



City of Bellevue  
**Cultural & Economic  
 Vitality Office**

## 2018 Action Plan

**Mission Statement:** *To build a foundation for broad-based community prosperity and creative learning in Bellevue by supporting innovation and growth among artists, entrepreneurs, and businesses.*

**Office Development:** Provide economic development leadership and support to the City of Bellevue and the region to promote broad-based economic growth based on city-wide and regional collaboration, data supported strategies and a focus on Bellevue's target industries and sectors.

Project	Description	Timeline	Status
Social Media	Develop and implement social media marketing to support on-going programming.	Jan. - Dec. 2018	
Newsletter	Continue the bi-monthly newsletter to drive interest in Bellevue's businesses and creative industries.	Jan. - Dec. 2018	

**Invest in Bellevue:** Attract new companies to Bellevue that align with our economic development strategy, competitive industries, and complement local businesses.

Project	Description	Timeline	Status
Regional Trade and Economic Development Alliance	Support and provide leadership in the new Regional Trade & Economic Development Alliance to attract international and domestic business and investment to the region, particularly to Bellevue's growth corridors and transit hubs.	Jan. - Dec. 2018	
Trade & Investment Missions (Innovation Triangle)	<ul style="list-style-type: none"> <li>- Mobile World Congress (Jan. 2018)</li> <li>- DICE (Feb. 2018)</li> <li>- GDC (March 2018)</li> <li>- Space Foundation Symposium (April 2018)</li> <li>- SelectUSA (June 2018)</li> </ul>	Jan. - Dec. 2018	✓
Performance-Based Partnerships	Establish a performance-based contract with the EDC of Seattle & King County and Greater Seattle Trade and Development Alliance to provide support for business attraction & BRE activities.	Jan. - Dec. 2018	✓
UW Global Innovation Exchange	Partner with GIX to identify and attract technology companies that support Bellevue's economic development goals and GIX's continued growth as a center for innovation and entrepreneurship.	Jan. - Dec. 2018	



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FDI Soft Landing Program (Innovation Triangle)	The program will provide a platform for international companies to enter the U.S./Bellevue market for business development purposes. The program will include concierge services focused on establishing the business in Bellevue and connecting with technology companies.	Jan. – Dec. 2018	
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2018 Invest in Bellevue Performance Metrics	2018					
	Goal	Actual	Q1	Q2	Q3	Q4
Number of company leads	15	27	2	3	22	-
Number of company prospects	10	7	2	2	3	-
Number of companies that relocate/expand to Bellevue (target & non-target industries)	4	1	0	0	1	-
Number of jobs created in Bellevue (target & non-target industries)	200	2,000	0	0	2,000	-
Foreign Direct Investment (FDI) prospects	10	16	0	0	16	-
FDI locations (expansions and mergers/acquisitions: target & non-target sectors)	2	0	0	0	0	-
FDI job creation (target & non-target sectors)	50	0	0	0	0	-
Number of trade & investment missions	2	4	1	2	1	-

Grow in Bellevue: Build supportive relationships with existing businesses and provide technical assistance that facilitates their continued presence and growth in Bellevue.			
Project	Description	Timeline	Status
Business Engagement	Bellevue’s business retention and expansion outreach program focused on supporting existing businesses through business support services and place-making.	Jan. – Dec. 2018	
Access Bellevue	In partnership with Sound Transit, the City of Bellevue will provide outreach and support to local businesses impacted directly or indirectly by the East Link light rail construction.	Jan. – Dec. 2018	
TechHire-Bellevue	Finalize the research and strategic recommendations for the TechHire program to inform future work activities.	Jan. – Dec. 2018	✓



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2018 Grow in Bellevue Performance Metrics	2018					
	Goal	Actual	Q1	Q2	Q3	Q4
Number of company visits	5	5	0	2	3	-
Number of major employer visits	5	5	1	1	3	-
Number of visits with SWMBE-owned firms	5	2	0	1	1	-
Number of visits with arts and cultural organizations	5	4	1	0	3	-
Number of technical assistance cases resolved	15	15	3	3	9	-
Number of business retention/expansion prospects	2	4	0	2	2	-
Number of companies retained/expanded	2	0	0	0	1	-
Number of jobs created and retained	50	0	0	0	5,000	-

Made in Bellevue: Establish and support an entrepreneurial and creative ecosystem in Bellevue through educational and training programs.			
Project	Description	Timeline	Status
Startup 425 Foundations Series	The signature program to provide potential business owners with a series of learning modules to help them move from concept to business plan.	Jan. – Dec. 2018	
Startup 425 Global Passport	The program provides education opportunities to help small firms diversify revenue by growing sales in non-U.S. markets.	Jan. – Dec. 2018	✓
Startup 425 One Million Cups	Support local entrepreneurs to launch this Kaufmann Foundation-inspired program that promotes sharing of best practices and networking within Bellevue’s startup ecosystem.	Jan. – Dec. 2018	
Startup 425 SBDC Advisor	In partnership with OneRedmond, continue funding the Small Business Development Center Advisor to support entrepreneurship in Bellevue.	Jan. – Dec. 2018	

2018 Made in Bellevue Performance Metrics	2018					
	Goal	Actual	Q1	Q2	Q3	Q4
Number of new business receiving assistance from SBDC	16	18	16	2	0	-
Number of businesses in Global Passport programs	6	3	3	0	0	-
Number of registrants in Foundations series (Bellevue)	180	214	92	122	0	-
Percentage of Foundations registrants that identify as people of color	50%	53%	48%	57%	0	-



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Percentage of Foundations registrants that identify as female	<b>50%</b>	<b>68%</b>	<b>68%</b>	<b>68%</b>	<b>0</b>	<b>-</b>
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On-time



Watch



Behind schedule



Complete