



Memorandum

Date: 10/17/2023
Meeting of: City Council

File No. AM No. 23-143
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 a contract with InterVISTAS Consulting USA LLC, not to exceed \$75,000, for a Tourism Strategic Plan

OVERVIEW STATEMENT:

Staff recommends that the City Council authorize the Mayor to sign a contract with InterVISTAS Consulting USA LLC to complete a Tourism Strategic Plan for the City.

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

REQUESTED ACTION:

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

REQUEST RATIONALE:

- **Relevant Plans/Policies:**
Comprehensive Plan - EV-18: "Support the economic vitality of the city by encouraging investments in the arts and cultural activities and through the use of superior urban design."
Comprehensive Plan - EV-20: "Implement, in conjunction with business, education and other community partners, the Strategic Plan for Economic Development to...Preserve existing and recruit new jobs within the Target Industry Clusters as identified in the Strategic Plan, which include... Retail and Tourism"
- **Required:**
Council approval is required for contracts exceeding \$50,000
- **Council Request:**
The Council approved a recommendation from the LTAC to seek completion of a Tourism Strategic Plan not to exceed \$80,000 in funding from the lodging tax contingency fund.

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

OUTCOMES:

The objective of this project is to provide clarity on Redmond's tourism program vision and the required programming and coordination necessary to achieve city priorities and opportunities in Redmond as they relate to tourism. The planning process and final deliverable will align the City's tourism efforts into a holistic body of work that reflects Redmond's tourism vision, unique opportunities, and best practices. This process should also involve important stakeholders which may include, but is not limited to, the Lodging Tax Advisory Committee, local hotel leadership staff, local event producers, City and regional tourism partners, and peer city tourism staff.

The Tourism Strategic Action Plan must:

- Include an implementation plan that aligns, organizes, prioritizes, and sequences tourism efforts in a series of program chapters with short-term, medium-term, and long-term strategies including who best to implement.
- Include associated implementation budget range for outlined strategies.
- Set a vision and mission for tourism in Redmond that can be communicated with a variety of audiences.
- Define Key Performance Metrics for Redmond's tourism program.
- Use a process that draws on both quantitative and qualitative data to inform strategies including peer city reviews.
- Inform how lodging tax dollars including reserve funds and TPA funds should best be utilized and invested.
- Inform LTAC and TPA workplan and budget recommendations.
- Create and outline a process to coordinate and create collaboration between the LTAC, and the newly formed Tourism Promotion Area (TPA) - advisory board, including workplan and funding coordination.
- Inform tourism marketing consultant(s) scope of work.

Destination SWOT analysis and strategy analysis should consider:

- Strategies to position and capitalize on Light Rail opening.
- Strategies to partner with neighboring destinations in regional context (i.e., King County Marymoor Park, Bellevue, Woodinville Wine Country etc.)
- Strategies for leveraging Microsoft and other tech and space industry leaders as tourism draw.
- Strategies for Arts and Culture tourism promotion
- Strategies for Outdoor Recreation promotion
- Strategies and criteria for tourism event funding including evaluation of LTAC vs potential TPA event funding.
- Strategies to strengthen tourism marketing reach of funded events.
- Strategies to leverage legacy signature events for maximum tourism draw.
- Strategies and actions to support small businesses through tourism programs.
- Strategies for welcoming and multicultural tourism.
- Strategies to assist hotels with corporate event sales in a post Covid environment.
- Strategies for marketing including tourism feeder market analysis.
- Strategies and tool recommendations for continued tourism data collection

COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:

- **Timeline (previous or planned):**
The project will begin as soon as Council approves the contract and is anticipated to be complete by April 2024.
- **Outreach Methods and Results:**
Broad outreach efforts with stakeholders such as City leadership, event producers, cross-department staff, regional tourism partners, Lodging Tax Advisory Committee (LTAC), hoteliers, visitors, and community member engagement and feedback will be included. A visioning workshop will also be completed. Feedback will be gathered through various engagement methods as well as referencing past community conversations.
- **Feedback Summary:**
TBD

BUDGET IMPACT:

Total Cost:

\$75,000: \$69,000 scope of work plus \$6,000 contingency allowance if necessary. Staff working on the Tourism Strategic Plan are funded through the adopted budget.

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:

The recommendation for this contract amount (up to \$80,000) came from the LTAC and was approved by the Council in July 2023. The expense was approved by the Council to come from the lodging tax contingency fund which is currently around \$787,000.

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
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Proposed Upcoming Contact(s)

Date	Meeting	Requested Action
	No meetings proposed at this time.	N/A

Time Constraints:

The timeline is in alignment to help inform 2025/2026 budget proposals.

ANTICIPATED RESULT IF NOT APPROVED:

If the consultant contract is delayed, the planning process and adoption of the plan will be delayed and could impact the 2025/2026 budget proposal preparations

ATTACHMENTS:

Attachment A InterVISTAS Contract and Exhibits