



## 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