

Bellevue-Redmond Tourism Promotion Area 2025 Budget & Strategic Plan

Background

Washington State Legislature has authorized local governments to establish Tourism Promotion Areas (TPAs), recognizing the significant impact that the tourism industry can have region's economy. The Bellevue-Redmond Tourism Promotion Area (BRTPA), aims to boost local economy through tourism. Under Washington state ordinance no. 6724, lodging businesses in Bellevue and Redmond will impose a \$2.00 base charge and a \$0.50 additional nightly charge.

In agreement with the Interlocal Agreement between the two cities, two organizations are currently contracted to administer TPA funds to promote tourism in their respective cities. Visit Bellevue promotes tourism in the City of Bellevue, and OneRedmond promotes tourism in the City of Redmond.

2025 Budget

Under the interlocal agreement for the joint establishment of the BRTPA, the Advisory Board is required to develop and recommend an Annual Budget, to be submitted to Bellevue City Council by no later than July 30th of each year.

Following the same format as the 2023-2024 budget, 2025's budgets adhere to allowable uses as outlined in the TPA's interlocal agreement.

The uses described in this section may include payment of administrative costs associated with the operation and management of the BRTPA. The City of Bellevue is authorized to retain charges limited to a total of 5% that is proportional to each zone's revenue for administrative cost recovery of BRTPA management.

Currently, 1% of all revenues are being retained by Department of Revenue and are not remitted to City of Bellevue.

Uses

Both BRTPA Zone administering organizations have adhered to the allowable uses in the Interlocal Agreement and have created their own areas of focus ("buckets"). We list these below, along with the category under which they may fall, within the Interlocal Agreement. These categories are identical to the 2023-2024 Budget. The scopes of work for Visit Bellevue and OneRedmond are attached to this document as attachments B and C, respectively.

Marketing and Communications *(Advertising, Marketing, and Public Relations)*

Expenses may include Advertising, Paid Marketing, Public Relations, Trade Shows, Content Development, social media, Collateral, and Professional Agencies.

Destination sales (*General Promotion of Tourism*)

Expenses may include Trade Shows, Sales Missions, Site Inspections, Collateral, Memberships, Marketing, and Communications.

Tourism Development (*General Promotion of Tourism*)

Expenses may include welcome center, visitor services, Tourism development grants, wayfinding & multicultural promotion.

Festivals, Events, and Programming (*Tourism Development Programs*)

Expenses may include festival grants, event sponsorships, convention & meetings sponsorships.

Administration and Research (*Tourism and Visitation Research and Data*)

Expenses may include research, consulting, data collection, & indirect allocation.

Contingency

The contingency budget will cover any unexpected costs that may arise throughout the year.

Reserves

The amounts in the reserve budget are set aside for future use or significant, unexpected events or expenses. Reserves will be held in separate accounts for the Bellevue and Redmond Zones with the Legislative Authority.

Zone Differences

While both zones, Bellevue and Redmond, have similar areas of focus in their budgets, the amounts allotted to each bucket will differ because of the varying tourism needs of the community.

2025 Strategic Plan

Bellevue Zone

Visit Bellevue's Strategic Plan includes updating Bellevue's Destination Development Plan. The organization has enlisted Resonance Consultancy to craft the Bellevue Destination Development Plan (DDP) aimed at bolstering tourism and economic growth. The DDP aims to enhance the visitor experience, spur economic and employment growth, and improve infrastructure. Progress has been made since 2017 in implementing DDP priorities, and efforts continue to update and refine strategies with an anticipated completion of the revised plan in Q3 2024.

Visit Bellevue's Destination Development initiatives, such as the BellHop shuttle service, Mobile Welcome Center "Scout," and Mobile Concierge web-based app, have aimed to enhance the visitor experience and stimulate tourism growth. Additionally, the Festivals and Events Incubator Program supports local events, while the Multicultural Tourism Council promotes diversity and

inclusion in Bellevue's hospitality sector. Through regional collaboration efforts with neighboring cities, Visit Bellevue aims to expand the tourism portfolio and boost the collective economic impact of tourism in the Greater Seattle region.

In 2024, Bellevue aims to establish Bellevue-centric tour options, partnering with or developing a tour operator to offer ongoing, mid-week, and weekend experiences connected to Bellevue hotels, including transportation packages to local attractions and experiences.

Visit Bellevue has launched a marketing campaign, focusing on Japanese tourism using traditional PR, media relations, and social media, including the creation of an authentic yuru-chara named Belle the Bobcat to engage Japanese visitors.

More information is available in attachment B.

Redmond Zone

Redmond zone's Strategic Plan uses TPA funds on expanding its tourism development, including developing its marketing and contracting data management tools. Because the Redmond Zone is still in its nascent stages, the focus continues to be on growing organizational capacity, which is reflected in the budget in a strong allocation to administration and research. Destination development initiatives include master planning, an exciting pilot of special events shuttle, and the development of the city's first concierge program. Additionally, resources are directed towards destination sales strategies including book direct initiatives, professional memberships, and CRM tools to optimize sales opportunities and track marketing efficacy. With these focuses, the intention is to grow and strengthen tourism economy in Redmond.

More information is available in attachment C.

2025 Bellevue Zone Budget

Projected TPA Revenue (based on 2023 lodging)					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	TOTAL
Projected TPA Collections	\$600,000	\$765,000	\$910,000	\$825,000	\$3,100,000
Department of Revenue Fee 1%	6000	7650	9100	8250	\$31,000
Legislative Authority Fee 5%	30000	38250	45500	41250	\$155,000
Total	\$564,000	\$719,100	\$855,400	\$775,500	\$2,914,000
Marketing and Communication					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$259,138	\$206,868	\$184,368	\$192,868	\$843,242
Destination Sales					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$249,500	\$160,200	\$188,500	\$149,500	\$747,700
Tourism Development					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$113,000	\$175,558	\$190,000	\$138,500	\$617,058
Festivals and events					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$49,000	\$107,500	\$16,500	\$143,000	\$316,000
Administration and Research					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$65,500	\$25,500	\$25,500	\$25,500	\$142,000
Contingency (8%)					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$48,000	\$61,200	\$72,800	\$66,000	\$248,000
Reserves					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
	\$0	\$0	\$0	\$0	\$0
Total					\$2,914,000

2025 Redmond Zone Budget

Projected TPA Revenue (based on 2022 lodging)					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	TOTALS
Estimated Revenue	\$193,523	\$248,113	\$260,948	\$178,712	\$881,296
1% DOR Fee	1935.23	2481.13	2609.48	1787.12	\$8,813
5% Legislative Authority Fee	9676.15	12405.65	13047.4	8935.6	\$44,065
Totals	\$181,912	\$233,226	\$245,291	\$167,989	\$828,418
Marketing and Communication*					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$6,000	\$6,000	\$6,000	\$6,000	\$24,000
Destination Sales					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$29,500	\$0	\$0		\$29,500
Tourism Development					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$22,500	\$237,500	\$262,500	\$87,500	\$610,000
Festivals and events					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$0	\$0	\$0	\$0	\$0
Administration and Research					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$84,000	\$51,000	\$51,000	\$51,000	\$237,000
Contingency (10%)					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
	\$19,353	\$24,811	\$26,095	\$17,871	\$88,130
Reserves					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
	\$0	\$0	\$0	\$0	\$0
				TOTAL	\$988,630
*Withdrawal from Reserves	\$160,212				
2025 Projected Revenue	\$828,418				
Total	\$988,630				