

CITY COUNCIL AGENDA TOPIC

Resolution authorizing execution of a modified Professional Services Contract with OneRedmond, in an amount not to exceed \$1,422,693.00, which shall include all applicable taxes, for the administration and operation of the Redmond Zone of the Bellevue-Redmond Tourism Promotion Area as authorized under RCW 35.101.130 and BCC 4.60.110.

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Community Development Department

EXECUTIVE SUMMARY

This contract will support the administration and operation of the Redmond Zone of the Bellevue-Redmond Tourism Promotion Area (BRTPA). All funds expended under the contract will be derived from lodging charges collected within the Redmond Zone, for the exclusive benefit of the Redmond 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.

ACTION

RECOMMENDATION

Move to adopt Resolution No. 10576

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 close partnership developing tourism with the City of Redmond, and their local expertise, the BRTPA Advisory Board has recommended that OneRedmond be retained in 2026 to continue to provide tourism promotion services for the City of Redmond 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. Some highlights include expanding niche tourism programs to drive visitation, such as the expansion of dog friendly tourism, as well as enhancing transportation options in the city, with the intent of facilitating leisure travel within Redmond. The presentation also highlighted for Council that OneRedmond was recommended by the Advisory Board for TPA administration in the Redmond 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 RCW 35.101, the interlocal agreement between Bellevue and Redmond.

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

Fiscal Impact

This action will obligate the City to an amount of \$1,422,693.00, plus all applicable taxes, for a modified Professional Services Contract with OneRedmond. 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 OneRedmond, in an amount not to exceed \$1,422,693.00, which shall include all applicable taxes, for the administration and operation of the Redmond 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. 10576

AVAILABLE IN COUNCIL LIBRARY

2026 Contract with OneRedmond for Tourism Promotion Area administration