



# TPA Advisory Board

## Study Session

Jesse Canedo, Assistant Director

Lorie Hoffman, Arts Community Manager  
**Community Development**

May 1, 2023





# Direction

Staff seeks direction to come back with an ordinance establishing a Tourism Promotion Area Advisory Board and amending the Bellevue City Code for approval at a future meeting.



Photo Credit: COB; Bellevue Arts Fair Weekend

# Bellevue-Redmond Tourism Promotion Area (TPA) Overview

- Initiated by lodging businesses
- Bellevue & Redmond
- Bellevue City Council is the Legislative Authority
- Interlocal agreement calls for the formation of an Advisory Board



Photo Credit: Visit Bellevue



# Economic Impacts of Tourism

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Overnight visitors spend big in our community:

- 1.84 Million overnight visitors.
- Visitors directly spent \$553M in the local economy.

The TPA would generate \$3.5M for tourism promotion

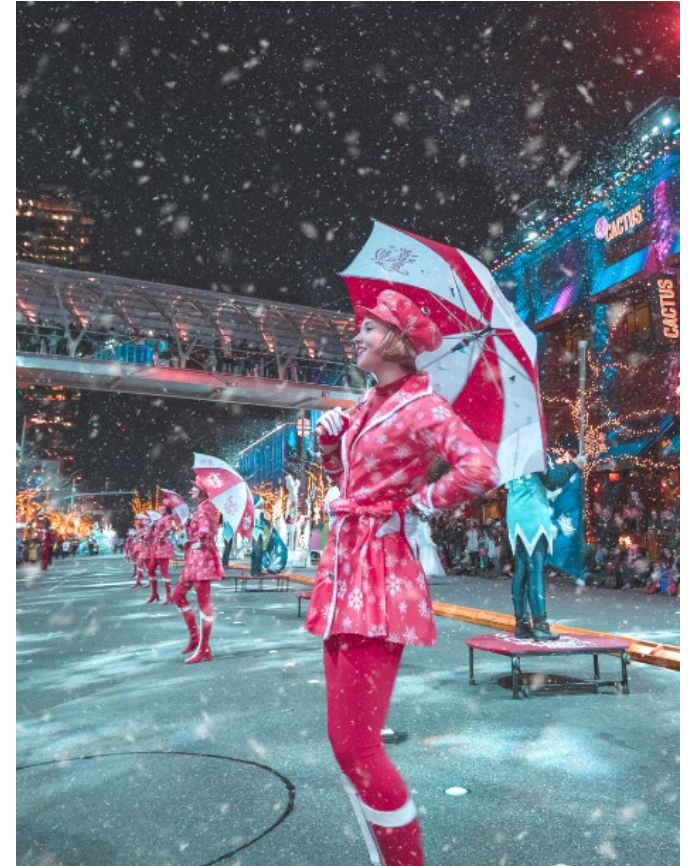


Photo Credit: The Bellevue Collection

# TPA Advisory Board Overview

## Ordinance:

- Consistent with the interlocal agreement and Petition
- Uses existing best practices

## Board:

- Subject to Public Meeting Requirements
- Advisory to Council



Photo Credit: COB, Garden d'lights

# TPA Advisory Board Key Points - Process

- Equal membership.
- Two terms at four years per term.
- Appointment process.
- Public Meetings, at least quarterly.
- Staff support from Community Development.

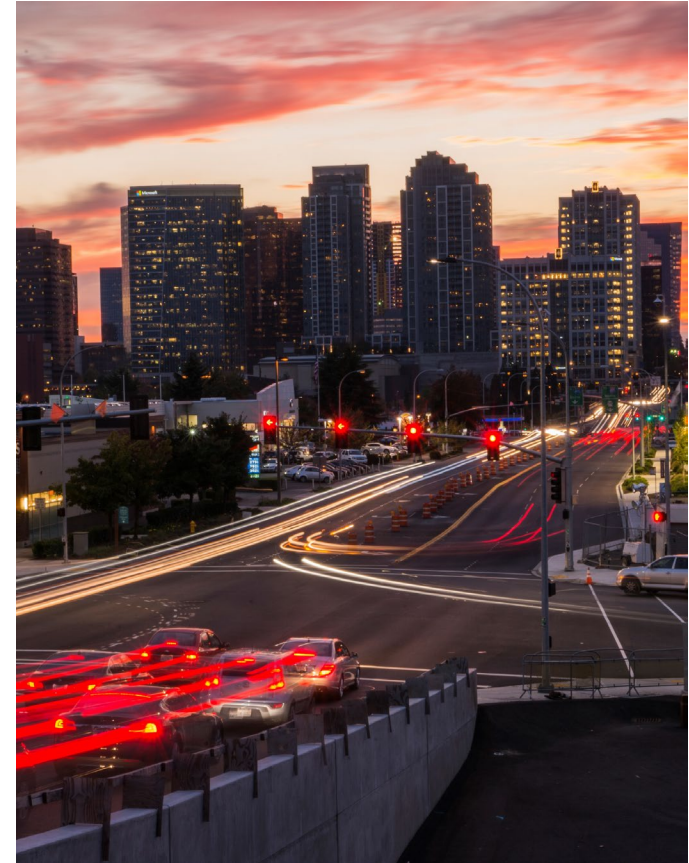


Photo Credit: COB, Bellevue at Night



# TPA Advisory Board

## Key Points - Deliverables

- Recommend a yearly budget and strategic plan by July 30.
- Recommend agreements for TPA operation.
- Provide an annual report to the City of Redmond.



Photo Credit: Visit Bellevue

# Next Steps

- If directed, staff will return for adoption on May 22, 2023
- Contract with DOR for fund collection in June.
- Appointments to the Board
- Revenue collection begins July 1

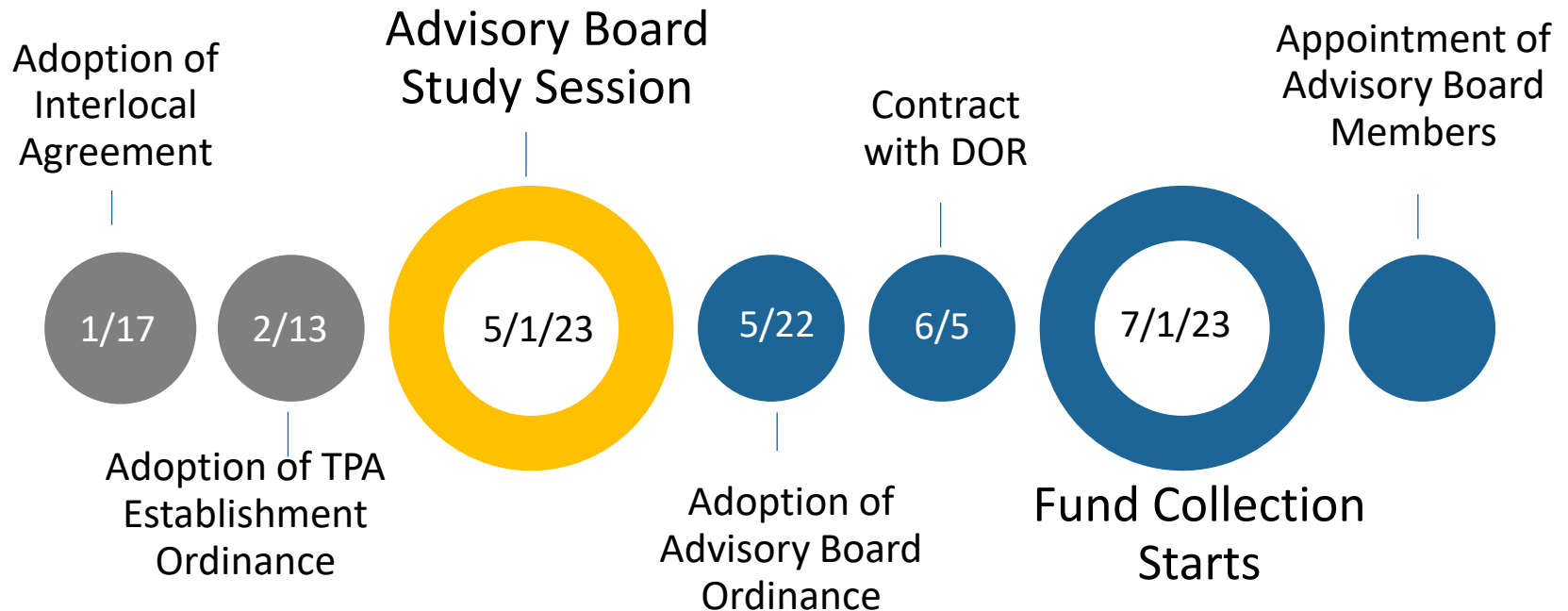


Photo Credit: Visit Bellevue



# Tourism Promotion Area Milestone Calendar

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