

CITY COUNCIL AGENDA TOPIC

Resolution authorizing execution of a modified Professional Services Contract with the Bellevue Convention Center Authority, doing business as Visit Bellevue, in an amount not to exceed \$2,946,900.00, which shall include all applicable taxes, for the administration and operation of the Bellevue Zone of the Bellevue-Redmond Tourism Promotion Area as authorized under RCW 35.101.130 and BCC 4.60.110.

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EXECUTIVE SUMMARY**ACTION**

This contract will support the administration and operation of the Bellevue Zone of the Bellevue-Redmond Tourism Promotion Area (BRTPA). All funds expended under the contract will be derived from lodging charges collected within the Bellevue Zone, for the exclusive benefit of the Bellevue Zone, and will be used solely for “tourism promotion” as that term is defined under chapters 35.101 RCW and 4.60 BCC. The contract is consistent with the Legislative Authority’s previously approved BRTPA 2026 budget and work plan.

RECOMMENDATION

Move to adopt Resolution No. 10577

BACKGROUND/ANALYSIS

In 2023, after adopting chapter 3.100 of the Bellevue City Code (BCC), the City Council, as the Legislative Authority of the Bellevue-Redmond Tourism Promotion Area (BRTPA), established the BRTPA Advisory Board.

The BRTPA Advisory Board is comprised of representatives from lodging businesses in both the Bellevue and Redmond zones, in equal number, as required by BCC 3.100.010 and the interlocal agreement between the cities of Redmond and Bellevue (Interlocal Agreement).

Among its many duties, the BRTPA Advisory Board makes recommendations to the City Council regarding the administration of TPA funds. Based on their satisfactory first year administering TPA funds, their status as the official Destination Marketing Organization for the City of Bellevue, and their local expertise, the BRTPA Advisory Board has recommended that Visit Bellevue be retained in 2026 to continue to provide tourism promotion services for the City of Bellevue using TPA funds, consistent with BCC 3.100.070, and BCC 4.60.110.

In July 2025, Bellevue City Council received a presentation on the Tourism Promotion Area’s 2026 budget and work plan, and Council directed 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. The plan highlighted the important tourism work that Visit Bellevue has planned. Some highlights for 2026 include the implementation of the recently completed Destination Development Plan, the development of new walking tours, and the development of a comprehensive Sustainability and Environmental Stewardship Plan, which will guide the City's long-term commitment to sustainable tourism practices. The presentation also highlighted for Council that Visit Bellevue was recommended by the Advisory Board for TPA administration in the Bellevue Zone.

This contract is in alignment with the presentation and the budget/work plan approved by council.

POLICY & FISCAL IMPACTS

Legal Authority

RCW 35.101.130(2) expressly authorizes the Legislative Authority to contract with tourism destination marketing organizations, or other similar entities, to administer the operation of a tourism promotion area, provided the administration complies with all applicable laws and regulations.

BCC 4.60.110 expressly authorizes the Legislative Authority to contract with destination marketing organizations, public entities, or other similar agencies to administer the operation of the Bellevue-Redmond Tourism Promotion Area, and requires the legislative authority to approve any such contract.

Policy Impact

The BRTPA will provide dedicated funding to support tourism, consistent with the City's Economic Development Plan (Sections T1-T2: Tourism).

The proposed contract will administer the BRTPA's Bellevue Zone consistent with the Council approved 2026 budget and work plan.

Fiscal Impact

This action will obligate the City to an amount of \$2,946,900, plus all applicable taxes, for a modified Professional Services Contract with the Bellevue Convention Center Authority. The proposed budget and work plan are fully supported by the expected revenues. The TPA has an overall positive fiscal impact with projected revenues estimated to be \$3.89 million in 2026 (approximately \$2.9 million from Bellevue and \$942,059 from Redmond), with expected increases year after year as tourism is promoted within the area. The resulting increase in visitor spending is expected to have a net positive impact on the hotel occupancy tax, sales tax, and admissions tax.

OPTIONS

1. Adopt the Resolution authorizing execution of a modified Professional Services Contract with the Bellevue Convention Center Authority, doing business as Visit Bellevue, in an amount not to exceed \$2,946,900.00, which shall include all applicable taxes, for the administration and operation of the Bellevue Zone of the Bellevue-Redmond Tourism Promotion Area as authorized under RCW 35.101.130 and BCC 4.60.110.
2. Do not adopt the Resolution and provide alternative direction to staff.

ATTACHMENT

Proposed Resolution No. 10577

AVAILABLE IN COUNCIL LIBRARY

2026 Contract with Visit Bellevue for Tourism Promotion Area administration