



Tourism Promotion Area

Study Session

Jesse Canedo, Assistant Director

Lorie Hoffman, Arts Community Manager

Community Development

November 28, 2022



Direction

Direct Staff to return with an Inter Local Agreement for approval at a future meeting.

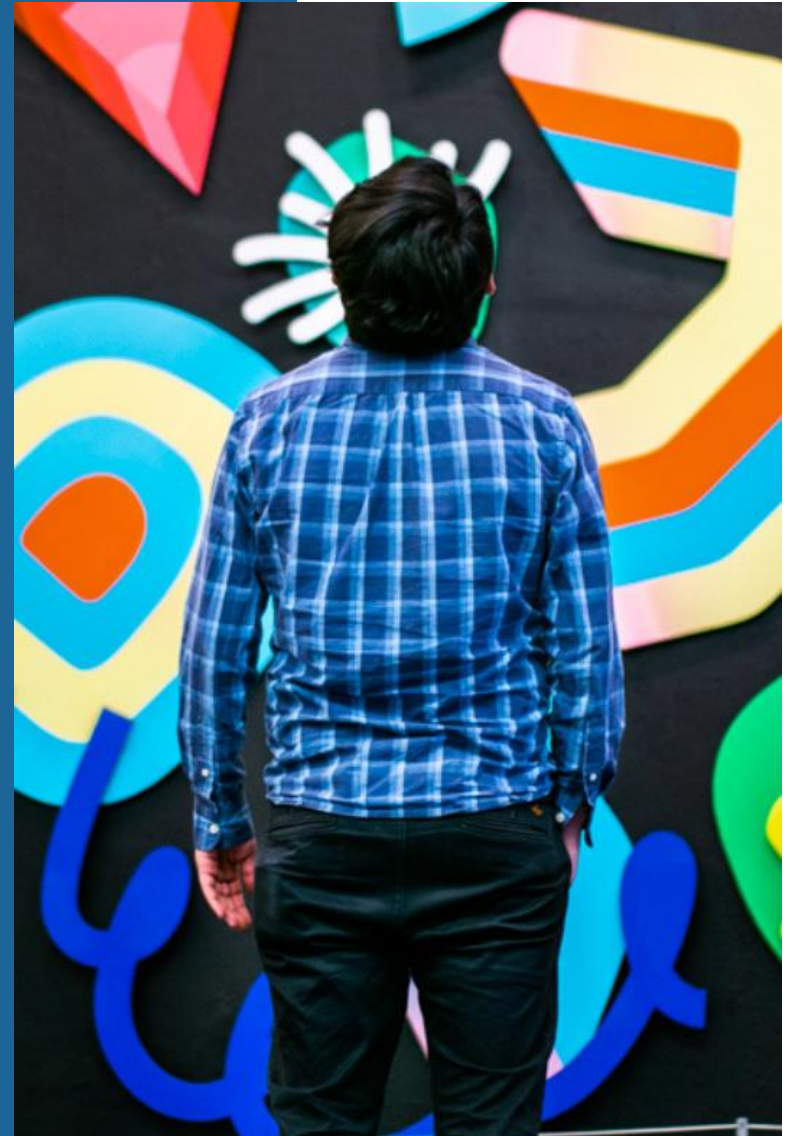
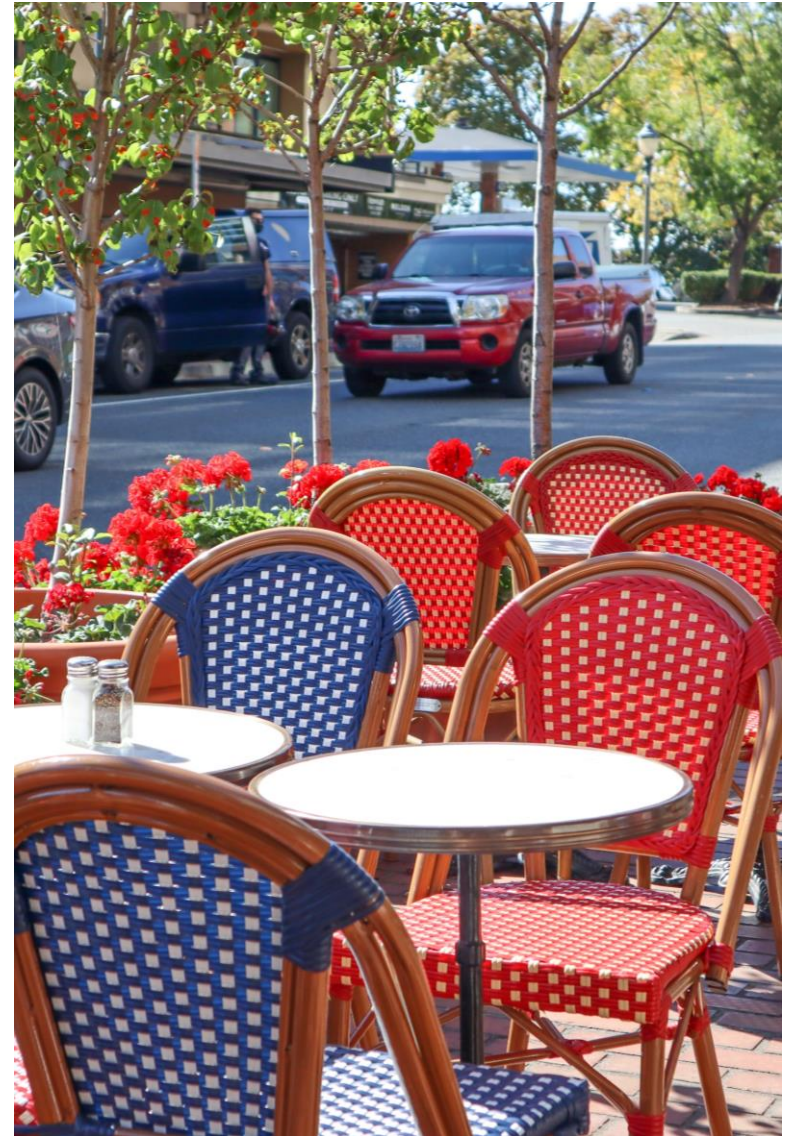


Photo Credit: Bellevue Arts Museum



Agenda

1. TPA Overview
2. ILA Key Points
3. Impacts
4. Process & Timeline
5. Next Steps



Tourism Promotion Area (TPA) Overview

- A way to generate revenues for tourism promotion.
- Adds a per night charge on lodging in a defined area.
- In King County, two or more local governments needed.
- Initiated by hotels.
- Revenues spent to promote tourism.

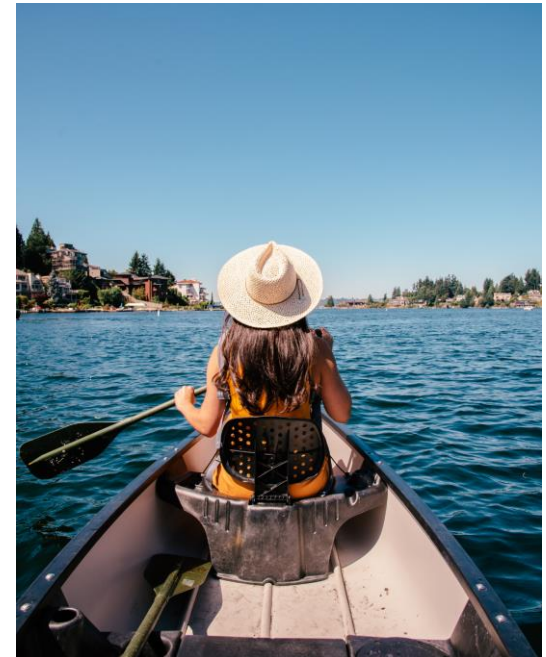


Photo Credit: Visit Bellevue



Bellevue-Redmond TPA

Interlocal Agreement Key Points

- 5 year agreement.
- City of Bellevue designated as Legislative Authority
- Two Zones: Bellevue & Redmond, w/ funds kept separate
- \$2.50 per room, per night charge
- Advisory Board to be comprised of hoteliers
- City Council would approve or deny recommendations, including budget, of the Advisory Board.
- Bellevue can retain 5% of all revenues to cover admin

Economic Impacts of Tourism

- Overnight visitors spend big in our community.
- Year-to-date, 1.7M overnight visitors to Bellevue have directly spent \$535M locally, with Economic Impacts of \$1.39 Billion.
- The TPA could generate \$3.5M+ for tourism promotion, helping those impacts to snowball.

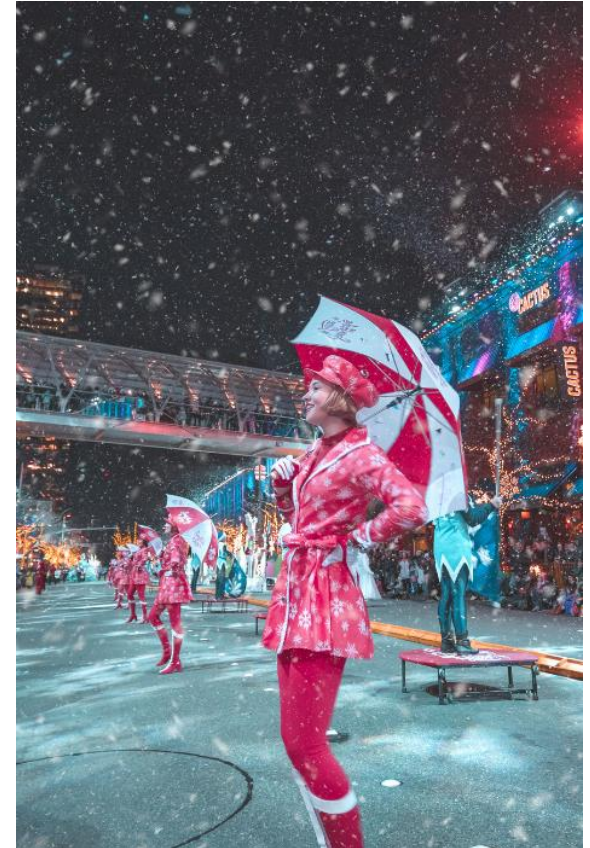


Photo Credit: The Bellevue Collection

Impacts of a TPA

- Multicultural Events.
- Expanded Tourism Ambassadors Program.
- Develop a culinary destination.
- Performing arts, live music and shows.
- Festivals and Events
- Outdoor recreation.
- Bellevue Brand.

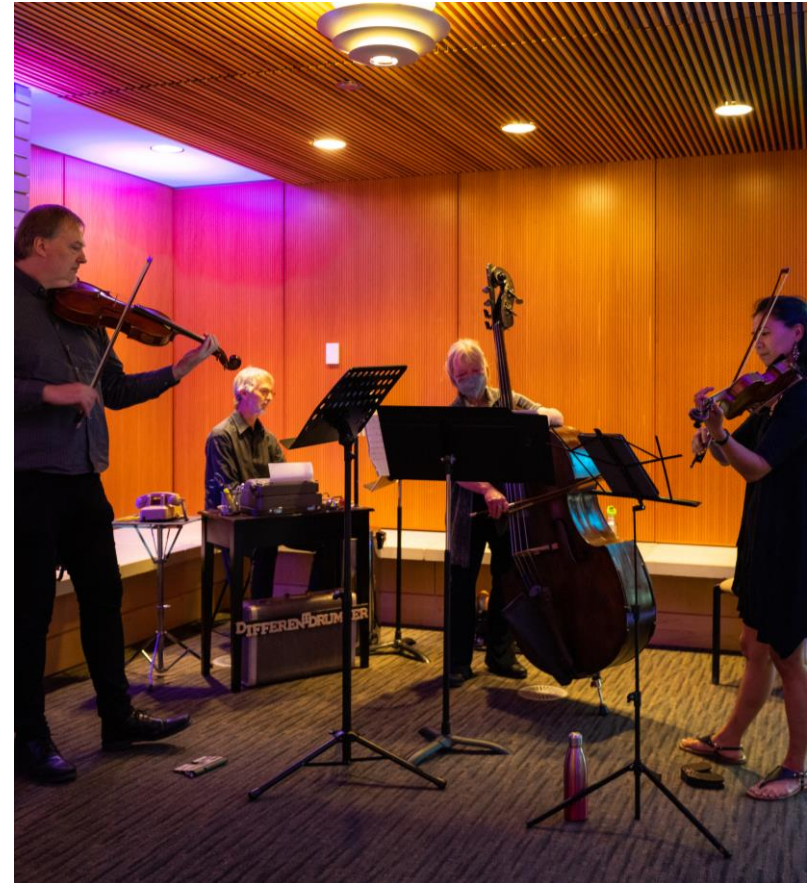


Photo Credit: Nate Gowdy for Bellwether



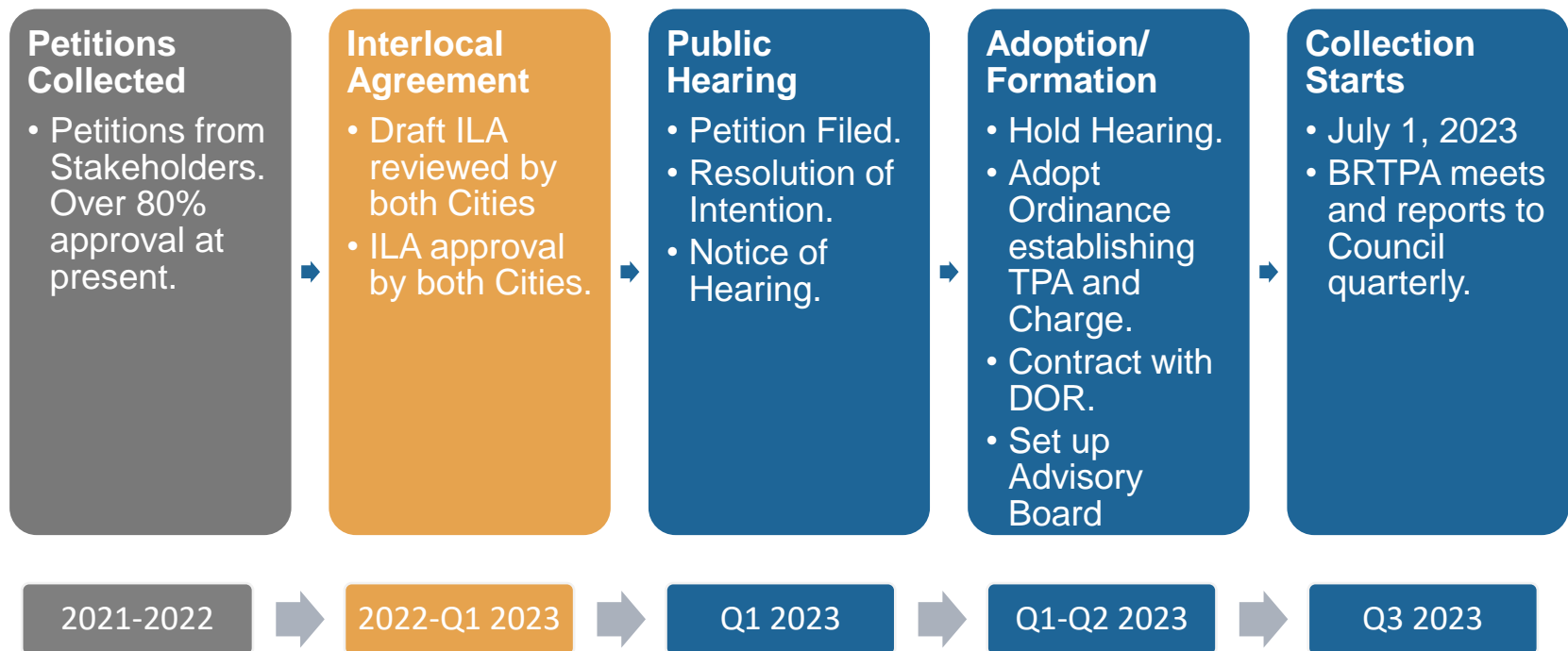
Stakeholder support is strong.



Seattle Marriott Bellevue



TPA Formation Process



Next Steps

- If directed, staff will return with a final ILA in January
- After the ILA is executed, stakeholders will submit their petitions.

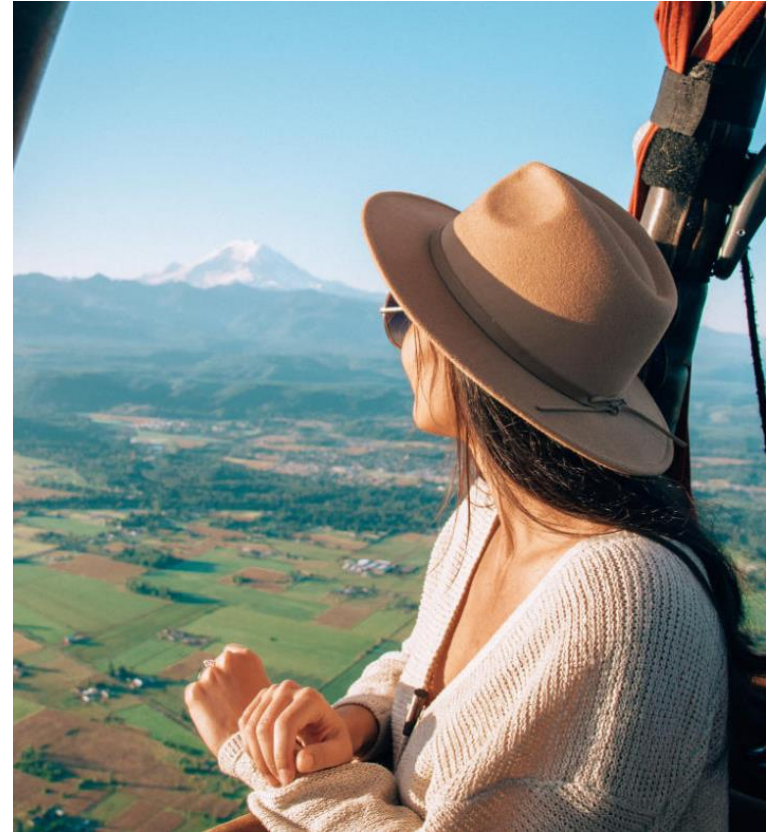


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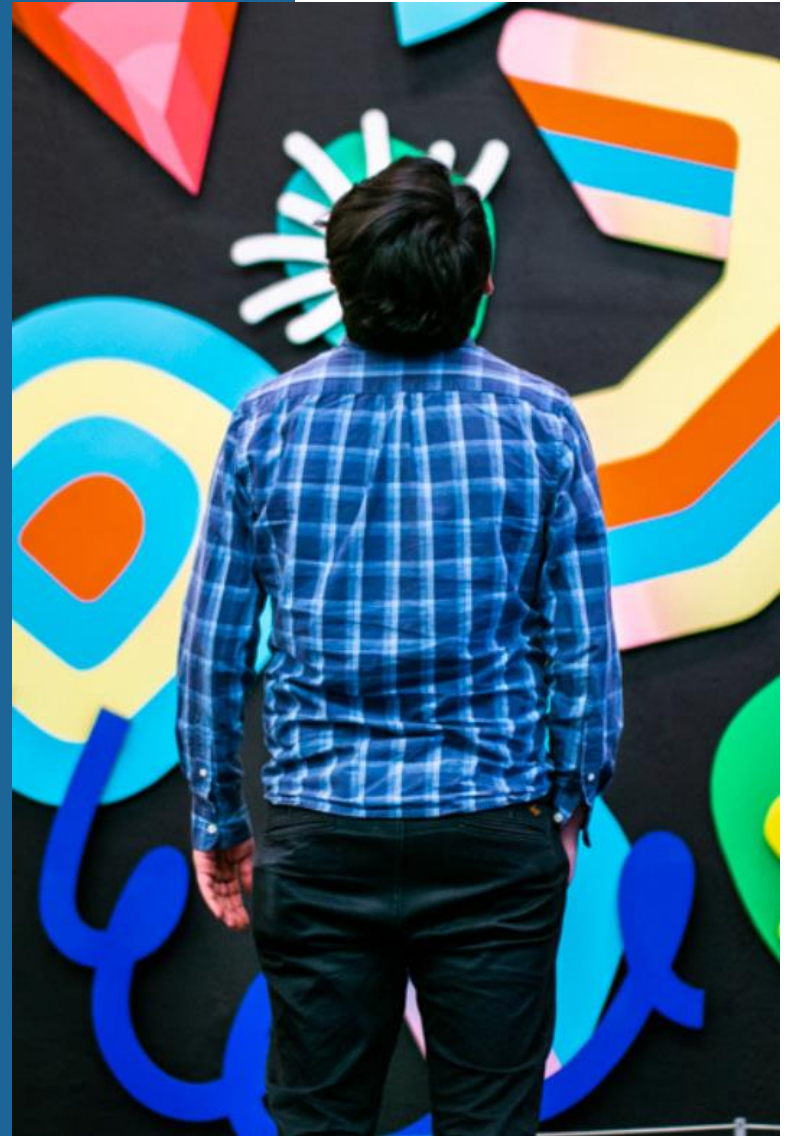


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