



Memorandum

Date: 10/15/2024
Meeting of: City Council

File No. AM No. 24-152
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:
Acceptance of Washington State Tourism Technical Assistance Grant in the Amount of \$10,500

OVERVIEW STATEMENT:

The Washington State Tourism Organization received 96 applicants for its technical assistance grants, and the City of Redmond was one of only 13 organizations awarded the grant. The Technical Assistance Grant will subsidize the cost of industry-specific expertise for tourism-related projects that stimulate economic development for destination communities. The City of Redmond applied for this grant to help with branding and marketing the light rail business districts.

Additional Background Information/Description of Proposal Attached

REQUESTED ACTION:

Receive Information **Provide Direction** **Approve**

REQUEST RATIONALE:

- **Relevant Plans/Policies:**
[Tourism Strategic Plan: < https://www.redmond.gov/DocumentCenter/View/32918/Redmond-Tourism-Strategic-Plan-FINAL-DRAFT >](https://www.redmond.gov/DocumentCenter/View/32918/Redmond-Tourism-Strategic-Plan-FINAL-DRAFT)
 - Goal 1.10: Promote and utilize the light rail stations to increase compression traffic from large events in

other parts of the region such as Seattle.

- Goal 4.7: Encourage district development, placemaking, and branding initiatives to enhance tourism assets, with a particular focus on districts accessible via light rail.
- Goal 4.8: Promote awareness of the Overlake Intercultural District offerings.

[Economic Development Strategic Plan: <](#)

<https://www.redmond.gov/DocumentCenter/View/33419/Redmond-Economic-Development-Strategic-Plan--->>

- 6A: Foster the creation of district organizations that can convene, brand, program, and promote Redmond’s unique business districts.
- 6B: Develop and disseminate a unique, strongly branded identity for Redmond's business districts and pair with programming to grow visitation and business attraction.
- 6C: Leverage light rail and continue to prioritize planning and resources for key investments in growth centers to reinforce unique identities as vibrant cultural and commercial centers.

- **Required:**
Grant acceptance requires Council approval.
- **Council Request:**
N/A
- **Other Key Facts:**
N/A

OUTCOMES:

This grant will help fund the district development work around the Light Rail stations which will further elevate Redmond’s identity. By investing in district development, branding, and placemaking initiatives, we aim to attract tourists and cultivate a sense of place and pride. This grant project will enable us to create compelling narratives for each district, showcasing their unique attractions, businesses, and cultural offerings. This work is planned for Spring of 2025.

Placemaking and district development are two areas of focus within the City of Redmond’s Tourism Strategic Plan and Economic Development Plans.

COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:

- **Timeline (previous or planned):**
February - June 2025
- **Outreach Methods and Results:**
N/A
- **Feedback Summary:**
N/A

BUDGET IMPACT:

Total Cost:
\$25,000 (grant and lodging tax funds)

Approved in current biennial budget: Yes No N/A

Budget Offer Number:
000250 - Community and Economic Development

Budget Priority:
Vibrant and Connected

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

If yes, explain:
The 2025 budget proposals are still in process for Council's approval.

Funding source(s):
Grant and Lodging Tax

Budget/Funding Constraints:
N/A

Additional budget details attached

COUNCIL REVIEW:

Previous Contact(s)

Date	Meeting	Requested Action
10/1/2024	Committee of the Whole - Planning and Public Works	Provide Direction

Proposed Upcoming Contact(s)

Date	Meeting	Requested Action
------	---------	------------------

Time Constraints:
We have to use this grant by the end of June 2025, or we will forfeit the funds.

ANTICIPATED RESULT IF NOT APPROVED:

We risk missing an opportunity to effectively brand and promote these locations in terms of placemaking and district development in anticipation of the light rail opening.

ATTACHMENTS:

Attachment A: Technical Assistance Grant Award Acceptance Document