



Tourism Promotion Area 2025 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 23, 2024



Direction

Consider directing staff to return with legislation as part of the 2025-2026 budget process to support expenditures consistent with the annual budget and strategic plan as recommended by the BRTPA Advisory Board.



Cinco de Mayo Celebration Photo Credit: Bullseye Creative



Agenda

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



Snowflake Lane Photo Credit: Chance Merchant of Endless Reflection Photography and The Bellevue Collection

Bellevue Redmond Tourism Promotion Area (BRTPA) Overview

- Increased benefits for community
- Fees collected promote tourism
- BRTPA approved by Bellevue City Council in February 2023
- Lodging charges collected within each city zone will be used for that zone.



Photo Credit: City of Redmond

Overview, continued

- BRTPA Advisory Board has recommended a budget and strategic plan for 2025
- Contracted organizations for each zone collaborated with the board for this document



Photo credit: City of Redmond



BRTPA Advisory Board

Bellevue

- Caroline Dermarkarian
(Chair)
Seattle Bellevue Marriott
- Wade Hashimoto
(vice chair)
W Hotel
- Rocky Rosenbach
Puget Sound Hospitality
- Open seat pending
appointment

Redmond

- Rashed Kanaan, *Aloft & Element, Redmond*
- Kim Saunderson
Residence Inn Seattle, East Redmond
- Cassandra Lieberman
Archer Hotel
- Open seat pending
appointment

2024 Highlights: Bellevue Zone

- Updated Destination Development Plan
- Overseas marketing campaign
- Culinary tourism tours
- Improved visitor communication
- Transportation



2024 Highlights: Redmond Zone

- Contributed to City of Redmond's Tourism Strategic Plan
- Hired dedicated tourism staff
- Strong foundation for future growth
- Development of tourism programming



Photo Credit: City of Redmond

Overview of 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 Goals 2025



Northwest Chocolate Festival Photo Credit: NW Chocolate Festival

2.4 million visitors by end of 2025
(600k increase)

Increase Citywide hotel occupancy to
72% (9% difference)

Increase weekend hotel occupancy to
66% (5% increase)

This would result in \$300m plus in
local economic impact

Bellevue Zone Strategic Plan

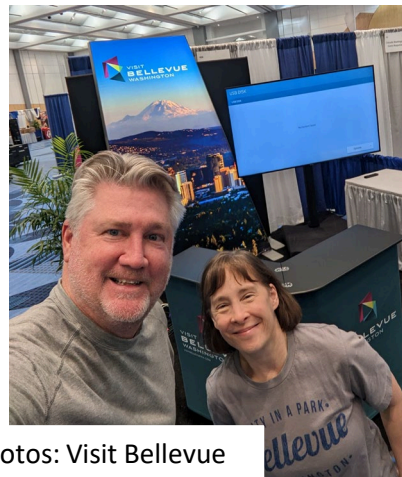
Mobile Welcome Center

Culinary Tourism

Sales missions



Chef Shota Nakajima



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

Bellevue Zone Strategic Plan

Water tours

Outdoor tours

Bike Hop



Electric Bikes, Photo Credit: Visit Bellevue



Top to bottom, Electric Boat; Outdoor Tour sign. Photo Credits: Visit Bellevue

Redmond Zone Goals 2025

Increase overnight visitors by 8% based on 2024's annual occupancy

Creation and marketing of programs that will drive overnight stays

Tourism Master Plan Development



Sammamish River Trail, Photo Credit: City of Redmond

Redmond Zone Strategic Plan

Special events shuttle

Master Plan

Concierge program

Marketing to enhance destination awareness



Vineyards Stock Image

Overview of Annual Budget Expenditures



	Bellevue Zone 2025 Budget	Redmond Zone 2025 Budget
<i>Projected Collections after administrative fees</i>	\$2,914,000	\$828,418*
<i>Marketing and Communication</i>	\$843,242	\$24,000
<i>Destination Sales</i>	\$747,700	\$29,500
<i>Tourism Development</i>	\$617,058	\$610,000
<i>Festivals and Events</i>	\$316,000	\$0
<i>Administration and Research</i>	\$142,000	\$237,000
<i>Contingency</i>	\$248,000	\$88,130

* The Redmond Zone’s budget includes a withdrawal of \$160,212 from their reserves.



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