



Memorandum

Date: 3/4/2025
Meeting of: City Council

File No. AM No. 25-012
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	Deputy Director
Planning and Community Development	Philly Marsh	Economic Development Manager
Planning and Community Development	Jackie Lalor	Tourism Program Administrator

TITLE:

Approval of a 3-Year Contract with GreenRubino, for Tourism Public Relation Services, in the Amount of \$225,000

OVERVIEW STATEMENT:

In alignment with the 2025-2026 budget, the Lodging Tax Advisory Committee (LTAC) recommended, and the Council approved, an annual Tourism Public Relations budget of \$60,000. Additional funding of up to \$15,000 a year will be sourced from grants and other funding opportunities to make the total annual Public Relations expense \$75,000.

Following a comprehensive RFP process, staff received 10 proposals from Public Relations agencies. After two rounds of scoring by a review panel, GreenRubino, an agency based in Seattle, was selected for the contract. The agency will leverage its expertise to enhance Redmond's tourism initiatives and outreach efforts. They will collaborate closely with the current tourism marketing consultant and operate under the management and direction of City staff.

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

REQUESTED ACTION:

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

REQUEST RATIONALE:

Relevant Plans/Policies:

- 2050 Comprehensive Plan EV-22 Support Redmond's growth as a tourism destination and foster tourism-related initiatives that bring investment and economic benefit.

Tourism Strategic Plan:

- 1.3: Track visitor segmentation and partner with media influencers that reach Redmond's diverse traveler

populations.

- 1.9: Consider investment in targeted publications through advertising buys and earned media.

2024 Economic Development Strategic Plan:

- Action 6B.1. Foster development and branding of unique destinations that celebrate heritage, culture, and diversity, and help to retain current residents and draw new residents, visitors, and investment.
- Action 3G.2. Support Redmond's Tourism Program and the Tourism Strategic Plan to align the City's tourism efforts for economic impact.
- **Required:**
RCW 39.26.120 <<http://app.leg.wa.gov/RCW/default.aspx?cite=39.26.120>> - Competitive Solicitations
- **Council Request:**
N/A
- **Other Key Facts:**
At the June 11, 2024, LTAC meeting, the LTAC unanimously recommended a Public Relations budget of \$60,000 per year for 2025-2026. Council approved this budget in November 2024.

OUTCOMES:

Positive media exposure for Redmond as a tourism destination resulting in additional visitors and economic impact for the city.

COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:

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

BUDGET IMPACT:

Total Cost:

\$225,000

Year 1: \$72,000 PR Agency fees + \$3,000 additional (FAM Tours/Paid Ads/Travel Expenses etc.)

**more agency hours are expected in year 1 for onboarding, discovery, and creative*

Year 2: \$60,000 PR Agency fees + \$15,000 additional (FAM Tours/Paid Ads/Travel Expenses etc.)

Year 3: \$60,000 PR Agency fees + \$15,000 additional (FAM Tours/Paid Ads/Travel Expenses etc.)

Approved in current biennial budget:

☒ **Yes**

☐ **No**

☐ **N/A**

Budget Offer Number:

0000304-Community and Economic Development

Budget Priority:

Vibrant and Connected

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

If yes, explain:

Additional contract above \$60,000 a year will be covered by other funding sources and grants.

Funding source(s):

Lodging Tax Fund

Budget/Funding Constraints:

N/A

☐ **Additional budget details attached**

COUNCIL REVIEW:

Previous Contact(s)

Date	Meeting	Requested Action
2/4/2025	Committee of the Whole - Planning and Public Works	Provide Direction

Proposed Upcoming Contact(s)

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

Time Constraints:

We are anticipating starting the PR contract on March 10.

ANTICIPATED RESULT IF NOT APPROVED:

In the absence of a PR agency, the City may face limitations in effectively promoting Redmond as a tourism destination, particularly in preparation for the 2026 World Cup event. This would result in missed opportunities to attract visitors, support local businesses, and drive economic growth during a critical time for Redmond and the region.

ATTACHMENTS:

Attachment A_RFP Scope of Work

Attachment B_Consulting Services Agreement

Attachment C_RFP 10850-24 GreenRubino Response