

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.

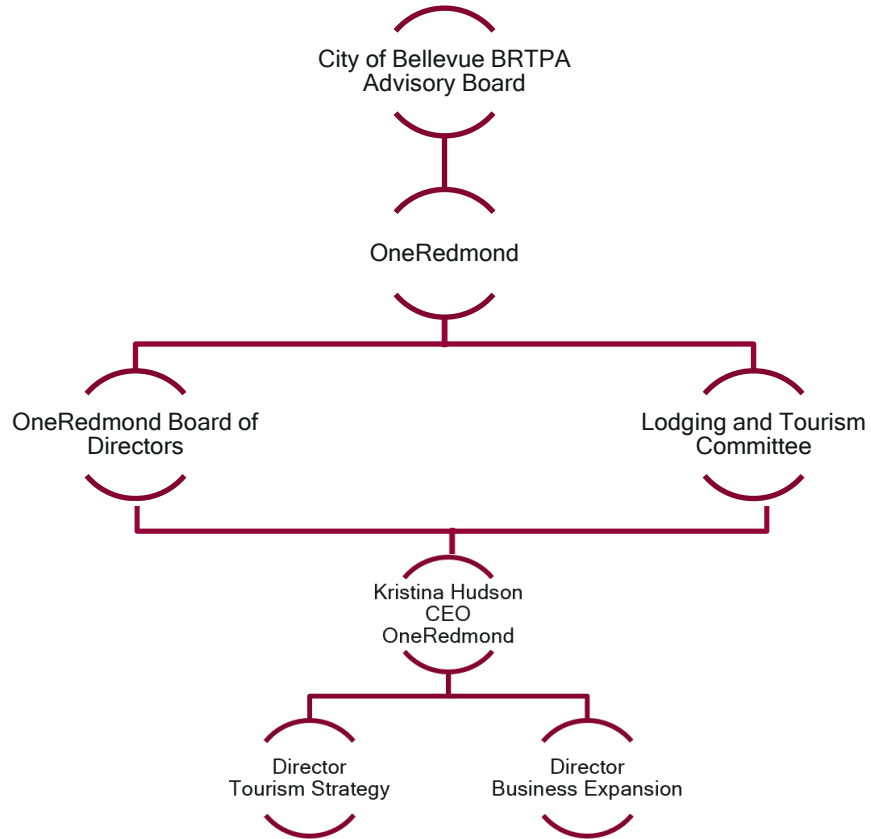
The city itself encompasses an area of over 17 square miles and is located less than 20 miles east of downtown Seattle. Redmond has two designated growth centers (Downtown and Overlake) and a candidate growth center (Marymoor Village), which will grow significantly in the next 20 years. Today, Redmond 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 \$160,212 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	\$ 161,352	\$ 319,311	\$ 345,595	\$ 162,371	\$ 988,630
Difference revenue vs Spending	\$ (160,212)				

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