

Destination Development Plan

Briefing to Bellevue City Council
February 26, 2018

Presenters:

- James Henderson, Economic Development Director, City of Bellevue
- Stacy Graven, Executive Director, Meydenbauer Center
- Sharon Linton, Marketing and Communication Manager, Visit Bellevue Washington

Destination Development Plan

Purpose: Information Briefing to Council on the findings, results, and strategies of the Destination Development Plan

Tonight's Topics:

- Overview and Objectives
- Background
- Destination Development Plan Findings, Results and Strategies
- Next Steps



Destination Development Plan

Overview

Partnership between City of Bellevue's Office of Economic Development (OED) and Visit Bellevue Washington.

Purpose

Improve Bellevue's ability to attract visitors, conventioners and new businesses to the market.

Project Objectives – Four Overarching Goals

- Enhanced Visitor Experience
- Economic Growth
- Infrastructure Improvement
- Employment Growth



Partnership

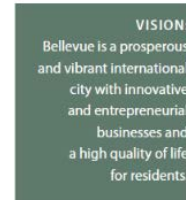
Synergistic Relationship:

- First Impression
- Welcoming Community
- Economic Opportunity
- Business Growth

Strategy Development

- Phase I (2016): Situational Analysis and Conceptual Framework
- Phase II (2017): Strategy and Implementation Plan

COUNCIL ADOPTED PLAN: JULY 7, 2014



Competitive Environment

Tourism in Washington State:

- ✓ Is the 4th largest industry
- ✓ Attracts visitors who spend nearly \$21 billion annually
- ✓ Generates \$1.8 billion in state and local tax revenue
- ✓ Supports over 170,000 jobs



*No state funding, no tourism office. The nonprofit Washington Tourism Alliance contributed \$400,000 to distribute visitor guides, maintain a website, and provided limited marketing activities.

Washington is the only state in the nation without a statewide tourism marketing program.



2016 Bellevue Tourism Impact

- ✓ 1.7 million Visitors to Bellevue
- ✓ Generated \$762M in direct spending
- ✓ Supported 12,000 jobs
- ✓ Resulting in \$69M in tax revenue

Issues

- Hotels are full on the weekdays but have higher vacancy rates on the weekends.
- Need to attract more leisure travelers.
- Broaden the number of attractions—restaurants, events, festivals—in Bellevue
- Align convention attraction activities with economic development goals

A 1% increase in visitors (~30,000) to the region would result in an additional \$10.5 million in spending in Bellevue annually.



Visit Bellevue Washington (2017 Actuals)

Annual Budget: \$790,000

Revenue Sources:

- Hotel/motel tax revenues (Transient Occupancy Tax, \$680,000)
- Annual contribution from the City of Bellevue Office of Economic Development (\$55,000)
- Affiliate Fees and Commissions (\$55,000)

Local Comparison (2016 Actuals)

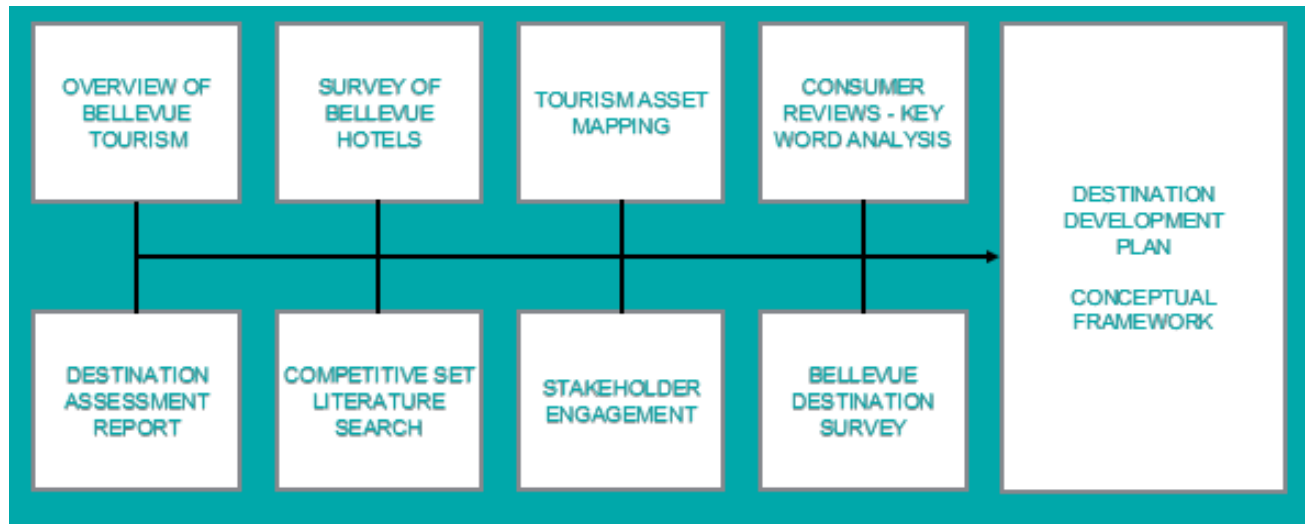
- Visit Seattle: \$22 million
- Visit Spokane: \$4.7 million
- Tacoma: \$2.3 million
- Yakima: \$2.7 million



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Phase 1: June to December 2016

- Consultant conducted research, stakeholder interviews and analysis.
- Examination of Bellevue's tourism and visitor sector results, tourism assets, visitor satisfaction, tourism organization/operations and research capacity plus competitive analysis.



Phase 1 Results: Conceptual Framework

- 39 individual recommendations in seven major areas



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Phase 2: March to September 2017

Goal:

- Create a future looking vision for Bellevue Tourism
- Provide recommendations, action plan and budget

Work included:

- Day-long steering committee workshop
 - Vision statement
 - 39 initial recommendations refined to 18
- Online survey and analysis
 - Prioritized and grouped recommendations



Destination Development Plan: Vision Statement

Reflects the desire of industry stakeholders to capitalize on Bellevue's strength as a high quality, safe and diverse destination.

Bellevue Washington seeks to be a premium, vibrant, gateway destination to the Greater Seattle Region for national and international visitors that delivers a number of unique shared experiences that inspire visitors to share with family and friends and come back again and again.



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Recommendations in three phases

Phase I:

Visit Bellevue Washington Implementation Priorities

#2- Organization, Operations & Budget

#1: Brand Positioning & Awareness

#10: Communications & Story Telling

#17: Bellevue as Regional Home Base



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Phase II Recommendations:

Implementation by Visit Bellevue, City of Bellevue and/or other Partners

- #4: Diversity
- #7: Culinary, Restaurants and Wine
- #9: Events and Festivals
- #14: Grand Connection
- #6: Technology / VR / Gaming / eSports
- #16: Meydenbauer Center and Headquarters Hotel

Phase III Recommendations:

Implementation by Visit Bellevue, City of Bellevue and/or other Partners

- #3: Cleanliness, Safety / Security and Walkability
- #5: Shopping, Restaurants and Hotels
- #8: Culture, Performing Arts and Entertainment
- #11: Nightlife
- #12: Outdoor Recreation
- #13: BelRed / Spring District and Eastgate
- #15: Mass Transit / Light Rail
- #18: Regional Tourism Cooperation



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Next Steps

- Recommendation to the Bellevue Convention Center Authority Finance Oversight Committee for \$250,000 starting in 2018 (annualized to \$500,000 in 2019) to support the further development of the DMMO.
- Undertake a search process and hire an experienced Executive Director to expand the role of the DMMO and implement its programs.
- Partner with City of Bellevue and local and regional partners to implement the plan.





City of Bellevue
Office of Economic Development

Thank you

