



City of Redmond

15670 NE 85th Street
Redmond, WA

Memorandum

Date: 11/18/2025

Meeting of: City Council

File No. AM No. 25-170

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
Finance	Haritha Narra	Deputy Director
Planning and Community Development	Philly Marsh	Economic Development Manager
Planning and Community Development	Kim Dietz	Principal Planner
Finance	Denise Shinoda	Program Coordinator, Business Licensing

TITLE:

Award of a Business License Process, Policy and Compliance Evaluation and Recommendation Contract to Strategica, Inc., in the Amount of \$150,000

OVERVIEW STATEMENT:

As part of the 2025-2026 budget, the City Council approved funding for a Business License Study. This study will research Redmond's current business license landscape, conduct a comparative analysis and best practices of peer cities' process and policies, an audit to understand gaps in compliance and revenue leakage, recommendations to obtain full business compliance, business license review process improvement policy changes, and reporting recommendations.

Additional Background Information/Description of Proposal Attached

REQUESTED ACTION:

Receive Information

Provide Direction

Approve

REQUEST RATIONALE:

• Relevant Plans/Policies:

Redmond 2050 Comprehensive Plan

EV-8: Monitor the performance of economic development policies and strategies in business diversity, middle-wage job creation, and reduction of displacement risks. Identify and track key economic and demographic metrics to help the city evaluate the effectiveness of local economic strategies and

achievement of equitable outcomes.

Economic Development Strategic Plan

Action 1A.4. Encourage business licensing audit to ensure business license compliance for accurate data reporting and revenue generation.

- **Required:**
Council Approval is required for contracts over \$50,000
- **Council Request:**
N/A
- **Other Key Facts:**
N/A

OUTCOMES:

The contract to Strategica outlines an agreement to provide professional services to conduct a comprehensive business license study.

COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:

- **Timeline (previous or planned):**
2024 Economic Development Plan Outreach
- **Outreach Methods and Results:**
Questionnaire, focus groups and interviews
- **Feedback Summary:**
Feedback imbedded into the Comprehensive Plan Policies and Economic Development Strategic Plan

BUDGET IMPACT:

Total Cost:
\$150,000

Approved in current biennial budget: Yes No N/A

Budget Offer Number:
0000304

Budget Priority:
Vibrant and Connected

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

If yes, explain:
N/A

Funding source(s):
General Fund

Budget/Funding Constraints:

N/A

Additional budget details attached

COUNCIL REVIEW:

Previous Contact(s)

Date	Meeting	Requested Action
11/3/2025	Committee of the Whole - Planning and Public Works	Provide Direction

Proposed Upcoming Contact(s)

Date	Meeting	Requested Action
N/A	None proposed at this time	N/A

Time Constraints:

Implementation of recommendations from study would be delayed and impact business assistance.

ANTICIPATED RESULT IF NOT APPROVED:

The city would continue to struggle with accurate data representation of businesses in Redmond.

ATTACHMENTS:

Attachment A: Contract with Strategica, Inc.

Attachment B: RFP Response