



Memorandum

Date: 10/7/2025
Meeting of: City Council

File No. AM No. 25-148
Type: Staff Report

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	Deputy Director
Planning and Community Development	Philly Marsh	Economic Development Manager
Planning and Community Development	Jackie Lalor	Tourism and Economic Development Administrator
Planning and Community Development	Kristen Raftis	World Cup Program Manager
Planning and Community Development	Domonique Meeks	Small Business Assistance Program Manager
Planning and Community Development	Kim Dietz	Principal Planner and Economic Development Special Projects Program Manager

TITLE:

Economic Development and Tourism Progress Report

OVERVIEW STATEMENT:

Redmond's first economic development strategic plan and tourism development strategic plan provided the roadmap necessary for Redmond to be competitive in economic strength and diversity. Included within the plans are over 200 strategies and actions. This report will provide an update on the first year of implementation, focusing on:

1. New staff and economic development tools
2. Subject matter expertise participation in studies and planning efforts
3. Business relations, including small business assistance, communication, and business attraction
4. Tourism development
5. District development and placemaking
6. Creative Economy

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

REQUESTED ACTION:

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

REQUEST RATIONALE:

- **Relevant Plans/Policies:**
 - Redmond 2050 Comprehensive Plan Economic Vitality Chapter
 - 2024 Economic Development Strategic Plan
 - 2024 Tourism Strategic Plan
- **Required:**

Per the TPA interlocal agreement between the City of Redmond and the City of Bellevue the 2024 TPA annual report is attached
- **Council Request:**

With the adoption of the Economic Development and Tourism Development Strategic Plans, Council requested updates on program development and progress.
- **Other Key Facts:**

N/A

OUTCOMES:

With the implementation of the strategies and development of applicable programs related to economic development, tourism and placemaking, the City of Redmond will advance the City's vision of a connected community that enhances livability, sustains the environment, and leads locally, regionally, and nationally.

COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:

- **Timeline (previous or planned):**

Both the Economic Development Strategic Plan and Tourism Strategic Plan conducted extensive stakeholder outreach and involvement in the development of the strategies adopted.
- **Outreach Methods and Results:**

Quantitative and qualitative methods including questionnaires, interviews and focus groups
- **Feedback Summary:**

Feedback was incorporated into the formation of the adopted strategies.

BUDGET IMPACT:

Total Cost:
N/A

Approved in current biennial budget: ☐ Yes ☐ No ☒ N/A

Budget Offer Number:
Community and Economic Development: 0000304

Budget Priority:
Vibrant and Connected

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

If yes, explain:

N/A

Funding source(s):

General Fund

Budget/Funding Constraints:

N/A

☐ **Additional budget details attached**

COUNCIL REVIEW:

Previous Contact(s)

Date	Meeting	Requested Action
N/A	Item has not been presented to Council	N/A

Proposed Upcoming Contact(s)

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

Time Constraints:

N/A

ANTICIPATED RESULT IF NOT APPROVED:

N/A

ATTACHMENTS:

Attachment A: Economic Development Strategic Plan

Attachment B: Tourism Development Strategic Plan

Attachment C: Year 1 Economic Development and Tourism Strategy Implementation Report

Attachment D: TPA Annual Report

Attachment E: Presentation