



Memorandum

Date: 6/16/2026
Meeting of: City Council

File No. AM No. 26-094
Type: Consent Item

TO: Members of the City Council
FROM: Mayor Angela Birney
DEPARTMENT DIRECTOR CONTACT(S):

Planning and Community Development	Carol Helland	425-556-2107
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DEPARTMENT STAFF:

Planning and Community Development	Seraphie Allen	Planning Deputy Director
Planning and Community Development	Philly Marsh	Economic Development Manager
Planning and Community Development	Jackie Lalor	Economic Development and Tourism Program Administrator

TITLE:
Acceptance of \$20,000 Port of Seattle Tourism Advertising Grant

OVERVIEW STATEMENT:
Port funds will support geo-targeted Pay Per Click campaigns to target visitors with strong flight connections to SEA Airport. High-performing out-of-state markets will be targeted.

Additional Background Information/Description of Proposal Attached

REQUESTED ACTION:

- Receive Information
- Provide Direction
- Approve

REQUEST RATIONALE:

- **Relevant Plans/Policies:**
EV-22 Support Redmond’s growth as a tourism destination and foster tourism-related initiatives that bring investment and economic benefit.

Adopted 2024 Tourism Strategic Plan:

1.1: Promote Redmond as an intercultural destination by arts, events, and dining options.

1.6: Support Redmond’s transportation programs that provide visitor infrastructure.

1.11: Encourage extending leisure stays during business trips to facilitate additional nights for travelers to experience the destination’s offerings.

Adopted 2024 Economic Development Strategic Plan:

Action 3G.2. Support Redmond’s Tourism Program and the Tourism Strategic Plan to align the City’s tourism efforts for economic impact.

- **Required:**
(RCW) 67.28.1816:
- **Council Request:**
N/A
- **Other Key Facts:**
Timeline of Ads will target the tourism shoulder season of September 2026 - March 2027

OUTCOMES:

This advertising program is specifically structured to generate measurable overnight stays, increase shoulder-season occupancy, and grow visitor spending connected to SEA.

COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:

- **Timeline (previous or planned):**
N/A
- **Outreach Methods and Results:**
N/A
- **Feedback Summary:**
N/A

BUDGET IMPACT:

Total Cost:
\$30,000: \$20,000 Port Grant and \$10,000 lodging tax advertising budget

Approved in current biennial budget: Yes No N/A

Budget Offer Number:
0000304 - Community and Economic Development

Budget Priority:
Vibrant and Connected

Other budget impacts or additional costs: Yes No N/A

If yes, explain:
N/A

Funding source(s):
Lodging Tax

Budget/Funding Constraints:
N/A

Additional budget details attached

COUNCIL REVIEW:

Previous Contact(s)

Date	Meeting	Requested Action
6/2/2026	Committee of the Whole - Planning and Public Works	Provide Direction

Proposed Upcoming Contact(s)

	Meeting	Requested Action
N/A	None proposed at this time	N/A

Time Constraints:

We need a signed contract with the Port of Seattle before we begin advertising.

ANTICIPATED RESULT IF NOT APPROVED:

We would not receive the \$20,000 Port of Seattle grant.

ATTACHMENTS:

Attachment A: Port of Seattle Tourism Advertising Grant Contract