



Memorandum

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

**File No.** AM No. 24-153  
**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	Seraphie Allen	Planning Deputy Director
Planning and Community Development	Philly Marsh	Economic Development Manager
Planning and Community Development	Jackie Lalor	Tourism Program Administrator

**TITLE:**

Approval of a Consultant Agreement with Bullseye Creative, in the Amount of \$525,000, for Support of the Experience Redmond Tourism Brand

**OVERVIEW STATEMENT:**

The 3-year consultant agreement with Bullseye Creative, valued at \$525,000, is intended to support City staff with specific elements of marketing, promotion, and daily task management of the Experience Redmond tourism brand. This contract is envisioned as a collaborative effort between the consultant and City staff.

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

**REQUESTED ACTION:**

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

**REQUEST RATIONALE:**

- **Relevant Plans/Policies:**  
Redmond Comprehensive Plan: These investments will help advance the Economic Vitality policies set through the Redmond Comprehensive Plan.

[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)

This contract aligns with all the outlined goals and supports a majority of the specific initiatives detailed in the Tourism Strategic Plan. Below are the key goals this contract will help achieve:

- Goal 1: Enhancing Visitor Experience
- Goal 2: Building Collaborative Partnerships
- Goal 3: Developing Support for the Tourism Industry
- Goal 4: Building Destination Awareness

[Economic Development Plan:](#) <

[https://www.redmond.gov/DocumentCenter/View/33419/Redmond-Economic-Development-Strategic-Plan---](https://www.redmond.gov/DocumentCenter/View/33419/Redmond-Economic-Development-Strategic-Plan--->)

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Strategy 3G: Leverage and support tourism assets and initiatives in alignment with the Tourism Strategic Plan for continued cluster awareness and growth.

- Action 3G.1. Continue efforts to develop and offer diverse and inclusive arts, recreational, and cultural programming that draws visitors to Redmond.
- Action 3G.2. Support Redmond's Tourism Program and the Tourism Strategic Plan to align the City's tourism efforts for economic impact.
- Action 3G.3. Leverage and promote Redmond and the surrounding area amenities to attract increased visitation (including Marymoor Park, Woodinville Wine Country, Sammamish Valley, and Lake Sammamish).
- Action 3G.4. Leverage corporate tourism visits for future business investment in Redmond.
- **Required:**
- [\(RCW\) 67.28.1816](#) <<https://app.leg.wa.gov/RCW/default.aspx?cite=67.28.1816>> authorizes the use of lodging tax funds for tourism marketing and the marketing and operations of special events and festivals designed to attract tourists.
- Council approval is required to award a Consultant Services agreement that exceeds \$50,000 (2018 City Resolution 1503).
- **Council Request:**  
N/A
- **Other Key Facts:**  
N/A

#### **OUTCOMES:**

Approving this contract will ensure the city remains on track with the ongoing Experience Redmond initiatives, preventing any lapse in services. Additionally, it will support efforts to fulfill the workload related to the recently adopted Tourism Strategic Plan.

The Experience Redmond brand and tourism program prioritizes attracting new overnight visitors and aims to boost the local economy by promoting hotels, restaurants, meeting rooms, activities, events, and small businesses, drawing both residents and visitors to Redmond's many attractions. This contract is funded by a 1% lodging tax collected by the City of Redmond and it supports the growing inventory of 10 hotels in the area and enhances efforts to establish Redmond as a premier destination.

The scope of work will complement the ongoing efforts of City staff in contributing to the recently adopted Tourism Strategic Plan.

**COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:**

- **Timeline (previous or planned):**  
January 1, 2025 - December 31, 2027
- **Outreach Methods and Results:**  
RFP Process - RFP 10830-24:

The scoring committee reviewed and scored 9 proposals through the Request for Proposal (RFP) process.

- **Feedback Summary:**  
N/A

**BUDGET IMPACT:**

**Total Cost:**  
\$525,000

**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):**  
Lodging Tax: Professional Services

**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
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**Time Constraints:**

The current Experience Redmond contract extension is valid through January 31, 2025. To ensure continuity of services, we need to have a new contract in place before this date.

**ANTICIPATED RESULT IF NOT APPROVED:**

If not approved, management of the Experience Redmond tourism brand website, social media accounts, advertisements, and promotional materials will cease, potentially resulting in a period of inactivity or interruption.

**ATTACHMENTS:**

Attachment A\_DRAFT Bullseye Creative Contract 2025-2027

Attachment B\_RFP 10830-24\_Scope of Work\_FINAL

Attachment C\_Bullseye Creative RFP Response