

CITY COUNCIL REGULAR SESSION

Ordinance related to the administration of the Bellevue-Redmond Tourism Promotion Area (BRTPA); establishing a BRTPA advisory board; amending the Bellevue City Code to include a new Chapter 3.100 to be known as the “Bellevue-Redmond Tourism Promotion Area Advisory Board;” amending the Bellevue City Code to include a new Chapter 4.60 to be known as the “Bellevue-Redmond Tourism Promotion Area;” providing for severability; and providing an effective date.

Michael Kattermann, Director, 452-6191
Jesse R. Canedo, Assistant Director, 452-5236
Lorie Hoffman, Arts Community Manager, 452-4246
Community Development Department

EXECUTIVE SUMMARY

As directed by Council on May 1, 2023, this Ordinance establishes a Bellevue-Redmond Tourism Promotion Area Advisory Board and creates two new chapters to the Bellevue City Code relating to the administration of the BRTPA.

RECOMMENDATION

Move to adopt Ordinance No. 6738

BACKGROUND/ANALYSIS

Bellevue Redmond Tourism Promotion Area Advisory Board

As outlined in the interlocal agreement between the Cities of Redmond and Bellevue, executed on January 18, 2023, the City of Bellevue, as the designated legislative authority of the TPA, must establish an Advisory Board, which shall make recommendations regarding the use of any revenue from imposed charges.

The advisory board shall:

- review tourism promotion activities and expenditures designed to increase tourism and convention business with the TPA’s two zones;
- review relevant financial statements concerning revenues and expenditures;
- provide periodic reports to Bellevue City Council, as the legislative authority, concerning TPA revenues and expenditures;
- develop a recommended annual strategic plan for lodging revenues by July 30 of each year;
- develop a recommended annual budget by July 30 of each year;
- provide an annual report to the Redmond City Council each year;
- review and recommend proposals for management agreements with Destination Management Organizations or other similar organization to provide for management and operation of the TPA;
- recommend qualified candidates to serve as representatives to the advisory board; and

- perform other duties as assigned, by the legislative authority.

The advisory board shall also be comprised of representatives of lodging businesses subject to the charges and shall be an equal number from both the Bellevue and Redmond Zones. Advisory board members will be appointed and removed by the City Manager, and members will serve up to two, four-year, staggered terms.

Proposed Code Amendments

This ordinance adds two new chapters to the city code related to the TPA's administration.

The first chapter is specific to the Advisory Board's operation and will be codified in Title 3 BCC. The text is consistent with other codes the City Council has adopted concerning its advisory bodies, and it comports with all requirements unique to the Advisory Board as agreed in the interlocal agreement with the City of Redmond.

The second chapter is specific to the general administration of the Bellevue-Redmond Tourism Promotion Area, and will be added to Title 4 BCC. While the proposed text largely codifies key provisions of the interlocal agreement and the establishment ordinance (No. 6724), the chapter serves to advise the public as to the existence of the TPA, explaining how revenues are collected and administered.

POLICY & FISCAL IMPACTS

Policy Impact

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

Fiscal Impact

The proposed ordinance has a positive fiscal impact with projected revenue from the TPA estimated to be \$3.5 million in the first year (\$2.5 million from Bellevue and \$1 million from Redmond), increasing year after year as tourism is promoted within the area. The resulting increase in visitor spending is expected to have a positive impact on the hotel occupancy tax, sales tax, and admissions tax.

OPTIONS

1. Adopt the Ordinance related to the administration of the Bellevue-Redmond Tourism Promotion Area (BRTPA); establishing a BRTPA advisory board; amending the Bellevue City Code to include a new Chapter 3.100 to be known as the "Bellevue-Redmond Tourism Promotion Area Advisory Board;" amending the Bellevue City Code to include a new Chapter 4.60 to be known as the "Bellevue-Redmond Tourism Promotion Area;" providing for severability; and providing an effective date.
2. Do not adopt the Ordinance and provide alternative direction to staff.

ATTACHMENTS

Proposed Ordinance No. 6738

AVAILABLE IN COUNCIL LIBRARY

Bellevue-Redmond Interlocal Agreement – Tourism Promotion Area

Ordinance 6724 - Establishing a Bellevue-Redmond Tourism Promotion Area

Economic Development Plan