



Memorandum

Date: 1/21/2025
Meeting of: City Council

File No. AM No. 25-005
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
------------------------------------	---------------	--------------

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:

Authorize the Acceptance of a \$100,000 Grant from the Washington Department of Commerce for Activities Related to Promoting Tourism in Advance of the 2026 World Cup Games

OVERVIEW STATEMENT:

In support of the Council approved World Cup budget offer and work plan, staff applied and received a \$100,000 grant from the Washington Department of Commerce for activities related to promoting tourism in advance of the 2026 FIFA World Cup. The scope of work and deliverables support items already planned for World Cup activations including, staffing costs, marketing and public relation efforts, and district development event activations.

To qualify for the grant, staff demonstrated the negative financial impacts of the pandemic, citing a 66% decrease in the lodging tax fund during that period.

Additional Background Information/Description of Proposal Attached

REQUESTED ACTION:

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

REQUEST RATIONALE:

- **Relevant Plans/Policies:**
2024 Economic Development Strategic Plan:
- Action 6C.5 Leverage large regional events, such as the World Cup to attract visitors to Redmond for economic impact.
- 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.
- Action 3G.1. Continue efforts to develop and offer diverse and inclusive arts, recreational, and cultural programming that draws visitors to Redmond.

2024 Tourism Strategic Plan:

- Promote and utilize the light rail stations to increase compression traffic from large events in other parts of the region such as Seattle.
- Position and promote Redmond as a recreation destination within the region.
- Engage with the Seattle Sports Commission to bid on future events and leverage their network to extend Redmond’s reach and visibility as a host destination and accommodation supplier for local and regional activities.
- Encourage district development, placemaking, and branding initiatives to enhance tourism assets, with a particular focus on districts accessible via light rail.
- **Required:**
Grant acceptance requires Council approval.
- **Council Request:**
N/A
- **Other Key Facts:**
N/A

OUTCOMES:

Create an unforgettable experience for visitors, athletes, and residents by showcasing Redmond’s connectivity to the region, celebrating our diverse culture, and fostering an atmosphere of excitement and hospitality. Through strategic partnerships and innovative initiatives, Redmond will be positioned as a premier hub for World Cup fan stays, celebrations, and viewings throughout the 2026 event and result in:

- Positive Branding and Promotion of Redmond
- Attraction of Visitation and Spending for Economic Impact
- Legacy Coalition Building for District Development and Branding
- Lasting Community Pride and Connection
- A Safe and Enjoyable Experience for the Redmond Community

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:

This grant is for \$100,000. No additional or new costs to the City will be incurred. Staff working on this program are funded through the adopted budget.

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:

The grant does not require matching funds and scope of work is already part of work plan.

Funding source(s):

State of Washington Department of Commerce Grant - ARPA funded

Budget/Funding Constraints:

Grant must be expended by June 30, 2025

Additional budget details attached

COUNCIL REVIEW:

Previous Contact(s)

Date	Meeting	Requested Action
1/7/2025	Committee of the Whole - Planning and Public Works	Receive Information

Proposed Upcoming Contact(s)

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

Time Constraints:

Due to ARPA funding constraints, funds must be spent by June 30, 2025.

ANTICIPATED RESULT IF NOT APPROVED:

There will be less funding to support World Cup activities.

ATTACHMENTS:

Attachment A: Grant Contract