

# Eastside Regional Tourism Partnership



**OneEastside**  
*Stronger together.*



**Bullseye Creative**



## Tourism Stimulation Promotion

Summarizing the Success of Geek Out Gold & You Stay, We Pay

Recently, Experience Redmond delivered measurable impact to the City of Redmond with the “You Stay, We Pay” tourism campaign. Our efforts exceeded its return on investment goals, generated regional and national media exposure, built positive PR for the community, and established goodwill between the business community and our city government.

# Redmond's Return on Investment

**\$50,000**  
INVESTMENT

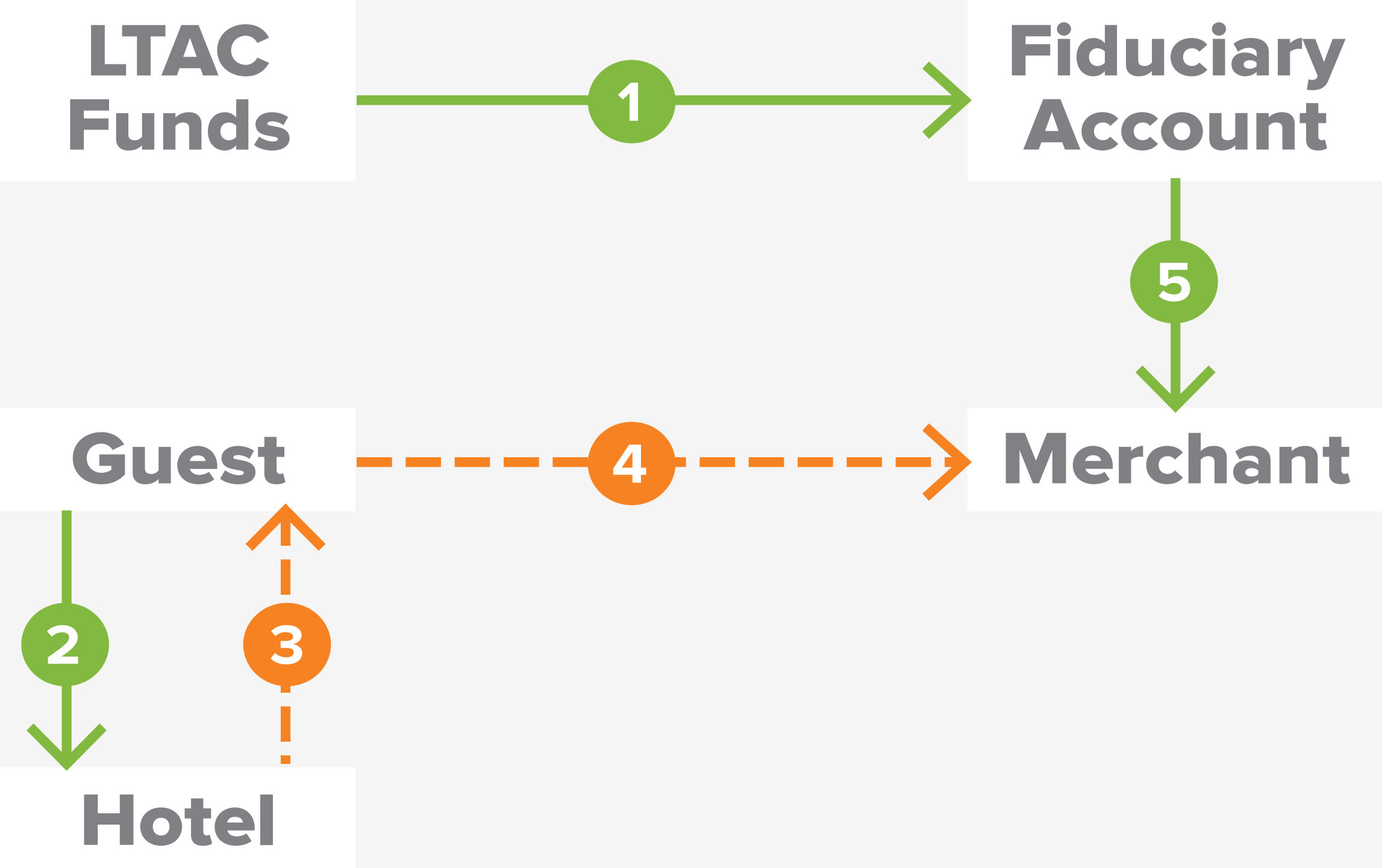
**470**  
NEW GUESTS  
(AT THIS DATE)

**2.9**  
NIGHTS  
AVERAGE STAY

**1400**  
NEW ROOMS  
GENERATED SO FAR

- ▶ **\$125/Night (Average) x 1400 Room Nights = \$175,000 New Revenue Earned for Hotels**
- ▶ **\$50,000 Distributed & Spent in Local Economy**
- ▶ **1.5x Spend Rate (Expected) = \$75,000 Economic Impact for Local Merchants/Small Businesses**
- ▶ **ROI = \$250,000 Total Economic Impact from a \$50,000 Tax Investment**

# How The Program Works



- 1 Lodging Tax Marketing Dollars Deposited in Fiduciary Account
- 2 Visitor/Guest Pays Hotel for Lodging Reservation
- 3 Hotel Distributes Community Gift Certificate(s) to Guest
- 4 Guest Spends Gift Certificate At Any Qualifying Merchant
- 5 Fiduciary Partner Reimburses Merchant for Value of Certificate

KEY | Money ————— Certificate - - - - -

# How The Program Works

- 1** First, the City's promotional funds are provided to our fiduciary partner, OneRedmond, and deposited into an account we connect to the community currency program, Conpoto.
- 2** The "You Stay, We Pay" promotion incentivizes a visitor/guest to book a reservation at a qualifying hotel. The visitor/guest pays full rate for the hotel stay, using a special booking link for tracking and reporting. The hotel receives the direct benefit of increased revenues from these new guest stays.
- 3** When the visitor/guest checks into the hotel, the hotelier partner logs into their secure Conpoto control panel, generates \$100 in "Geek Out Gold" community gift certificates (4 certificates at \$25 each), and provides these to the guest (emailed and also printed/inserted into a "Welcome Packet")
- 4** Then, the visitor/guest can spend the Conpoto certificates at any of the qualified merchants who have signed up to participate in the program. The merchant verifies that the certificate is valid using a Conpoto smart phone mobile app, or by logging into their own Conpoto account via a web browser. No POS software is required. All tracking and reporting for the certificate cycle is monitored through the Conpoto Admin Dashboard.
- 5** The fiduciary partner runs a Conpoto merchant report each week to verify which merchants require reimbursement for any certificates they accepted in that period. Monies are then sent to the merchant via check or ACH (their choice upon initial registration). Currently, merchants are reimbursed at 100% the value of the certificate, so they are receiving increased revenues with no set up costs and transaction fees.

# The Plan for Phase II

## A Regionalist Partner Approach

As the region recovers with renewed resilience, we acknowledge that a full return to pre-pandemic economic levels may take more time. Therefore, it's imperative that smaller cities—such as those of us on the Eastside—join together and collaborate for the benefit of our local businesses and our hotel partners.

As we plan The City of Redmond's "Phase II" for our successful "You Stay We Pay" tourism stimulation campaign, we would like to instead propose a partnership with our Eastside neighbors. This true "Regionalist" approach will benefit our collective communities, and bolster economic growth for all of us. A rising tides lift all boats.

# Partnership Roles and Responsibilities

## ▶ **Consultant: Bullseye Creative**

Coordinate and Manage Campaign

Manage Conpoto Upgrades

Manage Booking Engine Integration

Develop Campaign Creative/Messaging Strategy

Modify Branding, Design Digital Assets

Website Design & Development

Hosting & Maintenance

Hotel/Merchant Onboarding Webinars

Manage 50+ Mile Advertising & Media

Manage Public Relations

Project Management, Client Management

Goals Tracking & Reporting

## ▶ **One Eastside**

Fiduciary Partner

## ▶ **Each City Partner**

Tourism Funding

Hotel Recruiting

Merchant Recruiting



## Partnership Roles and Responsibilities, *Continued*

Bullseye Creative has managed the Experience Redmond tourism marketing campaign for 19 years. This year, we developed “Geek Out Gold” and the “You Stay, We Pay” program—the innovative initiative to drive traffic to our hotels, while supporting our local small business community.

In running this campaign, we invested nearly 2000 hours, and we cut our teeth on several pain points. While we solved several of those pain points in this phase of work, we have since designed plans to integrate upgrades to the Compoto program, which will vastly improve the certificate distribution and the tracking and reporting tools.

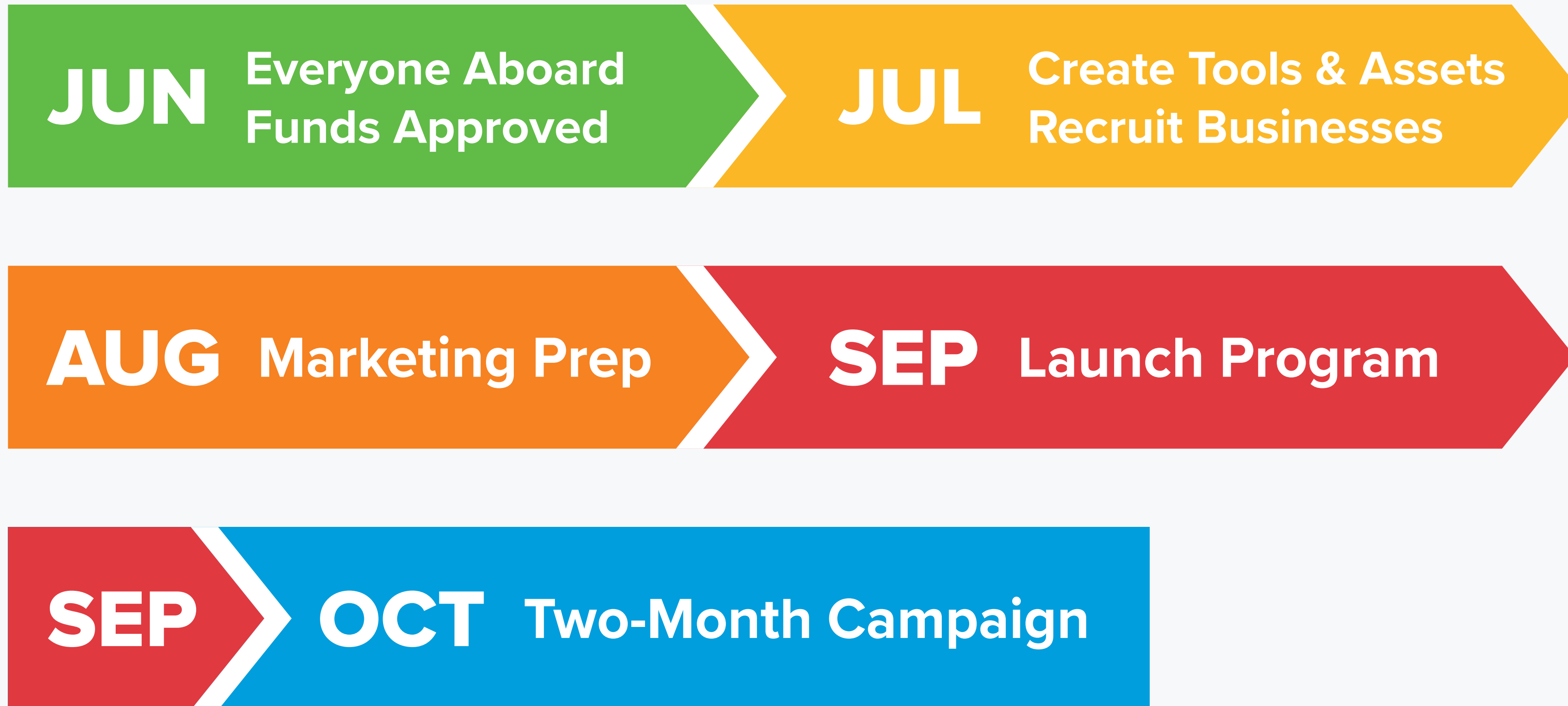




### Partnership Roles and Responsibilities, *Continued*

In addition to Redmond and Kirkland, we are currently discussing our Eastside Tourism initiative with several other cities (Issaquah, Bellevue, Bothell), and we plan to invite others (Woodinville, North Bend, etc). Bullseye Creative will manage the set up of the regional program and promotion, and we will report on goals metrics during the two month campaign. Each participating city will need to provide the promotional funds (whether from lodging tax, or federal grants specific to supporting small businesses). Then, working with their tourism committee, each city partner will recruit participating hotels; and, working with their chambers, each city partner will recruit participating merchants. Bullseye will provide onboarding and training to the hoteliers and merchants by delivering instructional documentation and hosting a series of webinars. Bullseye will also manage the regional campaign that promotes all this Eastside initiative, however we strongly recommend that each city's tourism agency collaboratively support the message through their existing marketing channels.

# 2021 Program Timeline



# Thank You



**OneEastside**  
*Stronger together.*



**Bullseye Creative**

Perfect For Your Phase 3 Getaway!

# You Stay We Pay

Stay Two Nights in a Redmond Hotel, and Get **\$100** to Spend Around Town!\*

\*While supplies last. Click for more details.

**Book Your Stay & Collect Your Pay**

Perfect for a Phase 3 Getaway!

# You Stay We Pay

Stay Two Nights at a Redmond Hotel and You'll Receive **\$100** To Spend While You're in Town!\*

\*While supplies last. Click for more details.

**Book Your Stay & Collect Your Pay**



abc4 NEWS NEWS WEATHER CORONAVIRUS LOWCOUNTRY LIVE

## Town in Washington state paying locals \$100 to 'staycation' for a couple of nights

by Denise Whitaker | KOMO News | Thursday, March 25th 2021

NEWS BREAK

### City of Redmond offers to 'pay' tourists to visit

Posted by KING 5 2021-03-19

REDMOND, Wash. — The City of Redmond launched a new promotion offering to “pay” tourists to visit the area for a few days. The program is called “You Stay, We Pay.”. The first 500 people who book a two-night stay or longer at a participating hotel in Redmond will get \$100 in community gift certificates called “Geek Out Gold.” The gift certificates can be used like cash at participating restaurants, bakeries, fitness centers, and other local attractions around the city.

[www.king5.com](http://www.king5.com)

KUOW npr

Microsoft's headquarters in Redmond, Washington in 2014.  
CREDIT: AP PHOTO/TED S. WARREN

## Amid pandemic slump, Redmond looks for a new way to bring in visitors

MAR 25, 2021 at 4:39 PM

The Seattle Times



Generated More Than **45+** Stories (Print, Online, TV, Radio)



The Guardian





# Regionalist Proposal

## SHARED\*

Shared Setup Investment	Shared
Conpoto Upgrades	\$5000 (+ hosting)
Booking Engine Integration	\$5000
Website Design & Development	\$20,000 (+ hosting)
Hotel / Merchant Onboarding & Training	\$10,000

*\*Shared Between Multiple City Partners—  
The More Cities, the Smaller the Share*

## PER CITY

Investment	Per City
Branding, Messaging, Design	\$3000
Advertising / Creative	\$5000
Media Budget	\$6000
Public Relations	\$6000
Management & Reporting	\$5000
Tourism Stimulation: Lodging Incentive	TBD