's DMO, the following are the budget and timeline:

Proposed Timeline

	Q1 '25	Q2 '25	Q3 '25	Q4 '25
Research and Data	Master Plan Development Event Impact Calculators, Geolocation	Master Plan Development	Master Plan Development	Master Plan Strategy Finalized Customer Focus Group
Destination Development	Special Events Shuttle Concierge Program Development Program research & development	Special Events Shuttle Concierge Program Development Program research & development	Special Events Shuttle Concierge Program Development Program research & development	Special Events Shuttle Concierge Program Development Program research & development
Destination Sales	Sales & Prospecting Meetings and Trade Show Participation Professional Memberships Ad hoc Citywide Site Inspections CRM, Lead Generation and Sales tools	Sales & Prospecting Meetings and Trade Show Participation 2026 Meetings & Tradeshow Evaluation Ad hoc Citywide Site Inspections	Sales and Prospecting Meetings and Trade Show Participation 2026 Meetings & Tradeshow Evaluation Ad hoc Citywide Site Inspections	Sales and Prospecting Meetings and Trade Show Participation Ad hoc Citywide Site Inspections

Proposed Budget

Projected Revenue:

	Q1 '25	Q2 '25	Q3 '25	Q4 '25	Total
Revenue (Based on previous year occupancy)	\$ 193,523	\$ 248,113	\$ 260,948	\$ 178,711	\$ 881,295
Department of Revenue (1%)	\$ 1,935	\$ 2,481	\$ 2,609	\$ 1,787	\$ 8,813
Legislative Authority Fee (Up to 5%)	\$ 9,676	\$ 12,406	\$ 13,047	\$ 8,936	\$ 44,065
Net Revenue	\$ 181,912	\$ 233,226	\$ 245,291	\$ 167,988	\$ 828,417

Budget Includes:

TPA remittances and a draw of \$136,212 from the reserve funding to fully implement the event shuttle program for 2025.

Projected Expenses:

	Q1 '25	Q2 '25	Q3 '25	Q4 '25	Total
Marketing & Communications	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 24,000
Administrative/Research/Data	\$ 84,000	\$ 51,000	\$ 51,000	\$ 51,000	\$ 237,000
Destination Development	\$ 22,500	\$ 237,500	\$ 262,500	\$ 87,500	\$ 610,000
Destination Sales	\$ 29,500	\$ -	\$ -	\$ -	\$ 29,500
Contingency (10%)	\$ 19,352	\$ 24,811	\$ 26,095	\$ 17,871	\$ 88,130
Total Expenses	\$ 155,352	\$ 313,311	\$ 339,595	\$ 156,371	\$ 964,630
Difference revenue vs Spending	\$ (136,212)				

Expenses include:

- Marketing & Communications:
 - Agency Fees Marketing and PR

- Administrative/Research/Data:
 - Staffing and Consultants and Contract Expenses
 - Geolocation data collection tool
 - Event Impact calculator

- Destination Development:
 - Master Planning that aligns, organizes, prioritizes, and sequences tourism efforts including the creation of strategies to position and capitalize on FIFA 2026 hosted in Seattle.
 - Special Events Shuttle
 - Concierge Program to support hotel guests

- Destination Sales:
 - Book Direct to track efficacy of marketing to actual booked rooms
 - Professional Memberships related to sales opportunities
 - CRM, Lead Generation, Sales Tools



Community Development

Attachment D

Bellevue Tourism Promotion Area (TPA) - 541	Jan '25	Feb '25	Mar '25	Apr '25	May '25	June '25	July '25	Aug '25	Sept '25	Oct '25	Nov '25	Dec '25	TOTAL
Revenue (Based on previous year occupancy)	\$ 200,000	\$ 200,000	\$ 200,000	\$ 215,000	\$ 275,000	\$ 275,000	\$ 280,000	\$ 315,000	\$ 315,000	\$ 315,000	\$ 275,000	\$ 235,000	\$ 3,100,000
Department of Revenue Fee (1%)	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,150	\$ 2,750	\$ 2,750	\$ 2,800	\$ 3,150	\$ 3,150	\$ 3,150	\$ 2,750	\$ 2,350	\$ 31,000
Legislative Authority Fee (Up to 5%)	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,750	\$ 13,750	\$ 13,750	\$ 14,000	\$ 15,750	\$ 15,750	\$ 15,750	\$ 13,750	\$ 11,750	\$ 155,000
Net Revenue	\$ 188,000	\$ 188,000	\$ 188,000	\$ 202,100	\$ 258,500	\$ 258,500	\$ 263,200	\$ 296,100	\$ 296,100	\$ 296,100	\$ 258,500	\$ 220,900	\$ 2,914,000
			\$ 564,000			\$ 719,100			\$ 855,400			\$ 775,500	
Marketing & Communications - 63500													
Paid Marketing / Advertising	\$ 20,000	\$ 20,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 20,000	\$ 285,000
Public Relations Program	\$ 1,500		\$ 7,500	\$ 12,500		\$ 1,500	\$ 23,000						\$ 43,000
International Overseas Marketing	\$ 11,500	\$ 11,500	\$ 11,500	\$ 11,500	\$ 11,500	\$ 11,500							\$ 69,000
Agency Fees (Marketing & PR)	\$ 15,706	\$ 15,706	\$ 15,706	\$ 15,706	\$ 15,706	\$ 15,706	\$ 15,706	\$ 15,706	\$ 15,706	\$ 15,706	\$ 15,706	\$ 15,706	\$ 241,696
Video, Website, & Content Development	\$ 6,000	\$ 7,000	\$ 2,000	\$ 2,000	\$ 7,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 5,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 41,000
Boosted Social Media	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 18,000
Conferences, Seminars, Meetings, Trade & Travel	\$ 6,770		\$ 3,500	\$ 3,000	\$ 4,500	\$ 6,500	\$ 3,000			\$ 6,000	\$ 1,500		\$ 34,770
SEO, SMO Programs	\$ 2,250	\$ 2,250	\$ 2,250	\$ 2,250	\$ 2,250	\$ 2,250	\$ 2,250	\$ 2,250	\$ 2,250	\$ 2,250	\$ 2,250	\$ 2,250	\$ 27,000
Visitor Guides & Collateral Materials		\$ 16,000	\$ 51,000						\$ 16,000	\$ 51,000			\$ 134,000
Other	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total	\$ 65,226	\$ 73,956	\$ 119,956	\$ 73,456	\$ 67,456	\$ 65,956	\$ 72,456	\$ 46,456	\$ 65,456	\$ 103,456	\$ 47,956	\$ 41,456	\$ 843,242
			\$ 259,138			\$ 206,868			\$ 184,368			\$ 192,868	
Administrative & Research - 63115													
Consulting & Studies	\$ 40,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 40,000
Indirect Cost Allocation (BCCA)	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 72,000
Research & Data	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 30,000
Misc	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total	\$ 48,500	\$ 8,500	\$ 8,500	\$ 8,500	\$ 8,500	\$ 8,500	\$ 8,500	\$ 8,500	\$ 8,500	\$ 8,500	\$ 8,500	\$ 8,500	\$ 142,000
			\$ 65,500			\$ 25,500			\$ 25,500			\$ 25,500	
Tourism Development - 63100													
BellHop	\$ 36,000	\$ 36,000	\$ 36,000	\$ 36,000	\$ 36,000	\$ 36,000	\$ 36,000	\$ 36,000	\$ 36,000	\$ 36,000	\$ 36,000	\$ 36,000	\$ 432,000
Welcome Center Program	\$ 2,500	\$ 2,500	\$ -	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 1,000	\$ 1,000	\$ 2,000	\$ 2,500	\$ 26,500
Tourism Development Programs / Grants		\$ -		\$ 8,558	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000			\$ 158,558
Other	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total	\$ 38,500	\$ 38,500	\$ 36,000	\$ 47,558	\$ 64,000	\$ 64,000	\$ 64,000	\$ 64,000	\$ 62,000	\$ 62,000	\$ 38,000	\$ 38,500	\$ 617,058
			\$ 113,000			\$ 175,558			\$ 190,000			\$ 138,500	
Festivals & Events - 63110													
Festival & Event Sponsorships & Incubator	\$ -	\$ 25,000	\$ 6,000	\$ -	\$ 4,500	\$ 75,000	\$ 4,000		\$ 3,000	\$ 75,000	\$ 50,000		\$ 242,500
Convention & Meetings Sponsorships	\$ 10,000	\$ 3,000	\$ 5,000	\$ 6,000	\$ 12,000	\$ 10,000	\$ 1,500	\$ -	\$ 8,000	\$ 5,000	\$ 8,000	\$ 5,000	\$ 73,500
Other	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total	\$ 10,000	\$ 28,000	\$ 11,000	\$ 6,000	\$ 16,500	\$ 85,000	\$ 5,500	\$ -	\$ 11,000	\$ 80,000	\$ 58,000	\$ 5,000	\$ 316,000
			\$ 49,000			\$ 107,500			\$ 16,500			\$ 143,000	
Destination Sales - 63120													
Trade Association Sponsorships	\$ -	\$ -	\$ 7,500	\$ -	\$ 7,500	\$ -	\$ 1,500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 16,500
Trade Shows	\$ -	\$ 12,000	\$ 45,000	\$ 12,000	\$ 22,000	\$ -	\$ 12,500	\$ 25,000	\$ 4,000	\$ 4,000	\$ 15,000	\$ 4,000	\$ 155,500
Conferences, Seminars, Meetings & Travel	\$ 3,500	\$ 1,000	\$ 20,000	\$ 10,000	\$ 7,500	\$ 20,000	\$ 45,000	\$ 15,000	\$ 20,000	\$ 2,500	\$ 15,000	\$ 25,000	\$ 184,500
Sales Missions	\$ -	\$ -	\$ -	\$ -	\$ 30,000	\$ -	\$ 10,000	\$ -	\$ -	\$ 30,000	\$ -	\$ -	\$ 70,000
Site Inspections	\$ 4,500	\$ 5,000	\$ 5,000	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 5,000	\$ 4,000	\$ 76,000
Paid Marketing & Collateral	\$ 125,000	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 15,000	\$ 7,500	\$ 10,000	\$ 15,000	\$ 10,000	\$ 10,000	\$ 230,000
Memberships	\$ 500	\$ 500	\$ 5,000	\$ 5,000	\$ 1,200				\$ 500	\$ 2,500			\$ 15,200
Other	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total	\$ 133,500	\$ 26,000	\$ 90,000	\$ 42,000	\$ 83,200	\$ 35,000	\$ 91,500	\$ 55,000	\$ 42,000	\$ 61,500	\$ 45,000	\$ 43,000	\$ 747,700
			\$ 249,500			\$ 160,200			\$ 188,500			\$ 149,500	
Contingency													
Contingency (8%)	\$ 16,000	\$ 16,000	\$ 16,000	\$ 17,200	\$ 22,000	\$ 22,000	\$ 22,400	\$ 25,200	\$ 25,200	\$ 25,200	\$ 22,000	\$ 18,800	\$ 248,000
Total	\$ 16,000	\$ 16,000	\$ 16,000	\$ 17,200	\$ 22,000	\$ 22,000	\$ 22,400	\$ 25,200	\$ 25,200	\$ 25,200	\$ 22,000	\$ 18,800	\$ 248,000
			\$ 48,000			\$ 61,200			\$ 72,800			\$ 66,000	
Total Expenses	\$ 295,726	\$ 174,956	\$ 265,456	\$ 177,514	\$ 239,656	\$ 258,456	\$ 241,956	\$ 173,956	\$ 188,956	\$ 315,456	\$ 197,456	\$ 136,456	\$ 2,666,000
Total W/ Contingency	\$ 311,726	\$ 190,956	\$ 281,456	\$ 194,714	\$ 261,656	\$ 280,456	\$ 264,356	\$ 199,156	\$ 214,156	\$ 340,656	\$ 219,456	\$ 155,256	\$ 2,914,000
Revenue Over Expense (Cash Flow)	\$ (123,726)	\$ (2,956)	\$ (93,456)	\$ 7,386	\$ (3,156)	\$ (21,956)	\$ (1,156)	\$ 96,944	\$ 81,944	\$ (44,556)	\$ 39,044	\$ 65,644	\$ -



Community Development

Attachment E

DRAFT



BELLEVUE TOURISM PROMOTION AREA

2025 SCOPE OF WORK

EXECUTIVE SUMMARY

This Scope of Work outlines the Bellevue Tourism Promotion Area (TPA) administered by Visit Bellevue, the official Destination Marketing and Management Organization for Bellevue, Washington. Visit Bellevue's primary objective is to stimulate economic growth and development in Bellevue's visitor economy and curate memorable visitor experiences.

2023 and early months of 2024 have been an important recovery transition from the pandemic. The added investment from the new TPA program has fueled new marketing, sales, and tourism development programs that have directly contributed to increased hotel occupancy and revenue matching or in some instances surpassing pre-pandemic levels.

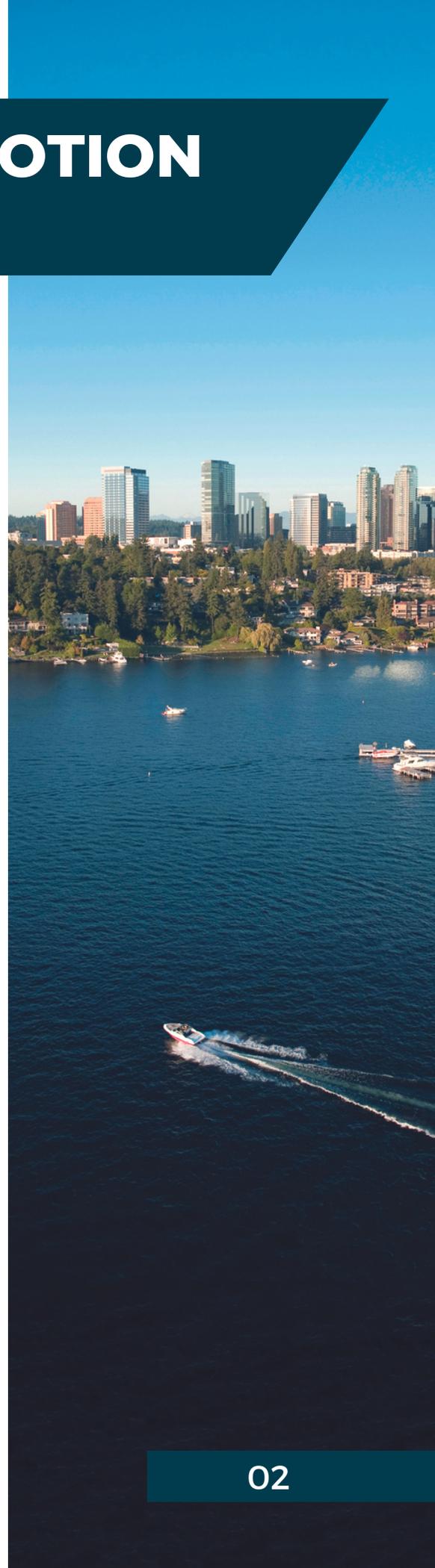
Our continued growth strategy for destination sales, marketing and communications, visitor experience, and tourism development includes further optimization including the implementation of our newly revised (Q3 2024) Bellevue Destination Development Plan which will establish our future strategies and priorities as identified and validated by our industry partners and community stakeholders.

We aim to increase overnight annual visitors to 2.4 million by the end of 2025. Our marketing strategy includes a robust paid media campaign, content development, public relations, and targeted international overseas marketing campaign. Visit Bellevue is poised to leverage the TPA investment driving programs to fuel ongoing recovery and growth in the tourism industry, positioning Bellevue as a top-of-mind destination in the Seattle and Pacific Northwest Region. Our Destination Sales programs will continue expanding our relationships to achieve 300,000 leads and 65,000 room night sales. Visitor Experience initiatives will lead us in improving guest satisfaction and in the development of tourism offerings.

THE TOURISM PROMOTION AREA

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 city's thriving tourism industry. Visit Bellevue, a specialized division of the Bellevue Convention Center Authority (BCCA), plays a pivotal role in crafting and executing Destination Sales, marketing, and visitor experience programs. These programs are designed to elevate Bellevue's status as a premier destination for leisure, meetings, convention, and corporate tourism. In close collaboration with Bellevue's diverse tourism industry partners, Visit Bellevue acts as the unified voice of the destination, positioning Bellevue as a top-of-mind destination in the Seattle and Pacific Northwest region.

Partnership plays a key role in ensuring alignment and effectiveness. Visit Bellevue operates under the guidance of the Bellevue Convention Center Authority, a public development authority steered by a 7-member board of directors. Additionally, the appointed 22-member Visit Bellevue Advisory Board, and various tourism councils comprising of both industry experts and non-industry community representatives provides valuable insights and direction. The TPA's role extends to providing oversight and strategic direction, ensuring that investments and programs are seamlessly integrated to enhance Visit Bellevue's initiatives. This collaborative approach ensures that our collective efforts translate into tangible results, contributing to Bellevue's vibrant future as a sought-after travel destination.



VISIT BELLEVUE

Visit Bellevue serves as the official Destination Marketing and Management Organization for Bellevue, Washington. Our mission is to stimulate economic growth and development in Bellevue's visitor economy and inspire memorable visitor experiences. We strive to be a collective voice to develop, grow, and manage Bellevue's hospitality and tourism community.

Our dedicated and passionate team, guided by an advisory board comprised of civic and travel industry leaders, is eager to engage with you. Visit Bellevue is not just an organization, but a collective effort to make Bellevue a premier destination for visitors, providing them with meaningful experiences while contributing to the city's economic growth and development.



Destination Sales

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



Marketing & Communications

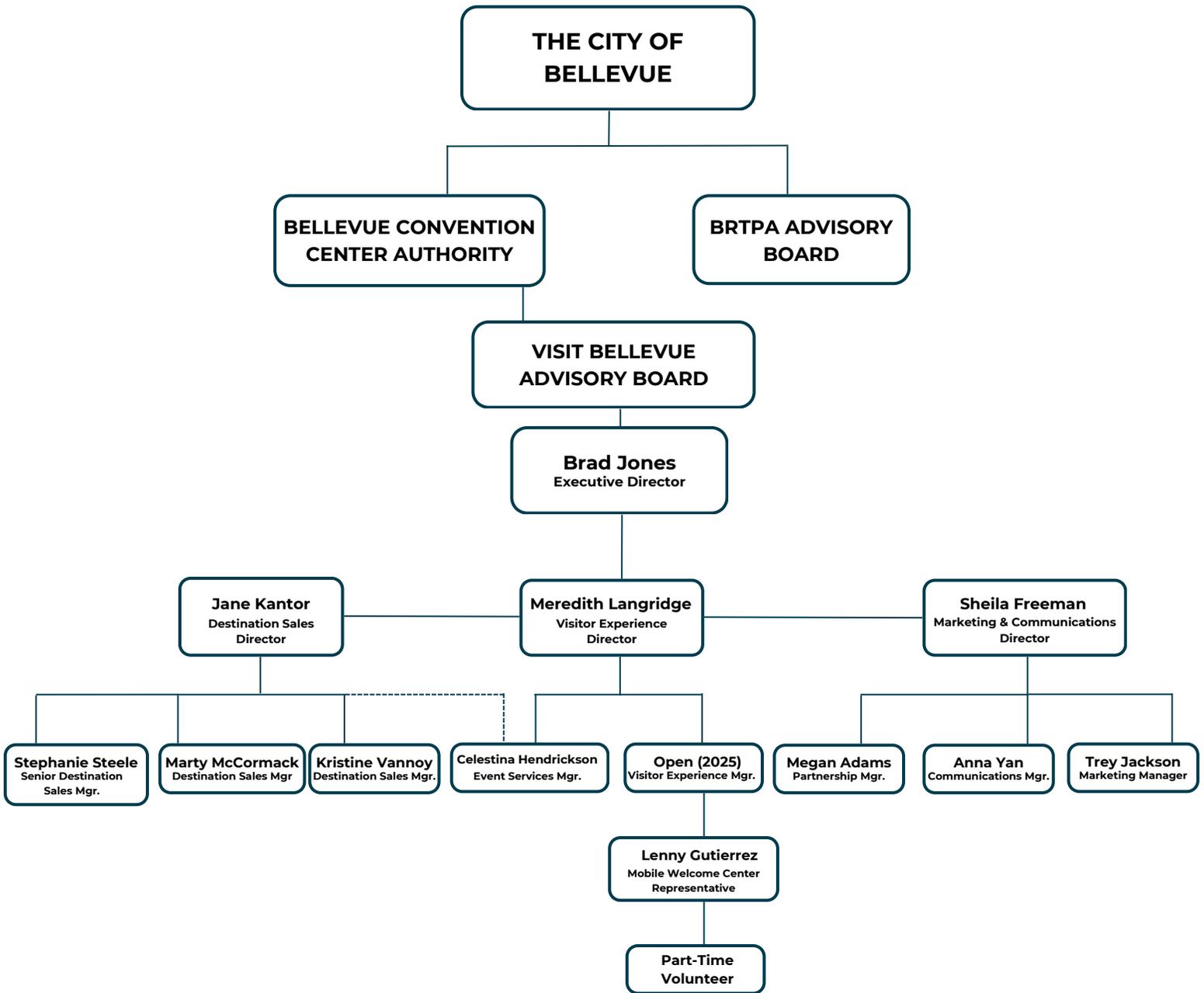
Elevates Bellevue's brand by creating awareness, visibility, strategic content, public relations, and targeted paid media campaigns



Visitor Experience

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

MEET OUR TEAM



DESTINATION DEVELOPMENT PLAN

Seeking to improve Bellevue's ability to attract overnight visitors and bring new business, the City of Bellevue through its strategic partnership with Visit Bellevue engaged Resonance Consultancy to develop the Bellevue Destination Development Plan (DDP), a strategic roadmap for future success.

The objectives of the DDP are to organize, grow, and professionalize Visit Bellevue and our industry to establish a competitive destination program to grow and enhance the existing visitor economy environment in Bellevue with four overarching goals: enhancing the visitor experience, economic growth, infrastructure improvement, and employment growth.

In 2017, Resonance Consultancy brought together Bellevue's tourism and hospitality partners and stakeholders to establish situational analysis together with the identification of the needed DDP priorities to establish a forward-looking vision for Bellevue tourism and to set forth a vision for plans, actions, programs, and activities.

Visit Bellevue and the City of Bellevue have made substantial achievements in the implementation of these priorities and continue to partner on areas of common interest between economic development and visitor economy development.

Beginning in January 2024, we are actively working with Resonance Consultancy on an update to the Bellevue Destination Development Plan. The plan is slated to be completed in Q3 2024 and we will be ready to implement the new revised strategies and priorities.

FUNDING & PRIORITIES

Visit Bellevue's funding is derived from a portion of the City of Bellevue lodging tax and the Bellevue TPA service fee. By adding the new TPA service fee in 2023 Bellevue has an established competitive funding level which is working to create destination awareness, fuel new sales, marketing and increasing our market share of visitors and hotel revenue.

The strategic imperatives of the BRTPA include:

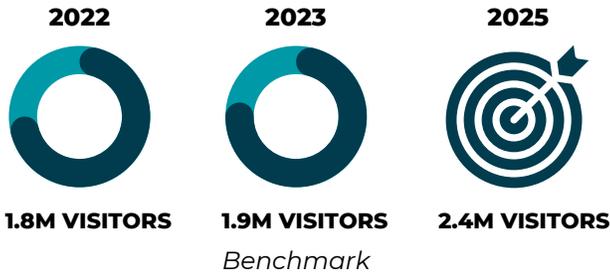
- Advocating, informing, and educating on behalf of our lodging and tourism industry
- Rebuilding and recovering Bellevue's tourism and lodging economy
- Full implementation of the Bellevue Destination Development Plan
- Driving overnight visitation and increasing overnight visitor market share through destination sales and destination marketing programs
- Tourism development to drive future overnight visitors to Bellevue, including events, conventions, festivals, attractions, activities, and tour programs.
- Improving and elevating the Bellevue visitor experience
- Delivering value for hotel industry stakeholders

Visit Bellevue's innovative funding strategies, drawing from the City lodging tax and TPA service fee, will serve as a crucial catalyst for community vitality, initiating a chain reaction that benefits the economy, enhances quality of life, and promotes overall community well-being.

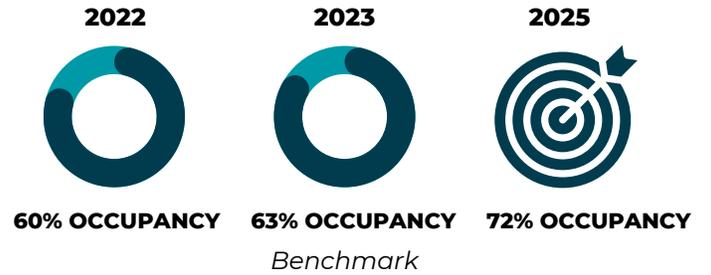


OVERALL GOALS

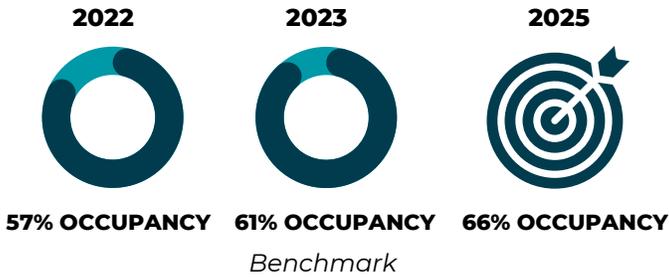
OVERNIGHT VISITORS



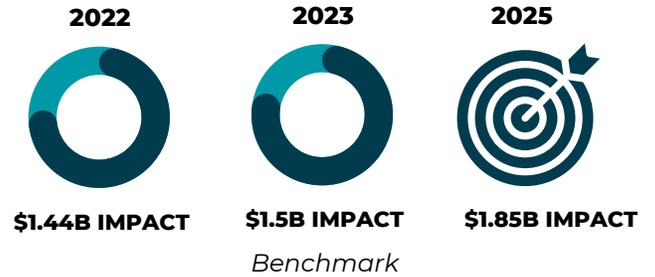
CITYWIDE HOTEL OCCUPANCY



WEEKEND HOTEL OCCUPANCY



ECONOMIC IMPACT



PROJECTED TPA IMPACT SUMMARY

- Attract 600K new overnight visitors
- Improve citywide hotel occupancy by 12% and weekend occupancy by 9%
- Increase visitor spending by \$147M and overall economic impact by \$402M

DESTINATION SALES

For Destination Sales to grow in Bellevue, the focus will be on creating incremental business activity that goes beyond Bellevue's base visitor economy. By targeting group and event business, we aim to bring business to the city that wouldn't normally occur, enhancing Bellevue's economic vitality.

Our strategy emphasizes the importance of placing groups and events on top of the existing visitor flow, creating a seven-day-a-week business model that contributes to a robust and well-rounded visitor experience. This approach is integral to our mission, as it not only increases the number of room nights but also fosters a sustainable growth model for Bellevue's tourism and lodging industry. Some of our Destination Sales goals include:

- Increase overnight visitors to 2.2 million
- Contribute 65,000 contracted room nights, reflecting the incremental business that enhances Bellevue's base visitor economy
- Generate 300,000 room night leads, focusing on groups and events that wouldn't normally be in the City
- Increase city-wide hotel occupancy to 70%, creating a seven-day-a-week business model as a vital part of this work

Our Destination Sales Team, acting as the spokes of our plan, will work in tandem with the staff of Bellevue's hotels and convention center, the hub of the plan. This collaboration will focus on the features and benefits of Bellevue as a destination, maximizing the economic impact of each group. Our team will attend tradeshows, execute sales calls, conduct sales missions, and organize site inspections, all aimed at promoting Bellevue as a premier destination.



TASKS & TACTICS

Bellevue is a destination that offers unique opportunities for meeting planners. Its status as a tech hub, proximity to nature, and closeness to Seattle, combined with the compact downtown core and surrounding neighborhoods, parks, and attractions, make it an attractive choice for businesses looking at second and third-tier cities with first-tier city amenities.

SALES AND MARKETING PLANS

Our comprehensive sales plan is designed to introduce and re-introduce meeting planners to Bellevue. It includes a robust travel and tradeshow schedule, an array of thoughtful site inspections tailored to each group and meeting planner, sales missions that activate feeder markets, and sales calls executed within the region, state, and across the country. These efforts are focused on particular verticals including corporate, association, and SMERF, along with new areas like business travel, festivals and events, cruise, incentive, and esports.

Our marketing plan is carefully constructed with messaging specific to meeting planners, illuminating the possibility of reducing friction to book conventions, meetings, and events in Bellevue across all channels. The Destination Sales infrastructure will include a full complement of tradeshows, sales calls, sales missions, site inspections, and paid marketing, each focused on the features and benefits of Bellevue as a destination.



STRATEGY & GOALS

PROSPECTING & SALES MISSIONS

Our Destination Sales Team is committed to creating, maintaining, and augmenting a comprehensive database of clients and potential clients. Sales calls provide an opportunity for one-on-one interaction with planners and can take the form of dynamic presentations, sales proposals, and networking events. Sales missions, on the other hand, allow us to execute an in-market brand activation, bringing the unique traits of Bellevue to the destination to create a memorable experience.

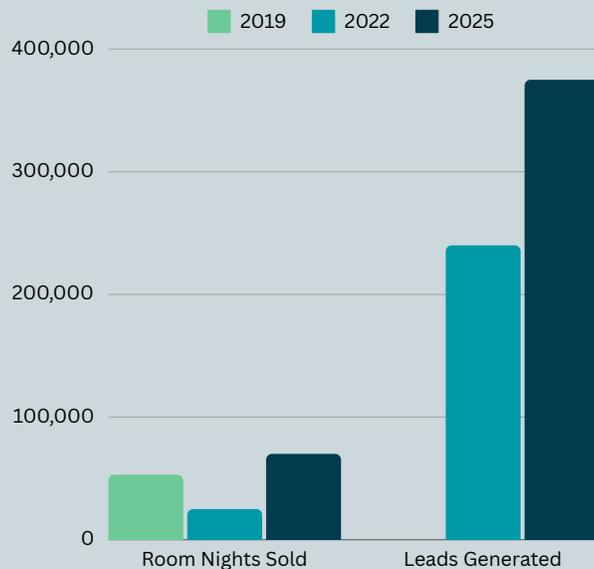
SITE INSPECTIONS

Seeing is believing. Bringing meeting planners with viable RFPs to Bellevue expedites conversion of those groups. When meeting planners are brought to Bellevue for a site inspection, they get a firsthand experience of what the city has to offer.



PROJECTED TPA IMPACT SUMMARY

- Improve weekend and off-season hotel occupancy
- 85% pick up of room blocks.
- Increase of 15k room nights
- Increase of 75k room night leads
- Establish relationships with new annual events for Bellevue.



MARKETING & COMMUNICATIONS

Our marketing and communications strategy is designed to elevate Bellevue's brand and position it as a premier visitor destination. We aim to welcome the world with a powerful website, a strategic content marketing approach, proactive public relations, engaging social media, targeted paid media, and innovative intercept marketing programs. These tools work in synergy to inspire potential visitors and raise the visibility, awareness, and perception of Bellevue.

Paid Marketing



Our paid marketing plan for 2025 will build on significant learnings from previous campaigns. We're planning a dynamic ad format on the META platform and an intercept approach on leading OTA's like Expedia.com and Hotels.com. This strategy targets travelers searching for Seattle, Bellevue, and other Washington destinations. Our programmatic campaign, YouTube, and Adara have significantly contributed to our website traffic, and we plan to continue refining our creative messaging to optimize this strategy.

Social Media & Content

In terms of organic social media and content development, we have established meaningful programs with content creators and weekly videos to highlight and showcase Bellevue's visitor experiences. Our owned media properties include Aspire, Insider's Edge, The Buzz, Rush Hour Alerts, and Media Alerts, as well as our organic social media channels. We aim to generate more impressions, engagements, clicks, and messages through our organic and boosted social media.





WEBSITE

Our website, visitbellevuewa.com, is a key tool in our marketing strategy. We aim to increase website traffic by 100% in the next three years, reaching 410,000 annual unique users and 520,000 website sessions per year by the end of 2025.

PUBLIC RELATIONS

Our public relations representation and programming are also a crucial part of our marketing and communications strategy. We have professional representation to pitch and represent Bellevue to the national media, press, and content creators focusing on pitching story ideas, media relations, newsletters, and facilitating familiarization trips.

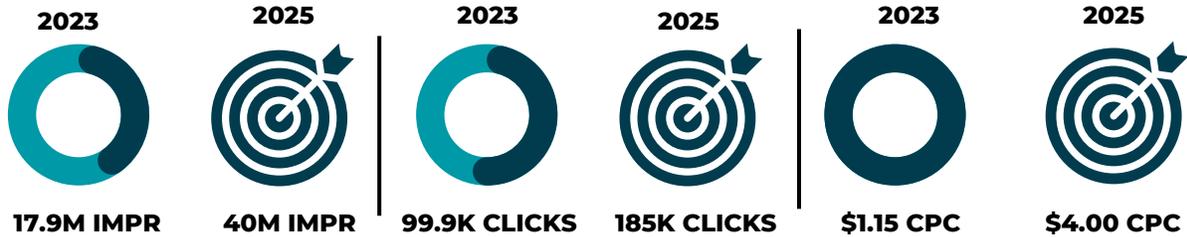


JAPAN MARKETING CAMPAIGN

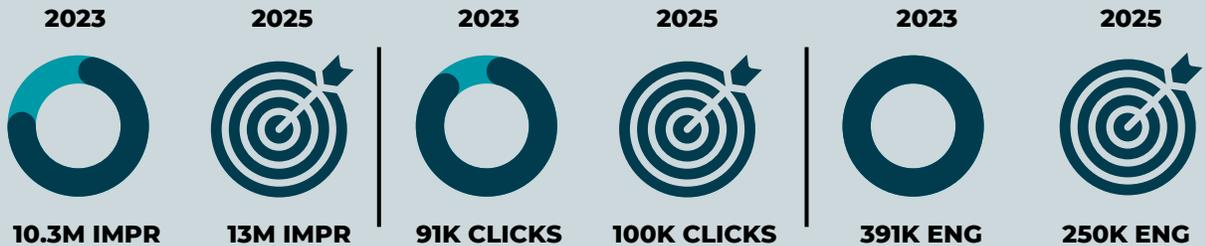
We've partnered with PacRim, a marketing agency that specializes in ushering stateside businesses into the Asian economy. They will represent Visit Bellevue for an initial 6-month pilot program. They will arrange foreign journalist visits or FAMs, perform traditional PR and media relations, and manage organic and paid social media. They have also created an authentic yuru-chara, Belle the Bobcat, to represent Bellevue to our Japanese visitors.

MARKETING & COMMUNICATIONS GOALS

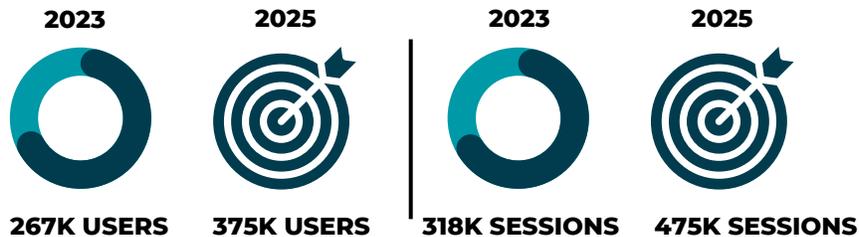
PAID MEDIA GOALS



SOCIAL MEDIA GOALS

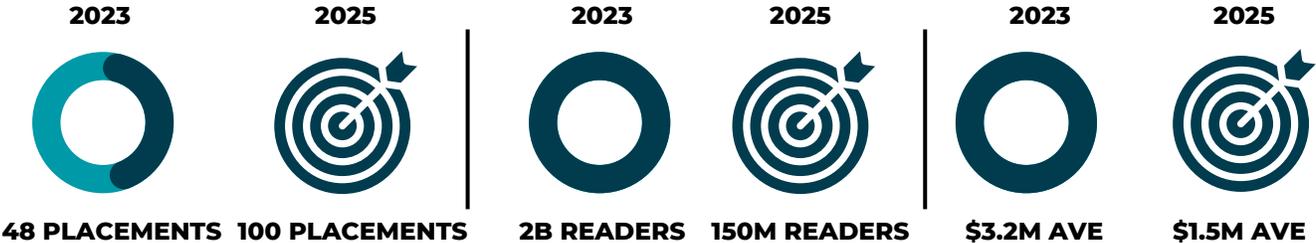


WEBSITE GOALS



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

PUBLIC RELATIONS GOALS



PROJECTED TPA IMPACT SUMMARY

- Create 25.2M new impressions
- Create 226K Clicks
- Improve CPC by \$1.81
- Create 5m more social media impressions 96K engagements, 28K clicks
- Generate \$750K in earned media coverage

VISITOR EXPERIENCE & TOURISM DEVELOPMENT

Our visitor experience and tourism development initiatives are designed to enhance the Bellevue experience and stimulate tourism growth. We have implemented innovative solutions to address the challenges faced by visitors and to provide them with memorable experiences.

BELLHOP

Our BellHop service is a prime example of this innovation. This free, electric, on-demand shuttle service is designed to solve the first mile – last mile challenges in Bellevue. By providing a convenient and eco-friendly transportation option, we are enhancing the visitor experience and making it easier for tourists to explore the city. BellHop's pilot phase was scheduled for August 1 to December 31, 2023 and the service proved concept. Visit Bellevue is committed to fully funding the program through May 31, 2024. Currently, Visit Bellevue is working with Circuit to find additional funding from community partners to continue the service.

MOBILE WELCOME CENTER

Complementing the BellHop service is our Mobile Welcome Center, "Scout." Scout is an all-electric traveling welcome center that provides visitor services and information. It is strategically located at popular spots throughout the week, including Bellevue Downtown Park, Bellevue Arts Museum, Bellevue Botanical Garden, Sound Transit Link Downtown Station, area hotels and shopping areas. Scout also attends monthly area events to interact with visitors, providing them with valuable information and enhancing their experience in Bellevue.



MOBILE CONCIERGE WEB-BASED APP AND FREESTANDING INTERACTIVE KIOSK

This progressive web app serves as an essential tool for attendees and visitors, offering real-time information on dining, attractions, shopping, events, and nightlife in Bellevue. With features like personalized itinerary building, online reservations, interactive mapping, wayfinding, live-chat attendee services, and social media integrations, Bellevue's offerings are conveniently accessible in the palm of your hand.

FESTIVALS AND EVENTS INCUBATOR PROGRAM

In collaboration with the city of Bellevue and key partners of Bellevue's hospitality industry, Visit Bellevue is proud to support local festivals and events. This funding and support program aims to attract, incubate, and grow Bellevue festivals and events that celebrate and enhance the quality of life for visitors and residents. By fostering a positive image and enriching the Bellevue visitor experience, this initiative contributes to the city's vibrant cultural landscape.

MULTICULTURAL TOURISM COUNCIL

Bellevue's Multicultural Council is a vital force in preparing the city to welcome the world with open arms. As a city that values hospitality, diversity, inclusion, and equity, Bellevue strives to create an environment where everyone feels welcome. The Council's efforts extend to promoting minority-owned businesses and providing resources to explore and appreciate the diverse cultures that comprise Bellevue. Since its establishment, Visit Bellevue has created a robust visitor resource hub that reflects the city's commitment to excellence in multicultural hospitality and tourism.

REGIONAL COLLABORATION

Visit Bellevue has successfully established the Greater Seattle Regional Tourism Council (RTC), actively working with neighboring cities such as Woodinville, Redmond, and Issaquah to enhance our regional appeal. Our aim is to encourage longer-stay visitors by expanding the portfolio of tourism activities and attractions, thereby increasing the collective economic impact of tourism across the region.

TOURISM DEVELOPMENT PROGRAM

The Bellevue Tourism Development will begin in 2024. Our visitors desire Bellevue-centric tour options offered on an ongoing basis. Our goal is to work with an existing operator or develop a new business to create and build a tour business plan for Bellevue that highlights Bellevue as its urban Basecamp.

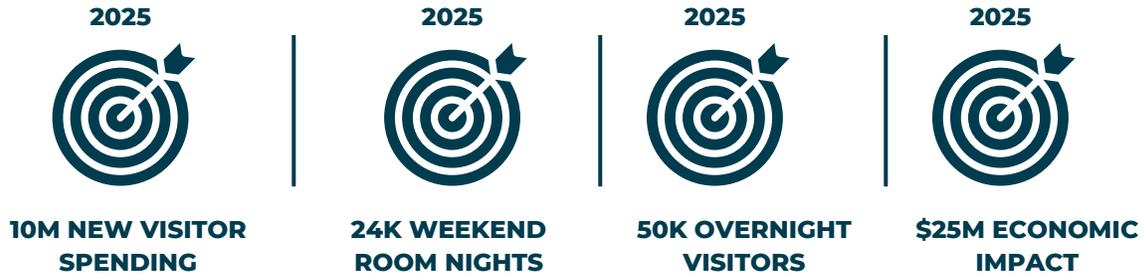
Our partnership strategy is to operate land and water tours from Bellevue. The program needs to be Bellevue-centric and offer daily tours to area attractions and experiences with Bellevue Lodging at its core. We want to connect visitors with local guides to provide authentic experiences in the Northwest and with direct multiple connections to the Downtown Seattle tourism district. Bellevue lacks a dedicated tour agency that currently offers ongoing, mid-week and weekend experiences to travelers. We are interested in tours that provide transportation to individuals and/or groups staying at Bellevue hotels. The tours could include transportation packages from Bellevue such as Snoqualmie Falls & Casinos Day Trip, Snoqualmie Pass Ski Bus, Woodinville Wine Tours, or a Seattle Grunge Music Package.

Visit Bellevue would create a set of criteria to evaluate the tour operator(s). Based on the timing, expenses, transportation, and tour options we will build a funding and evaluation model. To encourage overnight visitors, we need to invest in tour packages based out of Bellevue.



VISITOR EXPERIENCE GOALS

FESTIVALS AND EVENTS



PROJECTED TPA IMPACT SUMMARY

- Promote Multicultural Tourism
- Improve visitor transportation
- Develop culinary tourism programs
- Support keeping Bellevue clean & safe
- Develop new Bellevue tours and attractions
- Improve nightlife



Our robust roster of Visitor Experience programs collectively contribute to Bellevue's competitive edge as a destination, ensuring that visitors enjoy a rich, diverse, and convenient experience. From leveraging technology to enhance accessibility, to celebrating cultural diversity and supporting local events, Bellevue's Visitor Experience programs are at the forefront of innovative tourism development.

ADVANCED TOOLS & INDUSTRY SUPPORT

Visit Bellevue is steadfast in its commitment to delivering unparalleled quality for the City of Bellevue. Our strategy extends beyond the creation of an exceptional professional team; we have also invested in state-of-the-art tools and sought the expertise of industry leaders to help us realize our ambitious objectives. These external resources are integral to our operations, and we are proud to consider them as extensions of our team.

INNOVATIVE REASEARCH & INSIGHTS DASHBOARD

We've invested in multiple data analytics platforms to provide us with the most accurate visitor insights. We use Zartico, Voyage, and Visa Destinations to collect invaluable data on our visitors' origin and habits during their stay. Voyage Dashboard technology underscores our commitment to data-driven decision making. This industry-leading platform by Madden offers destination intelligence that empowers DMOs to strategize effectively, measure impact accurately, and fulfill fiduciary responsibilities efficiently.

Voyage is more than a tool; it's a catalyst for change. It uncovers previously unseen insights, revealing new origin markets or popular points of interest that can inspire fresh marketing opportunities. Moreover, it encourages us to evolve beyond traditional KPIs, focusing instead on key performance impacts such as visits from key markets and tourism-related revenue.



MEET OUR AGENCIES

We have enlisted the assistance of top-tier agencies in the travel and tourism industry. Their support ensures that our team stays abreast of the latest trends and is equipped to achieve our goals for Bellevue.



MADDEN MEDIA

Engaged for PR, digital content, analytics dashboard, and visitor guide production, Madden Media leverages innovative, technology-driven marketing strategies to provide solutions. Their team enhances community growth by crafting personalized, immersive content that forges connections between people and places.



SIMPLEVIEW

Our partner for CRM, CMS, website support, and SEO support, is part of a global force working to elevate the relevance of travel and tourism. Their network includes partners specializing in solutions ranging from reservations to research, as well as industry associations addressing policy and public relations.



MEDIUM GIANT

Our partner for digital marketing & graphic design, Medium Giant, thrives on curiosity. They delve deeper, investigate further, and challenge the status quo. Their relentless pursuit of answers fuels the creation of strategies and action plans that deepen connections, expand influence, and drive success.



PACRIM

We have selected PacRim, with offices and experienced representatives worldwide to deliver and advise Visit Bellevue on the most effective and relevant strategies to reach our key markets and audiences in Asia.

TIMELINE

As we enter our 2nd year of TPA programming, it is crucial to have a clear understanding of our budget and timeline. These elements are the backbone of our strategic planning, ensuring we allocate resources effectively and achieve our goals within the set timeframe. The following section provides an overview of our budgetary considerations and projected timeline, outlining our commitment to transparency, efficiency, and accountability in managing the newly instated TPA funds.

	Q1 2025	Q2 2025	Q3 2025	Q4 2025
Destination Sales	Sales & Prospecting PCMA & Destinations Showcase Conference Direct & MPI Ongoing Site Inspections	Sales & Prospecting Q2 Sales Mission Helms Briscoe & Cruise 360 IPW & WSAE Ongoing Site Inspections	Sales & Prospecting Regional Sales Mission Small Market Meetings eSports Summit Ongoing Site Inspections	Sales & Prospecting Q4 Sales Mission Lamont & Assoc Connect West Ongoing Site Inspections
Marketing & Coms	Paid Marketing Campaign Ongoing Public Relations Paid & Organic Social Destination Brand Updating Culinary Tourism Planning	Paid Marketing Campaign Ongoing Public Relations Paid & Organic Social New Website Launch In-Market PR Event Overseas Marketing Spring / Summer Visitor Guide	Paid Marketing Campaign Ongoing Public Relations Paid & Organic Social Fall / Winter Visitor Guide In-Market PR Event Overseas Marketing	Paid Marketing Campaign Ongoing Public Relations Paid & Organic Social Holiday Campaigns 2026 Paid Media Develop
Tourism Development	Mobile Welcome Center	Mobile Welcome Center	Mobile Welcome Center	Mobile Welcome Center
& Festivals	BellHop Program Festivals & Events Tourism Grants Culinary Tourism Programs Kiosk Management	BellHop Program Festivals & Events Tourism Grants Culinary Tourism Programs Kiosk Management	BellHop Program Festivals & Events Tourism Grants Culinary Tourism Programs Kiosk Management	BellHop Program Festival & Events Tourism Grants Culinary Tourism Programs Kiosk Management

TPA BUDGET

Projected TPA Revenue	<u>Q1 '25</u>	<u>Q2 '25</u>	<u>Q3'25</u>	<u>Q4 '25</u>	Total
TPA Collections (\$2.50 Per Room)	\$600,000	\$ 765,000	\$ 910,000	\$825,000	\$3,100,000
DOR (1% Fee)	\$ 6,000	\$ 7,650	\$ 9,100	\$ 8,250	\$ 31,000
Legislative Authority (up to 5%Fee)	\$ 30,000	\$ 38,250	\$ 45,500	\$ 41,250	\$ 155,000
Net Revenue	\$564,000	\$ 719,100	\$ 855,400	\$ 775,500	<u>\$2,914,000</u>

Marketing & Communication	<u>Q1 '25</u>	<u>Q2 '25</u>	<u>Q3'25</u>	<u>Q4 '25</u>	Total
Expenses*	\$259,138	\$206,868	\$184,368	\$192,868	\$843,242
*Expenses include advertising, Paid Marketing, Public Relations, Trade Shows, Content Development, social media, Collateral, & Professional Agencies.					

Destination Sales	<u>Q1 '25</u>	<u>Q2 '25</u>	<u>Q3'25</u>	<u>Q4 '25</u>	Total
Expenses*	\$249,500	\$160,200	\$188,500	\$149,500	\$747,700
*Expenses include Trade Shows, Sales Missions, Site Inspections, Collateral, Memberships, & Paid Marketing.					

Tourism Development	<u>Q1 '25</u>	<u>Q2 '25</u>	<u>Q3'25</u>	<u>Q4 '25</u>	Total
Expenses*	\$113,000	\$175,558	\$190,000	\$138,500	\$617,058
*Expenses include welcome center, visitor services, BellHop, Tourism development grants, & multicultural promotion.					

Festivals & Events	<u>Q1 '25</u>	<u>Q2 '25</u>	<u>Q3'25</u>	<u>Q4 '25</u>	Total
Expenses*	\$49,000	\$107,500	\$16,500	\$143,000	\$316,000
*Expenses include festival grants, event sponsorships, convention & meetings sponsorships.					

Administration & Research	<u>Q1 '25</u>	<u>Q2 '25</u>	<u>Q3'25</u>	<u>Q4 '25</u>	Total
Expenses	\$ 65,500	\$ 25,500	\$ 25,500	\$ 25,500	\$142,000
*Expenses include research, consulting, data collection, & indirect allocation (BCCA).					

Contingency	<u>Q1 '25</u>	<u>Q2 '25</u>	<u>Q3'25</u>	<u>Q4 '25</u>	Total
Contingency (8%)	\$ 48,000	\$ 61,200	\$ 72,800	\$ 66,000	\$248,000

Total Expenses & Contingency					<u>\$2,914,000</u>
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THANK YOU



Visit Bellevue, as Bellevue's Official Destination Marketing and Management Organization, is ideally positioned to manage the newly instated TPA funds. Our mission to stimulate economic growth and inspire memorable visitor experiences is backed by a proven track record and a commitment to elevating the visitor experience while increasing visitor spending and overall economic impact.

Our dedicated team, innovative initiatives, and comprehensive approach to destination marketing and management will be able to successfully invest the TPA fund to improve Bellevue's attractiveness as a travel destination. We are excited about the potential of the new TPA and are committed to using these funds to enhance Bellevue's position as a premier leisure, meetings, and corporate destination. We look forward to working with our partners and stakeholders to achieve our shared goals and contribute to Bellevue's vibrant future.



Community Development

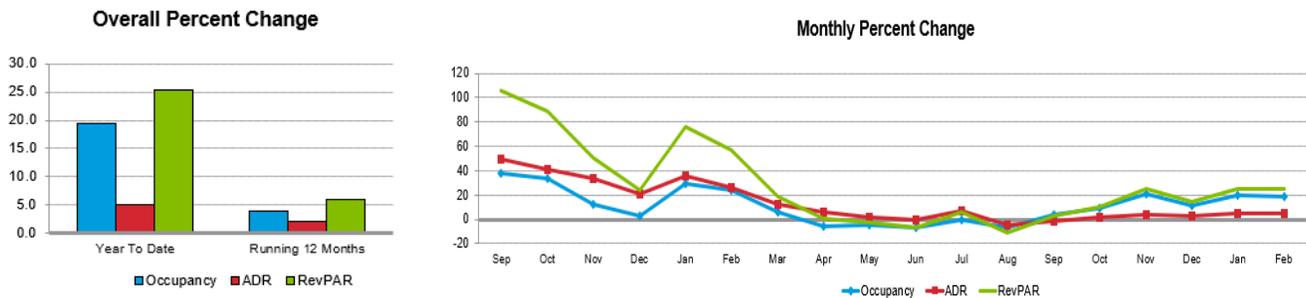
Attachment F



To: Bellevue Tourism Promotion Area Advisory Board
 From: Brad Jones - Executive Director
 Date: April 16, 2024
 RE: Visit Bellevue – BRTPA Executive Summary

In February, Bellevue hosted an estimated 159,629 overnight visitors generating an estimated economic impact of \$124 million. The Bellevue citywide hotel occupancy in February was 62% (+19% compared to 2023) with an average daily rate of \$182.38 (+5% compared to 2023) generating a total of \$17 million in total lodging revenue for the month (+25% compared to 2023). [See the February STR Report.](#) Year to date (January & February), Bellevue has hosted 301,000 overnight visitors an increase of nearly 50,000 overnight visitors from 2023.

Bellevue citywide hotel occupancy YTD (January & February) is 58% which is improved +19% from 2023, average daily rates are \$182 an improvement of +5% from 2023, and total hotel revenue YTD is \$33 million +25% from the previous year. Bellevue had a 13% market share of overnight visitors and led the region with hotel occupancy / rates and achieved hotel revenue of 15% market share in February.



The most recent week of March 31 – April 6 shows continued year over year growth with hotel occupancy at 59% which improved by 13% and hotel revenue increased by 16%. The gains in hotel occupancy levels are an important positive trend.

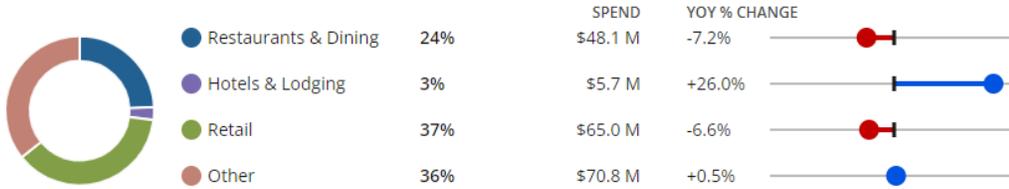
	Current Week							Current Week	Run 28	Run MTD
	Su	Mo	Tu	We	Th	Fr	Sa			
Occupancy (%)		Apr								
This Year	31	1	2	3	4	5	6	58.5	64.9	65.7
Last Year	46.1	59.8	61.7	59.0	48.5	46.4	41.7	51.9	55.1	56.1
Percent Change	-5.8	3.1	17.5	22.6	16.5	8.1	27.1	12.8	17.8	17.1
ADR		Apr								
This Year	31	1	2	3	4	5	6	179.06	188.17	189.65
Last Year	171.60	190.35	202.95	184.81	163.31	141.88	139.05	173.52	174.84	176.48
Percent Change	-8.8	-3.2	-1.3	7.8	9.0	10.3	13.3	3.2	7.6	7.5
RevPAR		Apr								
This Year	31	1	2	3	4	5	6	104.79	122.15	124.59
Last Year	79.19	113.85	125.18	108.98	79.29	65.88	57.96	90.05	96.33	98.99
Percent Change	-14.1	-0.3	16.0	32.2	27.0	19.3	44.0	16.4	26.8	25.9

Domestic visitor spending trends in January & February 2024 are strong in the hotel & lodging segment, but stagnant in the restaurant and retail segments.



MARKET SEGMENTS Current Period: JAN (01) - FEB (02) 2024

Here is a breakout of your primary market segments and year-over-year change. Click in the box for more detailed information.



International visitor spending trends in January & February 2024 are on a continued strong rebound. All tourism and hospitality sectors have been robust with double digit increases and sustained YOY growth,

MARKET SEGMENTS Current Period: JAN (01) - FEB (02) 2024

Here is a breakout of your primary market segments and year-over-year change. Click in the box for more detailed information.



International visitor origin spending trends in January & February 2024 continue to evolve China Mainland tops the list by spending despite having 60% of the cardholders that Canada represents. India, UK, Taiwan, Korea, and Japan round out the leading points of origin sorted by spending volume.

INTERNATIONAL VISITOR ORIGIN Selected Period: JAN (01) - FEB (02) 2024

Origin country	Spend	YoY % Change	Card Count	YoY % Change
<input type="checkbox"/> China Mainland	\$2,088,352	+12%	4,043	+22%
<input type="checkbox"/> Canada	\$1,590,688	+12%	7,705	+11%
<input type="checkbox"/> India	\$439,568	+55%	1,198	+44%
<input type="checkbox"/> United Kingdom	\$323,334	+69%	752	+25%
<input type="checkbox"/> Taiwan	\$233,652	+9%	452	+12%
<input type="checkbox"/> South Korea	\$205,319	+9%	634	+27%
<input type="checkbox"/> Japan	\$158,413	+3%	691	+6%
<input type="checkbox"/> Mexico	\$152,198	+52%	630	+29%
<input type="checkbox"/> Germany	\$144,039	+94%	713	+61%
<input type="checkbox"/> Republic Of Ireland	\$135,898	+67%	312	+71%

Tourism Promotion Area (TPA) Activation of Programs

The Bellevue Tourism Promotion Area (TPA) has been active for 7 months now and has been key to our growth in programming. We had recent success in the legislative session to enable all TPA's within the State of Washington to continue to operate with certain exemptions as determined by the industry and legislative Authority. Visit Bellevue staff has been busy



developing the [2025 TPA scope of work plan and budget](#) which was due to the City staff this week and to the TPA Advisory Board later in April and to the Legislative Authority (Bellevue City Council) in May.

Bellevue Tourism Promotion Area Financials

The TPA collections in Bellevue for Q1 2024 totaled \$570,142. The collections are \$91,682 (+19%) above our initial estimates and budget assumptions.

The first table shows our actual TPA revenue collected in Q1 2024.

Bellevue Tourism Promotion Area (TPA) - 541	Jan '24	Feb '24	Mar '24
Revenue (Based on previous year occupancy)	\$ 183,000	\$ 183,000	\$ 143,000
Department of Revenue Fee (1%)	\$ 1,830	\$ 1,830	\$ 1,430
Legislative Authority Fee (Up to 5%)	\$ 9,150	\$ 9,150	\$ 7,150
Net Revenue	\$ 172,020	\$ 172,020	\$ 134,420
Actual Revenue	\$ 230,324	\$ 164,400	\$ 175,419
	\$ 58,304	\$ (7,620)	\$ 40,999

The next graphic shows our expenses for this period were \$702,361 by department and program of work. We are a little behind in our expenses due to timing variances.

DESCRIPTION	Month to Date				Roll Qtr (last 3 months)				Year to Date				
	Actual	Budget	Variance	Prior Year	Actual	Budget	Variance	Prior Year	YTD Actual	YTD Budget	Variance	Annual Budget	% Expended
EXPENSES													
TOURISM DEVELOPMENT	70,581	75,000	(4,419)	0	215,558	232,507	(16,949)	0	215,558	232,507	(16,949)	644,507	33.45%
FESTIVALS AND EVENTS	6,000	11,000	(5,000)	0	6,071	47,897	(41,826)	0	6,071	47,897	(41,826)	267,860	2.27%
ADMIN & RESEARCH	521	0	521	0	38,786	0	38,786	0	38,786	0	38,786	32,400	119.71%
DESTINATION SALES	37,910	123,953	(86,043)	0	175,985	319,103	(143,118)	0	175,985	319,103	(143,118)	826,127	21.30%
MARKETING AND COMMUNICATION	83,447	116,150	(32,703)	0	170,463	262,832	(92,369)	0	170,463	262,832	(92,369)	821,630	20.75%
Marketing	198,459	326,103	(127,644)	0	606,864	862,339	(255,475)	0	606,864	862,339	(255,475)	2,592,524	23.41%
INDIRECT COST ALLOCATION	5,000	5,000	0	0	15,000	15,000	0	0	15,000	15,000	0	60,000	25.00%
Indirect	5,000	5,000	0	0	15,000	15,000	0	0	15,000	15,000	0	60,000	25.00%
Total Expense	203,459	331,103	(127,644)	0	621,864	877,339	(255,475)	0	621,864	877,339	(255,475)	2,652,524	23.44%

Destination Development Plan Update

The Bellevue Destination Development Plan (DDP) update is in full swing. The consultant Resonance Consultancy is busy meeting one-on-one with over 35 partner businesses and stakeholders. On April 25th, we will get the full download of our analysis of progress within the current plan along with a situation analysis or list of priorities that have been identified as needing revision, being added, or deleted from our long-term plan. These suggestions and recommendations will lead us into the Destination Planning phase of the strategic plan to envision the updated strategies and prioritization. The final Bellevue Destination Development Plan will be completed in September later this year.

Marketing & Communications KPI's Summary & Snapshot

Visit Bellevue website traffic year to date is 95k unique users with 112k sessions which is on track with our established 2024 goals. Organic search and paid social media continue to be the largest acquisition channels, while our travel planning page is by far the most popular. BellHop, Things to do and events are also popular website content pages.

Web Traffic

January 1, 2024 - March 31, 2024



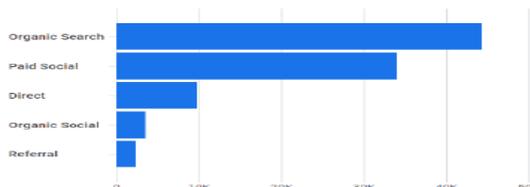
95,000

Users
31.7% to 2024 goal of 300k.

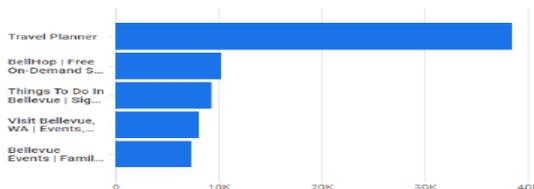
111,546

Sessions
28% to 2024 goal of 400k

Users by Session primary channel group (Default channel group)



Views by Page title and screen class



Social Media programs for Visit Bellevue for Q1 continues to set records with nearly 2.4 million impressions and an impressive 110k engagements and 56k click thrus to our website. Our subscribed social media audience has surpassed 25k. Some of our top posts include The Vue episodes, snow sports content, and involving the hot pot dining craze.

Social Media

Organic and Boosted

January 1, 2024 - March 31, 2024



2,373,105

Impressions
20% to 2024 goal of 11.5m.

110,218

Engagements
49% to 2024 goal of 225k.

55,543

Clicks
62% to 2024 goal of 90k.

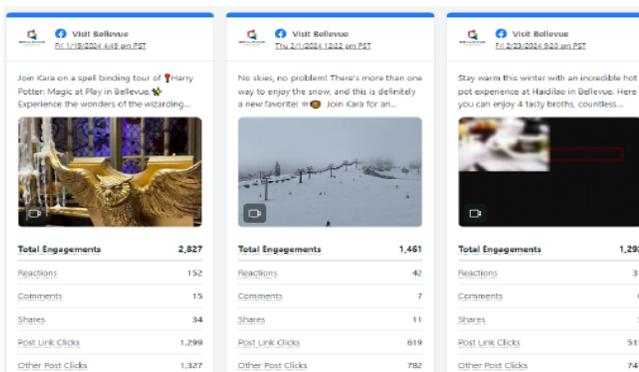
25,074

Audience
109% to 2024 goal of 25k

1,397

Messages
63% to 2024 goal of 2200.

Top 3 Posts



Our public relations program in Q1 has been strong with 16 total placements our new communications manager along with the Madden Media public relations team is executing our strategy with us to focus on awareness, storytelling, and generating overnight visitation. Our placements this quarter had the potential reach of 178 million readers with a media value of \$1.6 million.

PR

January 1, 2024- March 31, 2024



16

Placements

19% to goal of 85 placements.

178 million

Engagements

100% to goal of 100m.

\$1.6 million

Media Value

100% to goal of \$1m.

COMMS

January 1, 2024- March 31, 2024



23,460

Engagements

36% to 2024 goal of 65k.

34%

Open Rate

100% to 2024 goal of 15%

8.24%

Click Through Rate (CTR)

*100% to goal of 3% -6%

204

New Subscriptions

7% to 2024 goal of 3K.

505

Website Referrals

10% to goal of 5,000

Earned Media & PR Event in Los Angeles

On March 21st our MarComs Team along with Madden Media representatives hosted our first in-market PR event in Los Angeles. We were excited to showcase Bellevue to over 14 targeted journalists and conduct added deskside visits while we were in the market. We expect several of these journalists to feature Bellevue as a destination in their upcoming articles and content.

Overseas Marketing

This month we launched our new landing website for our Japan visitor campaign. Our team is working with our agency at Pac Rim Marketing who is orchestrating the start of our digital marketing campaigns along with our overseas public relations, paid & organic social media. We will be conducting partner training on hosting visitors from Japan with our readiness partner toolkit.

Culinary Tourism

We are delighted to share with the world that Bellevue is launching a new Culinary Tourism Program. We have finished our contractual relationship with **Chef Shota Nakajima**. In 2024, Chef Shota will become our culinary tourism ambassador and will produce quarterly videos, social media posts, conduct two media days, a culinary influencer event, public appearances and be our main chef-host for our first culinary festival event this upcoming Fall. Shota will also be creating engagement and sharing content in his native Japan for Bellevue which will tie into our overseas campaign. Our goals of the campaign are to attract overnight visitors, activate Bellevue, promote Bellevue's amazing culinary scene, and create a new annual culinary event for Bellevue.



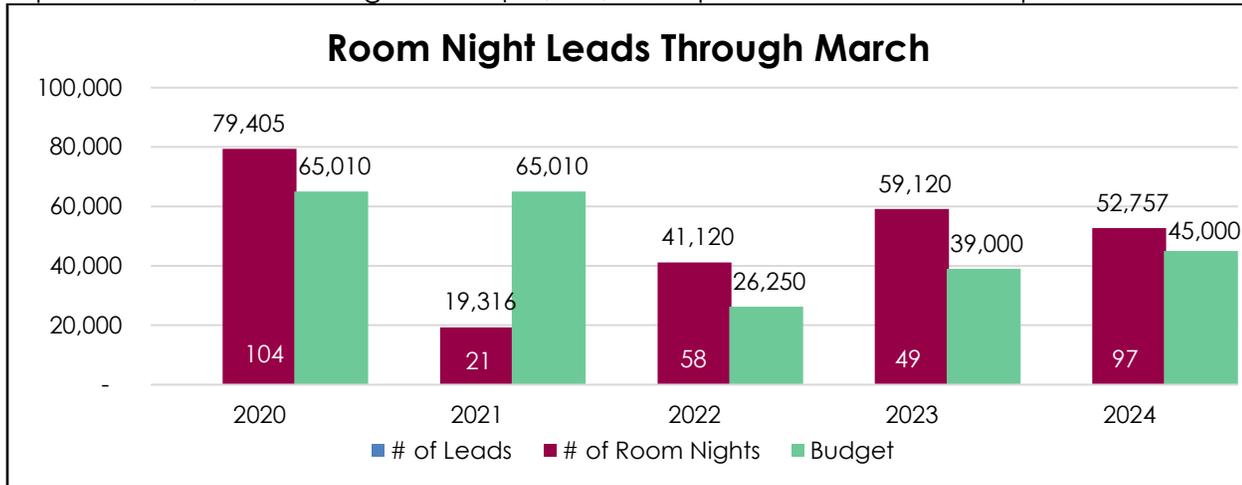
Destination Sales

Destination Sales Leads March 2024

The Destination Sales Team generated 97 room night leads through the end of March which

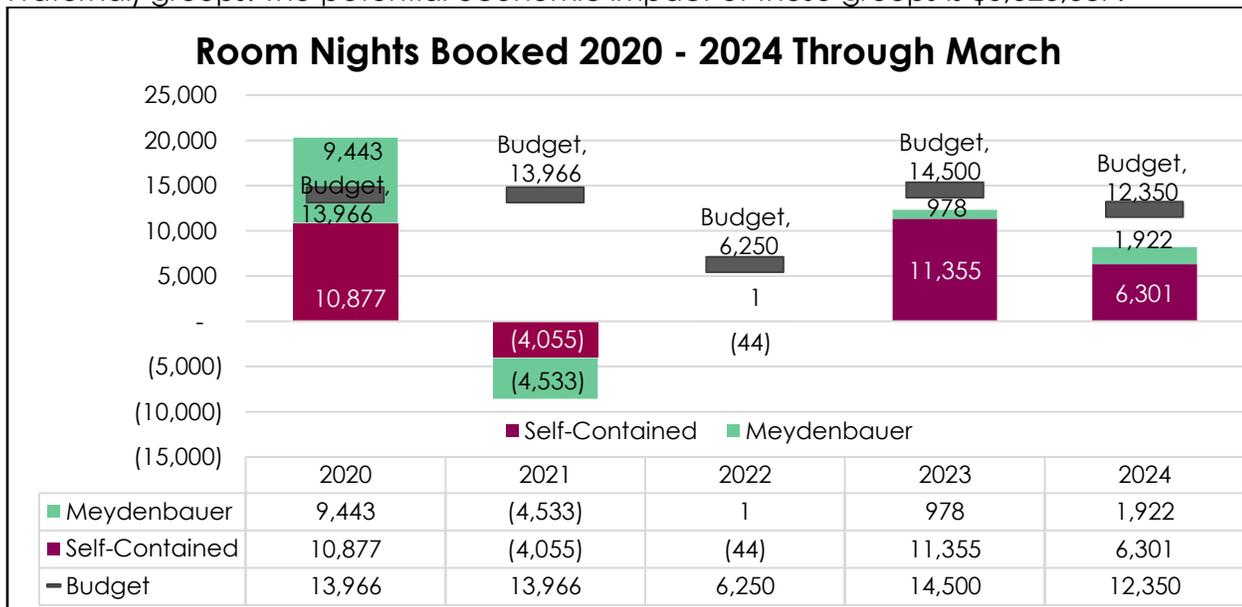


represents 52,757 room nights and \$33,826,990 in potential economic impact to Bellevue.



Destination Sales Room Nights Booked March 2024

The Destination Sales Team contracted 3,837 room nights through March 2024. The groups included four corporate groups, three association groups and five SMERF (Social, Military, Education, Religious, Fraternal) groups. The potential economic impact of these groups is \$5,323,587.

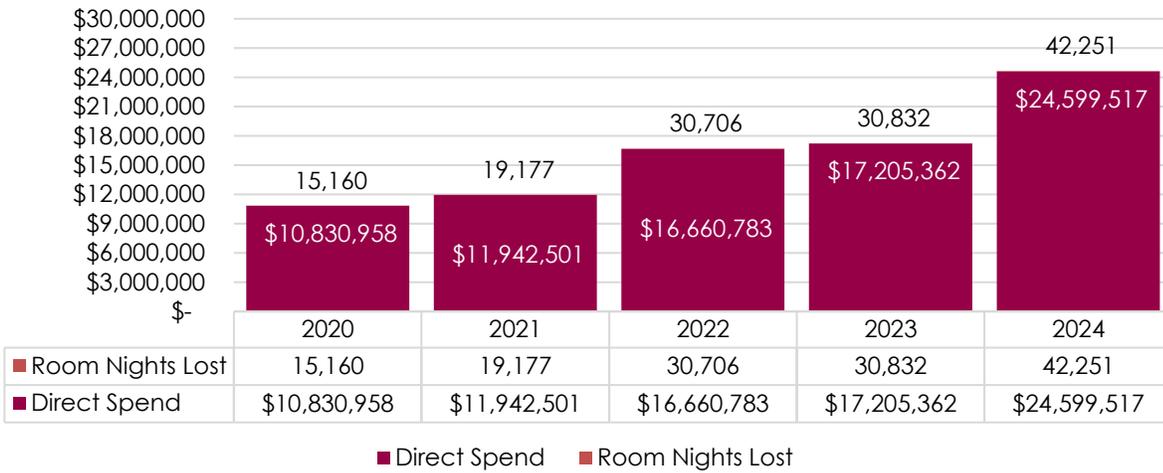


Destination Sales Lost Business March 2024

The graph below compares lost business from 2020– 2024 through March. The 42,251 room nights lost through March of 2024 represent \$24,599,517 in lost potential direct spend in Bellevue. The 2024 tentative room nights lost are above the five-year average.



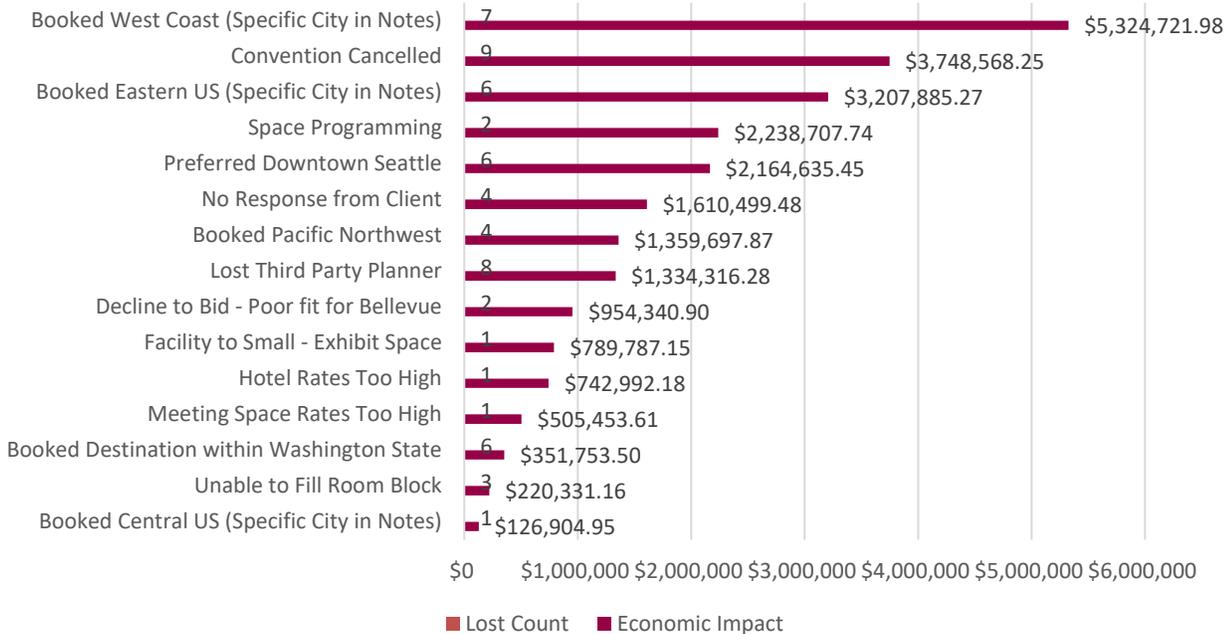
Room Nights Lost 2020 - 2024 Through March



Lost Business Report Detail for Q1 2024

The graph below shows the lost business for the first quarter 2024 by economic impact.

2024 Q1 Lost Business by Economic Impact



Lost Business by Reason Count Q1 2024

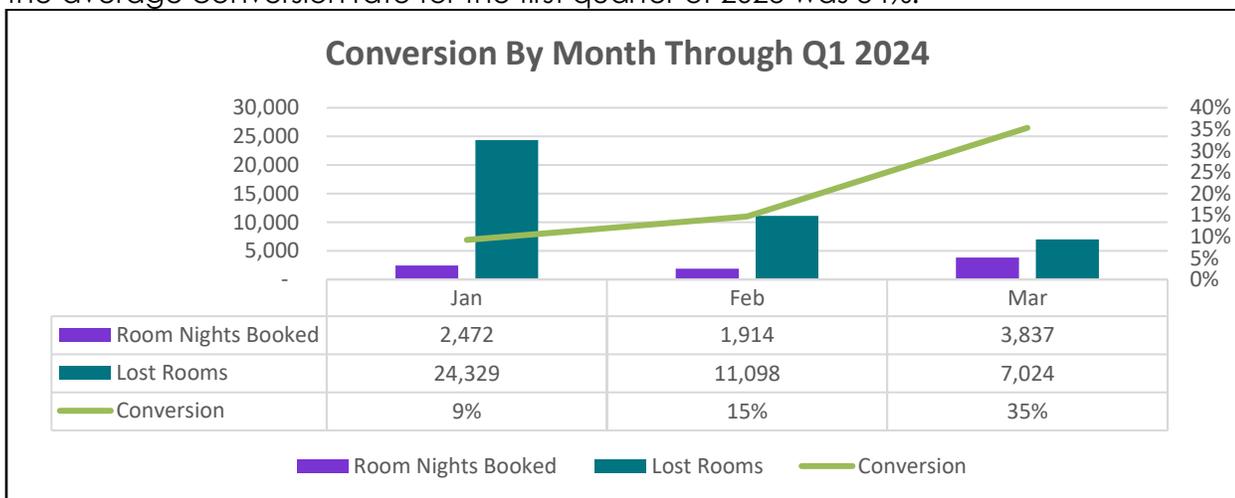
Lost Reason	Economic Impact	Lost Count
Convention Cancelled	\$3,748,568.25	9
Lost Third Party Planner	\$1,334,316.28	8
Booked West Coast (Specific City in Notes)	\$5,324,721.98	7



Booked Destination within Washington State	\$351,753.50	6
Preferred Downtown Seattle	\$2,164,635.45	6
Booked Eastern US (Specific City in Notes)	\$3,207,885.27	6
Booked Pacific Northwest	\$1,359,697.87	4
No Response from Client	\$1,610,499.48	4
Unable to Fill Room Block	\$220,331.16	3
Decline to Bid - Poor fit for Bellevue	\$954,340.90	2
Space Programming	\$2,238,707.74	2

Conversion Report

The graph below shows the conversion rate for Visit Bellevue Destination Sales by month through March 2024. The average conversion rate for the first quarter of 2024 was 20%. As a comparison, the average conversion rate for the first quarter of 2023 was 34%.



Destination Sales Team Update: Denver Sales Mission

The Destination Sales team conducted the first of two sales missions at the end of March. Denver was the destination and the weeklong mission included attending an anchor event, the Meetings Industry Council of Colorado (MIC) with twelve hosted buyer appointments, and executing two networking events, and one lunch appointment. We had two representatives from the Hyatt, one Hyatt Bellevue Sales Manager and one from the Hyatt National Sales Office, and one representative from the AC Marriott Bellevue join us. The team hosted twelve clients at a suite at Ball Arena for the Colorado Avalanche hockey game and hosted a reception at the Thompson Denver, the newest hotel in Denver.

We often compete with Denver, and this was the first foray into the destination. We selected Denver as the site for the mission because of the numerous parallels between Bellevue and Denver including a similar corporate base and technology focus. Bellevue often finds itself on the short-list



with Denver as meeting planners also see the parallels.

The MIC event provided exhibit space and hosted buyer appointments for our Destination Sales team. The hockey game and Thompson reception provided dedicated time with a subset of local meeting planners, and our lunch appointment was with the Director of the Christian Meetings & Conventions Association.

Overall, the mission was a success. With pre-event eblasts and individual outreach to clients and prospects from the Visit Bellevue CRM, lists from our traveling hotel partners, and a curated list of potential planners from industry organizations such as the Meeting Professionals International Rocky Mountain Chapter, Bellevue was introduced to many meeting planners and organizations. The marketing message positioned Bellevue as an alternative to Seattle. From the outreach, the team distilled a smaller list of interested planners, and through our in-market activities, the team had direct interaction with 25 unique meeting planners from 20 unique organizations.

Christian Meetings & Conventions Association Profile

The Christian Meetings & Conventions Association (CMCA) is a Christian showcase for the hospitality industry. Planner membership is open to planners, regardless of who the planner works for. CMCA planner membership includes people who plan for corporations, associations, local church retreats, ministries, denominations, and third-party planners. CMCA is a year-round association with events and communication going on all year.

CMCA hosts one large tradeshow a year and has held meetings in the West. The association uses Marriott, Hilton and Independent brands and recently had a very successful convention at the Broadmoor. They host meetings in May, October, April and March. Their biggest event had 1,500 people.

Bellevue Tourism Development

Bellevue's Festival & Events Incubator sponsorship program enters its second full year and in Q1 2024 we hosted two main events who received these sponsorship investments.

Wintergrass Music Festival celebrated its most successful year ever with the consumption of over 1,900 hotel rooms. The [Wintergrass Music festival Post Event Economic Impact Report](#) highlights over \$2.5 million in business sales with more than \$400,000 in lodging sales and \$600,000 in food and beverage sales.

As part of the event incubator program, we hosted the first year of the Fly-Fishing Show on February 16 & 17. The show attracted nearly 4,000 attendees, more than 125 exhibitors, and an incredible film festival. The [Fly Fishing Shows Post Event Economic Impact Report](#) highlights \$561,236 in direct visitor spending in Bellevue producing \$890,000 in economic impact. Lodging sales of \$40,000 with food and beverage sales of over \$200,000. Generating over \$18,000 in local taxes.

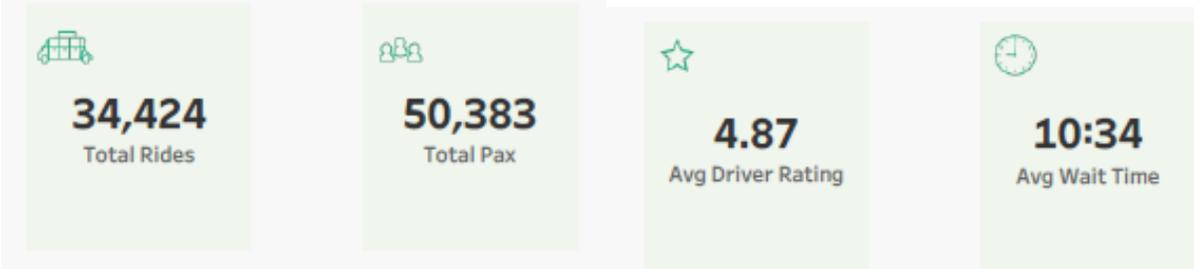
Our staff is working hard to develop new experiences and tours for our visitors in the coming months. One of our highest priorities is developing Lake Washington Tours from Bellevue where our guests can experience a unique perspective of Bellevue's history and heritage. Bellevue walking tours & culinary tours is another primary priority and we have identified some tremendous partners to bring these experiences to market. Lastly, the development of curated regional tours that provide pick up and drop off from our hotels along with our new BikeHop program which will enhance Bellevue's location on the East Trail will be unveiled soon.

BellHop Program

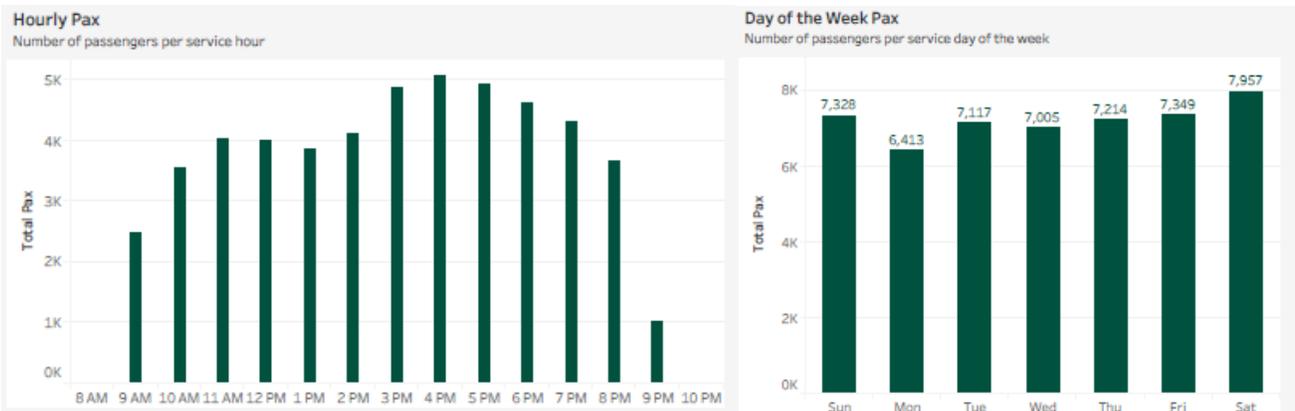
The BellHop service has surpassed 50k passengers during the seven-months of service for a



total ride count of 34.4k. The biggest challenge for BellHop is staffing and charging infrastructure, both challenges have resulted in an increase in the average wait time to 10:34 minutes. The driver's rating remained high at 4.87 out of 5.



The busiest hours of service are 3pm – 8pm and the busiest days of the week are Friday & Saturday with most all days performing well. The BellHop Support Committee (made up of community stakeholders) continue to hold meetings with the Circuit team, discussing the program, KPI's, and challenges. Our partnership outreach continues to engage program funding from community stakeholders to join Visit Bellevue for the remainder of 2024 to enable Circuit / BellHop to run year around for 12-months in 2025.



SEA - Airport & Airline Industry

For the week of April 8th, SEA airport served an average of 59k daily departing passengers, amazingly all the added capacity is being accommodated on only 5% more aircraft and roadway traffic is up 18%. YTD screened passenger volume is up 30%. There are currently 129 connections from SEA to 95 domestic and 27 international cities.



SEA activity measures | Week 14 (beg. Mar 31, 2024)

Published: 8 Apr 2024
(updated Mondays)
[Click here for data](#)

Hover over data to see more detailed information.

Compare to: 2022

Measure	Avg. daily	% difference			YTD	Last 52 weeks
		vs. 2022	MTD	YTD		
TSA screened volume	58,800	4%	1%	30%		
Aircraft operations	1,120	8%	9%	5%		
Roadway traffic	43,600	12%	1%	18%		
Ground transportation operations	4,610	2%	-2%	25%		

Welcome Center & Hotel Kiosks

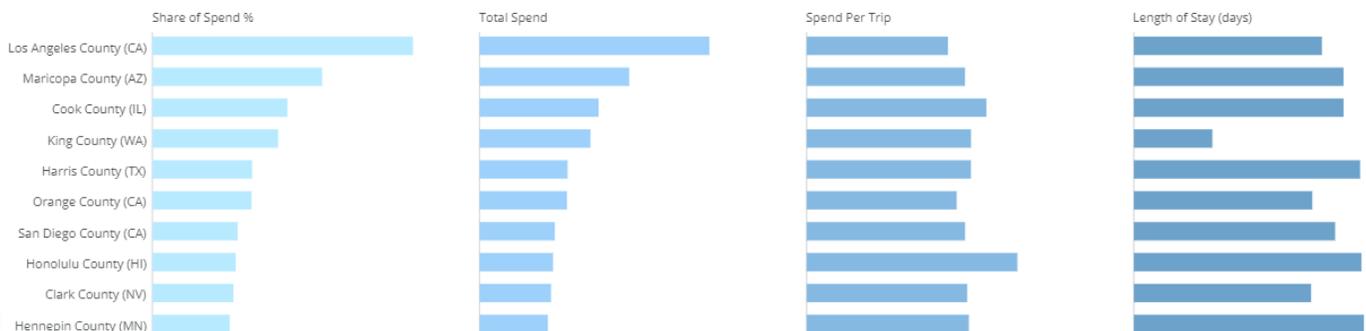
The new Bellevue mobile welcome center has had a busy start to 2024, we have established several winter locations for a four day a week schedule along with key conventions and community events on an ongoing basis. Also, our newly established hotel visitor information kiosks are expanding to three additional hotels later this Spring. So far, the hotel kiosks have had 1,300 user sessions with the most popular categories being things to do & shopping.

Visitor Trends

Our advanced data insights system powered by geolocation data and Visa Destination Insights provide us with the industry's most comprehensive insights along with domestic and international visitor spending data. Below are a few current key spending metrics and visitor trend data.

High-Value Markets

Compare markets across Visitor Spend and Visitation performance indicators. Source: Affinity, Near



Visitor Origins

Origin states and counties for our overnight visitors for the first quarter of 2024 show that Washington (29%) Oregon (8%) California (7%) Florida (5%) & Texas (4%). Based on visitor spending and length of stay of highest value markets are Los Angeles County, Maricopa County & Cook County. Harris, Orange, San Diego, Clark, and Hennepin are all trending high as well.



Community Development

Attachment G

MEMO

Date: April 16, 2024
From: Kristina Hudson, CEO, OneRedmond
Audrey Fan, Director of Tourism Strategy, OneRedmond
To: Bellevue Redmond Tourism Promotion Area Advisory Board
RE: OneRedmond – TPA Q2 2024 Quarterly Report for Q1 2024

Overview

As Redmond has not had an external Destination Management Organization (DMO) representing the interests of the lodging and tourism community, initial work is focused on the master planning of Redmond’s tourism program starting from square one. During the third and fourth quarter of 2023, OneRedmond spent resources on establishing a tourism entity and focusing on building out the infrastructure of this program, while at the same time being responsive to the industry’s needs. All activities in this report are in line with OneRedmond’s contract with the City of Bellevue and for the administration of the Redmond Zone of BRTPA.

OCCUPANCY DATA FOR Q1 2024:

The current hotel inventory in Redmond is 1,598 total rooms at ten full service and limited-service hotels.

The following is Redmond Hotel occupancy and rooms sold in Q1 2024:

	Jan	Feb	Mar	Q1 2024 Totals
Total Rooms	49,538	44,744	49,538	143,820
Occupancy %	52.97%	61.40%	67.11%	60.46%
Rooms Sold	26,238	27,471	33,243	86,952

EVENT RECRUITMENT AND STRATEGY:

Highlights of event recruitment and strategic partnership support that occurred in Redmond in Q1 2024:

- Developed a partnership opportunity with Woodinville Wine Country
- Developed a partnership opportunity with Seattle Theatre Group (STG) Concerts at the Farm (Concerts: May – October 2024)

Additional event recruitment strategies:

- CRM and Lead Generation Platform:
 - As Redmond does not have a CRM or Lead Generation system, research was conducted to identify a CRM, Lead Generation platform and Booking platform.
 - This will assist with quantifiable data collection, management and efficient communication of business generated for events and marketing efforts.
- Shuttle Program:
 - Research concepts and pricing for a shuttle transportation program to surrounding area destinations to increase overnight hotel stays
- Concierge Program:
 - Research concepts and pricing for a Redmond based concierge platform
- Continue to research and build on a master venue and facility list in Redmond and surrounding areas:
 - Develop a relationship with venues and facilities
 - Identify partnerships that drive overnight hotel stays

MARKETING PLAN:

OneRedmond is working with our partners at the City of Redmond to develop its first tourism strategic plan. It is imperative that that we have this guiding star to give us clarity and unity on Redmond's tourism program vision, and the coordination that will be necessary to identify and win opportunities for Redmond tourism. The marketing plan will be based on the outcome of this study in Q3 of 2024. This will be a holistic body of work that will also include contracted sales assistance and identifying and capitalizing on opportunities as they are discovered.

By the end of 2024, our aim is to increase overnight visitors by 15% based on 2023's annual guest room gross revenue.

Tourism and Hospitality Memberships:

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

- State of Washington Tourism
- Seattle Sports Commission
- Washington Festivals and Events Association
- Washington State Chapter of Meeting Professionals International
- Puget Sound Business Travel Association

Tourism and Hospitality Networking Highlights:

Additional networking outside of the above membership organizations:

- International Inbound Travelers:
 - Completed a three-day virtual workshop focused on International Inbound Tourism hosted by State of Washington Tourism and produced by International Inbound Travel Association (IITA)
 - Currently developing an Inbound Tourism plan for Redmond
- Puget Sound Business Journal & Port of Seattle: The Business of Travel
- Visit Seattle Annual Meeting