



Tourism Promotion Area 2026 Budget and Strategic Plan

Caroline Dermarkarian, Chair
Bellevue-Redmond TPA Advisory Board

Lorie Hoffman, Arts & Creative Economy Manager
Lizzette Flores, Cultural Tourism Specialist
Community Development
July 22, 2025



Direction

Consider directing staff to return with legislation as part of the 2026 midbiennial technical adjustment to support expenditure consistent with the annual budget and strategic plan as recommended by the BRTPA Advisory Board.

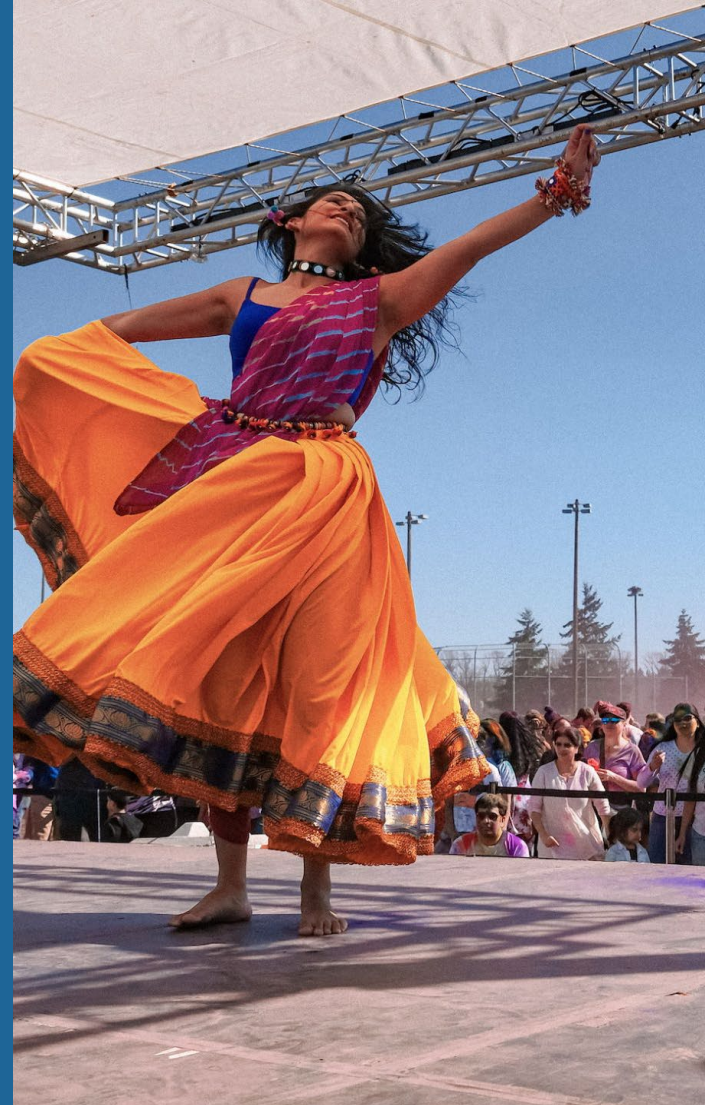


Photo Credit: Bullseye Creative



Agenda

1. Overview
2. 2024 Review & 2025 Progress
3. 2026 Strategic Plan
4. 2026 Budget



Bikehop, Photo Credit Visit Bellevue

Bellevue Redmond Tourism Promotion Area (BRTPA) Overview

- Tourism benefits our community, 2.5X economic multiplier
- TPA fees collected promote tourism
- BRTPA approved by Bellevue City Council in February 2023
- Lodging charges collected within each city zone will be used only for that zone.



Photo Credit: City of Redmond

Overview, continued

- BRTPA Advisory Board recommends a budget and strategic plan for 2026
- Current zone administrators collaborated with the board for this document



Photo credit: Bellevue Botanical Gardens

BRTPA Advisory Board

Bellevue

- Caroline Dermarkarian
(Chair)
Seattle Bellevue Marriott
- Wade Hashimoto
(Vice Chair)
W Hotel
- Rocky Rosenbach
Puget Sound Hospitality
- Kate Hudson
*Residence Inn Bellevue
Downtown*

Redmond

- Kim Saunderson
*Residence Inn Seattle, East
Redmond*
- Cassandra Lieberman
Archer Hotel
- Nate Moore
Seattle Marriot Redmond
- Open seat pending
appointment

Highlights: Bellevue Zone

2024 Review

- 2.2 million overnight visitors
- Destination Development Plan
- Culinary Tourism
- Improved visitor communication

2025 In Progress

- Transportation Enhancement
- Tour programming



Top to bottom: Belle the Bobcat with Bellhop vehicle,
Radiant table dining experience, Photos: Visit Bellevue

Highlights: Redmond Zone

2024 Highlights

- Over 400k overnight visitors
- Tourism programming partnerships
- Hired dedicated tourism staff

2025 In Progress

- Development of tourism programming



Photo Credit: City of Redmond

Overview of 2026 Annual Budget and Strategic Plan



- Strategic plans for both zones structured similarly.
- Each zone's budget reflects its needs and priorities.
- Funds may be used for tourism promotion, as allowed by interlocal agreement



Bellhop Photo Credit: COB

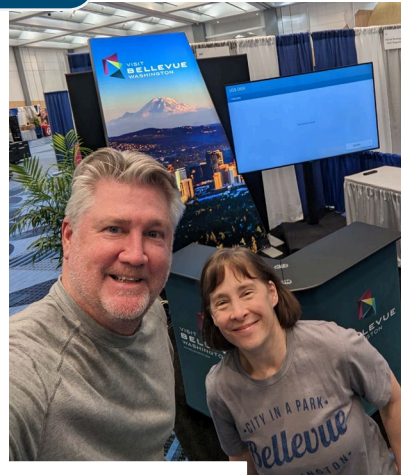
Bellevue Zone Strategic Plan Highlights



Walking Tours

Culinary Tourism

Sales missions



Bites of Bellevue Food Tours

Left to Right: Mobile Welcome Center, Sales Mission; All photos: Visit Bellevue

Bellevue Zone Strategic Plan Highlights



Sustainability

Bellevue Bound

Bike Hop



Electric Bikes, Photo Credit: Visit Bellevue



Top to bottom, Bellevue Bound, Outdoor Tour sign. Photo Credits:
Visit Bellevue

Bellevue Zone Goals 2026



Bellevue Airport Shuttle, Photo Credit Visit Bellevue

2.5 million visitors by end of 2026

Increase Citywide hotel occupancy to 73% (5% difference)

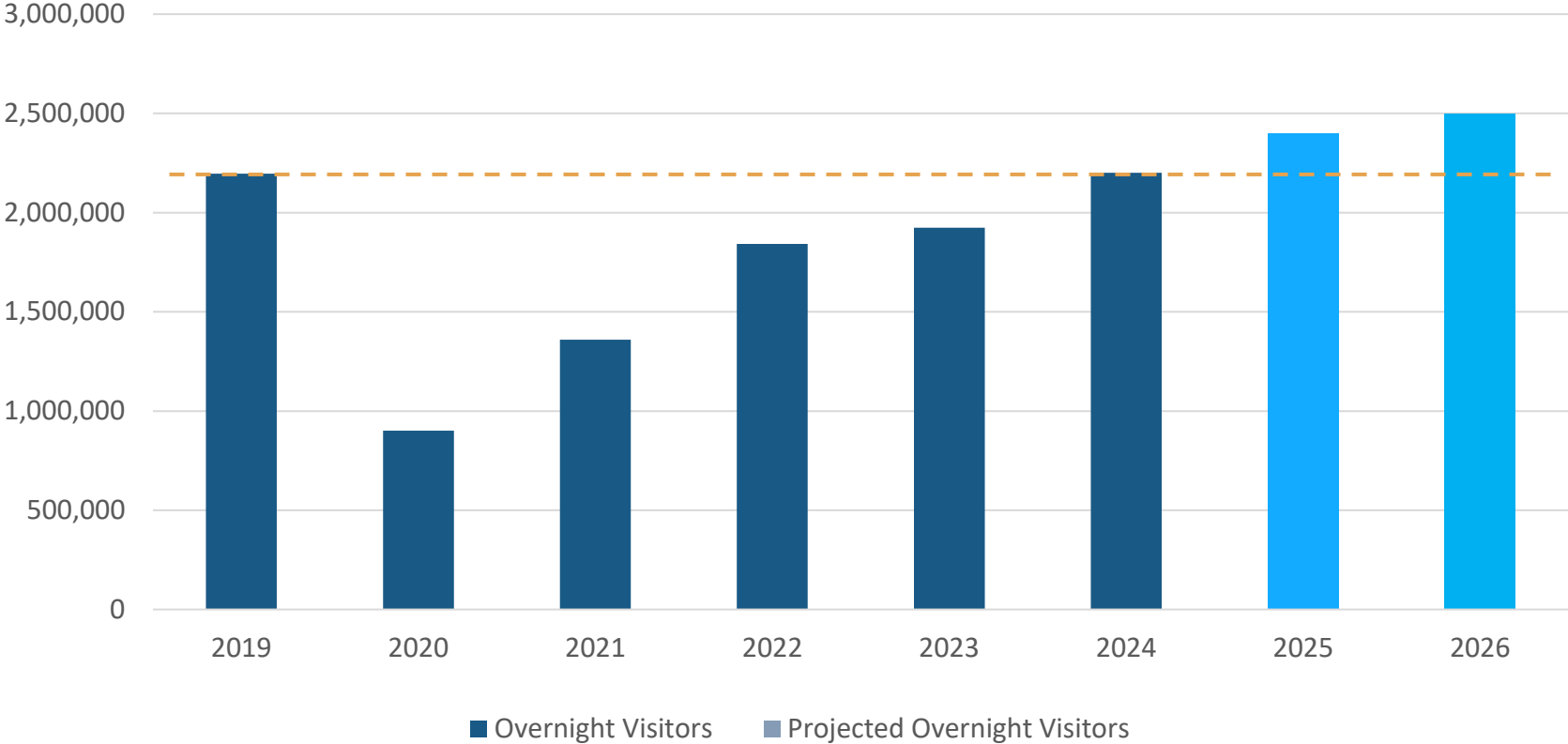
Increase weekend hotel occupancy to 68% (4% increase)

This would result in \$200m plus in local economic impact



Overnight Visitors

Bellevue



Redmond Zone Strategic Plan Highlights

Highlight creative use of public spaces

Destination Sales Program

Enhance Marketing and Communications



Sammamish River Trail, Photo Credit: City of Redmond

Redmond Zone Goals 2026

420k Visitors by end of 2026

Support transportation

Develop niche tourism markets



Photo Credit: City of Redmond



Photo Credit: City of Bellevue



Overview of Annual Budget

	Bellevue Zone 2026 Budget	Redmond Zone 2026 Budget
<i>Projected Collections after administrative fees</i>	<i>\$2,946,900</i>	<i>\$942,059*</i>
<i>Marketing and Communication</i>	<i>\$970,500</i>	<i>\$295,307</i>
<i>Destination Sales</i>	<i>\$662,200</i>	<i>\$178,584</i>
<i>Tourism Development</i>	<i>\$743,500</i>	<i>\$430,869</i>
<i>Festivals and Events</i>	<i>\$303,500</i>	<i>\$48,000</i>
<i>Administration and Research</i>	<i>\$110,400</i>	<i>\$272,084</i>
<i>Contingency</i>	<i>\$156,800</i>	<i>\$122,484</i>

	Bellevue	Redmond
Predicted Reserve Balance End of Year 2026	\$256,000	\$75,365

* The Redmond Zone's budget includes a withdrawal of \$480,634 from their reserves to cover 2026 expenses.



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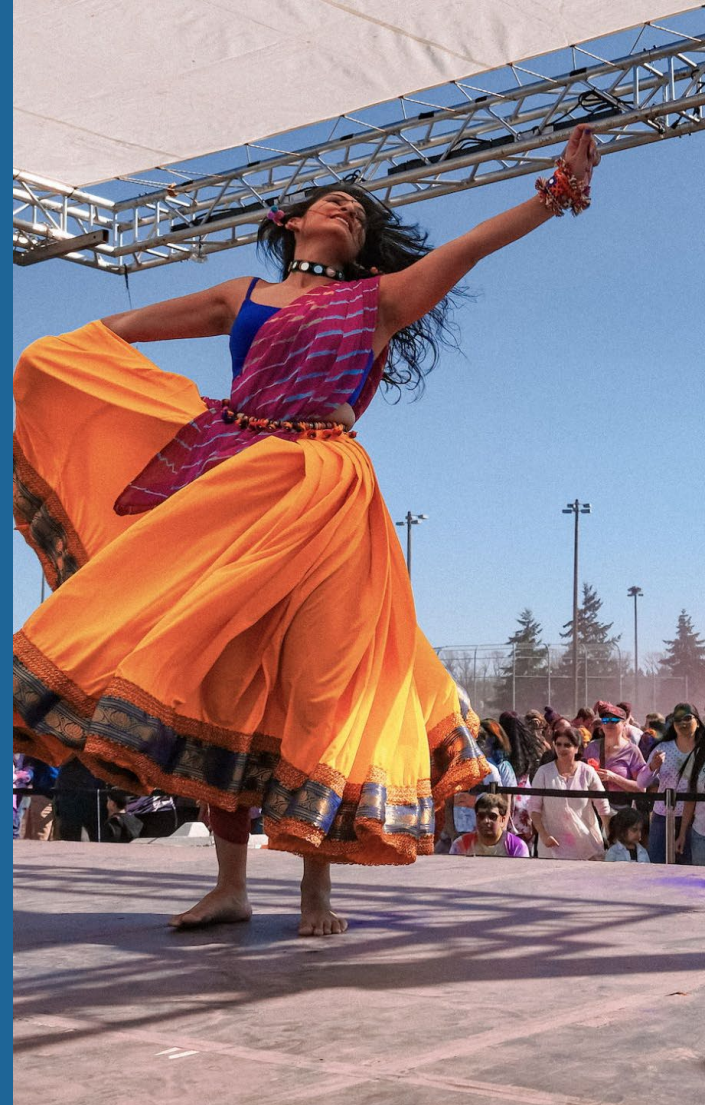


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