



Memorandum

Date: 5/21/2024
Meeting of: City Council

File No. AM No. 24-075
Type: Staff Report

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:
Tourism Strategic Plan

OVERVIEW STATEMENT:

In October of 2023, Council approved a consultant contract with InterVistas Consulting USA LLC, to work with staff to develop Redmond’s first Tourism Strategic Plan. The plan development included broad stakeholder engagement, vision discussion and creation, and formulating goals and related initiatives for stakeholder feedback, prioritization, and industry ranking based on various criteria. This plan is intended to align collective tourism efforts among various stakeholders and serve as direction for Redmond’s tourism strategy for a minimum of five years.

Additional Background Information/Description of Proposal Attached

REQUESTED ACTION:

Receive Information Provide Direction Approve

REQUEST RATIONALE:

- **Relevant Plans/Policies:**
The Tourism Strategic Plan will advance the Economic Vitality policies set through the Redmond Comprehensive Plan:
 - EV-22 Support Redmond’s growth as a tourism destination and foster tourism-related initiatives that bring investment and economic benefit.
- **Required:**
N/A
- **Council Request:**
N/A

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

OUTCOMES:

The Tourism Strategic Plan process draws on previous studies and reports, current quantitative and qualitative data, and best practices to develop an aligned and organized suite of goals and initiatives that will guide Redmond’s tourism program development and implementation over the next five years.

The Lodging Tax Advisory Committee (LTAC) unanimously recommended Council’s adoption of this plan at their April 30, 2024, meeting:

“The LTAC recommends the City Council adopt the 2024 Redmond Tourism Strategic Plan, which will function as the guiding document for tourism-related functions for Redmond.”

(Passed 5 yes; 0 no)

There are multiple letters of support attached including from the Parks Director, Loreen Hamilton, and various hotel stakeholders.

COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:

- **Timeline (previous or planned):**
The Tourism Strategic Plan process was launched in October 2023 and conducted research, data analysis, and stakeholder engagement. Draft vision, goals, and initiatives will be presented to Council in May and June of 2024 with a final adoption anticipated in July of 2024.
- **Outreach Methods and Results:**
In addition to incorporating feedback from recent studies and engagement efforts, this planning effort included 45+ stakeholder interviews, 45+ visioning workshop attendees, 20+ focus group attendees, 170 questionnaire contacts with a 50% response rate, and various stakeholder briefing meetings.
- **Feedback Summary:**
One draft vision statement, four high-level goals with 60+ associated initiatives came through the engagement process.

BUDGET IMPACT:

Total Cost:
N/A

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:

N/A

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
10/17/2023	Business Meeting	Approve
5/7/2024	Committee of the Whole - Planning and Public Works	Provide Direction

Proposed Upcoming Contact(s)

Date	Meeting	Requested Action
6/11/2024	Study Session	Provide Direction
7/2/2024	Committee of the Whole - Planning and Public Works	Provide Direction
7/16/2024	Business Meeting	Approve

Time Constraints:

Approval of the plan will provide direction for the 2025/2026 budgeting process and will allow for program implementation through allocated investments.

ANTICIPATED RESULT IF NOT APPROVED:

There will be less direction for budget allocations and program implementation.

ATTACHMENTS:

- Attachment A: May 21 Staff Report Presentation
- Attachment B: DRAFT Vision, Goals, and Initiatives (April 24, 2024)
- Attachment C: Tourism Strategic Plan Draft Low-Resolution
- Attachment D: Parks Director_Letter of Support
- Attachment E: TPA and Hotel Partners

Attachment F: Short Term Rental and Hotel Map
Attachment G: DMO Option - Organization Chart