



# ECONOMIC DEVELOPMENT PROGRAM UPDATE

## Q1 2019

Presenter:

- Mac Cummins, Community Development Director
- Jesse Canedo, Chief Economic Development Officer



# Tonight's Agenda

1. Q1 Activity Summary
2. Focus Groups
3. Possible ED Plan updates
4. What's next in 2019



COUNCIL ADOPTED PLAN: JULY 7, 2014



City of Bellevue  
ECONOMIC  
DEVELOPMENT  
PLAN



**VISION:**

Bellevue is a prosperous and vibrant international city with innovative and entrepreneurial businesses and a high quality of life for residents.



## Direct Strategies

- Primary responsibility of economic development staff.
- Activities that directly affect business satisfaction and job count.
- Strong focus of work plan over the next 5 years.

## Foundational Strategies

- Actions and investments managed by multiple departments and outside partners.
- Build a 21st Century environment that attracts talent and investment - arts and culture, neighborhood character, quality infrastructure, public safety, etc.



# 2019 Q1 Activity Summary



**STARTUP425**

**Jobs supported:** apprx. 1,000



# New SBDC Advisor



**Parteek Singh** has started as the new Small Business Development Center Advisor to provide

- in-depth, no-cost, confidential business assistance
- for items like business plan improvements, capital acquisition, growth strategies.

# Supporting Community

- Sponsorships help support events where people can network
- Tabling to share information on resources
- NewTech Northwest, Cloud Summit, Power of Play, Young Entrepreneur Awards, and others.

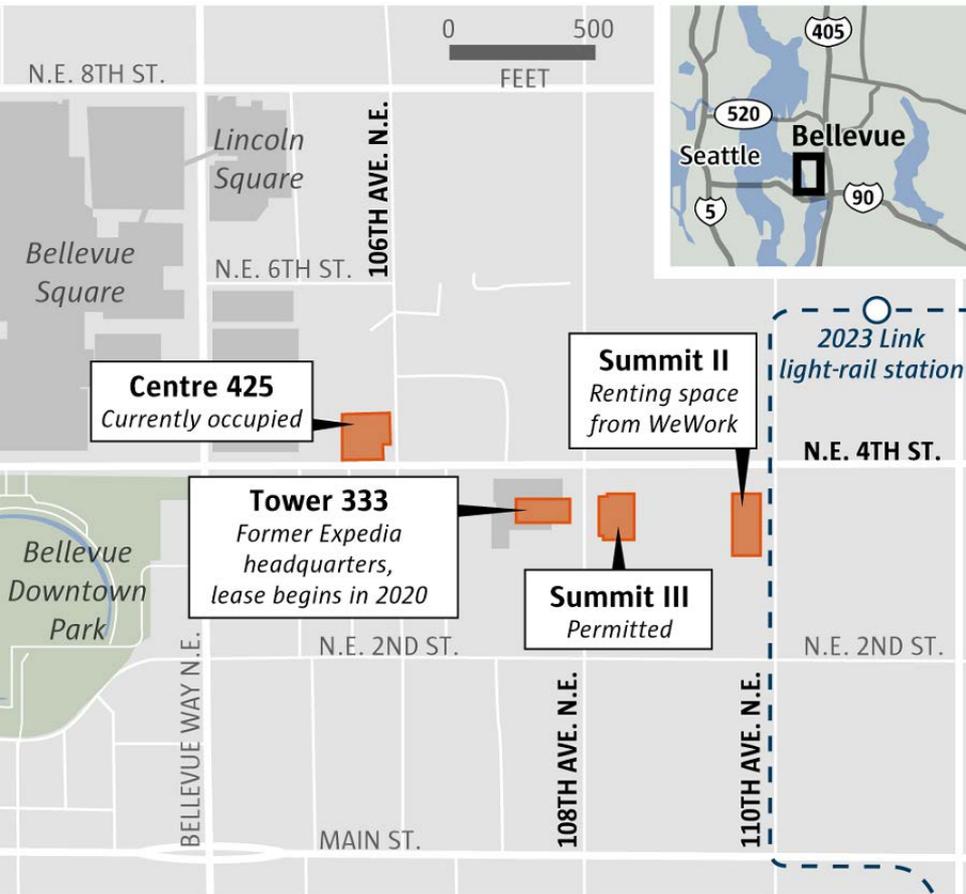


City of Bellevue  
Cultural & Economic  
Development





# Amazon and Bellevue



1. Four buildings and several thousand employees through 2023
2. Only one new building – Summit 3 (already approved)
3. Net growth of ~4,000 FTEs
4. No incentives or special accommodations required
5. Attracted by downtown's urban amenities

Source: Seattle Times



**ECONOMIC DEVELOPMENT  
FOCUS GROUPS**



# Focus Group Concept Overview

**Purpose:** New Program Pilot designed to collect quantitative and qualitative data to inform City initiatives, grow business connections

**Format:** 90-minute, issue-, industry-, or stakeholder-based meeting held once per quarter

**Participants:** Varies based on topic, but includes community partners, private firms, multiple City workgroups



# Downtown Tech Firms

## Co-organizers



City of Bellevue  
Cultural & Economic  
Development



Bellevue  
Downtown  
Association

## Participants





# Primary Themes

## Transportation

- **Critical features:** proximity to transit center
- **Concerns:** High cost of driving, increasing road congestion

## Real Estate

- **Critical features:** Walkability, transit access, bicycle facilities
- **Concerns:** insufficient neighborhood amenities



# What we heard...

## Transportation

### Wants:

- improved pedestrian experience
- more intra-Eastside transit service
- transit priority lanes
- expanded bicycle options
- improvements to curb-space management
- shared shuttles

## Real Estate

### Wants:

- improved pedestrian experience
- more childcare options
- more public space
- active public spaces
- expanded food & beverage options



ECONOMIC DEVELOPMENT  
PLAN UPDATE



# ED Plan

COUNCIL ADOPTED PLAN: JULY 7, 2014



**VISION:**  
Bellevue is a prosperous  
and vibrant international  
city with innovative  
and entrepreneurial  
businesses and  
a high quality of life  
for residents.



**Background:** current Plan adopted by Council in July 2014

- 4 key clusters for Bellevue – Tech, Business Services, Retail, Tourism
- 4 Direct Strategies with 29 tasks for ED staff to tackle.
- 6 Foundational Strategies with 24 tasks for outside departments and partners to manage.



# Progress Report

Direct Strategy	Status
1. Cultivate Bellevue's next generation of technology entrepreneurs	Delivered new collaborative spaces, entrepreneur support programs, new tech firms, and higher ed options.
2. Position Bellevue as a Pacific Rim gateway	Delivered stronger relationships with national and international business development groups, recruited key new international firms to Bellevue.
3. Strengthen Bellevue's tourism and visitor cluster	Actively engaged with Visit Bellevue on tourism development. Work on film industry not started.
4. Develop a multi-pronged economic development marketing campaign	Marketing brand and messaging redesigned with new pieces in continuous deployment.



# Lessons Learned

- Bellevue competes on quality of environment and experience, not price.
- Employers drawn to talent and ease of access.
- WA regulations necessitate more “concierge”-style service.
- Infrastructure planning has positioned city for the future, but tweaks may be necessary to for maximum performance.
- Bellevue firms and workers want more urban amenities.
- Regionalism is working!
- Most of the world’s largest tech firms now in the region.



# Update Objectives

1. Make the Plan easier to update.
2. Acknowledge retail transformation and add more specific growth strategies.
3. Update small business support strategies to reflect WA environment.
4. Address the role of the Creative Economy - arts, culture, and creative businesses



# Preliminary Timeline

Phase	Description	Timeframe
One	Project Charter	Feb. - Mar. 2019
Two		
	Scope and budget	Mar. 2019
	Council feedback	Apr. 2019
Three		
	RFP & Contracting	Apr. - Aug. 2019
	Council update	Oct. 2019
	Stakeholder activity	Oct. - Dec. 2019
	Council update	Jan. 2020
Four	Seek adoption	Feb. 2020



# What's next for 2019?

1. ILAs return on a future agenda
2. Business Survey 2019 (Q2)
3. Greater Seattle Partners Strategic Plan (Q3)
4. SelectUSA 2019
5. Grand Connection activation pilot
6. Startup 425 Strategic Plan (Q4)
7. Economic Development Plan Updates

# Questions?

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# Backup

data & details for Q&A



# Progress Report

Strategy	Tactic	Status
1.1 Create a collaborative environment supportive of entrepreneurship		
	Establish an entrepreneur-focused advisory group to provide ongoing input on Bellevue’s Next Generation strategy	Complete – Startup 425 advisory committee
	Create greater awareness of training and mentoring opportunities for new and growing businesses	Complete – Startup 425 program and SBDC advisor
	Host creative programs and competitions to spur innovation, drawing an international audience	Not started due to program capacity.
	Explore means to support easier access to investment capital for local entrepreneurs	Complete – SBDC advisor Working on – Startup 425 strategic plan



# Progress Report

Strategy	Tactic	Status
1.2 Create affordable and flexible workspaces for entrepreneurial companies		
	Capitalize on immediately available space to launch a collaborative workspace endeavor in the short term	Complete – Impact Hub pilot project. Market-based coworking has taken root firmly.
	Plan for and open a shared workspace in a more permanent location	Not started - Market-based coworking has taken root firmly.
	Spur the creation of community-based gathering places for entrepreneurs that would serve as social places for meeting and working	Not started - Market-based coworking like Cowork Box, Extra Slice and others fill this space.



# Progress Report

Strategy	Tactic	Status
1.3 Establish a “Tech Zone” or technology district with high connectivity, smart infrastructure, and other amenities to attract targeted firms and site them in close proximity to one another		Not started due to program capacity. Downtown serves as <i>de facto</i> tech zone. Bel Red emerging.
1.4 Recruit technology firms to Bellevue, targeting mid-sized companies that are well-funded and poised for growth		Complete – BitTitan, Cruise, TimeXtender, etc. Others - On-going
1.5 Attract an expanded higher education presence to support talent development and enrich and energize the local technology environment with research and development, programming, and business spin-offs		Complete - GIX Others - On-going



# Progress Report

Strategy	Tactic	Status
2.1 Strengthen the city's international relationships and knowledge base		
	Cultivate City staff and leadership's cultural fluency and ability to communicate with visiting diplomats, businesses, and entrepreneurs	On going work with staff, leadership, and Greater Seattle Partners.
	Build relationships with regional, state, and federal partners	On going work with GSP, Innovation Triangle, State Dept. of Commerce, various consulates
	Continue to build a global network of relationships	On going work to maintain and create relationships with foreign firms and international economic development groups



# Progress Report

Strategy	Tactic	Status
2.2 Proactively link foreign investors and potential investment opportunities		Working on – Startup 425 strategic plan
2.3 Provide increased assistance for foreign businesses or foreign nationals seeking to open businesses in Bellevue		On going – Innovation Triangle and Greater Seattle Partners recruitment, Startup 425 programs
2.4 Recruit key institutions and governmental agencies to Bellevue, including consulates		Not started due to program capacity.
2.5 Recruit overseas companies to locate operations in Bellevue		Complete – Baidu, Alibaba, Tencent, Inspur On going recruitment work



# Progress Report

Strategy	Tactic	Status
3.1 Strengthen Bellevue's tourism and visitor cluster		Complete – Destination Development Plan On going – VBW is actively building program capacity. BCCA has approved new Advisory Board system.
3.2 Participate in the preliminary efforts to grow Washington's film and other media businesses		Not started due to program capacity and focus.



# Progress Report

Strategy	Tactic	Status
4.1 Establish a City of Bellevue economic development marketing brand and communications strategy		Complete – brand guidelines Ongoing – newsletter, social media, various marketing collateral
4.2 Redesign the City’s economic development web pages or establish an independent site promoting Bellevue to prospective businesses		Complete – ED-only web redesign, updates during Citywide web update Ongoing – Innovation Triangle website
4.3 Create marketing collateral to support specific aspects of the City’s economic development strategy as they are activated		Ongoing
4.4 Proactively link investors and potential investments		Opportunistic connections made as projects arise