

City of Redmond

Tourism Promotion

PROGRAM
OVERVIEW



City of Redmond
WASHINGTON

History and Purpose

The purpose of the City of Redmond Tourism program is to attract visitors to Redmond – especially overnight visitors who stay in Redmond hotels – by funding tourism marketing and the operations of special events. The Tourism program was developed, and lodging tax established, in 1998. Funding, oversight of the program, and spending of the lodging tax funds are operated in accordance with the lodging tax regulations set forth by the Revised Code of Washington.



Budget

Funding for this program is made possible through revenues Redmond collects from a one percent (1%) lodging tax on the rental of hotel/overnight rooms in Redmond. In 2017 revenues began to steadily increase with the addition of several new hotels in Redmond.

HOW THE MONEY CAN BE SPENT PER RCW 67.28.1816

Lodging tax revenues under this chapter may be used directly by any municipality or indirectly through a convention and visitors bureau or destination marketing organization for:

1. Tourism marketing;
2. The marketing and operations of special events and festivals designed to attract tourists;
3. Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district created under chapters 35.57 and 36.100 RCW; or
4. Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec. 501(c)(6) of the internal revenue code of 1986, as amended

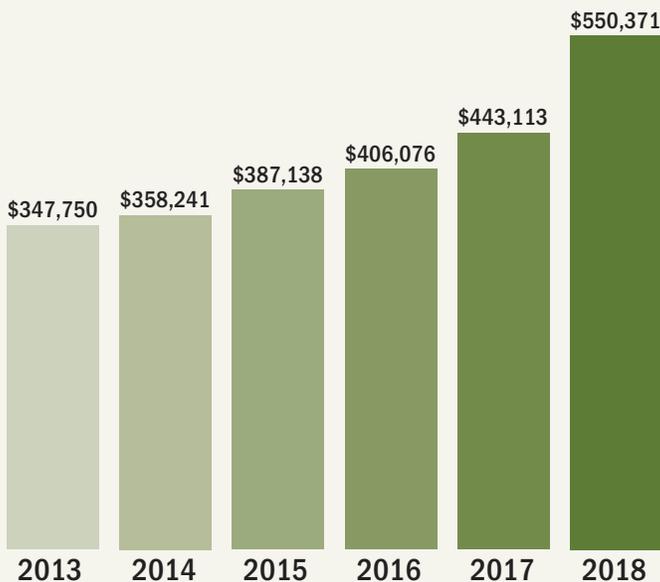
REPORTING

Details of how the City spends lodging tax funds are reported annually to Washington State via the Joint Legislative Auditing Committee. Reporting is completed each spring for the prior year's spending.

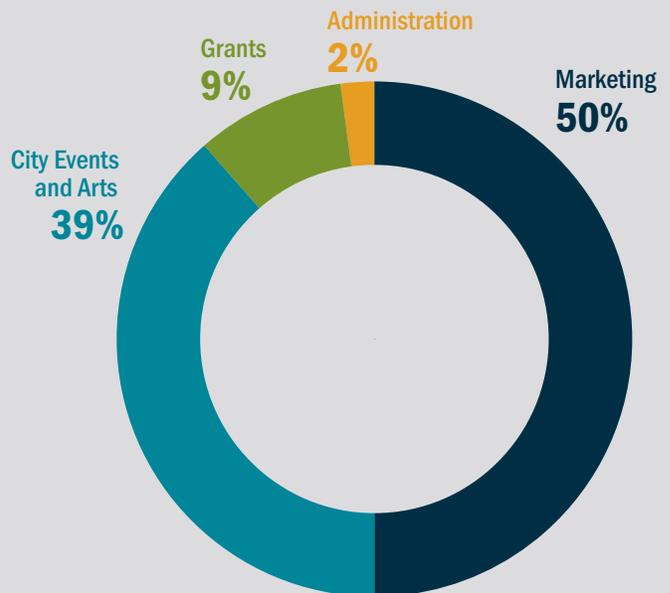
FUND BALANCE

Each year, the Tourism budget is created based off of forecasted revenues to come in over the course of the following year. If there are unused funds at the end of the year, excess revenues go into a fund balance. As responsible stewards of the funds, the City budgets very conservatively. Fund balance can be spent according to the same regulations detailed in RCW 67.28.1816.

HISTORICAL ANNUAL REVENUE AMOUNTS FROM LODGING TAX IS AS FOLLOWS



IN 2005, REDMOND CITY COUNCIL APPROVED THE DISTRIBUTION OF FUNDS TO BE AS FOLLOWS





Tourism Program Elements

THE CITY'S TOURISM PROGRAM CONSISTS OF THE FOLLOWING THREE MAIN ELEMENTS:

1. Marketing and promotions to drive visitors to Redmond
2. Event grant opportunities provided to external event producers
3. Event funding provided to events produced by the City of Redmond

MARKETING PROGRAM DETAILS

The Lodging Tax funding structure allows 50 percent of the Lodging Tax revenue to be dedicated to a tourism marketing program, currently facilitated by Bullseye Marketing. Bullseye Marketing is currently under a three-year contract from July 1, 2018 through June 30, 2021 with the option to renew for three years.

While under contract, Bullseye Creative will provide the following services to the City of Redmond: implement the Experience Redmond tourism program; provide strategic planning; develop content for print and digital media; refine and maintain the ExperienceRedmond.com website; maintain the Redmond business directory; evaluate and place promotions, media buys and advertising; and identify and secure new tourism opportunities through a proactive tourism recruitment strategy.

EVENT GRANT DETAILS

Event Grant Applications: applications for tourism event grant funds will be accepted between October 1st and 31st of each year, for events taking place the following year. Applications may be submitted via hard copy or online. Applicants will be disqualified for an incomplete or ineligible application.

Review & Approval: Qualifying applications will be evaluated on a competitive basis using the official Tourism Promotion Program funding criteria and guidelines. Funding recommendations will be forwarded to the Mayor and Council, with the City Council making the final decisions on project approval and funding levels. The Lodging Tax funding structure allows up to 9 percent of the Lodging Tax revenue to be dedicated to awarding event grant funds.

Notification: A Memorandum of Understanding will be sent to successful applicants, along with a Project Summary Report form (PDF).

Project Completion: When the project is completed, applicants will complete and return the Project Summary Report (PDF) with a final invoice and supporting expense documentation as soon as possible after the event and by no later than December 15 of the year the event took place.

GRANT PROGRAM REQUIREMENTS:

Eligibility: Each applicant will define the service to be provided or the project to be implemented. The project must comply with state statutes and City ordinances governing the use of Tourism Promotion Program funds.

The applicant must also indicate:

- How any monies received will result in increases in the number of people traveling for business or pleasure on a trip
- How it will carry out the project
- How it will account for the expenditure of program funds

Scope of Work: The applicant will submit a scope of work that describes the project in detail.

Time Line: The scope of work will include a schedule indicating the timing of the overall project and its major steps or tasks.

Project Evaluation Criteria: The applicant will explain how the project meets the criteria developed by the Lodging Tax Advisory Committee and adopted by the Redmond City Council.

Project Budget: The project budget will include a description of the items needed to complete the project, the amount of City funds requested, the applicant's other revenue sources for this project, and the total cost of the project.

Memorandum of Understanding: Each applicant selected for funding will be required to enter into a Memorandum of Understanding with the City of Redmond.

The Memorandum of Understanding will cover:

- Definition of eligible costs
- Legal requirements
- Limits of City liability
- Project goals
- Specification of payment procedures

Reporting - Project Summary Report: As a contractual condition, each funded project applicant must submit a final report and invoice with backup receipts at the end of the project and may be required to submit periodic progress reports during the course of the project.

The Project Summary Report requires the grantee to report the actual number of people traveling for business or pleasure on a trip in any of the following situations:

- Travel away from their place of residence or business and staying overnight in paid accommodations
- Travel from another country or state outside of their place of residence or their business
- Travel to a place 50 miles or more one way from their place of residence or business for the day or staying overnight

They must also describe how any monies received will result in increases in the number of people traveling for business or pleasure on a trip.

Reimbursement: The City will reimburse the applicant upon completion of the project or event. Applicants must first incur costs and then invoice the City under guidelines laid out in the Memorandum of Understanding.

Contact Person: Each project application will designate a primary individual as the contact for the project. This individual will work directly with the City.



CITY OF REDMOND PRODUCED EVENTS AND ARTS

The Lodging Tax funding structure allows up to 39 percent of the Lodging Tax revenue to be dedicated to the City of Redmond's production of public events and arts. The staff member with oversight of producing the events will request and be awarded funds in accordance with the same requirements and processes as external event grant applicants.

Oversight of the Tourism Program

Operations of, and proposed changes to, the Tourism program for the City of Redmond will be overseen by a Lodging Tax Advisory Committee (LTAC), created and structured in accordance with RCW 67.28.1817. Meetings of the committee will be facilitated by the City's Tourism Program Administrator in partnership with the LTAC chair person.

LTAC RESPONSIBILITIES

As determined by Redmond City Council, the LTAC is responsible for:

- Supporting options to enhance tourism activities in Redmond
- Making recommendations on special events matching grants to the City Council and later reviewing the success of those completed events
- Reviewing proposals from the marketing consultant
- Proposing changes to the Tourism Promotion Program

LTAC QUALIFICATIONS

Per State Code – RCW 67.28.1817, a LTAC shall consist of at least five members, appointed by the legislative body of the municipality, unless the municipality has a charter providing for a different appointment authority.

The committee membership shall include: (a) At least two members who are representatives of businesses

required to collect tax under this chapter; and (b) at least two members who are persons involved in activities authorized to be funded by revenue received under this chapter.

Organizations representing businesses required to collect tax under this chapter, organizations involved in activities authorized to be funded by revenue received under this chapter, and local agencies involved in tourism promotion may submit recommendations for membership on the committee.

The number of members who are representatives of businesses required to collect tax under this chapter shall equal the number of members who are involved in activities authorized to be funded by revenue received under this chapter.

One member shall be an elected official of the municipality who shall serve as chair of the committee. The appointing authority shall review the membership of the advisory committee annually and make changes as appropriate.



The LTAC will be creating STRATEGIC PRIORITIES in 2020 that will guide the committee's work in the following years.

LTAC Membership Process

When there is an open position on the LTAC, the Tourism Program Administrator requests application(s) for LTAC membership. The Mayor interviews a selected candidate and makes a recommendation on the candidate's membership to the City Council. The City Council interviews the candidate prior to a regular Council meeting, and votes on the candidate's membership at a subsequent Council meeting. If approved, the candidate becomes an LTAC member.

CURRENT LTAC MEMBERS AND TERMS

The City of Redmond has elected to have a seven-member LTAC structure including a Councilmember chair, and three of each membership type (organizations representing businesses required to collect lodging tax, and organizations involved in activities authorized to be funded by revenue received).

Members shall serve an initial 4-year term, with opportunity to apply to serve for a second 4-year term, if desired. Term limits were adopted in 2018 by Redmond City Council, and at the time of implementation half of the members began with a 2-year term, instead of a 4 year term, to prevent a full committee turn over in the same year.

CURRENT COMMITTEE MEETING STRUCTURE

LTAC meetings are held quarterly, or as needed. Meetings typically on Friday mornings and are located at Redmond City Hall.



CURRENT MEMBERS AND TERMS ARE AS FOLLOWS

When a new member is appointed to the LTAC, they will complete the term of the outgoing member they replaced. That may be at the beginning of a new 4-year term or it may be completing a remaining portion of a 4-year term, if the previous LTAC member resigned mid-term. At the end of the initial term, the new member is eligible to reapply for a new 4-year term.

Position	Member	2018	2019	2020	2021	2022	2023
Council Position	David Carson (2014)	Term 1 - 4 year				Term 2	
Hotel Position 1	Rene Molina (2019)	Term 1 - 4 year				Term 2	
Hotel Position 2	Dave Norwood (2005)	Term 1 - 2 year		Term 2			
Hotel Position 3	Scott Scheriff (2011)	Term 1 - 2 year		Term 2			
Non-hotel Position 1	Rob Leavitt (2018)	Term 1 - 4 year				Term 2	
Non-hotel Position 2	Latha Sambamurti (2019)	Term 1 - 2 year		Term 2			
Non-hotel Position 3	Courtney Klein (2015)	Term 1 - 4 year				Term 2	



REDMOND'S LODGING INVENTORY:

Downtown	Rooms
The Archer Hotel (at Redmond Town Center)	160
Hyatt House	144
Marriott (at Redmond Town Center)	262
Residence Inn by Marriott	180

Overlake	Rooms
Aloft	150
Element	131
Silver Cloud Inn	144

Southeast Redmond	Rooms
Hampton Inn and Suites	130
Redmond Inn	137

OTHER LOCAL ENTITIES THAT DRIVE TOURISM/HOTEL STAYS

Countless other entities work to drive tourism to Redmond and the greater region. A few of those that the City of Redmond supports or is in partnership with includes:

The Washington State Tourism Alliance (WTA): provides several services to the tourism industry including the official travel and tourism website for the State of Washington, www.experiencewa.com, and an annual publication of the Official Washington State Visitors' Guide in partnership with the Washington Lodging Association. The City of Redmond participates as a member of the WTA.

OneRedmond: a private/public partnership for economic and community development. OneRedmond serves as Redmond's Economic Development Enterprise, Chamber of Commerce, and Public Foundation all-in-one.

Innovation Triangle: a partnership of three cities on Seattle's Eastside (Bellevue, Kirkland, Redmond) dedicated to building and maintaining the world's foremost innovation and technology center. OneRedmond currently contributes to this committee on the City of Redmond's behalf.



Program Evaluation

The Tourism Program is consistently evaluated by the oversight of the LTAC, during the biennial budgeting process, and annual performance measure evaluation.

The economic impact of the event grant program was also evaluated by an outside party, Community Attributes Inc., in 2018. This analysis leveraged data from the City of Redmond and other sources to articulate a detailed description of the tourism grant program and its countywide impacts. Direct and indirect economic impacts were computed through use of the Washington State Input-Output Model, with

customizations to reflect local economic considerations for sub-state regional impact estimates. The study year for this analysis was 2017. Some of the economic impacts as found by this study included: supported 80 direct jobs, \$2.9 million in direct labor income and \$7.8 million in direct revenues in King County. Event planning and organizing directly supported 20 jobs with labor income of \$700,000 and revenues of \$2 million. Visitor spending was associated with 60 jobs, \$2.2 million in income and \$5.8 million in business revenue.

[Redmond.gov/Tourism](https://www.redmond.gov/Tourism)



The City of Redmond assures that no person shall, on the grounds of race, color, national origin, or gender, as provided by Title VI of the Civil Rights Act of 1964 and the Civil Rights Restoration Act of 1987, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity. For more information about Title VI, please visit redmond.gov/TitleVI.

无歧视声明可在本市的网址 redmond.gov/TitleVI 上查阅 | El aviso contra la discriminación está disponible en redmond.gov/TitleVI.