

Tourism Strategic Plan - Staff Report

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Overview

What is staff seeking from the Council?

- Your support, general feedback, and any questions you have related to the draft strategic plan.

How will this plan will be used?

- Guide alignment and tourism direction for the next 5 years
- Work across departments, various organizations, and tourism partners to accomplish initiatives
- Inform budget proposals for Council's approval



Purpose of strategic plan and why now?

Create a unified tourism understanding and approach for Redmond

Align with other internal programs, goals, and plans

Optimize investments with 2 funding sources now available

Optimize arrival of Light Rail

Inform the upcoming budgeting process and budget proposals

Help inform future tourism marketing contract scope

Lodging Tax Fund Requirements

The fund is generated by a 1% tax on Redmond hotels. Through state law, funding is required to attract external visitors to the City and can be used for:
(a) tourism marketing, (b) special events designed to attract tourist, (c) tourism related facilities

The Joint Legislative Audit and Review Committee (JLARC) requires that all fund recipients annually report on the following metrics per the RCW:



Overall program attendance



People traveling 50 or more miles one way



People traveling and staying overnight in paid accommodations



People traveling from another country or state



Data collection methods used

Stakeholder Engagement



1,000+

Pages of Documents and
Data Summaries Review



National & International
Trend Analysis



45+

1:1 Interview



20+

Focus Group Attendees



45+

Visioning Workshop
Attendees



110+

Community-Wide
Interactions in Developing
this Plan



170+

Questionnaire Outreach
to Stakeholders



20+

Briefing Participants

Vision: A vibrant community where every person is welcomed. Our diversity, active lifestyle, access to nature, and culture of innovation offers experiences that inspire exploration, foster enthusiasm, and leave a lasting impact on all who visit.



Goal #1:
**Enhancing Visitor
Experience**



Goal #2:
**Building
Collaborative
Partnerships**



Goal #3:
**Developing Support
for the Tourism
Industry**



Goal #4:
**Building Destination
Awareness**



Goal #1: Enhancing the Visitor Experience

Example Initiatives

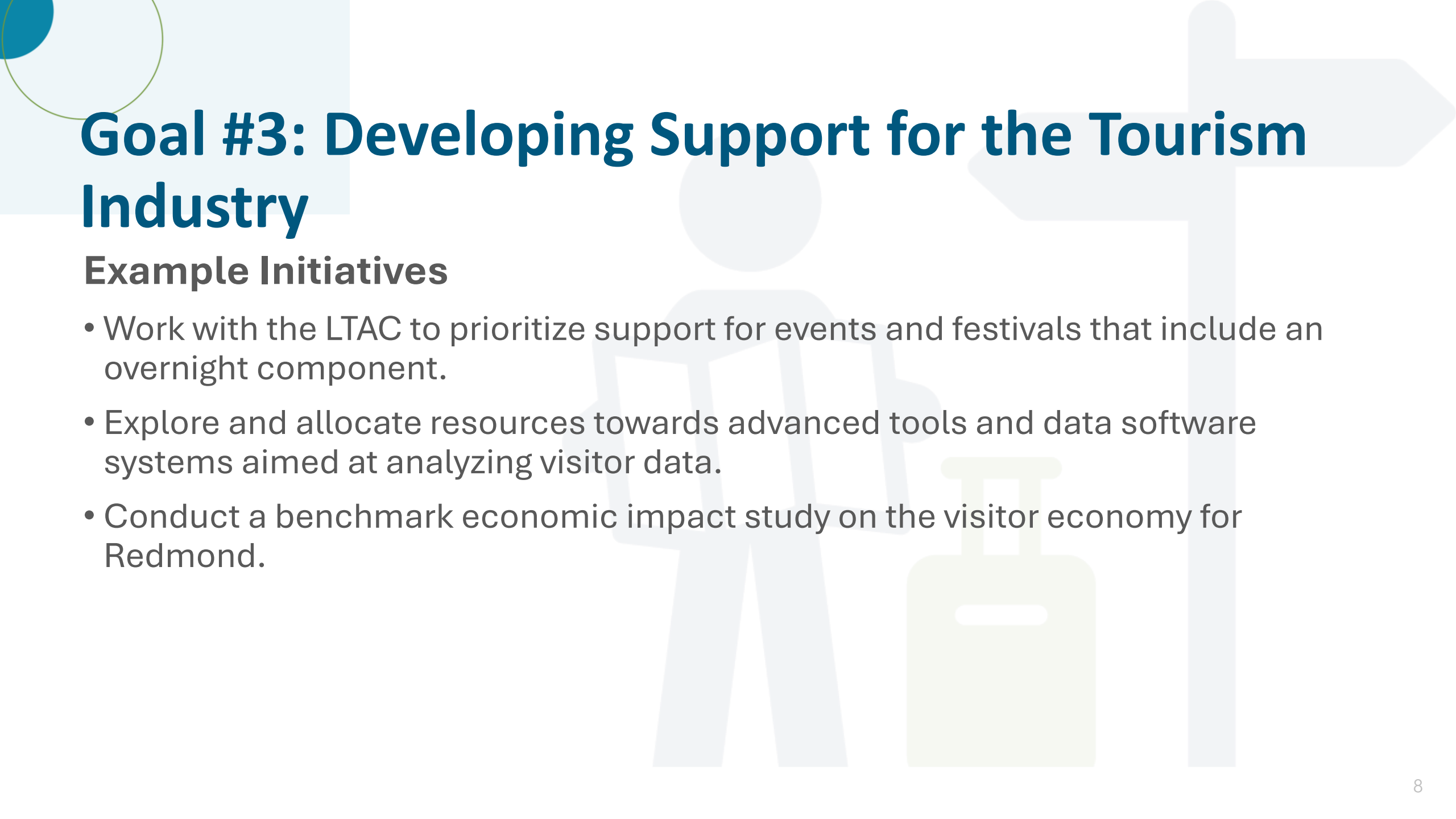
- Promote and utilize the light rail stations to increase compression traffic from large events in other parts of the region such as Seattle.
- Utilize the appeal of Redmond's breweries and proximity to Woodinville Wine Country as foundations for developing effective promotion campaign strategies.
- Encourage the development of retail spaces that will attract culinary, beverage, and nightlife businesses to Redmond.
- Position and promote Redmond as an intercultural destination showcasing various cultures through arts, events, and dining options.



Goal #2: Building Collaborative Partnerships

Example Initiatives

- Strengthen the ongoing relationship with Marymoor Park with regular check-ins, updates, and support for existing events.
- Promote recreational fields, trails, and water for tournaments, competitions, and events to recreational and athletic organizations.
- Develop strong partnerships with restaurant, retail, and entertainment establishments, showcasing them as integral components of the visitor experience through targeted tourism marketing efforts.
- Enhance partnership with Redmond Town Center as a tourism retail asset and a venue for events.



Goal #3: Developing Support for the Tourism Industry

Example Initiatives

- Work with the LTAC to prioritize support for events and festivals that include an overnight component.
- Explore and allocate resources towards advanced tools and data software systems aimed at analyzing visitor data.
- Conduct a benchmark economic impact study on the visitor economy for Redmond.



Goal #4: Building Destination Awareness

Example Initiatives

- Leverage Redmond's innovations in space, gaming, and technology in tourism promotion.
- Track visitor segmentation and partner with media influencers that reach Redmond's diverse traveler populations.
- Leverage Redmond's historic downtown core and historic assets for destination branding and asset development.
- As Redmond continues to expand, prioritize additional investments in storytelling and the development of digital photo and video assets.

Council Areas of Interest

- Improve data and research
- Tourism program management
 - 2023 budget allocated \$12,000 in lodging tax funding for administrative support
 - ARPA funds covered current level of staffing costs at \$90,000
- Budget process
 - Informed by recommendations within this plan
 - Staff will work with LTAC to create a budget recommendation for Council
- Destination Marketing Organization (DMO) structure
- Additional areas of support mentioned at the last meeting:
 - Future cycling event
 - Planning for transportation for residents as well as visitors
 - Extending stays into the weekend
 - Visitor Center



**Are there any
comments or
questions?**