



Memorandum

Date: 5/21/2024  
Meeting of: City Council

File No. AM No. 24-069  
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	Jackie Lalor	Tourism Program Administrator
Planning and Community Development	Philly Marsh	Economic Development Manager
Planning and Community Development	Seraphie Allen	Planning Deputy Director

TITLE:

Approval of Bullseye Creative (Experience Redmond Consultant) Contract Extension, in the Amount of \$104,300

OVERVIEW STATEMENT:

The current Bullseye Creative Contract to manage the Experience Redmond tourism brand ends on June 30, 2024. We are in the process of completing a tourism strategic plan that will help inform this contract scope of work for the next RFP process, and we anticipate adoption of the tourism strategic plan in July. Once adopted, staff estimate needing up to six months to scope and finalize vendor selection for the Experience Redmond brand. Due to this constraint, we are asking for a 7-month extension on the current Bullseye Creative contract to continue managing the Experience Redmond brand at the current contract rate amounting to a cost of \$104,300 for the extension.

Additional Background Information/Description of Proposal Attached

REQUESTED ACTION:

Receive Information       Provide Direction       Approve

REQUEST RATIONALE:

- **Relevant Plans/Policies:**  
Redmond Comprehensive Plan Economic Vitality element: EV-22 Support Redmond’s growth as a tourism destination and foster tourism-related initiatives that bring investment and economic benefit.
- **Required:**  
N/A
- **Council Request:**  
N/A

- **Other Key Facts:**  
N/A

**OUTCOMES:**

The LTAC met on March 5, 2024, and unanimously passed the following recommendation:  
*The LTAC recommends approval of the 7-month Bullseye Creative contract to manage the Experience Redmond tourism brand for \$104,300. (Action: Unanimously Approved 5 yes; 0 no votes)*

**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:**  
\$104,300

**Approved in current biennial budget:**       **Yes**       **No**       **N/A**

**Budget Offer Number:**  
0000040 Community/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 Professional Services

**Budget/Funding Constraints:**  
N/A

- Additional budget details attached**

**COUNCIL REVIEW:**

**Previous Contact(s)**

<b>Date</b>	<b>Meeting</b>	<b>Requested Action</b>
5/7/24	Committee of the Whole - Planning and Public Works	Provide Direction

**Proposed Upcoming Contact(s)**

<b>Date</b>	<b>Meeting</b>	<b>Requested Action</b>
N/A	Nothing proposed at this time	N/A

**Time Constraints:**

Current contract expires June 30, 2024.

**ANTICIPATED RESULT IF NOT APPROVED:**

Management of the Experience Redmond tourism brand website, social media accounts, advertisements, and promotional materials will cease, potentially resulting in a period of inactivity or interruption.

**ATTACHMENTS:**

- Attachment A\_Bullseye Amendment\_Contract 7-month Extension
- Attachment B\_Bullseye Contract Extension 2021-2024 signed
- Attachment C\_March 5 LTAC Meeting DRAFT Minutes