



Community Development

Agenda

Agenda

Tuesday, January 30, 2024, 10:30 am

Bellevue-Redmond Tourism Promotion Area Advisory Board

1E-113 or Zoom meeting

City of Bellevue, WA

The Bellevue-Redmond Tourism Promotion Area Advisory Board (Tourism Board) meetings are conducted in a hybrid manner with both in-person and virtual options. You may attend the meeting:

- In-person
- By calling (253) 215-8782 and entering Webinar ID: 868 5940 9865
- [www.zoom.us](https://www.zoom.us/j/86859409865) and entering Webinar ID: 868 5940 9865 Password: 9871234
<https://cityofbellevue.zoom.us/j/86859409865>

- | | |
|---|---------------|
| 1. CALL TO ORDER | 10:30 am |
| The Chair will call the meeting to order.
Election of Chair and Vice Chair. | |
| 2. APPROVAL OF AGENDA AND MINUTES | 10:30 – 10:35 |
| A. The Chair will ask for approval of the agenda. | |
| 3. ORAL COMMUNICATIONS | 10:35 – 10:45 |
| The time allowed for Oral Communications shall not exceed 30 minutes. Persons wishing to speak will be called to speak in the order in which they signed in. Speakers will be allowed to speak for three minutes. Additional time will not be allowed unless the Chair or a majority of the Commission determines to allow additional time. | |
| 4. ACTION, DISCUSSION, AND INFORMATION ITEMS | |
| A. Welcome New Board member | 10:45 – 10:50 |
| B. Bylaws | 10:50 – 11:05 |
| C. Staff Update | 11:05 – 11:15 |
| D. Annual Report to the City of Redmond | 11:15 – 11:20 |
| 5. COMMISSION QUICK BUSINESS | |
| A. Time for next meeting | |
| 11:20 – 11:25 | |
| 6. REPORTS | |
| A. OneRedmond Update | 11:25 – 11:45 |
| B. Visit Bellevue Update | 11:45 – 12:05 |
| 7. ADJOURNMENT | 12:30 pm |
| The Chair will adjourn the meeting. | |

Tourism Board meetings are wheelchair accessible. Captioning, American Sign Language (ASL), or language interpreters are available upon request. Please phone at least 48 hours in advance 425-452-6168 (VOICE) for ADA accommodations. If you are hearing impaired, please dial 711 (TR). Please contact the Arts Program at least two days in advance at lflores@bellevuewa.gov or call 425-452-4869 if you have questions about accommodations.

Rules of decorum for public communication and conduct at meetings were adopted by the City Council in Ordinance 6752. Copies of this ordinance can be found on the city's website and are also available from the City Clerk's Office.

TOURISM BOARD MEMBERS

- Caroline Dermarkarian (Chair)
- Wade Hashimoto (Vice Chair)
- Rashed Kanaan
- Melody Lanthorn
- Cassandra Lieberman
- Kim Saunderson
- David Nadelman
- Rocky Rosenbach

STAFF CONTACTS

- Lizzette Flores, Cultural Tourism Specialist, 425-452-4869
- Lorie Hoffman, Arts & Creative Economy Manager, 425-452-4246
- Manette Stamm, Arts Program Analyst, 425-452-4064



Community Development

Minutes

BELLEVUE-REDMOND TOURISM PROMOTION AREA ADVISORY BOARD
SPECIAL MEETING
MINUTES

September 13, 2023
4:30 p.m.

Bellevue City Hall
Room 1E-113 / Virtual

MEMBERS PRESENT: Chairperson Dermarkarian, Melody Lanthorn, Cassandra Leiberman, Rocky Rosenbach

MEMBERS REMOTE: None

MEMBERS ABSENT: Wade Hashimoto, David Nadelman, Kim Saunderson

STAFF PRESENT: Lorie Hoffman, Lizzette Flores, Department of Community Development

OTHERS PRESENT: None

MINUTES SECRETARY: Gerry Lindsay

I. CALL TO ORDER

The meeting was called to order at 9:05 p.m. by Caroline Dermarkarian who presided. All members were present with the exception of Wade Hashimoto, David Nadelman and Kim Saunderson.

2. APPROVAL OF AGENDA AND MINUTES

A. Approval of Agenda

Motion to approve the agenda was made by Cassandra Leiberman. The motion was seconded was by Melody Lanthorn and the motion carried unanimously.

B. Approval of Minutes

Motion to approve the August 29, 2023, minutes as submitted was made by Melody Lanthorn. The motion was seconded was by Cassandra Leiberman and the motion carried unanimously.

3. ORAL COMMUNICATIONS – None

4. ACTION, DISCUSSION AND INFORMATION ITEMS

A. Action – Annual Budget and Strategic Plan

Lizzette Flores noted that the annual budget and strategic plan had been discussed by the Board at its meeting on August 29. The budget and strategic plan must be presented to the City Council for approval.

The Board members were reminded that the City Council has been designated as the legislative authority. All funds will be collected by Bellevue and deposited into the separate accounts for the Redmond Zone and the Bellevue Zone. The Board previously recommended that management of the funds be handled by the selected destination management

organizations, Visit Bellevue and OneRedmond. The first budget covers a period of 16 months and covers the remainder of 2023 and all of 2024; subsequent budgets will be for 12 months.

The strategic plan outlines the allowable uses under the interlocal agreement. Examples of how the revenues can be used are included, along with an outline of the fees to be collected. The uses for both the Redmond and Bellevue zones are listed. While both zones have the same line item allowable use buckets, the amounts deposited into each item varies according to the needs of the individual zones. The uses include marketing and communication, tourism development, festivals and events, administration and research, and contingencies and reserves.

The budgets for the Redmond and Bellevue zones presented to the Board were noted to be similar to what had been presented on August 29. One exception was the marketing and communication bucket for the Redmond zone which had a zero owing to the fact that the bucket activities are accounted for in the destination sales bucket.

The recommendation of staff was to approve the budget.

A motion to approve the budget was made by Rocky Rosenbach. The motion was seconded by Melody Lanthorn and the motion carried unanimously.

B. Info – Future Changes to Collection Exceptions

Lorie Hoffman said the Bellevue-Redmond TPA allows for four collection exceptions or carveouts. The applicable Washington state code (RCW) specifically outlines only one exception. Historically TPAs across the state have interpreted that to mean that one exception is required, but also concluded that additional carveouts can be added. Bellevue and Redmond have followed in that suite by adding additional carveouts similar to other TPAs across the state. Between the time when there were discussions with stakeholders and the drafting of the petition, and when steps were taken to actually contract with the Department of Revenue, an internal reevaluation had been conducted as to how to interpret the RCW. The Department no longer deems the one exception as the only one that is required; it is now held to be the only exception that is allowed. There was some back-and-forth discussions with the Department on their conclusions, particularly in regard to the timing of when that decision was made. The Department allowed the Bellevue-Redmond Tourism Promotion Area to enter into a contract for collections starting July 1, but the contract is provisional and it will end on December 31, 2024. The window was allowed to permit the BRTPA to decide how it wants to proceed.

The language in the interlocal agreement is the same as is in the establishment ordinance. It allows exceptions for stays for the purpose of temporary medical housing; stays by airline crews under contract with lodging businesses, subject to the tourism promotion charge; stays exceeding 30 consecutive days; and stays pursuant to meetings, conventions and event contracts that were executed prior to the start of the BRTPA. Each was important to stakeholders in forming the petition. RCW 35.101 allows an exemption only for temporary medical housing. It does not say that is the only exemption, and it does not say others are disallowed.

Lorie Hoffman suggested the issue is one the Board will need to pick up at some future time, possibly as TPAs across the state seek to change the state law, or as an action to change the local TPA to conform to the Department of Revenue's interpretation. Staff will continue to study the matter and will bring a more in-depth analysis forward at a future meeting. In the meantime, as stakeholder advocates and representatives, the Board members should engage with their communities to gauge the appetite of folks for one path or the other. Consideration

will need to be given to whether or not the four carveouts are critical to the TPA, or if they are less critical in the broader scope.

Caroline Dermarkarian commented that the four carveouts are essential. They are what have been discussed as exceptions and as such they should be fought for.

Cassandra Leiberman asked if the initial sentiment of the stakeholders in regard to the carveouts exist anywhere. Lorie Hoffman said it is reflected in the language of the petition.

Melody Lanthorn asked for an example of temporary medical housing. Lorie Hoffman said it has been described by the Department of Revenue as things like a Ronald McDonald House where persons might stay because of a medical issue but where the stay is less than the 30-day window. Melody Lanthorn pointed out that a Ronald McDonald House is not a hotel. Lorie Hoffman added that the specifics of the administration of collection are always questions for the Department of Revenue. The collection of revenues is not administered at the legislative authority level.

Cassandra Leiberman suggested that as more digging is done there should be a focus on determining the potential segment of temporary medical stays in hotels. The other carveouts all make sense, such as airline crew long stays.

Lorie Hoffman noted the Department of Revenue will be asked to send a representative to make a presentation to the Board on the issue, though they will have the opportunity to decline.

Caroline Dermarkarian asked if the RCW rules apply differently in the Downtown. Lorie Hoffman said the rules apply equally to the entire state. The various TPA's, however, might have different interlocal agreements or establishing ordinances with different carveouts. Caroline Dermarkarian allowed that there are different carveouts in the Downtown. Every TPA in the state is currently going through the same process as the BRTPA.

Lorie Hoffman said the matter will need to be decided by the end of 2024, not the end of 2023. The primary role for the Board members is play is to talk with their counterparts in the stakeholder community of hoteliers and lodging businesses to get their overall sense regarding the carveouts and how essential they are.

Answering a question asked by Rocky Rosenbach, Lorie Hoffman if it is found no one wants to go to the mat over the carveouts, one fix would be to amend the establishment ordinance through an internal process. If the stakeholder community wants to see specific carveouts, other options will need to be pursued.

5. BOARD QUICK BUSINESS

A. Next Meeting Dates and Times

Lorie Hoffman commented that absent an approved set of bylaws to govern the Board, there are no set meeting dates. The petition and interlocal agreement call for quarterly meetings, which is probably the correct cadence going forward. The suggestion was made to hold the next meeting in November after which the Council process will have been completed. The quarterly rhythm could start after that.

There was consensus to schedule the next meeting for November 9 at 9:00 a.m.

6. ADJOURNMENT

Caroline Dermarkarian adjourned the meeting at 9:26 a.m.



Community Development

Action & Discussion

Discussion

January 30, 2024

B RTPA – Advisory Board

1E-113 or Zoom Meeting

City of Bellevue, WA

SUBJECT

Proposed Bylaws for the Bellevue-Redmond Tourism Promotion Area Advisory Board.

REQUEST OF THE B RTPA Advisory Board

ACTION



DIRECTION



INFORMATION ONLY



Direct staff to finalize the proposed bylaws for adoption at a future Board meeting.

POLICY ISSUES

Chapter 3.100 of the Bellevue City Code (BCC) governs the B RTPA Advisory board.

BCC 3.100.050 expressly provides: “The advisory board shall adopt bylaws and procedures consistent with any requirements established in the Bellevue City Code for the conduct of its meetings and hearings, setting of times of hearings, and giving of notice to the public.”

BACKGROUND

Bylaws are typically created when an organization or administrative body is first established, helping to, among other things, provide a clear system of internal governance, ensure compliance with applicable legal requirements, promote consistency in operation, and define roles/responsibilities.

The Advisory Board has not yet adopted bylaws consistent with BCC 3.100.050 due to a number of factors: the formal establishment of the Board in late May 2023, the City’s need to identify and recruit individuals to serve on the Board throughout the Summer of 2023, the City Council’s amendment of key provisions related to the conduct of public meetings in August 2023, the Board’s need to develop and recommend a budget / strategic work plan in time for inclusion in the 2024 budget, and the Board’s schedule of quarterly meetings.

As drafted, the proposed Bylaws provide a system of internal governance consistent across the boards/commissions that advise the Bellevue City Council and regularly hold meetings open to the public, while ensuring compliance with the legal authorities specific to the B RTPA (chapter 35.101 RCW, chapters 3.100 and 4.60 BCC, and the interlocal agreement executed by the cities of Bellevue and Redmond).

In addition to explicit requirements imposed by law, the proposed bylaws clarify the roles of the officers and staff, establish a regular meeting schedule, provide a recognized method to note and conduct meetings, and prescribe processes to maintain decorum during meetings in a manner respectful of attendees legal rights.

STAFF RECOMMENDATION

Staff recommends adopting the proposed updated Bylaws.

OPTIONS

Option 1: Provide direction to Staff as to any revision that may be appropriate to the proposed bylaws.

NEXT STEPS

Staff will finalize the proposed bylaws consistent with Board direction and bring back for adoption at the Board's next meeting. Upon adoption, Board will be in compliance with BCC 3.100.050.

ATTACHMENTS

- A. DRAFT Bylaws of the TPA Advisory Board

STAFF CONTACT

Brian Wendt, Assistant City Attorney
425-452-6134, bwendt@bellevuewa.gov

Lorie Hoffman, Arts Community Manager
425-452-4246, lhoffman@bellevuewa.gov

Lizzette Flores, Cultural Tourism Specialist
425-452-4869, lflores@bellevuewa.gov



Community Development

Information

Information

Tuesday, January 30th 10:30am

Bellevue-Redmond Tourism Promotion Area (TPA)

Advisory Board

1E-113 or Zoom Meeting

City of Bellevue, WA

Staff Update

At today's meeting, staff will present general updates on the BRTPA since the last meeting, including contracting updates, information on possible future legislative changes, and a revenue report.

Background

Contracting updates: Since the last TPA board meeting on September 13, 2023, staff has been working to ensure that the BRTPA's work can begin in a timely manner. Chair Dermarkarian, along with staff, presented the proposed annual budget and work plan to council. Council approved the budget as part of the Mid-Biennium Budget on November 20, 2023. Contracts with the BRTPA's recommended management organizations, Visit Bellevue and OneRedmond, were approved by council on January 2nd 2023, and work has begun. Both organizations will provide updates at tonight's meeting, and regular BRTPA meetings moving forward.

Legislative changes to collection exemptions: A bill proposing an administrative change that allows the legislative authority of a designated Tourism Promotion Area to make decisions related to exemptions to fee collections, based on the stakeholder petition, has gone to the Washington State Legislature (HB 2137).

Revenue Report: Revenue collections have begun for both zones, and are being kept with the legislative authority, the City of Bellevue, for payment to Visit Bellevue and OneRedmond for TPA administration related costs in alignment with their contracts to administer the BRTPA Zones. Washington Department of Revenue has retained 1% for administrative costs and the City of Bellevue has retained 4% in 2023 (of the 5% allowed) of total revenue. Interest also accumulates and will be deposited back to each zone's account.

Attachments

Attachment B: Revenue Report

Staff Contact

Lizzette Flores, Cultural Tourism Specialist

425-452-4869, lflores@bellevuewa.gov



Community Development

Action & Discussion

Action

Tuesday, January 30, 2024

Bellevue-Redmond Tourism Promotion Area
Board
City of Bellevue, WA

Annual Report to the City of Redmond

At today's meeting, staff will present a report prepared for our partner City of Redmond, concerning BRTPA's revenues and expenditures, strategic plan, budget, and management agreements.

Motion: A motion to approve the Annual Report to the City of Redmond.

Code and bylaw support: This item supported by the Interlocal Agreement between the City of Redmond and the City of Bellevue which establishes the BRTPA, section IX, C, 6. "Provide an annual report to Redmond City Council concerning BRTPA; revenue and expenditures, strategic plan, budget, and management agreements."

Background As part of the Interlocal agreement between the City of Redmond and the City of Bellevue for the establishment of the BRTPA, the advisory board must provide an annual report to Redmond City Council concerning BRTPA, revenue and expenditures, strategic plan, and management agreements.

Staff Recommendation

Staff recommends that the Board motions to approve the Annual Report to the City of Redmond.

Options

Option 1: Board motions to approve the Annual Report to the City of Redmond.

Option 2: Board elects to approve the Annual Report to the City of Redmond, with changes.

Option 3: Board does not approve the Annual Report, and substantial revisions are made.

Next Steps

If TPA board approves, staff will submit the Annual Report to the City of Redmond, in accordance with the Interlocal Agreement between the two cities, with or without changes.

If not approved, staff will follow recommendations from board and return with a revised report for further review.

Attachments

Attachment C: Annual Report to the City of Redmond.

Staff Contact

Lizzette Flores
Cultural Tourism Specialist
425-452-4869



Community Development

Attachment A



**BELLEVUE-REDMOND TOURISM PROMOTION AREA
ADVISORY BOARD
BYLAWS**

These Bylaws constitute the official rules of procedure for the TPA Advisory Board. Where rules of procedure are not addressed in these Bylaws, the Board shall be governed by the City Council's adopted Rules (Resolution No. 10291) and/or by *Robert's Rules of Order, Newly Revised*.

ARTICLE I – Definitions

“Bellevue-Redmond Tourism Promotion Area” or “TPA” means the jurisdictional area identified in BCC 4.60.010, encompassing the entirety of the Bellevue and Redmond city limits.

“Legislative Authority” means the Bellevue City Council, as the same shall be duly and regularly constituted from time to time, and which has been designated to serve as the legislative authority for the TPA pursuant to an interlocal agreement adopted by the cities of Bellevue and Redmond. The Bellevue City Council shall have all powers authorized under Chapter 35.101 RCW and the interlocal agreement to fund tourism promotion in both the cities of Bellevue and Redmond.

“Lodging Business” means a business located within the TPA that furnishes lodging taxable by the state under chapter 82.08 RCW and that has 40 or more lodging units. Lodging facilities with fewer than 40 rooms/units are not considered a lodging business and are exempt from any fees authorized under chapter 4.60 BCC.

“TPA Advisory Board” or “Board” means that board created to make recommendations regarding the use of revenues collected from the TPA and to serve in an advisory capacity to the Legislative Authority.

“Tourism Promotion” means activities and expenditures designed to increase tourism and convention business, including but not limited to advertising, publicizing or otherwise distributing information for the purpose of attracting and welcoming tourist, and operating tourism destination marketing areas.

ARTICLE II - Scope of Authority/Responsibility

The members of the TPA Advisory Board accept the responsibility of their office and declare their intention to execute the duties defined under state and local law, Bellevue

Ordinance No. 6724, and that certain interlocal agreement (dated 1/17/2023) between the cities of Bellevue and Redmond, as now or hereafter amended, to the best of their ability and to respect and observe the requirements established by the Bellevue City Council, which serves as the designated Legislative Authority for the TPA.

The authority of the TPA Advisory Board is limited to those specific functions set forth in Chapter 3.100 of the Bellevue City Code (BCC). The purpose of the Board is to act in an advisory capacity to the Bellevue City Council, in its role as the Legislative Authority for the TPA.

The TPA Advisory Board shall have no authority or responsibility relating to the following activities:

- A. The Board, or its individual members, shall not speak for or advocate on behalf of the cities of Bellevue and Redmond, or act in a manner that may be construed as representing the cities of Bellevue and Redmond, unless specifically authorized to do so by the Bellevue City Council or the Redmond City Council.
- B. The Board or its individual members have no supervisory authority and shall not direct administrative operations, maintenance, or hiring of staff, consultants, and other independent contractors; provided the Board shall be permitted to review and recommend proposals for management agreements with tourism destination marketing organizations, public entities, or other similar organizations to provide for the management and operation of the TPA consistent with BCC 3.100.070.
- C. The Board shall not participate in regional issues not specifically assigned to the Board by the Bellevue City Council.
- D. The Board shall not have the authority to enter into contracts or otherwise acquire property or other assets. All procurement related to tourism promotion shall adhere to the codes, regulations, and rules promulgated by the City of Bellevue.

A member of the Board is not authorized to speak for the Board unless the Board has expressly authorized the member's communication.

An individual member is free to voice a position, oral or written, on any issue after making it clear that the member is not speaking as a representative of the City of Bellevue, the City of Redmond, or as a member of the Board.

ARTICLE III - Membership and Organization of the Board

A. Membership.

1. The TPA Advisory board shall consist of eight (8) members, four (4) members from the Bellevue Zone, and four (4) members from the Redmond Zone, as both zones are described in BCC 4.60.040.
2. Each member at time of nomination, and continuing uninterrupted thereafter

while serving on the Board, shall be a representative of a Lodging Business that is subject to the lodging charges as described in Chapter 4.60 BCC. A member of the advisory board may not represent a Lodging Business that receives funding from revenues derived from lodging charges.

3. Each person shall be appointed by the Bellevue City Manager, after receiving a list of qualified candidates from the Board, and shall have a specific, numbered position on the Board.
 4. Appointees shall commence service after appointment by the Bellevue City Manager and the effective date of the previous member's resignation or expiration of the existing term for the position, as applicable.
 5. Each appointment by the Bellevue City Manager shall include the ending date and term for the position to which the member is appointed and that information shall be maintained in the Board's records by the Deputy City Clerk for Bellevue.
- B. Election of Officers. The TPA Advisory Board shall elect a Chair and Vice-Chair, and any other officers the Board deems necessary, for a term of one year at their first regular meeting in July of each year, or as soon thereafter as feasible based on seating of newly- appointed members.

The election process shall be in accordance with *Roberts Rules of Order Newly Revised*.

In the event of the resignation of the Chair or Vice-Chair, the Board shall expeditiously elect a new officer to fill the vacancy.

In the absence of the Chair and Vice-Chair, a Chair pro tem shall be elected informally by the members present to conduct the meeting.

- C. Committees. The Chair, at the concurrence of the Board, may appoint standing committees or special committees of the Board and assign one or more members to such committees.
- D. Quorum. At all meetings of the Board, quorum shall consist of a majority of the members. Quorum must be maintained throughout the entirety of the meeting.
- E. Ex officio members. The Bellevue City Council may approve the appointment of an ex officio member to the Board. Ex officio members are authorized to sit at the table and participate in discussions, but are non-voting members.
- F. Resignation. A member may resign by giving written notice to the Bellevue City Clerk and the Chair of the Board.

- G. Removal from office. Members of the Board may be removed at any time by the Bellevue City Manager for neglect of duty, conflict of interest, unexcused absence from three consecutive regular meetings of the Board, or for any reason deemed sufficient by the Bellevue City Manager. The decision of the Bellevue City Manager shall be final and there shall be no appeal.
- H. Vacancies. Vacancies shall be reported immediately to the Bellevue City Clerk. Vacancies occurring for reasons other than the expiration of a term shall be filled for the unexpired portion of the term by appointment by the Bellevue City Manager, after receiving a list of qualified candidates from the advisory board.
- I. Staffing. The Community Development Director shall assign staff support to the Board.

ARTICLE IV - Duties of Officers

- A. Presiding Officer. The Chair shall be the presiding officer of the Board. In the temporary absence of the Chair, the Vice-Chair shall perform the duties and responsibilities of the Chair. The Presiding Officer is required to attend meetings in person. If the Presiding Officer is authorized to participate in a meeting remotely under Article V.G of these Bylaws, the Presiding Officer must pass the Presiding Officer role for that meeting to a Board member who will attend that meeting in person.

It shall be the Presiding Officer's duty to see that the transaction of Board business is in accord with these Bylaws.

- B. Presiding Officer Duties. It shall be the duty of the Presiding Officer to:
 - 1. Call the meeting to order.
 - 2. Keep the meeting to its order of business.
 - 3. Control the discussion in an orderly manner.
 - a. Introduce the agenda topic, provide for staff presentation and questions from the Board, and call for discussion among the Board members.
 - b. Give every Board member who wishes an opportunity to speak.
 - c. Permit audience participation at the appropriate times.
 - d. Require all speakers to speak to the question and to observe the rules of order.
 - e. Give pro and con speakers opportunities to speak to a question when

practicable.

- f. Guide the Board in providing direction to staff and making recommendations to the Bellevue City Council.
4. State each motion before it is discussed and before it is voted upon.
5. Put motions to a vote and announce the outcome or summarize consensus direction achieved by the Board.
6. Decide all questions of order, subject to the right of appeal to the Board by any member.

The Presiding Officer may at his or her discretion call the Vice-Chair or any member to take the Chair so the Presiding Officer may make a motion.

- C. Board Staff. The Board staff, or an authorized designee, shall attend all meetings of the Board. The Board staff shall:
- a. Provide for noticing of special meetings or changed locations of meetings;
 - b. Post agendas and Board packet materials for each meeting;
 - c. Record and retain, by electronic means, each meeting for the official record;
 - d. Provide for timely preparation of summary minutes of all Board meetings;
 - e. Maintain the Board's official records;
 - f. Manage correspondence on behalf of the Board.

ARTICLE V - Meetings

Public notice of meetings of or hearings before the Board shall be provided as required by law. Noticing of special meetings and public hearings is provided by the Deputy City Clerk for Bellevue.

- A. Regular meetings. The regular meetings of the TPA Advisory Board shall be held at 10:00 am on the fourth Thursday of January; April; July and October.

Regular or continued meetings that fall on a holiday shall be rescheduled by the Board.

- B. Special meetings. Special meetings may be held by the Board subject to notice requirements prescribed in state law. The notice for special meetings shall state the subjects to be considered, and no subjects other than those specified in the notice shall be considered.

Electronic mail shall be considered written notice to members for purposes of this rule.

- C. Meeting place. Meetings of the TPA Advisory Board shall be held at Bellevue City Hall unless otherwise noticed.
- D. Open Public Meetings. No legal action may be taken by the Board except in a public meeting. "Action" is defined as the transaction of official business, but is not limited to receipt of public testimony, deliberations, discussions, considerations, reviews, evaluations, and final actions.

All meetings of the Board shall be open to the public; provided, the Board may hold Executive Sessions as permitted by law (RCW 42.30.110).

Minutes will be prepared for all regular and special meetings and presented as soon as practicable for Board review and approval. Minutes will include all pertinent information, motions, decisions made, and actions and votes taken. Minutes are not required to be taken at an Executive Session (RCW 42.32.035).

- E. Public Notice. Public notice of meetings or hearings before the Board shall be provided as required by law. Notice of special meetings will be delivered in writing by mail or electronic mail at least 24 hours in advance to Board members and to City of Bellevue's newspaper of record and other media publications that have filed written requests of the City of Bellevue to be notified. The notice will specify the time and place of the special meeting and the business to be transacted.
- F. Attendance. Attendance at regular and special meetings is expected of all Board members. Any member anticipating absence from an official meeting should notify the Chair and Bellevue City staff assigned to the Board in advance. Unexcused absences from three consecutive regular meetings shall be reported to the Bellevue City Manager for appropriate action as prescribed by BCC 3.100.010.
- G. Remote participation. Board members are encouraged to attend meetings in person when practicable. A member may participate remotely using approved teleconferencing equipment. Any member who wishes to participate in a meeting remotely must notify the presiding officer and the staff liaison of their intent no later than 12:00 p.m. the day prior to the meeting. If more than three members provide timely notice of their intent to participate remotely, the staff liaison will determine who may participate remotely and who may not, and will notify the members.

No more than three Board members may participate remotely during any one Board meeting. Such remote participation will be considered attendance at the meeting and shall be counted toward determination of a quorum.

- H. Recess. The Board may, by a majority vote or consensus, recess for a short break. The proposal to recess may set a time limit or run until the Chair calls the meeting back to order.

- I. Continuation. The continuation of a meeting shall be to a definite time and place and approved by majority vote.
- J. Adjournment. Regular meetings of the TPA Advisory Board shall adjourn by 12:00 p.m. The adjournment time may be extended to a later time certain upon approval of a motion carried by a majority of Board members.

At the conclusion of the agenda, after calling for any additional business, the Chair may declare the meeting adjourned.

ARTICLE VI - Order of Business/Agenda

- A. Preparation of meeting agendas will be the duty of the Board staff in coordination with the Chair.
- B. Copies of the agenda will be available to all Board members at least two days prior to a regular meeting and 24 hours in advance of special meetings.
- C. The agenda will indicate whether formal action is intended to be taken by the Board on a particular matter.
- D. The order of business for each regular meeting shall be as follows:
 - 1. Call to Order
 - 2. Approval of Agenda and Minutes
 - 3. Oral Communications
 - 4. Action Items and Discussion Items
 - 5. Board Quick Business
 - 6. Reports
 - 7. Written Communications and Other Information
 - 8. Adjournment
- E. The printed agenda of a regular meeting may be modified, supplemented or revised by a majority affirmative vote of the Board members present.
- F. A topic on the agenda may be continued to subsequent meetings when it is apparent that one meeting will not be sufficient to complete the scheduled business.

G. The order of business does not apply to Special Meetings.

ARTICLE VII - Public Comment

- A. Timing of Communications. The Board shall not take public comment at regular meetings except for that given at a public hearing or at Oral and Written Communications. Written comments may be submitted to the Board staff in advance of the meeting.
- B. Addressing the Chair. Speakers shall address all statements to the Chair. Board members may direct questions to speakers only with the Chair's permission.
- C. Public hearings. The purpose of a public hearing is to gather information and opinions on a specific subject the Board is studying. The following rules shall be observed during any public hearing:
1. The Chair shall, at the opening of a public hearing, state the purpose of and process for the hearing and may request that staff provide an introductory staff report.
 2. Persons wishing to speak, either in person or through remote participation, shall sign in on the paper or electronic sign-in sheet. Speakers will be called to speak in the order in which they signed in, subject to the Chair's discretion to modify the order in the interest of a fair public hearing that allows an opportunity for everyone wishing to speak.
 3. Speakers will be allowed three minutes in which to make their comments. Additional time will not be allowed unless the Chair or a majority of the Board determines to allow additional time.
 4. Speakers are encouraged to indicate support for or opposition to previous comments rather than repeating prior testimony.
 5. No specific time limitations are placed on the length of public hearings.
 6. The Board may continue a hearing to a future date or close a hearing after everyone wishing to speak has spoken.
 7. All written material provided before or during the hearing will be included in the hearing record.
 8. The Chair may allow additional time for receipt of written comments when needed.

D. Oral Communications.

1. The time allowed for Oral Communications shall not exceed 30 minutes.
2. Persons wishing to speak, either in person or through remote participation, shall sign in on the paper or electronic sign-in sheet provided and will be called to speak in the order in which they signed.
3. Speakers will be allowed to speak for three minutes. Additional time will not be allowed unless the Chair or a majority of the Board determines to allow additional time.
4. Suspension of these rules will require a majority vote of the Board members present and must be consistent with the requirements of the Open Public Meetings Act, Chapter 42.30 RCW.

E. Decorum.

1. Public comment shall be limited to matters relating to the city of Bellevue government and to subject matters encompassed within the power and duties of the Board.
2. Public comment may not be used for the purpose of assisting a campaign for election of any person to any office or for the promotion or opposition to any ballot proposition.
3. Persons participating in TPA Advisory Board meetings must not engage in speech or conduct that disrupts, disturbs, or otherwise impedes the orderly conduct of any meeting. Disruptions may include and are not limited to:
 - a. Addressing the Board while the Board is in session without the permission of the presiding officer;
 - b. Failure of a speaker to comply with the allotted time established for that speaker's public comments or to speak on topic during a comment period that is limited to a topic;
 - c. Failure of a speaker to comply with the rules in this code or in the Board's bylaws concerning public comment;
 - d. Using an allotted comment period for purposeful delay, including remaining silent or engaging in other activity without conveying a discernible message;
 - e. Whistling, hand clapping, stomping of feet, shouting or other outburst from members of the public who have not been recognized by the

presiding officer for public comment or testimony;

- f. Speech or other expression by an individual who has not been recognized by the presiding officer for public comment who is expressing themselves in a volume louder than a low conversational level appropriate for communication between persons seated next to each other in the Board meeting room, or whose speech or other expressions are audible by others;
 - g. Standing in a location that obstructs the view of meeting attendees, unless speaking as recognized by the presiding officer;
 - h. Approaching Board members or city employees who are staffing the meeting while the Board meeting is in progress, unless permitted to do so by the presiding officer; and
 - i. Affixing a banner or sign to walls or structures in the Board meeting room or holding or placing a sign in a way that endangers others or obstructs the free flow of pedestrians or the view of others attending a Board meeting.
4. Persons participating in Board meetings must also not engage in the following conduct, which may subject them to criminal sanctions in addition to the enforcement of these requirements:
- a. True threats of violence, that purposefully or recklessly place a person in fear of bodily harm, death, or other violence;
 - b. Use of obscene language or gestures; or
 - c. Assault or attempted assault.
5. Ejection from Meeting. Where speech or conduct results in actual disruption of the Board meeting, or is in violation of subsection (E)(4) of this section, the presiding officer may issue a verbal warning to the person and/or may (a) terminate the person's individual comment period and direct their microphone be turned off; (b) direct security personnel to assist the person to the person's seat; or (c) order the person to leave the meeting room for the remainder of the meeting and have the person removed from the meeting room by security personnel if the person does not leave.
6. Exclusion From Future Meetings.
- a. Repeated disruption, or violations of subsection (E)(4) of this section, may result in the person being excluded from participating in public comment or from attendance at one or more future Board meetings.
 - b. In deciding whether to issue a notice of exclusion and the terms and length of the exclusion, the presiding officer shall consider the seriousness and

number of the disruptions or violations, their impact on the orderly conduct of Board meetings, whether the conduct threatens public safety, and the person's record of conduct at meetings. The presiding officer may issue an exclusion from participating in public comment, or from attendance, at future Board meetings for up to 60 calendar days.

- c. If the presiding officer issues an exclusion to any person for future meetings, the exclusion shall be in writing and shall inform the person of the specific reasons for the exclusion and the specific terms and length of the exclusion. The written notice shall advise that if the person desires to address the Board during the period of exclusion, they may submit written comments which will be received by the staff liaison and provided to each of the Board members.
 - d. The notice shall be filed with the city clerk, who shall mail it to the person's last known address, if any, or to the person's email address if the city clerk has an email address but does not have a mailing address. The city clerk shall also post the notice on the door of Room 1E-113 in City Hall and on the Board's web page and provide a copy of the notice to all Board members and City Council members. The notice is effective when posted on the door of Room 1E-113 in City Hall and on the Board's web page and provide a copy of the notice to all Board members and City Council members. The notice is effective when posted on the door of Room 1E-113 and shall remain posted during Board meetings for the duration of the exclusion period.
7. The decision of the presiding officer to eject a person from public comment or attendance at a Board meeting may be overruled by a majority vote of those Board members in attendance at the meeting from which the person was ejected. If the presiding officer issues an exclusion from public comment or attendance at future meetings, that decision may be overruled by a majority vote of those Board members in attendance at the next regular Board meeting following the filing and posting of the exclusion notice or by a majority vote of the City Council at the next regular Council meeting following the filing and posting of the exclusion notice.
 8. Any person excluded from participation in future public comment periods or from attendance at future Board meetings may appeal the exclusion by submitting a written appeal stating the bases for the appeal to the city clerk within six business days after notice of the exclusion is posted on the door of Room 1E-113. Upon receipt of a written appeal, the City Council shall consider the appeal at its next regularly scheduled open public meeting. The person's exclusion from public comment periods or from attendance at Board meetings shall remain in effect during the Council's consideration of the appeal.
- F. Timekeeping. Bellevue City staff assigned to the Board shall be the timekeeper.

ARTICLE VIII - Motions

- A. No motion should be entertained or debated until seconded and announced by the Chair.
- B. The motion shall be recorded and, if desired by any member, read by the Clerk before it is debated. With the consent of the Board, a motion may be withdrawn at any time before action is taken on the motion.
- C. Motions shall be entertained in the order of precedence outlined in *Robert's Rules of Order Newly Revised*.

ARTICLE IX - Voting

- A. Action. Action may be taken by a majority of the members present when a quorum exists.
- B. Votes on Questions. Each member present or participating remotely shall vote on all questions put to the Board except on matters in which he or she has been disqualified for a conflict of interest or under the Appearance of Fairness doctrine. Such member shall disqualify himself or herself prior to any discussion of the matter, stating the reason for the disqualification unless there is a legal impediment to disclosure. The disqualified member will then leave the meeting room.

Voting shall be accomplished by voice or through a showing of hands. Secret balloting is prohibited. Proxy votes of members not present are not valid votes. All votes shall be recorded in the Summary Minutes.

- C. Tie Vote. The passage of a motion is defeated by a tie vote, provided that the question may be brought forward again at the request of any member at the same meeting or at the next meeting when any members who were absent or disqualified at the time of the tie vote are present.
- D. Failure to Vote. Any Board member who fails to vote without a valid disqualification shall be declared to have voted in the affirmative on the question.
- E. Six-month Time Limitation. Except as otherwise provided in these Bylaws, once a matter has been voted on and the time for reconsideration has passed with no action, the matter may not be taken up again for six months unless there is a showing of a substantial change of circumstances.
- F. Decisions. The Board shall act as a body in making its decisions and in announcing them. The Chair or the Chair's designee shall serve as the spokesperson for the Board in reporting decisions.

ARTICLE X - Conflict of Interest, Appearance of Fairness, and Legal Assistance

Board members are held to high ethical standards and shall at all times comply with the provisions of Chapter 3.92 BCC, as they exist now or as amended in the future.

Any member of the Board who, in his or her opinion, has an interest in any matter before the Board that would tend to prejudice his or her actions shall so publicly indicate and shall step down and refrain from voting and participating in any manner on the matter in question to avoid any possible conflict of interest or violation of the appearance of fairness.

When there is doubt concerning the legality of an issue, the Bellevue City Attorney (or designee) may be called upon to advise members as to the legality of the proposed action. If necessary, a hearing or deliberation may be continued until legal matters can be clarified. Care must be taken in maintaining records of the proceedings when litigation is a possibility.

ARTICLE XI - Minutes

Minutes are the official record of a meeting. Electronic recordings of meetings (if made) are retained for six years.

- A. Minutes should be sufficiently detailed to provide what was done, by whom, and why, in order to provide an accurate summary of the main points of the discussion. Minutes are written to provide a readable, concise record of lengthy meetings, and as such not every speaker's comments on every topic are included.

If a Board member wishes to ensure that a particular statement is included in the minutes, he or she should indicate, "For the record,... " to signal the desire to have this comment included.

- B. Draft minutes presented for approval in the meeting- packet may be amended if a legally sufficient reason to do so exists.

Once approved, that page of amended minutes will subsequently show the following wording next to the spot of the amendment: "Corrected - see minutes of _____ [Insert Date]."

ARTICLE XII - Compliance with Laws

All Board members shall comply with all federal, state, and local laws and ordinances, including but not limited to Chapter 49.60 RCW (Washington's Law Against Discrimination) and 42 U.S.C. 12101 et. seq. (ADA), BCC 3.92 (Code of Ethics), RCW 42.56 (Public Records Act), RCW 42.30 (Open Public Meetings Act), BCC 2.26 (Public Records) and the Civil Rights Act of 1964 (Public Law 88-352).

ARTICLE XIII - Communications

- A. Communications with Bellevue City Council. The Board shall provide periodic reports to the Bellevue City Council, either at “Reports of Community Council, Boards and Commissions” or in written form. These periodic reports should include discussion related to TPA revenues, expenditures, major activities, and/or request any policy direction needed from the Bellevue City Council. The Board shall develop and recommend an annual budget and an annual strategic/business plan for the use of lodging charge revenue, to be submitted to the Bellevue City Council no later than July 30 of each year. All communications with Council shall comply with BCC 3.100.040.
- B. Communications with Redmond City Council. The Board shall provide a yearly report to the Redmond City Council concerning TPA revenues and expenditures, major activities, strategic plans, budget, and management agreements.
- C. Communications among Board members. To avoid possible violations of the Open Public Meetings Act, Board members shall refrain from back-and-forth exchange of information, viewpoints, positions, or other dialogue via email, telephone, or in person among a quorum of the membership about the business of the Board outside of a public meeting. Communications among less than a quorum that are then relayed by a participant to other members, who together constitute a quorum, are also prohibited.

ARTICLE XIV--Records

The term "public records" applies to any paper, correspondence, completed form, bound record book, photograph, film, audio or video recording, map drawing, machine-readable material, video stream, email, text message, or social media that has been created or received by any state or local government agency during the course of public business and legislative records described in RCW 40.14.100. The following requirements apply to the TPA Advisory Board and its individual members:

- A. Public records are the property of the City of Bellevue and must be managed (preserved, stored, transferred, destroyed, etc.) according to the provisions of RCW 40.14.
- B. Tools are in place to manage all emails sent to the Board's email account (TPAboard@bellevuewa.gov) as well as individual City of Bellevue email accounts of Board members according to state law.
- C. Board members are responsible for including Board staff on all Board- related communications, including forwarding any emails sent to the member in his/her individual capacity to the TPAboard@bellevuewa.gov address. Any hard copy records shall also be transferred to staff for long-term maintenance.
- D. Members may be required to produce emails or documents that relate to the activities or operations of the Board in response to a public disclosure request.

Members may also be required to produce their personal notes taken at Board meetings that relate to the activities and deliberations of the Board. To the extent that those notes contain information that is purely personal or material that is exempt under the Public Disclosure Act, they may not need to be provided to the requestor.

- E. As required by WAC 44-14-04003(3) and the City of Bellevue's Public Records Act Rules, the City of Bellevue must provide the fullest assistance in response to public disclosure requests. The City of Bellevue's Public Records Officer and a representative of the Bellevue City Attorney's Office will review any documents that may be exempt from disclosure and will provide the necessary explanations of any exemptions to the requestor if access to particular records is denied. Courts may award monetary penalties should the City of Bellevue not respond fully or promptly.
- F. Board members are advised to establish a separate, clearly-named file within their personal email account and/or on the hard drive of their personal computer to which they file all materials relating to the Board.

ARTICLE XV – Compensation and Reimbursement of Expenses

Members of the Board shall serve without compensation. Members shall be reimbursed for authorized travel or other expenses incidental to that service, which are authorized by the Bellevue City Manager. Members should seek pre-authorization for any proposed expense.

ARTICLE XVI - Amendments

These Bylaws may be amended, revised, or repealed by the entire Board at any regular meeting or any special meeting, provided that notice of such changes is included on the agenda and the vote to change takes place at the next regular meeting. Amendments will not be valid unless two-thirds of the membership of the Board vote in favor of amending the Bylaws.

ARTICLE XVII - Validity

If any part or parts of these Bylaws are found to be invalid, that part or parts will not invalidate the remainder of the Bylaws.

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Approved the ____ day of _____, 2024.

Chair
TPA Advisory Board

Director
Community Development Department

_____, Advisory Board Staff

DRAFT



Community Development

Attachment B

Revenue Update (October through Dec 2023)**Total TPA Revenue Collected by Zone (before DOR 1% fee)**

Bellevue TPA	\$954,300.61
Redmond TPA	\$292,294.64
Total both zones	\$1,246,595.25

Total TPA Revenue Collected by Zone (after DOR 1% fee)

Bellevue TPA	\$944,757.60
Redmond TPA	\$289,371.69
Total both zones	\$1,234,129.30

Administrative Fees by Legislative Authority

Bellevue TPA	\$47,715.02
Redmond TPA	\$14,614.72

Interest Collected - to be added back to respective accounts

Bellevue TPA	\$2,278.87
Redmond TPA	\$657.87
Total both zones	\$2,936.74



Community Development

Attachment C

TPA Annual Report to the City of Redmond

Summary

Recognizing the importance of tourism to the local economy, the Bellevue Redmond Tourism Promotion Area (BRTPA) was established in 2023, with an aim to use fees collected by lodging businesses to develop and increase tourism in the two partner cities. The BRTPA's inaugural year kicked off with the Cities of Redmond and Bellevue signing the interlocal agreement, which designated the City of Bellevue as the Legislative authority for the BRPTA. The interlocal agreement was followed by the necessary legislation at the City of Bellevue as the legislative authority, and then the execution of a contract with the Department of Revenue. Quarter 3 saw the establishment of the BRTPA Board, fee collection beginning, strategic plans and budgets adopted for each of the zones, and management agreements with Visit Bellevue and OneRedmond recommended by the Board. We are grateful for the partnership with the City of Redmond, and hope that this agreement will foster the development of a vibrant tourism economy, benefiting visitors and residents alike.

Advisory Board

The BRTPA Advisory Board was established in 2023, consisting of 8 members, each a representative of their community's stakeholders, as required by BCC 3.100.010 and the interlocal agreement between the cities of Redmond and Bellevue (Interlocal Agreement). Each board member is assigned a numbered position with a prescribed term, ranging from two to four years. There are four representatives from the Redmond Zone, and four from the Bellevue Zone. The Board, headed by chair Caroline Dermarkarian and vice chair Wade Hashimoto, has met three times, beginning in August of 2023.

Among its many duties, the Tourism Promotion Area Advisory Board makes recommendations to the Bellevue City Council regarding the use of revenue from the TPA fee. The board holds public meetings and makes studies, analyses and reports requested by the council.

As of December 2023 the board members are: Melody Lanthorn (Marriot, Redmond), Kim Saunderson (Residence Inn, Redmond), Rashed Kanaan (Aloft and Element, Redmond), Cassandra Lieberman (Archer Hotel, Redmond), David Nadelman (Hyatt Regency, Bellevue), Rocky Rosenbach (Courtyard Marriott, Bellevue), Wade Hashimoto (Westin and W Hotel, Bellevue), and Caroline Dermarkarian (Marriott, Bellevue). The board has not yet finalized bylaws, but tentatively will be meeting at least quarterly, at the end of the first month of each quarter.

Revenues and expenditures

Revenues for both zones have begun coming in from the Department of Revenue. So far, a collection of the amounts below are being held in each zone's account at the City of Bellevue. Because contracts have only recently been executed, first invoices are currently being processed. In addition, both the Department of Revenue and City of Bellevue had retained their respective administrative fees.

Revenues	
Bellevue	\$686,351
Redmond	\$214,200

Work plans and Budgets

Work plans and budgets were presented to Bellevue City Council on October 16th. Workplans for both the Bellevue and Redmond Zones follow the same format within the same allowable uses, further defined by specific areas of focus or buckets. The budgets within the buckets for each zone reflect the individual needs and priorities for the individual zones. The different work plans align with the different stage of tourism development for each zone.

Strategic plans for both zones are attached to this report together as Attachment A.

Budgets were presented to Bellevue City Council on October 16th and approved as part of the Mid-Biennium Budget on November 20th. These first budgets follow a 16 month cycle, while all subsequent budgets will follow a 12 month cycle.

	Bellevue Zone 16-month total	Redmond Zone 16-month total
Projected Collections after admin fees	\$3,726,160	\$1,106,807
<i>Marketing and Communication</i>	\$1,043,923	\$0
<i>Destination Sales</i>	\$925,727	\$22,450
<i>Tourism Development</i>	\$921,000	\$68,340
<i>Festivals and Events</i>	\$305,110	\$0
<i>Admin and Research</i>	\$134,000	\$341,868
<i>Contingency (10%)</i>	\$396,400	\$117,746
<i>Reserves</i>	\$0	\$556,403
Total	\$3,726,160	\$1,106,807

Management agreements

Based on their local expertise, the BRTPA Advisory board has recommended contracts with Visit Bellevue and OneRedmond for the administration of TPA funds for their respective zones. The contracts have been approved by Bellevue City Council on January 2nd 2024, and vendors have submitted invoices in line with the strategic plans and budgets back to October 16th when the budgets and strategic plans were presented to Bellevue City Council. Contracts run through December 31st, 2024.

Next Year

City staff will begin working with Visit Bellevue and OneRedmond on developing the 2025 budgets and strategic plans, which are due to the City of Bellevue as part of the budget process in July 2024. In addition, a bill proposing an administrative change that allows the legislative authority of a designated Tourism Promotion Area to make decisions related to exemptions to fee collections (HB 2137) has gone to the Washington State Legislature.

We are grateful to the City of Redmond and to the BRTPA Board for their partnership.



Community Development

Attachment D

MEMO

Date: January 23, 2024
 From: Kristina Hudson, CEO, OneRedmond
 Audrey Fan, Director of Tourism Strategy, OneRedmond
 To: Bellevue Redmond Tourism Promotion Area Advisory Board
 RE: OneRedmond – TPA Q1 2024 Quarterly Report for Q3 & Q4 2023

Overview

As Redmond has not had an external Destination Management Organization (DMO) representing the interests of the lodging and tourism community, initial work is focused on the master planning of Redmond’s tourism program starting from square one. During the third and fourth quarter of 2023, OneRedmond spent resources on establishing a tourism entity and focusing on building out the infrastructure of this program, while at the same time being responsive to the industry’s needs. All activities in this report are in line with OneRedmond’s contract with the City of Bellevue and for the administration of the Redmond Zone of BRTPA.

OCCUPANCY DATA FOR Q3 & Q4 2023:

The current hotel inventory in Redmond is 1,598 total rooms at ten full service and limited-service hotels.

The following is Redmond Hotel occupancy and rooms sold:

	Jul	Aug	Sept	Oct	Nov	Dec	Q3 & Q4 Totals
Total Rooms	49,538	49,538	47,940	49,538	47,940	49,538	294,032
Occupancy %	77.71%	72.27%	77.28%	63.85%	57.28%	45.39%	65.61%
Rooms Sold	38,498	35,801	37,047	31,631	27,459	22,483	19,919

EVENT RECRUITMENT AND STRATEGY:

Highlights of event recruitment support that occurred in Redmond in Q3 & Q4 2023:

- AVP (Associated Volleyball Professionals) - Tournament Summer 2025
- Electrify Vehicle Expo – Future years as an annual event
- Ironman 70.3 - Fall 2025
- Fred Hutch Obliteride – August 2024 – 2025

Additional event recruitment strategies:

- Research and build venue and facility list in Redmond
 - Develop a relationship with venues and facilities
 - Identify partnerships that drive overnight hotel stays

MARKETING PLAN:

OneRedmond is working with our partners at the City of Redmond to develop its first tourism strategic plan. It is imperative that that we have this guiding star to give us clarity and unity on Redmond's tourism program vision, and the coordination that will be necessary to identify and win opportunities for Redmond tourism. The marketing plan will be based on the outcome of this study in Q3 of 2024. This will be a holistic body of work that will also include contracted sales assistance and identifying and capitalizing on opportunities as they are discovered.

By the end of 2024, our aim is to increase overnight visitors by 15% based on 2023's annual guest room gross revenue.

Tourism and Hospitality Memberships:

OneRedmond will become an active member and participant with the following organizations to increase tourism and hospitality opportunities for the area hotels:

- State of Washington Tourism
- Seattle Sports Commission
- Washington Festivals and Events Association
- Washington State Chapter of Meeting Professionals International
- Puget Sound Business Travel Association



Community Development

Attachment E



To: Bellevue Redmond Tourism Promotion Area Advisory Board
 From: Brad Jones – Visit Bellevue Executive Director
 Date: January 19, 2024
 RE: Visit Bellevue – TPA Executive Summary

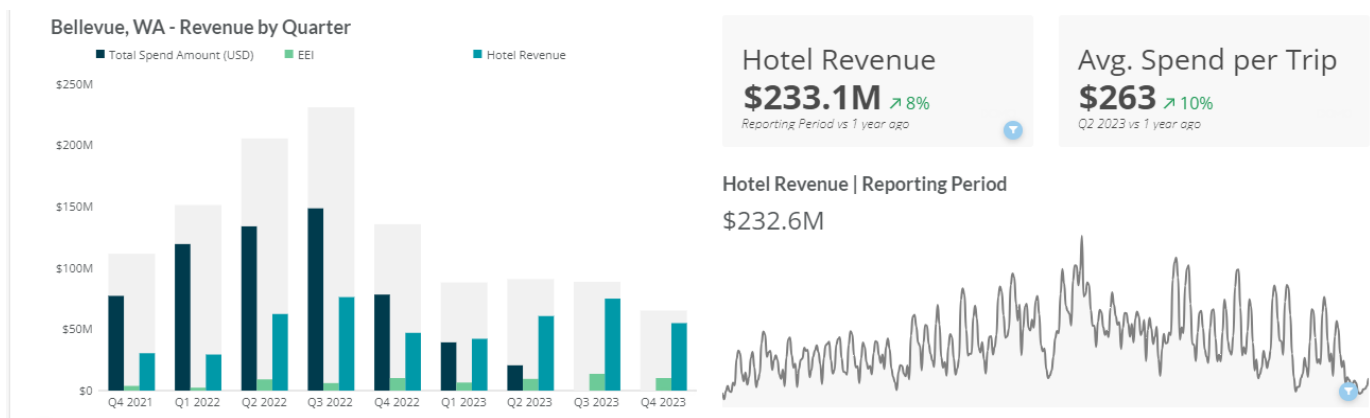
Bellevue hosted an estimated 1,033,606 overnight visitors during Q3 & Q4 2023. This is a 5% increase from 2022. These overnight visitors generated an estimated spending of \$310m and overall economic impact of \$806 million. Spending and economic impact were up 6% from 2022. The Bellevue citywide hotel occupancy during Q3 & Q4 was 67% (+7% compared to 2022) with an average daily rate of \$200 (+4% compared to 2022) generating a total of \$130 million in total lodging revenue for the period (+8% compared to 2022). Bellevue captured a 12% market share of both overnight visitors and hotel revenue for this period.

Below is a snapshot of the year end Smith Travel Report and revenue snapshot.

Occupancy (%)						
	Jul	Aug	Sep	Oct	Nov	Dec
This Year	74.1	71.4	73.8	67.5	63.6	51.7
Last Year	74.3	76.4	70.8	61.9	52.8	46.4
Percent Change	-0.2	-6.6	4.2	8.9	20.5	11.4

ADR						
	Jul	Aug	Sep	Oct	Nov	Dec
This Year	224.81	207.03	205.42	196.08	190.43	170.96
Last Year	211.08	216.88	209.44	193.08	183.33	166.98
Percent Change	6.5	-4.5	-1.9	1.6	3.9	2.4

RevPAR						
	Jul	Aug	Sep	Oct	Nov	Dec
This Year	166.67	147.81	151.54	132.28	121.09	88.46
Last Year	156.83	165.79	148.23	119.58	96.72	77.53
Percent Change	6.3	-10.8	2.2	10.6	25.2	14.1



Bellevue's **weekend** citywide hotel occupancy during Q 3 & Q4 2023 was 65.7% which represents a 3% improvement from 2022.

Destination Development Plan Update

As you know, the Tourism Promotion Area's scope of work for Bellevue is aligned with our overall Bellevue Destination Development Plan (DDP). We were happy to kick off our update process this month with our consultant Resonance Consultancy. Our staff, partners, and



stakeholders will kick off the process on January 25th. This destination development plan will prepare Bellevue for future growth through a candid review of what has been achieved over the past five years, identification of potential new priorities, tourism programs and target markets with a clear understanding of market preferences (current and emerging markets) and the identification of key investment requirements. There is also a growing awareness, and opportunity, to examine the intersection between tourism and economic development and define strategies within the Destination Master Plan that can galvanize broader economic development initiatives.

This Bellevue Destination Development Plan update will be an opportunity to align the strategy for the City of Bellevue, the Tourism Promotion Area program as a destination with that of Visit Bellevue as an organization to ensure that roles, responsibilities, and resources within the organization are best allocated to achieve the goals of the plan as Visit Bellevue will be front and center in marketing and managing the vision for tourism and monitoring the results.

Timeline

	Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Phase 1: Destination Assessment																												
1.1 Project Set-Up & Kick-Off		•	•	•	•																							
1.2 Review & Analysis of Progress				•	•	•	•																					
1.3 Stakeholder Engagement						•	•	•	•	•	•																	
1.4 Situational Analysis												•	•	•	•													
Phase 2: Destination Planning																												
2.1 Visioning Workshops																	•	•										
2.2 Draft Recommendations																				•	•	•	•					
2.3 Action Plan Workshop & Prioritization																							•	•				
2.4 Destination Master Plan Report																									•	•	•	•

Bellevue Tourism Promotion Area Financials

The TPA collections in Bellevue for August – December 2023 totaled \$954,300. The collections are \$124,000 below our initial estimates and budget assumptions. Thankfully, we budgeted \$114,000 in contingency and together with the lower than anticipated spending by we find ourselves in a good financial position.

The first graph shows our actual TPA revenue collected from August – December 2023.

TPA Accumulation by City	August	September	October	November	December	TOTAL	
Bellevue TPA (1704)	1,279.03	242,785.69	240,906.43	243,576.64	225,752.82	954,300.61	*does not include 1% DOR charge
TPA Revenue Collected by City	August	September	October	November	December	TOTAL	
Bellevue TPA (1704)	1,266.24	240,357.83	238,497.37	241,140.87	223,495.29	944,757.60	*1% DOR charge included
TPA Summary by G/L Account	August	September	October	November	December	TOTAL	
Bellevue TPA 100350100	1,202.29	228,218.55	226,452.05	228,962.04	212,207.65	897,042.58	
Bellevue Admin 100350199	63.95	12,139.28	12,045.32	12,178.83	11,287.64	47,715.02	



TPA Interest Collected	August	September	October	November	December	TOTAL
Total Interest Collected	0.00	43.42	930.34	981.35	981.63	2,936.74
Bellevue TPA Interest 100350100.361900	0.00	33.19	739.18	744.02	762.47	2,278.87

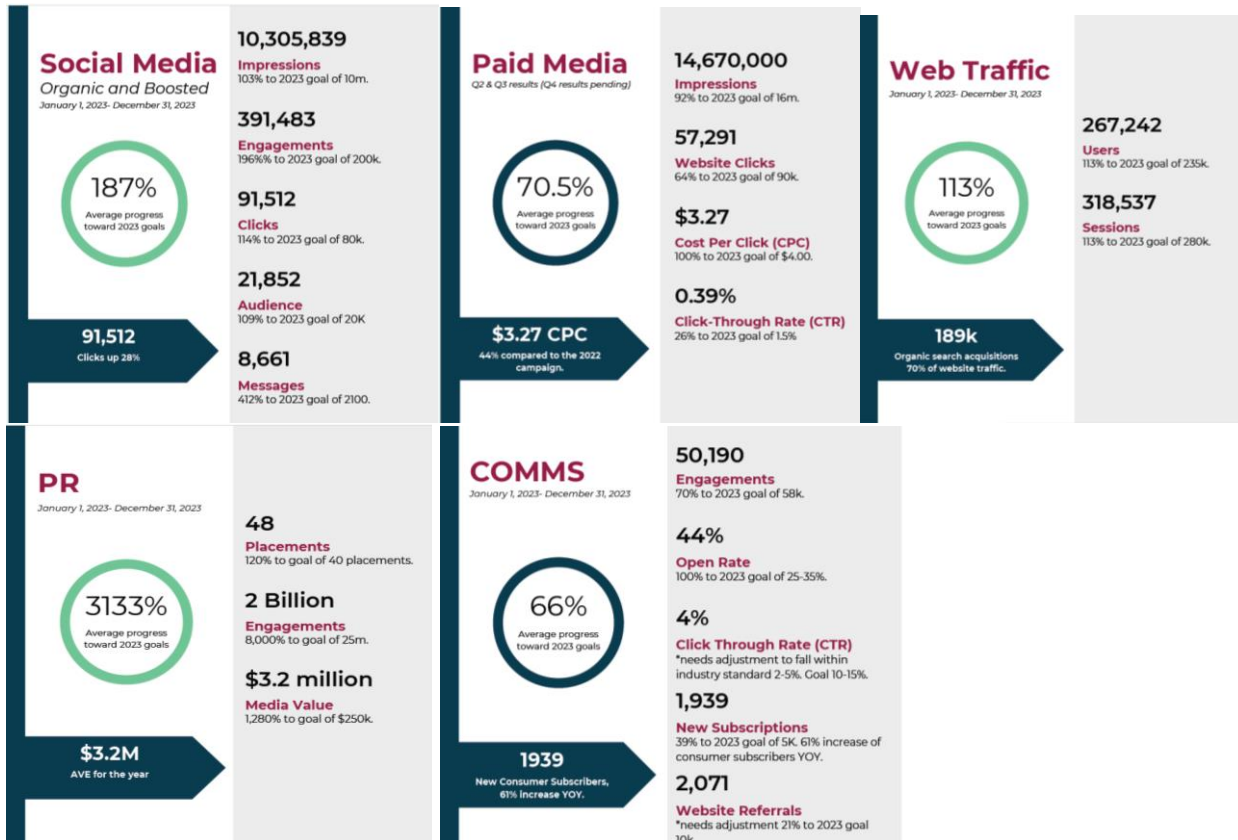
Bellevue Tourism Promotion Area (TPA) - 541	Sept '23	Oct '23	Nov '23	Dec '23	TOTAL
Revenue (Based on previous year occupancy)	\$ 300,000	\$ 310,000	\$ 277,000	\$ 250,000	\$ 3,964,000
Department of Revenue Fee (1%)	\$ 3,000	\$ 3,100	\$ 2,770	\$ 2,500	\$ 33,640
Legislative Authority Fee (Up to 5%)	\$ 15,000	\$ 15,500	\$ 13,850	\$ 12,500	\$ 198,200
Net Revenue	\$ 282,000	\$ 291,400	\$ 260,380	\$ 235,000	\$ 3,726,160
Actual Revenue	\$ 241,624	\$ 238,497	\$ 241,140	\$ 223,495	\$ 944,756
	\$ (40,376)	\$ (52,903)	\$ (19,240)	\$ (11,505)	\$ (124,024)
Contingency					
Contingency (10%)	\$ 30,000	\$ 31,000	\$ 27,700	\$ 25,000	

The next graphic shows our expenses for this period were \$702,361 by department and program of work.

December 31, 2023

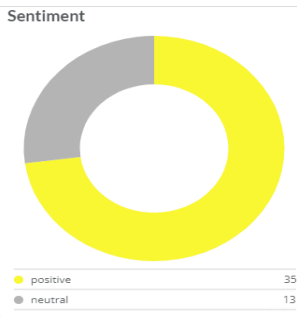
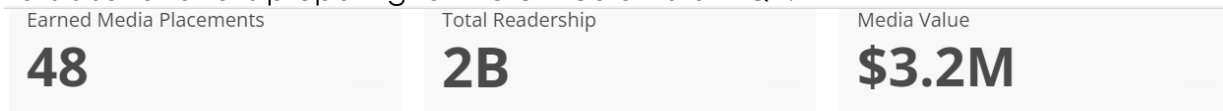
DESCRIPTION	Month to Date				Year to Date				
	Actual	Budget	Variance	Prior Year	YTD Actual	YTD Budget	Variance	Annual Budget	% Expended
REVENUE									
TPA REVENUE	702,361	0	702,361	0	702,361	0	702,361	0	0.00%
Total Revenue	702,361	0	702,361	0	702,361	0	702,361	0	0.00%
Gross Profit	702,361	0	702,361	0	702,361	0	702,361	0	0.00%
EXPENSES									
SALARIES	0	22,500	(22,500)	0	0	135,000	(135,000)	135,000	0.00%
PAYROLL TAXES	0	2,475	(2,475)	0	0	14,850	(14,850)	14,850	0.00%
GROUP MEDICAL INSURANCE	0	2,700	(2,700)	0	0	16,200	(16,200)	16,200	0.00%
Personnel	0	27,675	(27,675)	0	0	166,050	(166,050)	166,050	0.00%
TOURISM DEVELOPMENT	67,768	4,000	63,768	0	229,371	330,000	(100,629)	330,000	69.51%
FESTIVALS AND EVENTS	40,549	13,000	27,549	0	40,935	120,000	(79,065)	120,000	34.11%
ADMIN & RESEARCH	71,982	7,075	64,907	0	89,793	43,108	46,685	43,108	208.30%
DESTINATION SALES	67,167	7,200	59,967	0	128,004	98,111	29,893	98,111	130.47%
MEDIA	3,153	0	3,153	0	3,540	0	3,540	0	0.00%
MARKETING AND COMMUNICATION	38,567	23,000	15,567	0	205,718	210,200	(4,482)	210,200	97.87%
Marketing	289,186	54,275	234,911	0	697,361	801,419	(104,058)	801,419	87.02%
INDIRECT COST ALLOCATION	0	5,000	(5,000)	0	15,000	30,000	(15,000)	30,000	50.00%
Indirect	0	5,000	(5,000)	0	15,000	30,000	(15,000)	30,000	50.00%
Total Expense	289,186	86,950	202,236	0	712,361	997,469	(285,108)	997,469	71.42%
Operating Income	413,175	(86,950)	500,125	0	(10,000)	(997,469)	987,469	(997,469)	1.00%
Net Income	413,175	(86,950)	500,125	0	(10,000)	(997,469)	987,469	(997,469)	1.00%

Marketing & Communications KPI's Summary & Snapshot



Public Relations – Earned Media

Our public relations program just finished our fifth month. The Madden Media public relations team is executing our strategy to focus on awareness, storytelling, and generating overnight visitation. So far, the program has produced 48 placements reaching 2 billion potential readers with a media value of \$3.2m. Recent highlights include Good Housekeeping 20 best places to visit in December, MSN, Yahoo, Travel & Leisure, & Business Insider. The team has hosted four journalists so far and is preparing for more media visits in Q4.



Title	Media Type	Media Outlet	Sentiment	Total Readership	SEO Impact	Article Link
20 Best Places to Travel in December 2023, According to Travel Pros	News	Good Housekeeping	positive	42,992,909	89	View Article
These Are The 10 Best Hotels For Female Solo Travelers In The US	News	www.thetravel.com	positive	2,990,132	66	View Article
Best Seattle Trick-or-Treat Spots & Halloween Activities 2023	News	Tinybeans	neutral	925,318	70	View Article
The best small towns to raise a family in America	News	MSN	positive	129,050,237	94	View Article
10 Best Hotels To Book In The Least Crowded Towns In Washington This Fall	News	www.thetravel.com	positive	2,759,662	66	View Article

Website Traffic



Visit Bellevue website traffic year to date is 268k unique users (+113% of 2023 goal) with 319k page views.



Paid Marketing Campaign

Our 2023 Q3 paid media results (see below and link) produced 8.7 million impressions and 31k click through website sessions. Compared to last year the campaign is producing a solid return on investment and we continue to fine tune our creative approach, awareness, intercept, and bookings. See the [Q3 paid media report HERE](#). Also included in the report is our Q4 media campaign budget, creative and strategy.

We are on pace to surpass our 2023 goal to generate 16 million impressions, 90k website session click throughs, with a \$4 CPC, and 1.5% CTR with our paid media campaign.

Social Media (Organic & Boosted)

Visit Bellevue organic and boosted social media program has been achieving higher, competitive, and best in class standards. Year-end 2023, we have achieved 10.3 million impressions (103% of goal), 391k engagements (196% of goal), 92k clicks (114% of goal) and built our subscription audience to over 22k people (109% of goal). Visit Bellevue generated 8,661 social media messages in 2023. These collective results are all exceeding progress to goal.

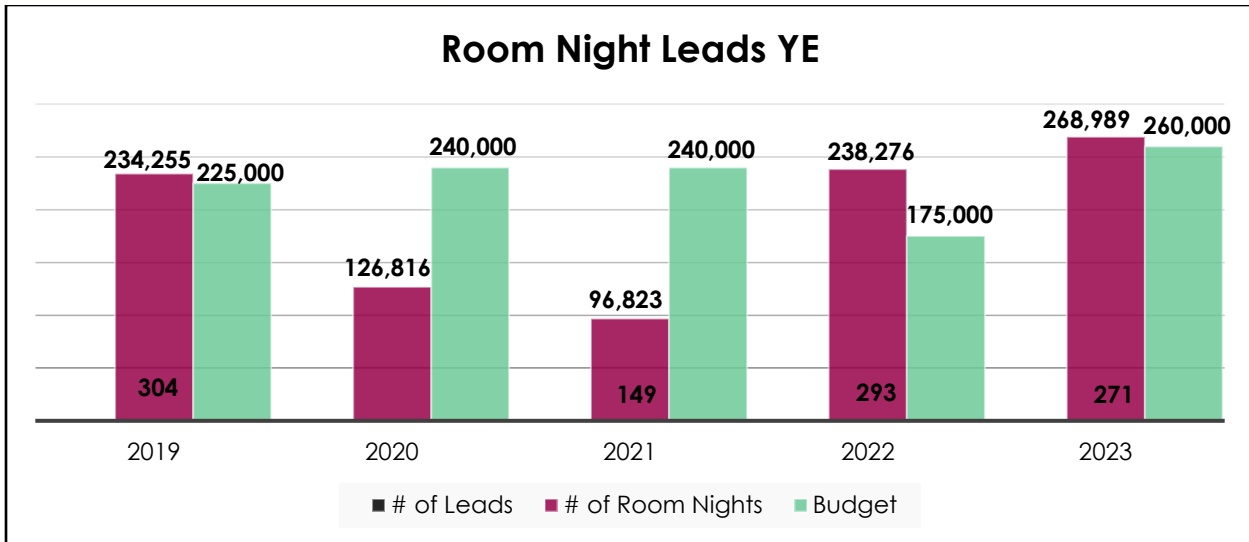
Overseas Marketing

We are working with Pac Rim Marketing as our agency for Bellevue's overseas paid marketing campaign in Japan. We are focusing our efforts on the Japanese market and will be implementing paid marketing budget beginning in February 2024. We have begun buildout on a Japan specific website and our specific programming for the initial 6-month program that will include overseas public relations, media relations and paid & organic social media. The [overseas program plan](#) is posted here.

Visit Bellevue Destination Sales

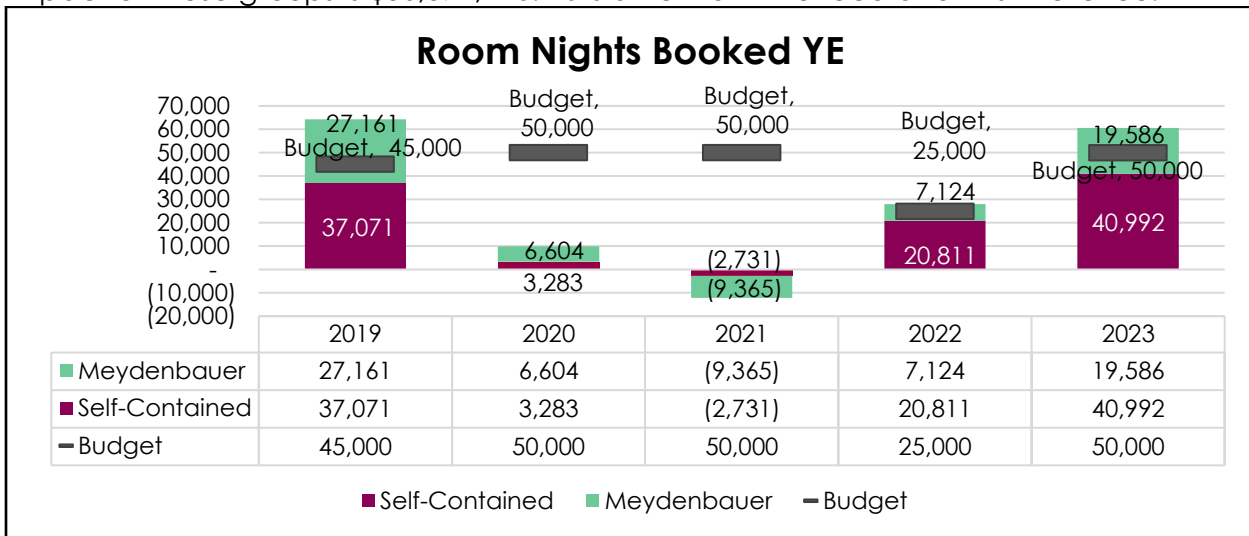
At the close of 2023, the Destination Sales Team generated 271 room night leads which represent 268,989 room nights on a goal of 260,000 room night leads and \$183,821,054 in potential economic impact to Bellevue.

Destination Sales Leads YE 2023



Destination Sales Room Nights Booked YE 2023

At the end of 2023, the Destination Sales Team exceeded the room night booking goal by 140% by contracting 60,578 room nights on a goal of 50,000 room nights. The future economic impact of these groups is \$50,372,226. This is a new all-time record for Visit Bellevue.

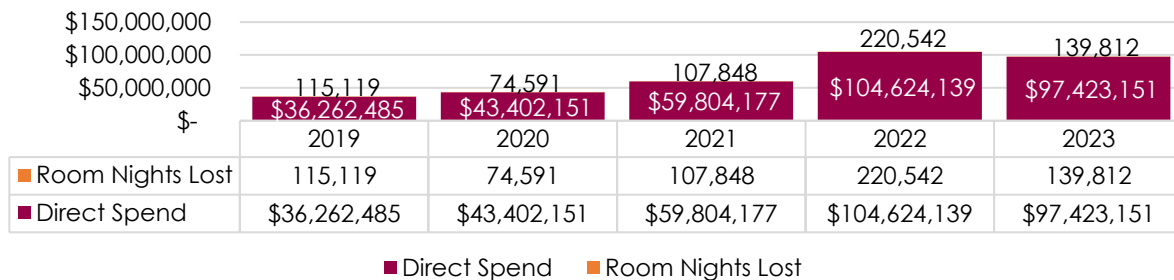


Destination Sales Lost Business YE 2023

The graph below compares lost business from year-end 2019– 2023. The 139,812 room nights lost through December of 2023 represent \$97,423,151 in lost potential direct spend in Bellevue. The 2023 tentative room nights lost are above the five-year average of 131,582.



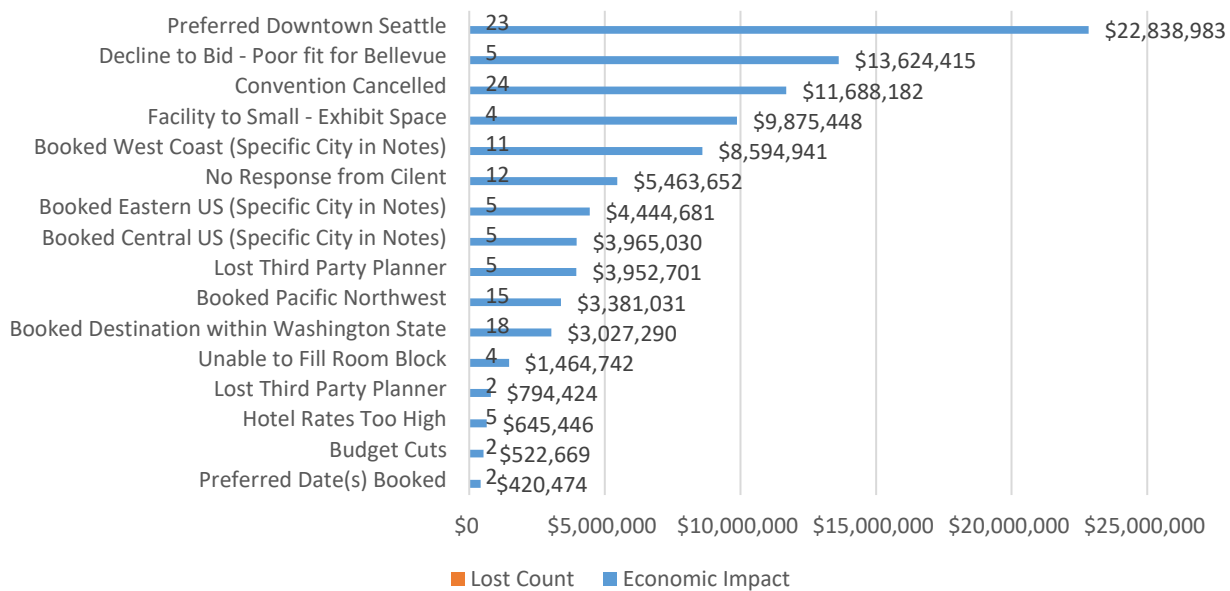
Room Nights Lost Through YE 2019 - 2023



Lost Business Report Detail for YE 2023

The graph below shows the lost business through year-end 2023 by economic impact.

2023 YE Lost Business By Economic Impact



Lost Business by Count YE 2023

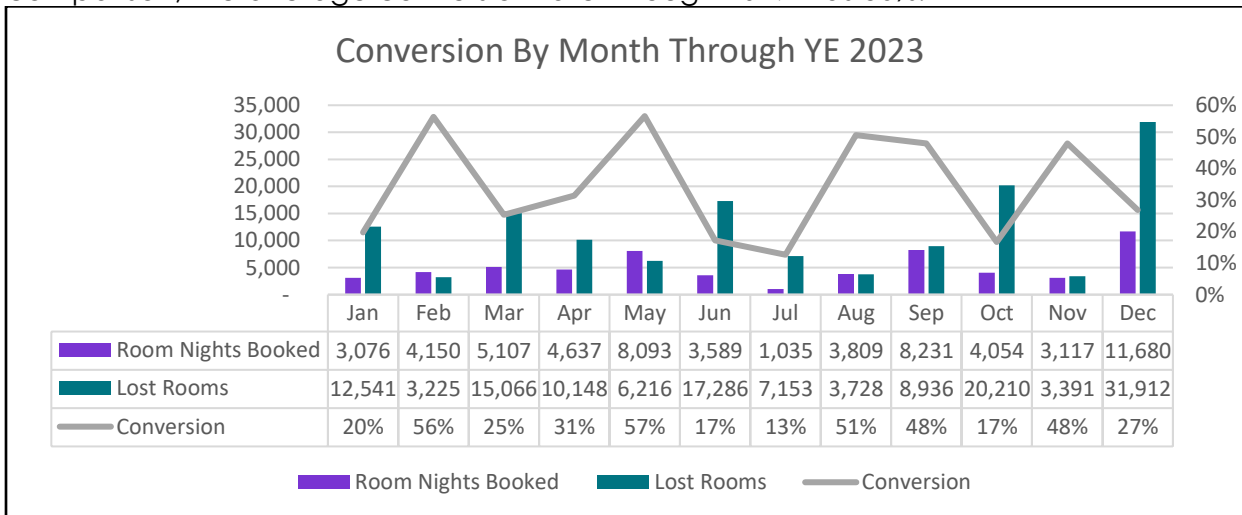
Lost Reason	Economic Impact	Lost Count
Convention Cancelled	\$11,688,182	24
Preferred Downtown Seattle	\$22,838,983	23
Booked Destination within Washington State	\$3,027,290	18
Booked Pacific Northwest	\$3,381,031	15
No Response from Client	\$5,463,652	12



Booked West Coast (Specific City in Notes)	\$8,594,941	11
Hotel Rates Too High	\$645,446	5
Lost Third Party Planner	\$3,952,701	5
Booked Central US (Specific City in Notes)	\$3,965,030	5
Booked Eastern US (Specific City in Notes)	\$4,444,681	5
Decline to Bid – Poor fit for Bellevue	\$13,624,415	5
Unable to Fill Room Block	\$1,464,742	4
Facility too Small – Exhibit Space	\$9,875,448	4
Preferred Date(s) Booked	\$420,474	2
Budget Cuts	\$522,669	2
Rooms to Space Ratio	\$794,424	2

Conversion Report YE 2023

The graph below shows the conversion rate for Visit Bellevue Destination Sales by month through year-end 2023. The average conversion rate through 2023 was 34%. As a comparison, the average conversion rate through 2019 was 36%.



Destination Sales Team Update:

Destination Sales ended 2023 on a high note exceeding the goals for both room night leads and rooms booked. The month included the Senior Destination Sales Manager traveling to DC for the last show of the year which realized two RFP's. The travel schedule for 2024 will be active with travel or shows in every month except, for the time being, February and July. The working theme for 2024 is "Innovate & Elevate: Ignite the Spark of Innovation and Collaboration." We are working closely with our Marketing & Communications team to bring this theme alive and bring to life the innovation, excitement, and spark that every planner can expect for their attendees coming to Bellevue. Preparations are beginning for the first mission of the year when Destination Sales will travel to Denver. There are many similarities between



Bellevue and Denver and the team is eager to engage and ignite the imagination of the meeting planner audience in Denver.

Our Destination Sales Team is also in the process of establishing and activating new third-party partnerships. Some of these include Helms Briscoe, Conference Direct, Lamont & Company, American Express, Cruise Line Industry Association. These partnerships include trade shows, exclusive access to associates, preferred distribution channel exposure, and marketing / communications channels.

BellHop Program

BellHop pilot program service remains busy, during the 2023 five-month service the program provided rides to over 37k passengers averaging about 250 rides a day with a wait time of 9:30 minutes. The busiest hours of service are 3pm – 8pm and the busiest days of the week are Friday & Saturday.

The BellHop Support Committee (made up of community stakeholders) continue to hold meetings with the Circuit team, discussing the program, KPI's, challenges, with a roundtable providing any suggestions or recommendations on an ongoing basis. Our communications, marketing and outreach program continues and you can review our [BellHop website](#) and our Partnership Manager is now actively recruiting funding partners to join Visit Bellevue in 2024 to enable Circuit / BellHop to run year around for 12-months in 2024.



Festivals & Events

Our new festivals & events incubator program has seen early success, and we look forward to the continued growth of this tourism development strategy. During the Q3 & Q4 period of 2023, we hosted Brickcon, Northwest Chocolate Festival, and downtown wine walk as first year festivals supported by the incubator program. Additional events in 2024 include the Fly-Fishing Show and Expo, growth of Wintergrass, an all-new Chefs Showcase culinary event. Other future events are also in the pipeline.

Welcome Center

The new Bellevue mobile welcome center was busy in 2023 particularly during Snowflake Lane and the Holiday period. We have established several winter locations for a four day a week schedule along with key conventions and community events on an ongoing basis. We have



also established new hotel visitor information kiosks in Q4 2023 and will expand to additional hotels in early 2024.

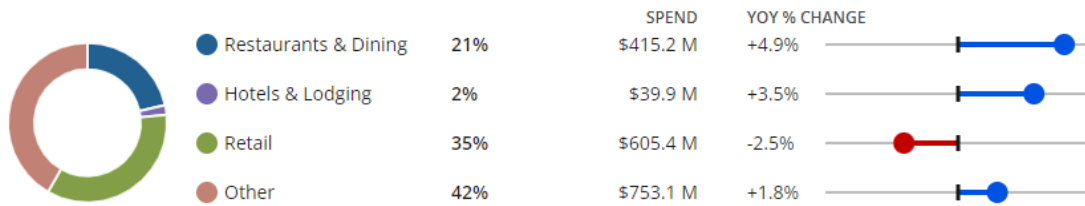
Research & Data Systems

As part of our TPA scope of work, Visit Bellevue has is in-process of onboarding and implementation of two new data insights systems. Zartico is an advanced data insights system powered by geolocation data. Visa Destination Insights will provide us with the industry's most comprehensive domestic and international visitor spending data. The following are snapshots of our major visitor spending trends.

MARKET SEGMENTS

Current Period: JAN (01) – NOV (11) 2023

Here is a breakout of your primary market segments and year-over-year change. Click in the box for more detailed information.



Origin country	Spend	YoY % Change	Card Count	YoY % Change
<input type="checkbox"/> China Mainland	\$11,597,322	+43%	14,783	+46%
<input type="checkbox"/> Canada	\$10,466,189	+21%	47,383	+29%
<input type="checkbox"/> India	\$2,688,957	+10%	6,568	+1%
<input type="checkbox"/> Japan	\$1,547,223	+64%	4,642	+68%
<input type="checkbox"/> Taiwan	\$1,520,830	+57%	2,497	+78%
<input type="checkbox"/> United Kingdom	\$1,443,066	+28%	4,221	+16%