

Bellevue-Redmond Tourism Promotion Area 2026 Budget & Strategic Plan

Background

The Washington State Legislature has authorized local governments to establish Tourism Promotion Areas (TPAs) in recognition of the significant economic impact of the tourism industry. The Bellevue-Redmond Tourism Promotion Area (BRTPA) is designed to enhance the local economy through targeted tourism initiatives.

Pursuant to Washington State Ordinance No. 6724, lodging businesses within the cities of Bellevue and Redmond are required to implement a base charge of \$2.00 and an additional nightly charge of \$0.50.

Under the terms of the Interlocal Agreement between Bellevue and Redmond, two organizations are currently contracted to administer TPA funds and support tourism promotion efforts in their respective cities. Visit Bellevue, the official Destination Management Organization (DMO) for the City of Bellevue, as designated by Bellevue City Council, is responsible for promoting tourism in Bellevue. OneRedmond, a non-profit organization, is currently contracted to administer the Redmond Zone of the BRTPA.

2026 Budget

Under the interlocal agreement governing the joint establishment of the Bellevue-Redmond Tourism Promotion Area (BRTPA), the Advisory Board holds the responsibility of developing and recommending an Annual Budget to ensure the effective administration of tourism promotion funds. This budget proposal must be completed and formally submitted to the Bellevue City Council no later than July 30th each year for review, approval, and adoption.

The Advisory Board's budget recommendation is based on an evaluation of strategic tourism priorities, anticipated expenditures, and alignment with the allowable uses outlined in the interlocal agreement. Once submitted, the Bellevue City Council will assess the proposed budget to ensure fiscal responsibility and adherence to the objectives of the BRTPA, prior to final approval. The framework for this budget has been developed in partnership with current TPA administrators for the Bellevue and Redmond zones.

The 2026 budget follows the same format as the 2025 budget and remains in full compliance with the allowable uses defined in the Tourism Promotion Area (TPA) interlocal agreement. Any expenditure that falls outside of these approved uses is strictly prohibited.

Oversight

Oversight of TPA funds is vested in the Bellevue-Redmond Tourism Promotion Area (BRTPA) Advisory Board and the Bellevue City Council. This board is responsible for reviewing and recommending a budget to the Bellevue City Council, which holds the authority for final approval and adoption. The oversight authority exercised by the BRTPA Advisory Board and Bellevue City Council supersedes any advisory responsibilities of other boards providing guidance to a zone administrator.

Administrators

Under the terms of the Interlocal Agreement between Bellevue and Redmond, two organizations are currently contracted to administer TPA funds and support tourism promotion efforts in their respective cities.

Bellevue Zone

Visit Bellevue, the official Destination Management Organization (DMO) for the City of Bellevue, as designated by Bellevue City Council, is responsible for promoting tourism in Bellevue.

Redmond Zone.

The City of Redmond does not have a designated DMO. OneRedmond, a non-profit organization, is currently contracted to administer the Redmond Zone of the BRTPA. The City of Redmond's Tourism Strategic Plan calls for the City to explore the feasibility of establishing a dedicated DMO.

As part of their administration contracts, both current zone administrators proposed detailed draft scopes of work for 2026. The BRTPA Advisory Board used these draft scopes of work to inform their recommended budgets.

Uses

The BRTPA Advisory board budget has adhered to the allowable uses in the Interlocal Agreement and has created its 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 2025 Budget. The scopes of work for each zone 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.

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.

Zone Differences

Although both the Bellevue and Redmond zones share common budget priorities, the allocation of funds within each category will vary to reflect the distinct tourism needs of each community.

TPA Zone Fund Balances

	Bellevue Zone	Redmond Zone
2025 Starting Balance	\$256,051	\$640,846
2025 Projected Revenues	\$2,914,000	\$828,418
2025 Projected Expenses	(\$2,914,000)	(\$988,630)
2025 Projected Ending Balance	\$256,051	\$480,634

	Bellevue Zone	Redmond Zone
2026 Projected Starting Balance	\$256,051	\$480,634
2026 Projected Revenues	\$2,946,900	\$942,059
2026 Projected Expense	(\$2,946,900)	(\$1,422,693)
2026 Projected Ending Balance	\$256,051	\$75,365

2026 Bellevue Zone Budget

Projected TPA Revenue (based on 2024 lodging)					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	TOTAL
Projected TPA Collections	\$620,000	\$765,000	\$910,000	\$840,000	\$3,135,000
Department of Revenue Fee 1%	6200	7650	9100	8400	\$31,350
Legislative Authority Fee 5%	31000	38250	45500	42000	\$156,750
Total	\$582,800	\$719,100	\$855,400	\$789,600	\$2,946,900
Marketing and Communication					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$277,000	\$218,000	\$228,000	\$247,500	\$970,500
Destination Sales					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$195,500	\$157,200	\$175,500	\$134,000	\$662,200
Tourism Development					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$175,000	\$198,000	\$211,000	\$159,500	\$743,500
Festivals and events					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$43,000	\$102,000	\$16,500	\$142,000	\$303,500
Administration and Research					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$27,600	\$27,600	\$27,600	\$27,600	\$110,400
Contingency (5%)					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$31,000	\$38,300	\$45,500	\$42,000	\$156,800
Reserves					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
					\$0
Total Expenses and Contingency					
	\$749,100	\$741,100	\$704,100	\$752,600	
				Total	\$2,946,900

2026 Redmond Zone Budget

The Redmond Zone's 2026 budget includes a \$480,634 withdrawal from reserves.

Projected TPA Revenue (based on 2024 lodging)					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	TOTALS
Estimated Revenue	\$219,870	\$265,565	\$289,680	\$227,075	\$1,002,190
1% DOR Fee	2198.7	2655.65	2896.8	2270.75	\$10,022
5% Legislative Authority Fee	10993.5	13278.25	14484	11353.75	\$50,110
Totals	\$206,678	\$249,631	\$272,299	\$213,451	\$942,059
Marketing and Communication*					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$73,825	\$73,825	\$73,825	\$73,832	\$295,307
Destination Sales					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$53,021	\$42,521	\$46,521	\$36,521	\$178,584
Tourism Development					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$109,967	\$105,967	\$108,967	\$105,968	\$430,869
Festivals and events					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$12,000	\$12,000	\$12,000	\$12,000	\$48,000
Administration and Research					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
Expenses	\$57,271	\$97,271	\$57,271	\$60,271	\$272,084
Contingency					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
	\$30,621	\$30,621	\$30,621	\$30,621	\$122,484
Reserves					
	Q1 '25	Q2 '25	Q3 '25	Q4 '25	
	\$16,534	\$19,970	\$21,785	\$17,076	\$75,365

TPA expenses include a withdrawal of \$480,634 from account reserves.

		TOTAL		\$1,422,693
*Withdrawal from Reserves	\$480,634			
2025 Projected Revenue	\$942,059			
Total	\$1,422,693			

2026 Strategic Plan

Bellevue Zone

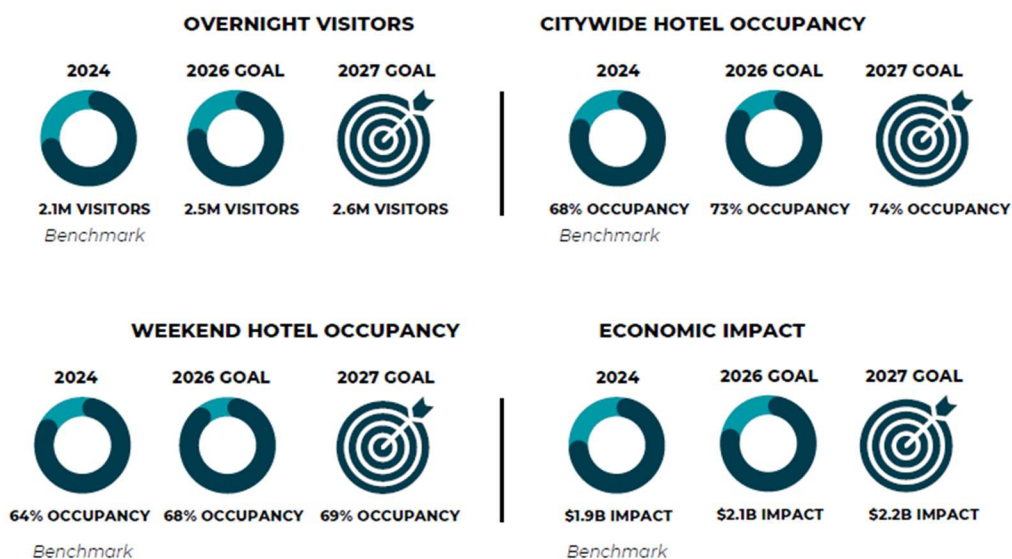
By the end of 2026, Visit Bellevue seeks to increase annual overnight visitation to 2.5 million and generate an estimated economic impact of \$2.1 billion. To achieve these objectives, a comprehensive marketing strategy has been implemented, incorporating a paid media campaign, content development, public relations efforts to enhance earned media reach, expanded international marketing initiatives, and social media engagement.

In 2026, Visit Bellevue will continue advancing its destination sales, marketing and communications, visitor experience, and tourism development programs. These efforts will be further optimized in alignment with priorities identified and validated by industry partners and community stakeholders.

Additionally, 2026 will mark the establishment of Visit Bellevue's Destination Stewardship department, which will oversee programs focused on destination sustainability, accessibility, urban placemaking, arts and innovation, the built environment, and an enhanced community relations strategy. The aim is to increase annual overnight visitation, contributing to ongoing growth and development in the tourism sector.

Additionally, Destination Sales programs will continue to strengthen industry relationships, aiming to generate 425,000 room night leads and secure 80,000 contracted sales. Visitor Experience initiatives will focus on elevating guest satisfaction and advancing the development of tourism offerings through new tours, experiences, festivals, and events, ensuring sustained growth in the sector. Below are the overall goals for the Bellevue zone in 2026:

2026 Overall Goals



Visitor Experience

Bellevue's Visitor Experience and Tourism Development partnerships aims to enhance the destination and build tourism growth. By analyzing visitor data alongside destination development priorities, solutions are formulated to address challenges while advancing key areas of the community, ensuring visitors enjoy a memorable and authentic experience.

Looking ahead, Bellevue will introduce an Innovation and Tech Walking Tour, an augmented reality experience accessible via mobile devices. This will provide visitors and residents with an engaging and interactive way to explore the city's technological and innovative landscape. Visit Bellevue has partnered with various organizations to highlight and enhance the community.



Marketing and Communications

Bellevue's marketing strategy is focused on strengthening its brand as a premier visitor destination. With a refreshed brand identity and enhanced digital presence, the approach integrates content marketing, public relations, social media, paid media, international promotion, and culinary tourism to attract visitors worldwide.



Sales

Destination Sales in Bellevue plays a key role in driving business growth for hotels and venues, increasing occupancy, visitor spending, and overall economic impact. Through direct sales efforts, relationship-building, trade shows, sales missions, familiarization tours, site visits, and a new paid marketing strategy, the sales team aims to achieve strong results and long-term success. The sales team's work includes a robust travel and tradeshow schedule, site inspections tailored to each group, and sales missions. This is enhanced by a marketing plan and a paid media campaign tailored to meeting professionals.



PROJECTED TPA DESTINATION SALES IMPACT SUMMARY

- Improved weekend and off- season hotel occupancy
- 85% pick up of room blocks
- 26% Increase of booked rooms
- 21% Increase of leads
- Establish relationships with new annual events for Bellevue.

Destination Stewardship

Visit Bellevue's new Destination Stewardship & Community Relations department ensures the city's growth as a visitor destination aligns with community needs, environmental integrity, and economic sustainability. It leads initiatives promoting responsible tourism, inclusive development, and environmental stewardship while strengthening connections between Visit Bellevue and local stakeholders. Some highlights from the Destination Stewardship program include the Sustainability Environmental Stewardship Plan, which plan takes a comprehensive approach to sustainability, focusing on three essential pillars: social, environmental, and economic sustainability. The program is developing with collaboration from the City of Bellevue, local partners, and community stakeholders. The Bellevue Bound podcast also comes from this department. This B2B podcast connects Bellevue's tourism and business community, serving as a strategic platform for collaboration and storytelling, enabling stakeholders to effectively promote, deepen their understanding of, and enhance Bellevue's identity as a dynamic and diverse destination.

Redmond Zone

In its third year, efforts will continue to advance the development and promotion of Redmond's tourism program, incorporating insights from the City of Redmond's Tourism Strategic Plan. The Redmond Zone Tourism Promotion Area collaborates with the City of Redmond to align with its budget priorities while ensuring that its efforts remain exclusively focused on the designated need period.

2026's comprehensive initiative will involve multiple staff members in the creation of pilot programs, as well as contracted support to identify and leverage emerging opportunities. Specialized programming will be essential to driving overnight stays during the shoulder season.

By the end of 2026, the goal is to achieve a 5% increase in overnight visitors compared to 2025's annual occupancy levels. The projected total room sales for 2025 are expected to reach 400,133, reflecting an occupancy rate of 68.6%. The 2026 target aims for a 5% increase in occupancy, exceeding 420,139 rooms sold and achieving a 72% occupancy rate.

Some foundational goals for Redmond include:

Marketing & Communications

Track indicators such as total trips, visitor days, ROI, hotel trips. Using these indicators deliver statistics on impressions, reach CPM, video views, clicks, click through rates, cost per click, and website events.

Research & Data

Use new geofencing tools to establish benchmarks for future years.

Deliver a study to the Board evaluating the tourism impact of indoor events and sports facilities.

Destination Sales

Increase overnight stays and collaborate with hotels for stay packages.

Represent Redmond in out of City events

Support site inspections.

Tourism Development

Develop two niche programs supported by the Redmond zone to increase tourism during need periods.

Evaluate and enhance transportation options for Redmond hotels, including the possibility of partnering with the City of Redmond's shuttle program, ride share gift cards, and transportation passes.

Strategic priorities for Redmond include:

- Implementation of tourism data analytics tools with the goal of increasing clarity and ease of understanding.

- Ongoing development of the master venue list for Redmond and its surrounding areas.
- Deliver a formal study regarding tourism opportunities that could be gained with potential indoor/outdoor sports facilities and indoor event venues.
- Ongoing research, development and execution of transportation initiatives that increase overnight visitors.
- Implement strategies to leverage FIFA 2026 and other packages in Seattle for tourism growth.
- Implement a targeted destination sales program.
- Promote tourism and group business through strategic initiatives by developing branded programs to increase overnight visitors during the need period.
- Support advertising, marketing, public relations, and communications to attract overnight visitors.
- Develop programs for corporate visits, meetings, conventions, festivals, and events to drive tourism and increase overnight stays.
- Ongoing collaboration with Visit Bellevue.

	Q1 2026	Q2 2026	Q3 2026	Q4 2026
Research and Data	Administration and staffing Data analytics	Administration and staffing Data Analytics Booking Engine Tracker Subscription Geofencing Subscription	Administration and Staffing Data Analytics	Administration and Staffing Data Analytics Customer Focus Group
Tourism Development	Transportation Program Signage and Wayfinding Program Research & Development	Transportation Program Signage and Wayfinding Program Research & Development	Transportation Program Signage and Wayfinding Program Research & Development	Transportation Program Signage and Wayfinding Program Research & Development
Destination Sales	Sales & Prospecting Meetings and Trade Show Participation Memberships Ad Hoc Citywide Site Inspections Staffing	Sales & Prospecting Meetings and Trade Show Participation Ad Hoc Citywide Site Inspections Staffing	Sales & Prospecting Meetings and Trade Show Participation 2026 Meetings and Trade Show Evaluation Ad Hoc Citywide Site Inspections Staffing	Sales & Prospecting Meetings and Trade Show Participation 2026 Meetings and Trade Show Evaluation Ad Hoc Citywide Site Inspections Staffing
Marketing & Communications	Agency Content Development Promotion Materials Search Engine Optimization Social Media Staffing	Agency Content Development Promotion Materials Search Engine Optimization Social Media Staffing	Agency Content Development Promotion Materials Search Engine Optimization Social Media Staffing	Agency Content Development Promotion Materials Search Engine Optimization Social Media Staffing
Festivals & Events	Sponsorships Staffing	Sponsorships Staffing	Sponsorships Staffing	Sponsorships Staffing

Expenses Include:

Marketing & Communications:

- Agency Fees Marketing and PR for developed programs
- Paid Marketing, Advertising, SEO, and Social Media
- Content Development that fills the Redmond Hotel needs such as videos, photos, and copy; leveraging these assets for marketing and communications across all platforms
- Data Tracking Tools
- Staffing and/or Consultants

Administrative/Research/Data:

- Management and Overhead
- Research and Data
- Data Analytics, Simpleview Book Direct, Geofencing

Tourism Development:

- Pilot program development and enhancements to existing programs which include niche markets such as dog tourism.
- Tourism Transportation
- Tourism Development Programs, Grants, FAM Trips, Expos, Package Promotional Products
- Signage and Wayfinding
- Staffing and/or Consultants

Festivals and Events

- Festival and Events sponsorships
- Convention and Meeting sponsorships
- Staffing and/or Consultants

Destination Sales:

- Trade Shows
- Conferences, Seminars, Meetings, and Travel
- Sales Missions
- Site Inspections
- Paid Marketing and Collateral
- Memberships
- Additional Sales Tools
- Staffing and/or Consultants