



## Memorandum

**Date:** 6/4/2024  
**Meeting of:** City Council

**File No.** AM No. 24-080  
**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 |
|------------------------------------|---------------|--------------|

**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:**

Adoption of the Redmond Tourism Strategic Plan

**OVERVIEW STATEMENT:**

In October of 2023, Council approved a consultant contract with InterVistas Consulting USA LLC, to work with staff to develop Redmond's first Tourism Strategic Plan. The plan development included broad stakeholder engagement, vision discussion and creation, and formulating goals and related initiatives for stakeholder feedback, prioritization, and industry ranking based on various criteria. This plan is intended to align collective tourism efforts among various stakeholders and serve as direction for Redmond's tourism strategy for a minimum of five years.

☒ **Additional Background Information/Description of Proposal Attached**

**REQUESTED ACTION:**

☐ **Receive Information**      ☐ **Provide Direction**      ☒ **Approve**

**REQUEST RATIONALE:**

- **Relevant Plans/Policies:**  
The Tourism Strategic Plan will advance the Economic Vitality policies set through the Redmond Comprehensive Plan:
  - 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 Tourism Strategic Plan process draws on previous studies and reports, current quantitative and qualitative data, and best practices to develop an aligned and organized suite of goals and initiatives that will guide Redmond's tourism program development and implementation over the next five years.

The Lodging Tax Advisory Committee (LTAC) unanimously recommended Council's adoption of this plan at their April 30, 2024, meeting:

*"The LTAC recommends the City Council adopt the 2024 Redmond Tourism Strategic Plan, which will function as the guiding document for tourism-related functions for Redmond."*

(Passed 5 yes; 0 no)

There are multiple letters of support attached including from the Parks Director, Loreen Hamilton, and various hotel stakeholders.

**COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:**

- **Timeline (previous or planned):**  
The Tourism Strategic Plan process was launched in October 2023 and conducted research, data analysis, and stakeholder engagement. Draft vision, goals, and initiatives will be presented to Council in May and June of 2024 with a final adoption anticipated in July of 2024.
- **Outreach Methods and Results:**  
In addition to incorporating feedback from recent studies and engagement efforts, this planning effort included 45+ stakeholder interviews, 45+ visioning workshop attendees, 20+ focus group attendees, 170 questionnaire contacts with a 50% response rate, and various stakeholder briefing meetings.
- **Feedback Summary:**  
One draft vision statement, four high-level goals with 60+ associated initiatives came through the engagement process.

**BUDGET IMPACT:**

**Total Cost:**  
N/A

**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 - Transferred from the Contingency Fund

Budget/Funding Constraints:

N/A

☐ Additional budget details attached

**COUNCIL REVIEW:**

**Previous Contact(s)**

| Date       | Meeting  | Requested Action  |
|------------|--|-------------------|
| 7/5/2023   | Committee of the Whole - Planning and Public Works | Provide Direction |
| 7/18/2023  | Business Meeting                                   | Approve           |
| 10/3/2023  | Committee of the Whole - Planning and Public Works | Provide Direction |
| 10/17/2023 | Business Meeting                                   | Approve           |
| 5/7/2024   | Committee of the Whole - Planning and Public Works | Provide Direction |
| 5/21/2024  | Business Meeting                                   | Provide Direction |

**Proposed Upcoming Contact(s)**

| Date | Meeting                            | Requested Action |
|------|------------------------------------|------------------|
|      | No meetings proposed at this time. |                  |

**Time Constraints:**

Approval of the plan will provide direction for the 2025/2026 budgeting process and will allow for program implementation through allocated investments.

**ANTICIPATED RESULT IF NOT APPROVED:**

There will be less direction for budget allocations and program implementation.

**ATTACHMENTS:**

Attachment A: May 21 Staff Report Presentation  
Attachment B: DRAFT Vision, Goals, and Initiatives (April 24, 2024)  
Attachment C: Tourism Strategic Plan Draft Low-Resolution  
Attachment D: Parks Director-Letter of Support  
Attachment E: TPA and Hotel Partners  
Attachment F: Short Term Rental and Hotel Map  
Attachment G: DMO Option - Organization Chart