

# Destination Development Plan Update

Bellevue, WA

# Executive Director Foreword



In 2018, we embarked on a new journey with the mission to evolve Visit Bellevue into a full-service Destination Management Organization (DMO). Armed with the newly adopted Bellevue Destination Development Plan, we worked with our stakeholders to establish priorities for our foundational destination brand, supported by sales and marketing programs and a supportive vision for finance and governance. This plan also addressed the need for tourism development, festivals, events, activations and transportation needs. It felt like we were standing at a trailhead, boots and backpack on, looking up at the summit.

Today, I am so pleased with the collective progress we have made in building a sustainable DMO. Despite the difficult interruption and recovery process caused by the COVID-19 pandemic, we never took our eyes off the map.

There are many people to thank, but none more than our Visit Bellevue staff for staying true to the vision and plan, delivering excellent results and always thirsting for excellence. Special thanks to our Visit Bellevue Advisory Board, Industry Partners, Bellevue Convention Center Authority, our Tourism Councils and the City of Bellevue for building trust and wonderful collaborations.

One of the hardest but most rewarding efforts was establishing the needed financial resources that enable our work. A resounding thank you to our Bellevue hotels and the City of Bellevue for establishing the Bellevue-Redmond Tourism Promotion Area funding mechanism, which will continue to elevate Bellevue as a destination city.

As we prepare for our future and plan for the next segment of our destination development journey together, we are bullish and revitalized by the energy of our community through the planning and prioritization process. Resonance Consultancy has once again done excellent work, and the Visit Bellevue family is anxious to start climbing higher than we ever thought possible.

A handwritten signature in black ink, appearing to read "B. Jones", with a stylized flourish at the end.

**Brad Jones**  
Executive Director



# Executive Summary

Bellevue is a city experiencing a significant transformation, evolving from its early days as a young, under-developed suburb of Seattle into its own sophisticated urban center and destination city. As Bellevue navigates this transition, the question of “Who do we want to be?” becomes central to shaping its future. The updated Destination Development Plan (DDP) aims to position Bellevue as a premier destination that harmoniously blends urban sophistication, cultural richness, natural beauty and technological innovation. The plan outlines strategic recommendations across six key areas: urban lifestyle and placemaking, arts and innovation, recreation and experiences, culinary destination, conferences and events, and built environment and enabling conditions. Collectively, these strategies will drive sustainable growth, enhance the visitor experience and resident quality of life, and promote Bellevue’s unique identity.

Bellevue’s Destination Development Plan is a visionary roadmap designed to guide Visit Bellevue and its partners through the city’s transformation into a mature, vibrant and sustainable destination. By providing tactical strategic priorities that emphasize the city’s strengths and address its unique challenges, Bellevue will remain a dynamic, inclusive and attractive city for residents, businesses and visitors alike, fostering long-term prosperity and quality of life.

# Table of Contents

|           |                                    |           |                                         |
|-----------|------------------------------------|-----------|-----------------------------------------|
| <hr/>     |                                    | <hr/>     |                                         |
| <b>01</b> | <b>Introduction</b>                | <b>5</b>  | <b>04</b>                               |
|           | Project Background                 | 6         | <b>Strategic Priorities</b>             |
|           | Project Approach                   | 8         | Urban Lifestyle & Placemaking           |
| <hr/>     |                                    |           | Arts & Innovation                       |
| <b>02</b> | <b>Bellevue Today</b>              | <b>9</b>  | Recreation & Experiences                |
|           | Destination Performance            | 10        | Culinary Destination                    |
|           | Key Strengths & Challenges         | 15        | Conferences & Events                    |
| <hr/>     |                                    |           | Built Environment & Enabling Conditions |
| <b>03</b> | <b>Destination Vision</b>          | <b>17</b> | <b>05</b>                               |
|           | Vision for the Future              | 19        | <b>Destination Roadmap</b>              |
|           | Target Audience & Visitor Personas | 20        |                                         |
|           | Guiding Principles                 | 24        |                                         |
| <hr/>     |                                    | <hr/>     |                                         |

# 01 Introduction



## INTRODUCTION

# Project Background

Bellevue, an established urban leisure and meetings destination, faces new challenges in the post-pandemic era. As the city's destination marketing and management organization, Visit Bellevue is tasked with implementing the Bellevue Destination Development Plan (DDP) and providing leadership to achieve the plan's vision, goals and objectives. This mission has been particularly challenging given the impacts of Covid-19 over the past four years.



Despite these unprecedented challenges, Visit Bellevue is now shifting its focus from pandemic response to future growth. The organization recognizes an opportunity to enhance tourism’s role in the community by aligning and coordinating efforts across city planning, economic development and destination management.

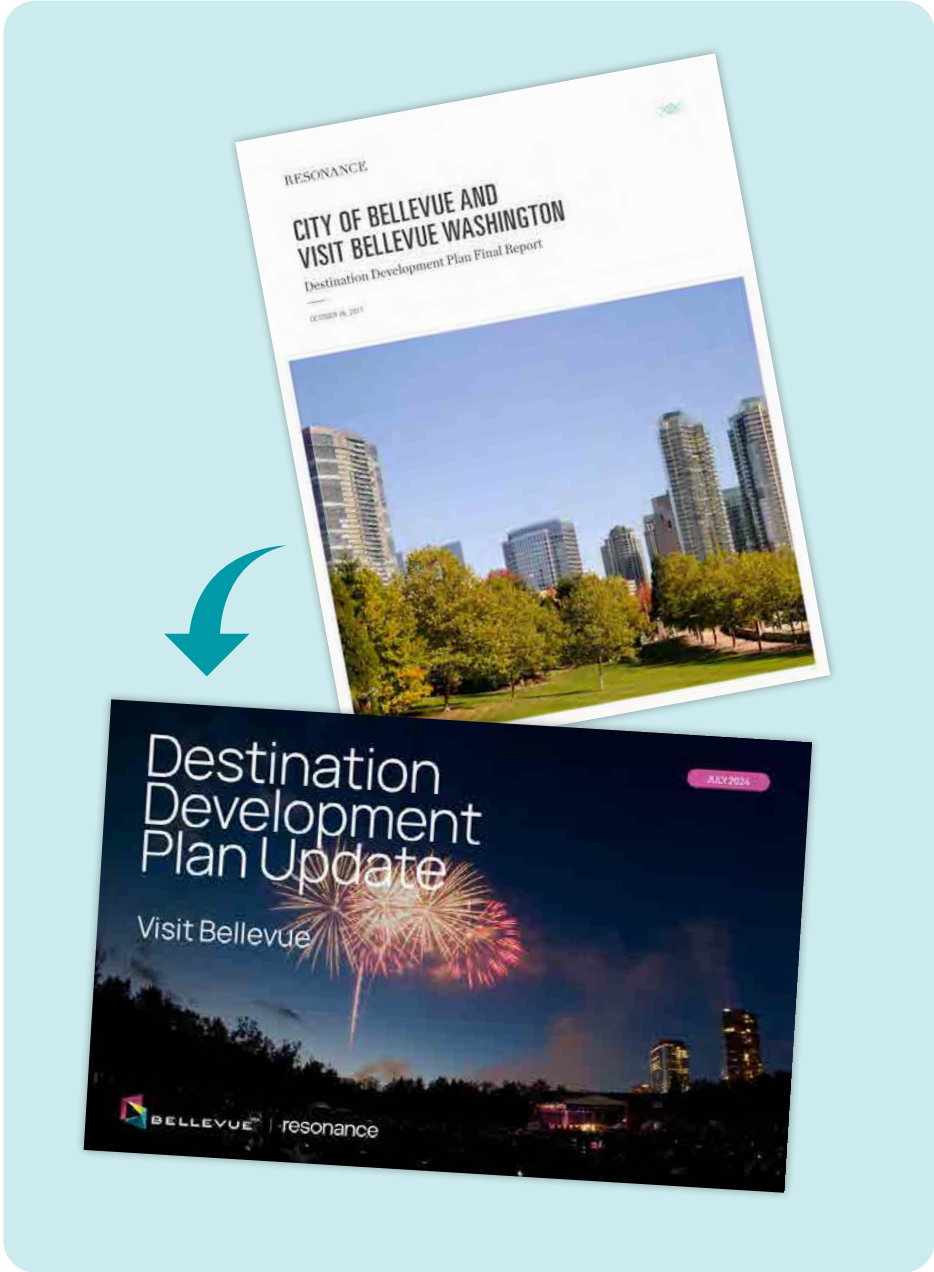
In 2024, Visit Bellevue initiated an update to the DDP to identify priorities for the next decade. The goal is to adapt current initiatives to the post-pandemic reality, capitalize on industry and market trends, and prepare for potential risks. To achieve this, Visit Bellevue engaged Resonance Consultancy to quantitatively review progress from the 2017 DDP and facilitate future-focused conversations with stakeholders. This approach empowers Visit Bellevue, its partners and stakeholders to articulate and share a clear vision for the future of tourism in the city.

Through extensive research and community engagement, the project team has developed a cohesive and strategic plan that builds upon previous efforts. This process has identified which existing initiatives have been accomplished and can be expanded upon, which remain relevant for

Bellevue’s future, and which new strategies may be needed to address emerging opportunities and challenges in the tourism landscape.

As a new organization in 2017, Visit Bellevue needed a plan to provide the foundation for future growth. The first DDP was a success, empowering the Visit Bellevue team to work with partners to accomplish nearly 90% of stakeholder-approved strategic priorities and organizational goals. This incredible feat is a testament to the quality of the original plan and positions Visit Bellevue and its partners to pursue more innovative, future-oriented initiatives to develop and promote the city’s vibrancy.

While many of the original initiatives in the 2017 DDP were accomplished, their overarching relevance to the city’s identity still remains. This new plan is a roadmap that will guide sustainable growth: building and expanding upon the impactful accomplishments made by Visit Bellevue and its partners, while also being innovative and adaptive enough to capitalize on future opportunities that could shape the city



# Project Approach

## PHASE 1: REGIONAL ASSESSMENT

Phase 1 included conducting an assessment of Bellevue's progress since 2017. The Resonance team reviewed the data collected by Visit Bellevue, the City of Bellevue and other key partners, and then engaged with over 20 stakeholders to establish a baseline of where Bellevue is today. The initial insights from this phase were assessed in a visioning workshop to ensure the crafted narrative aligned with the lived experiences of residents and city leadership.

The visioning workshop also provided context on which initiatives from the previous plan had been accomplished through efforts from Visit Bellevue and its partners, and it identified new initiatives that would help the city continue to grow its visitor economy.

## PHASE 2: REGIONAL PLANNING

Phase 2 was an iterative process of designing a strategic framework and developing initial recommendations based on the research and stakeholder engagement completed in Phase 1. During this phase, the project team developed six strategic priorities for Visit Bellevue and its partners to focus on over the next decade.

The following report summarizes high-level insights, describes the vision for the destination's future and outlines the strategic priorities that will grow tourism in Bellevue in thoughtful and sustainable ways that value the needs of residents.



# 02 Bellevue Today



# Destination Performance

Bellevue is a thriving destination nestled between Lake Washington and Lake Sammamish. Known for its stunning natural beauty, Bellevue offers a perfect blend of urban sophistication and outdoor adventure. The city boasts a vibrant downtown area, characterized by sleek skyscrapers, upscale shopping centers and diverse dining options. Bellevue Square, one of the region's premier shopping destinations, attracts visitors from all over with its mix of high-end and mainstream stores.

Bellevue is also a hub for technology and innovation, often referred to as the “Silicon Forest.” It hosts the headquarters of numerous tech giants, making it a key player in the tech industry. The city’s robust economy and excellent job market contribute to its high standard of living and attract professionals from various fields.

Outdoor enthusiasts appreciate Bellevue’s extensive network of parks, trails and green spaces. Mercer Slough Nature Park, a 320-acre wetland, offers opportunities for kayaking, birdwatching and hiking. The Bellevue Botanical Garden provides a serene escape with its beautifully curated landscapes, and the Bellevue Zip Tour offers an exhilarating treetop adventure through the Pacific Northwest forest canopy, featuring multiple ziplines and suspension bridges with scenic views of the surrounding landscape. The city’s proximity to three national parks and year-round seasonal activities make it an ideal base for travelers who want to explore diverse ecosystems, from the rugged coastlines of Olympic National Park to the glacial peaks of Mount Rainier and North Cascades national parks.

Yet Bellevue also faces some key challenges as it strives to enhance its destination appeal. One significant issue is its underdeveloped cultural identity. Despite its diverse population, Bellevue lacks a cohesive cultural narrative that distinguishes it from neighboring cities. This is compounded by an underfunded arts and culture sector, which may reduce the city’s appeal to culturally minded visitors. Additionally, the city’s limited nightlife options may make it less attractive to younger visitors and those seeking vibrant evening activities.

Bellevue’s rapid growth and recent emergence as a destination have left its tourism infrastructure playing catch-up. Unlike more established cities, Bellevue’s attractions and experiences are still in their nascent stages, lacking the depth and variety found in competing destinations. This underdevelopment is evident in the limited range of cultural institutions, signature events and unique local experiences that typically define a city’s tourism appeal. While Bellevue boasts natural beauty and a thriving tech scene, it has yet to fully capitalize on these assets to create a robust, diverse tourism ecosystem that can compete effectively with more mature destinations in the region.

This nascent stage of Bellevue’s tourism development is further complicated by its current market dynamics and infrastructure limitations, which pose additional challenges to its growth as a destination. Bellevue’s heavy reliance on corporate travel means it is vulnerable to economic shifts and changes in business travel trends. The city’s limited meeting and conference spaces restrict its ability to host large-scale events, while a lack of labor in the hospitality sector may hinder service quality and growth potential.

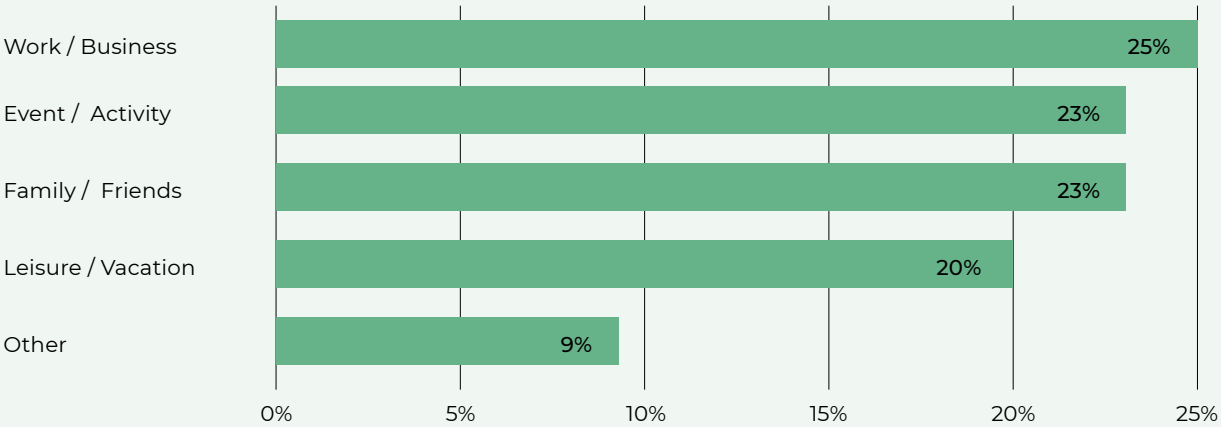


# Visitor Profiles & Drivers

Understanding who Bellevue’s visitors have been over the past year can help us gain insight into who the city might attract in the future. In 2023, one in three visitors were between the ages of 18 and 54. More than one-third of visitors had annual incomes between \$30K-\$74K and one in four earned more \$100K. Visitors came from Washington State (35%), followed by Oregon (14%), California (9%), Texas (8%), Idaho (6%), Florida (5%) and New York (5%).

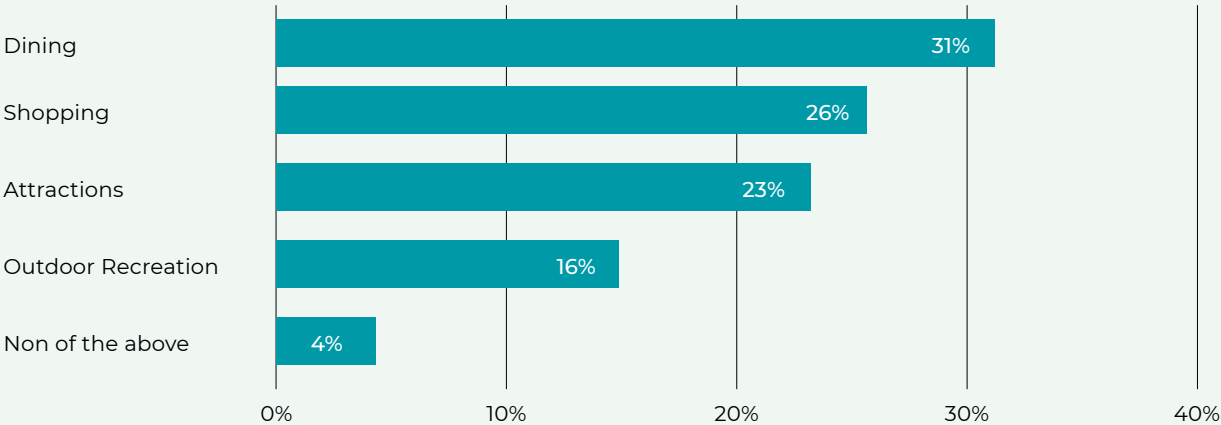
Travelers had different motivations for visiting Bellevue. One in four visited for work and business, and one in five came to the city for an event or activity, to visit family and friends, or for a vacation. Dining and shopping were the most popular activities enjoyed by visitors. Only 16% of past visitors participated in outdoor recreation activities.

## Visitor Motivations



Source: Visit Bellevue Visitor Survey, 2024

## Visitor Activities



Source: Visit Bellevue Visitor Survey, 2024



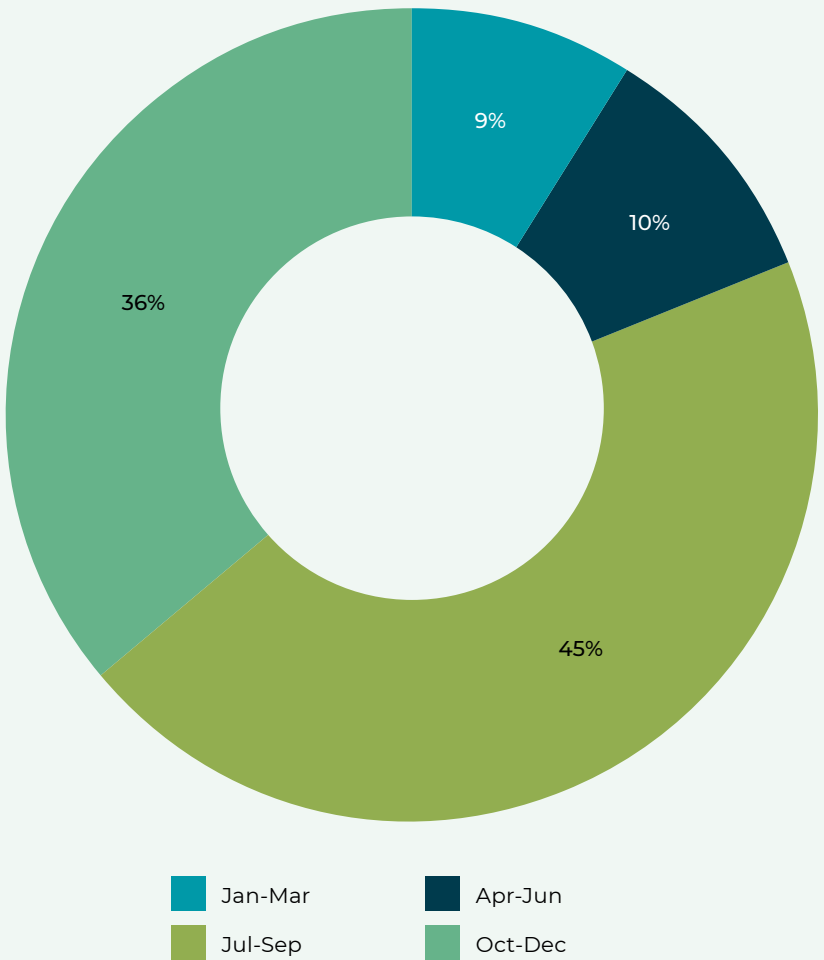
# Spending & Visitation Trends

The majority of travelers visit Bellevue in the summer, with winter (9%) and spring (10%) seeing the lowest level of arrivals to the city. More than half of visitors visit downtown Bellevue and make limited visits to another neighborhood. Factoria (15%), Eastgate (12%) and Wilburton/Spring District (11%) are the most visited neighborhoods after downtown.

Domestic visitors represent 96% of spending. Retail represents more than one in three dollars spent in the destination, slightly outpacing restaurants and dining, which account for 25% of spending. International visitors spend less on other categories such as recreation and entertainment.

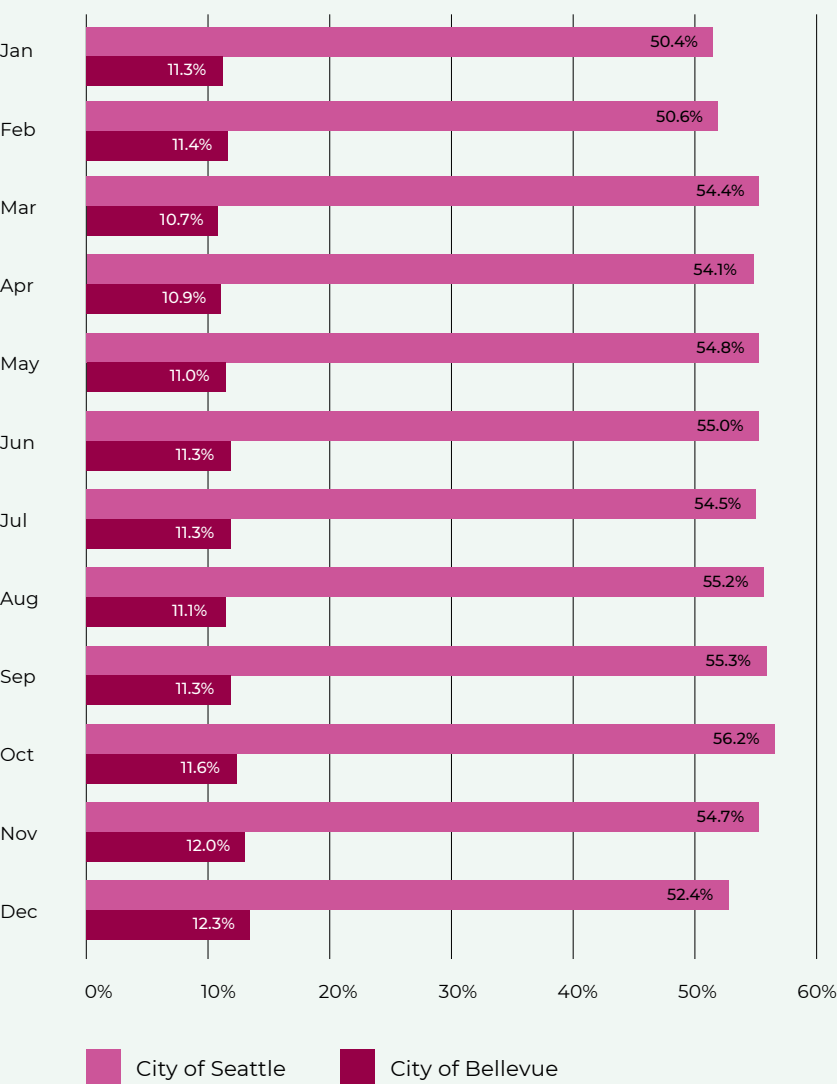
Bellevue's hotel supply makes up 12% of King County's overall hotel capacity. In 2023, Bellevue's market share was 11% of King County's booked hotel nights, with the lowest share in March at 10.7% and highest in November at 12.6%. Year-to-date in 2024, Bellevue's market share among King County overnight visitors has rebounded to 13%. Looking at overall hotel occupancy against the city's weekend occupancy, Bellevue's weekends lag on average 3% throughout the year, with the exception of the summer season and in December.

Visitation Trends



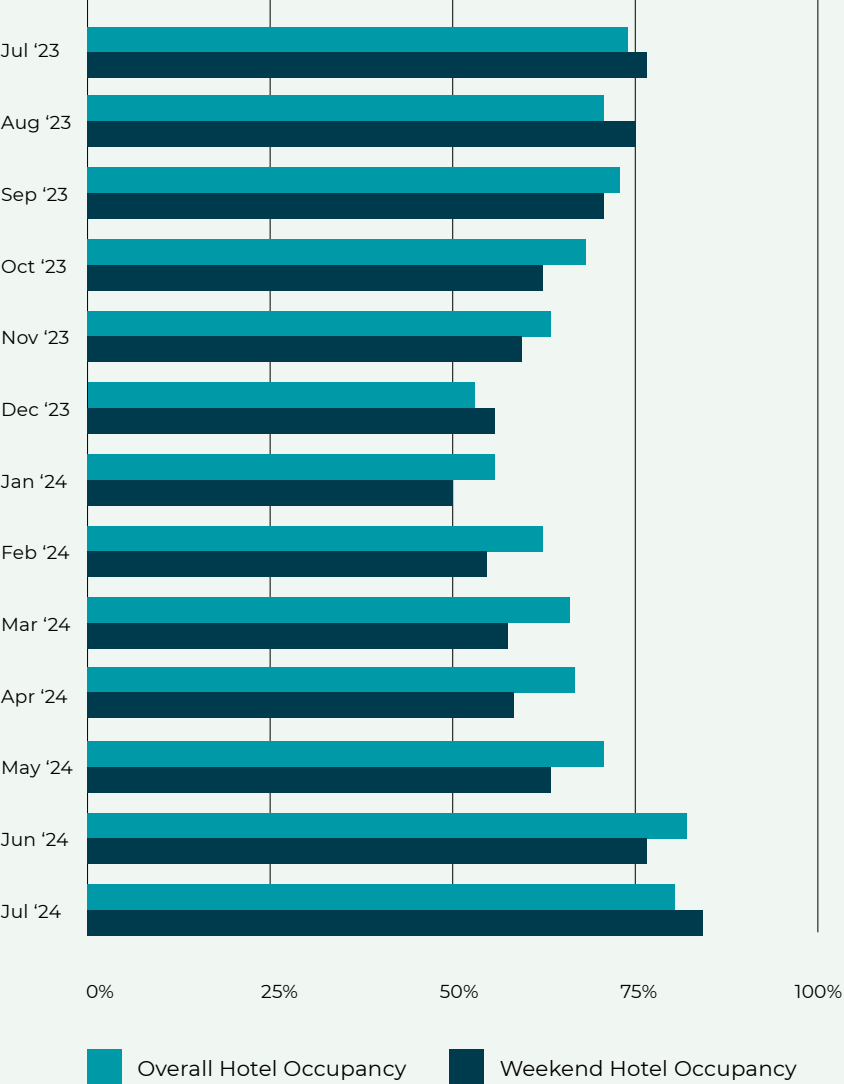
Source: Madden Voyage, 2023

Demand Market Share



Source: Co-Star, 2023

Overall Hotel Occupancy versus Weekend Hotel Occupancy





# Key Strengths & Challenges

The following key strengths and challenges were identified and shared during Phase 1 of the project based on insights collected during the destination assessment, including stakeholder perspectives and destination performance analysis. These strengths and challenges form the foundation for the strategic recommendations that follow and they have guided the development of Bellevue's updated Destination Development Plan.

# Strengths

CATEGORY

## Built Environment

### Ideal Location

Bellevue boasts scenic views of Lake Washington, lush parks and proximity to Seattle’s amenities.

### Safe and Walkable Environment

“People choose Bellevue for its safety and cleanliness.”

## Strategic Features

### Diverse Population

Bellevue is a minority-majority community, with over 60% of its population being non-white.

### Tech Industry Hub

The birthplace of several tech giants, the three top employers in Bellevue are in the tech sector.

## Activites & Experiences

### Access to Nature

A base camp for exploring the Pacific Northwest, Bellevue’s 80 miles of trails, close proximity to three national parks and access to Lake Washington set it apart for outdoorsy travelers.

### Shopping Destination

Luxury and local shops make up Bellevue’s eclectic retail offerings.

### Strong Local Culinary Scene

With over 200 highly rated restaurants, Bellevue is becoming known as a culinary hotspot.

# Challenges

CATEGORY

## Activites & Experiences

### Underdeveloped Cultural Identity

“We have a vibrant, diverse community putting on shows, events and small festivals – people just aren’t aware.”

### Limited Number and Maturity of Visitor Attractions

“As a rapidly maturing city, we lag behind other major cities’ tourism assets. We need to be intentional in how we design the future of Bellevue’s vibrancy.”

### Underfunded Arts and Culture

“All great cities have museums, yet Bellevue’s are struggling. Part of this is because of limited capital and a scarcity mindset that to invest in Bellevue’s art and culture ecosystem is to inherently take away from others.”

### Limited Nightlife

“Many of our restaurants close at 9 or 10 p.m., which makes it difficult to go out for a night on the town.”

## Business Travel

### Reliance on Corporate Travel

“Corporate travel has not recovered to pre-pandemic levels; what will replace reduced business travel, including in tech?”

### Limited Meeting and Conference Spaces

“We recently lost a large contract to Seattle because our current facilities were too small.”

## Industry Advancement

### Lack of Labor

“There isn’t a defined pipeline for the service industry. Those that we are able to hire usually live well outside the city because they can’t afford to live closer.”

### Affordability Concerns

Bellevue’s overall cost of living is 58% more than the national average and nearly 30% more than the state average.

# 03 Destination Vision

# Vision for the Future

Bellevue is a vibrant, inclusive and innovative city that stands proudly as a premier leisure and lifestyle destination in the Pacific Northwest.

As a new urban leisure destination in the Pacific Northwest, Bellevue boasts a clean, safe and welcoming environment for all. This thriving community is where exceptional experiences are the norm, offering a bit of everything—from business and creative economies to rich cultural and recreational opportunities. Beyond Bellevue, visitors have seamless access to world-class skiing, wine country, Seattle’s urban attractions, a major international airport and breathtaking national parks.

Known as the safest city in the Seattle area, Bellevue is recognized for its high quality of life, driven by a commitment to innovation and technology. Bellevue embraces its diverse population, ensuring accessibility and openness in every aspect of city life. Bellevue invites you to choose a lifestyle of excellence, fostering a sense of pride and belonging. As a central hub of the Pacific Northwest, Bellevue is your gateway to unparalleled experiences, making it the ultimate place to live, work and explore.



# Target Audiences & Visitor Personas

Defining the target audiences that Visit Bellevue and its partners are trying to attract to the city is a crucial step for informing strategic priorities. In 2017, we identified that Bellevue attracted mainly Active Adventurers. As the destination has evolved, stakeholders identified other important audiences, including Sophisticated Explorers and All-in Enthusiasts for leisure, along with a focus on business travelers in the context of Bellevue's economic growth.



TARGET AUDIENCE 01

# Active Adventurers

Active Adventurers make the most frequent trips per year compared to the other target audiences. Active Adventurers are more likely to combine business trips with leisure vacations. This group doesn't see a vacation as a time to slow down or be indulgent; they want to explore new things and be active. Active Adventurers have a great interest in engaging with nature and participating in outdoor sports and health/fitness activities.

## WHY BELLEVUE SHOULD TARGET ACTIVE ADVENTURERS

With the wealth of opportunities for outdoor recreation and being in nature, it makes sense that this audience group historically makes up the largest visitor segment to the city. Continuing to target Active Adventurers will help maintain the strength of Bellevue's tourism industry while aligning with the city's natural assets and business landscape. By focusing on Active Adventurers, Bellevue can leverage its unique positioning as a destination that seamlessly blends urban amenities with outdoor adventures, potentially increasing both business and leisure travel revenue.



TARGET AUDIENCE 02

# Sophisticated Explorers

Sophisticated Explorers tend to be older than other target audience segments, have a higher net worth and are more likely to be retired with no children at home. The driving force for Sophisticated Explorers is seeking out experiences—specifically, exploring a destination’s cultures and traditions. Sightseeing, dining and visiting cultural attractions are the top activities Sophisticated Explorers enjoy while on vacation.

## WHY BELLEVUE SHOULD TARGET SOPHISTICATED EXPLORERS

Their interest in cultural experiences aligns well with Bellevue’s diverse community and growing arts scene. Sophisticated Explorers are likely to stay longer and spend more on premium experiences, high-end dining and luxury accommodations, contributing disproportionately to the local economy. Additionally, their tendency to travel during off-peak seasons can help balance tourism throughout the year. By catering to this group, Bellevue can enhance its reputation as a sophisticated, culturally rich destination, potentially attracting more of these lucrative visitors and encouraging the development of more upscale and cultural offerings that benefit both tourists and residents alike.



TARGET AUDIENCE 03

# All-In Enthusiasts

All-in Enthusiasts are the youngest segment, with the majority working full-time and having children living at home. All-in Enthusiasts want to do it all and any excuse to travel is a great one. They’re more likely to participate in most types of activities, and they go on vacations for many different reasons. Shopping, nightlife and attending events are most preferred by All-in Enthusiasts compared to other types of travelers.

**WHY BELLEVUE SHOULD TARGET ALL-IN ENTHUSIASTS**

Their diverse interests align well with Bellevue’s varied offerings, from shopping centers to outdoor activities and cultural events. All-in Enthusiasts tend to be higher spenders, engaging in a wide range of activities and experiences during their stay, which can boost overall tourism revenue. Their preference for nightlife and events can help stimulate the city’s evening economy. Additionally, as younger travelers with families, they have the potential to become long-term, repeat visitors as their children grow. Attracting more All-in Enthusiasts could invigorate Bellevue’s tourism scene, encouraging the development of new attractions and experiences that cater to their varied interests, ultimately benefiting all visitor segments and local residents.



# Guiding Principles

Based on the vision we are seeking to achieve and the audiences we are seeking to attract, we designed the following guiding principles to direct and inform our planning, development and marketing of Bellevue as a destination.

CREATIVE

Bellevue is a hub of innovation and creativity, fostering an environment where businesses, artists and entrepreneurs can thrive. The city's vibrant arts scene, including galleries, theaters and public art installations, reflects our commitment to creativity. Bellevue also hosts numerous cultural festivals and events that showcase local and international talent, making it a dynamic and inspiring place to visit.

SAFE

Safety is a cornerstone of life in Bellevue. Recognized as the safest city in the Seattle area, we prioritize the well-being of our residents and visitors by maintaining a strong, proactive approach to community safety and inclusion.

DIVERSE

Bellevue embraces diversity, ensuring that people from all backgrounds feel welcome and included. Our diverse population enriches the community with a variety of cultures, languages and traditions. Bellevue promotes inclusivity through community programs, multicultural events and policies that celebrate and support its diverse residents.

SUSTAINABLE

Sustainability is at the heart of Bellevue's development. The city is dedicated to preserving its natural beauty and ensuring a sustainable future for generations to come in the Pacific Northwest.

# 04 Strategic Priorities

# Strategic Priorities

## DESTINATION DEVELOPMENT FRAMEWORK

Bellevue features a dynamic blend of urban sophistication, rich cultural heritage, lush parks and scenic views. This iteration of the Destination Development Plan builds upon the strong foundation laid by the initial plan, which was essential for establishing the Visit Bellevue organization and its core functions. With the foundational work now complete, this updated plan shifts our focus to growth and refinement. We can now concentrate on enhancing programming, driving innovation and executing strategic initiatives that align with Bellevue's evolving identity and aspirations.

As the future of this destination is envisioned, key strategic priorities have been identified to guide efforts in planning, managing and marketing the City of Bellevue.

STRATEGIC PRIORITY 1

Urban Lifestyle & Placemaking

To foster well-rounded retail destinations, vibrant public spaces and engaging community activities, Visit Bellevue and its partners will implement initiatives that emphasize the city’s exceptional quality of life and commitment to Pacific Northwest wellness. This includes promoting healthy living through accessible green spaces, wellness programs and a focus on sustainable urban development.



STRATEGIC PRIORITY 2

Arts & Innovation

As a quickly maturing city, Bellevue has the opportunity to distinguish itself as a destination at the intersection of arts and technology. By activating events, installations and collaboration opportunities that celebrate this intersection, the city can become the hub of art, culture and technology advancement.



STRATEGIC PRIORITY 3

Recreation & Experiences

Located in the heart of the Pacific Northwest, Bellevue’s natural beauty and access to recreational opportunities create a formidable foundation to attract visitors looking for outdoor adventures. By leaning into this strength, Bellevue can create experiences that leave lasting impressions and encourage repeat visits.



STRATEGIC PRIORITY 4

# Culinary Destination

It takes intentional and strategic planning to become a culinary destination that not only showcases the city’s diverse flavors and creativity but also encourages visitors to choose Bellevue in their vacation itinerary. Partnering with local chefs, restaurants and food festivals can help curate a distinctive and ever-evolving experience.



STRATEGIC PRIORITY 5

# Conferences & Events

From international conferences to local festivals, there are ample opportunities for Visit Bellevue and its partners to build upon existing events and create new activations that enhance the city’s reputation as a premier destination for business and leisure travelers.



STRATEGIC PRIORITY 6

# Built Environment & Enabling Conditions

Ensuring that the visitor experience is both enjoyable and accessible is an important aspect of promoting destination stewardship. Improving Bellevue’s vibrancy only goes as far as a visitor can experience it. By prioritizing transportation, public spaces and sustainable development, Visit Bellevue and its partners can ensure that the city creates an ecosystem where visitors feel welcome and safe.



STRATEGIC PRIORITY 1

# Urban Lifestyle & Placemaking

We will market our urban experience to foster well-rounded retail destinations, vibrant public spaces and engaging community activities. We aim to create a lively, attractive environment that encourages both locals and visitors to explore and enjoy everything Bellevue has to offer. We will emphasize Bellevue's exceptional quality of life and commitment to Pacific Northwest wellness, promoting healthy living through accessible green spaces, wellness programs and a focus on sustainable urban development.





**WHY IT'S IMPORTANT**

Urban lifestyle and placemaking enhance the attractiveness and livability of urban areas like Bellevue. An appealing urban lifestyle, marked by diverse dining, shopping and cultural opportunities, can elevate Bellevue’s profile and competitiveness. Thoughtful placemaking ensures that public spaces are inclusive, accessible and sustainable, contributing to the well-being of residents and creating memorable experiences for visitors. By creating vibrant, engaging spaces, placemaking fosters community pride and draws visitors seeking authentic experiences unique to Bellevue.

Stakeholders throughout the engagement echoed these sentiments, explaining that Bellevue needs to focus on developing both its urban core and surrounding neighborhoods to create a more distinct sense of place. They emphasized the importance of walkable neighborhoods, increased public art installations and the creation of gathering spaces that reflect the city’s diverse cultural heritage. Many highlighted the need for more street-level activities, outdoor dining options and interactive public spaces to enhance the city’s vibrancy and appeal to both residents and visitors. Stakeholders also stressed the importance of maintaining a balance between urban development and preserving green spaces, suggesting that this blend of urban amenities and natural beauty could become Bellevue’s unique selling point in attracting tourists and new residents alike.

STRATEGY 1.1

# Promote Vibrant Neighborhoods & Districts

Highlighting various areas throughout Bellevue encourages visitors to explore beyond the main tourist spots, spreading economic benefits across the city and supporting local businesses. This approach also fosters community pride and involvement, as residents see their neighborhoods celebrated and valued. Promoting a variety of districts helps attract different tourist demographics, offering something for everyone, whether they are interested in historical sites and cultural enclaves or trendy dining and shopping areas. By showcasing the unique character of each neighborhood, Bellevue can position itself as a diverse destination with authentic, locally driven experiences. This strategy not only enhances the visitor experience but also contributes to the city’s overall vibrancy and economic resilience

## ACTIONS

- Engage, partner and promote neighborhoods and districts that combine shopping, dining and entertainment options to create lively, walkable districts that attract visitors.
- Highlight areas where visitors can experience a unique and local Bellevue experience with access to diverse products.



## CASE STUDY

### Portland, Oregon

Portland, Oregon, has successfully cultivated a strong sense of place and community through its emphasis on character neighborhoods and positioning itself as a city of neighborhoods. Tourism Portland celebrates its neighborhoods and encourages visitors to connect with diverse communities. Neighborhood and street guides highlight some of the best places for visitors to explore the city.



STRATEGY 1.2

# Enhance Public Spaces

The enhancement of public spaces plays a crucial role in fostering social interaction, cultural expression and community cohesion. These areas provide both visitors and residents with inviting places to gather, relax and engage in recreational activities. Bellevue currently boasts several pockets of accessible green spaces, safe environments and amenities that cater to diverse age groups and interests. By continuing to develop and improve these spaces throughout the city, Bellevue can drive increased foot traffic to small businesses and community events. This ongoing enhancement cultivates more vibrant, inclusive and sustainable environments that benefit both residents and visitors. Well-designed public spaces not only improve the quality of life for locals, but also create memorable experiences for tourists, contributing to Bellevue’s appeal as a destination.

ACTIONS

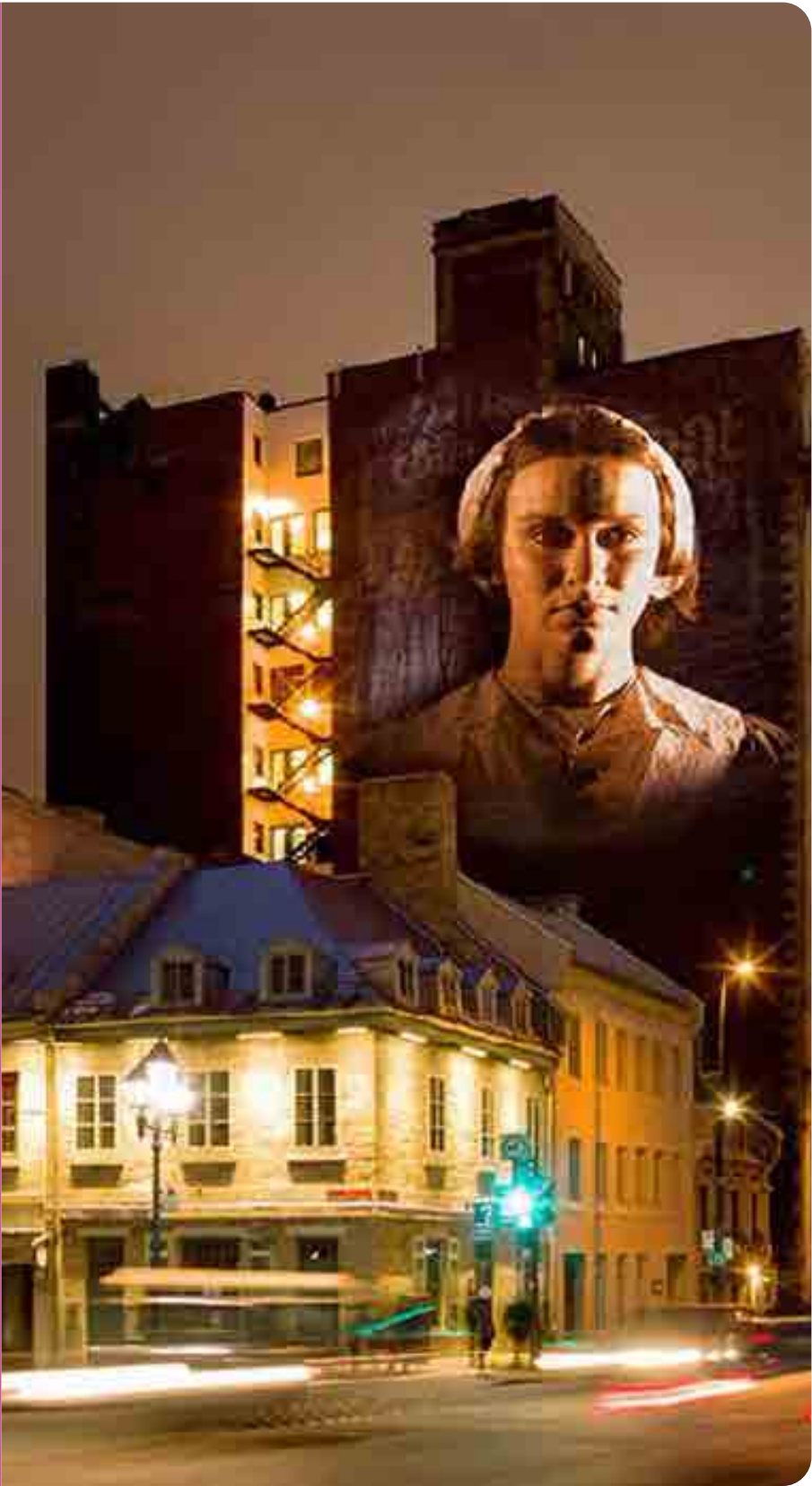
- Activate and promote parks, plazas and pedestrian areas throughout the city to create inviting and functional community hubs that appeal to visitors.
- Incorporate art installations, green spaces and seating areas to create picturesque and relaxing environments for visitors to enjoy.



CASE STUDY

# Cité Mémoire, Montreal, Quebec

As a UNESCO City of Design and center for technology and arts, Montreal has embraced the development of phygital experiences, both indoor and outdoor. For example, Cité Mémoire, one of the world’s largest outdoor video-projection installations, is an urban multimedia experience that tells the stories of both famous and little-known Montrealers who have shaped the city and the world. Other immersive experiences have been developed at major attractions, such as Aura at the city’s Notre-Dame Basilica, in partnership with Moment Factory.



STRATEGY 1.3

## Develop Immersive Experiences

The development of immersive experiences offers unique, memorable interactions that deeply connect visitors to Bellevue’s culture, history and environment. These experiences foster greater appreciation and loyalty, encouraging repeat visits and positive word-of-mouth recommendations. By creating distinctive, engaging attractions, Bellevue can differentiate itself from other destinations, enhancing its competitiveness in the global tourism market. Immersive experiences also support sustainable tourism by dispersing visitor traffic more evenly across various attractions and reducing pressure on popular sites. Integrating technology, local narratives and interactive elements into these experiences both enriches the visitor journey and supports local businesses and communities. This approach contributes to the overall economic and social vitality of Bellevue, creating a more dynamic and appealing destination for both tourists and residents.

ACTIONS

- Create interactive and immersive attractions, such as virtual reality experiences, themed entertainment centers and experiential museums, to offer unique visitor experiences.
- Partner with technology companies to develop cutting-edge attractions that leverage Bellevue’s reputation for innovation.



STRATEGY 1.4

## Support Bellevue’s Nightlife & Music Scene

Bellevue’s vibrant nightlife and dynamic music scene create a lively atmosphere that attracts entertainment-seeking tourists and encourages cultural engagement. These elements not only entice visitors to extend their stays and increase local spending, but also contribute significantly to the city’s unique identity. By differentiating itself from other destinations, Bellevue fosters a strong brand image that resonates with tourists and locals alike. The city’s support of local talent and cultural expressions enhances community pride while offering authentic experiences that deeply connect with visitors. Furthermore, nurturing the nightlife and music scene can spur economic growth by generating job opportunities and attracting talent in both the hospitality and creative industries. Through this strategic focus, Bellevue positions itself as a destination that offers rich, memorable experiences beyond traditional tourist attractions.

ACTIONS

- Encourage the development of nightlife nodes with a variety of bars, clubs and late-night eateries to expand activity in the evening.
- Support the establishment of music stages and venues that can host acts both large and small.
- Promote and support local musicians through events and marketing, creating a vibrant nightlife that appeals to residents and visitors.

STRATEGY 1.5

## Foster Unique Shopping

Bellevue’s reputation for luxury, high-end shopping, complemented by its diverse array of eclectic local businesses, is a powerful draw for tourists. These distinctive retail experiences encourage visitors to extend their stays and increase their spending, thereby bolstering the local economy and supporting small businesses. By continuing to seamlessly integrate entertainment, dining and cultural elements into its shopping districts, Bellevue can transform these areas into vibrant social hubs that appeal to both tourists and residents. The city’s focus on providing exclusive products and crafting immersive retail environments creates lasting impressions on visitors, encouraging repeat visits and positive recommendations. This approach enhances Bellevue’s appeal as a shopping destination while fostering sustainable tourism growth and contributing significantly to the city’s overall economic development. Through this strategic emphasis on unique shopping experiences, Bellevue solidifies its position as a premier retail destination that offers something much more lasting than transactions: memorable experiences that resonate with diverse consumer preferences

ACTIONS

- Promote Bellevue’s distinctive shopping experiences, including upscale shopping centers, specialty stores and local markets.
- Partner with a diverse range of retail businesses, including unique boutiques and high-end brands, to offer a compelling shopping experience for visitors.

STRATEGY 1.6

# Promote Bellevue as a Premier Destination City with High Quality of Life & Well-Being in the Pacific Northwest

Bellevue’s commitment to destination stewardship is exemplified through its abundant green spaces, cleanliness and safety. By emphasizing these strengths, the city showcases its dedication to maintaining a high quality of life for both residents and visitors. Leveraging these assets, along with the distinctive regional identity of the Pacific Northwest, Bellevue positions itself to attract a new demographic of tourists seeking a more relaxed and well-balanced travel experience. This approach highlights the city’s natural beauty and commitment to sustainability, and it also aligns with growing trends in wellness tourism and eco-friendly travel. By promoting its Pacific Northwest lifestyle, Bellevue differentiates itself from more urban-centric destinations, offering visitors a unique blend of modern amenities and natural serenity. This strategy allows the city to tap into a market of travelers who prioritize well-being, outdoor activities and a connection to nature in their travel experiences, potentially expanding its tourism base and reinforcing its image as a desirable, health-conscious destination.

ACTIONS

- Promote Bellevue as a clean, safe and modern urban destination that offers the best of city life, attracting visitors looking for a more relaxed urban experience.
- Highlight Bellevue’s commitment to wellness through outdoor fitness classes, health fairs and accessible green spaces, attracting health-conscious travelers.
- Develop wellness-themed travel packages that include wellness experiences, healthy dining options and outdoor recreational activities.



CASE STUDY

## Boulder, Colorado

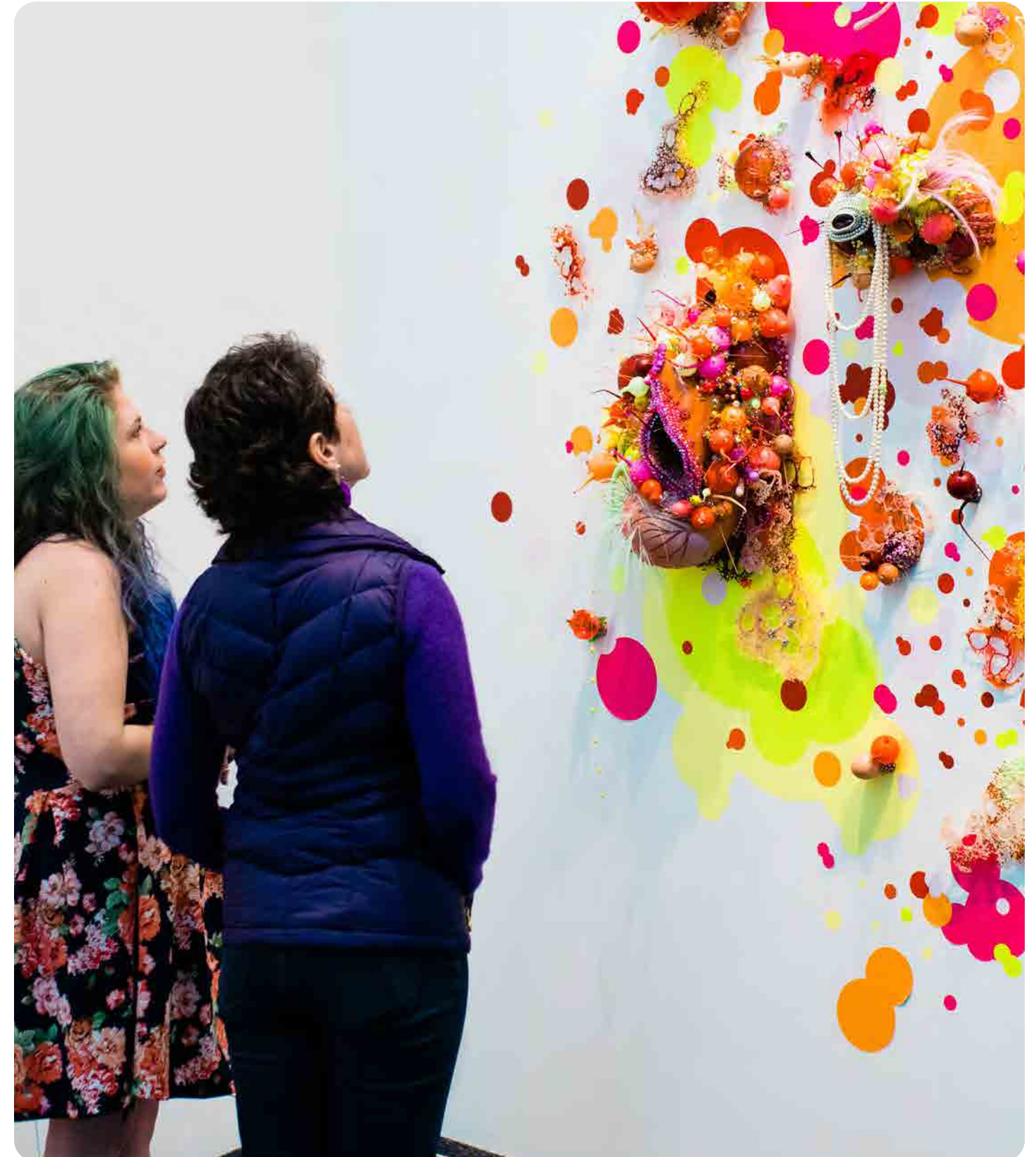
Known for its outdoor recreation and focus on sustainability, Boulder has successfully marketed itself as a place to live and play by aligning its promise with community values and applying these in the development of the destination.



STRATEGIC PRIORITY 2

# Arts & Innovation

We will help develop and market the diverse offerings of arts and innovation within Bellevue, highlighting the technological history of the city. By supporting art installations, tech showcases and creative enterprises, we aim to position Bellevue as a hub of cultural and technological advancement, celebrating the city's unique blend of creativity and innovation.





### WHY IT'S IMPORTANT

Exploring the intersection of arts and innovation will enhance Bellevue's cultural richness and technological edge. Integrating these fields fosters a vibrant, creative community that attracts artists, innovators and tech professionals, boosting the local economy and drawing visitors. This synergy can lead to innovative art forms and cutting-edge technological advancements, reinforcing Bellevue's reputation as a forward-thinking, dynamic city. Embracing this intersection helps Bellevue stand out as a unique destination, appealing to both visitors and residents seeking a blend of creativity and innovation.

As Bellevue continues to grow and mature, stakeholders stressed the critical need for enhancing the city's arts scene. They view this development as essential for creating a well-rounded, vibrant urban environment that can attract and retain diverse talent, businesses and visitors.

A robust arts culture, they argue, complements Bellevue's strong technological presence, offering a balanced and enriching experience for residents and tourists alike. Stakeholders emphasized that investing in the arts fosters creativity, drives economic growth through cultural tourism and enhances the overall quality of life. They envision Bellevue as a city where innovation and artistic expression coexist and mutually reinforce each other, creating a distinctive and appealing destination that stands out in the competitive landscape of modern urban centers.

STRATEGY 2.1

# Develop & Promote Bellevue as an Arts & Cultural Destination

Arts and culture attract diverse tourist demographics, enriching the Bellevue visitor experience through unique, authentic local offerings. Cultural events and attractions such as festivals, museums, galleries and performances not only draw in tourists, but also foster community pride and engagement. For residents, a vibrant cultural scene enhances the livability and lovability of the city, promoting social cohesion and community identity.

ACTIONS

- Invest in and market key cultural institutions to establish Bellevue as a cultural destination.
- Host exhibitions, performances and cultural festivals that showcase both local and international artists, attracting a diverse range of visitors.
- Support public art initiatives throughout the city, creating an engaging and visually stimulating environment for visitors.



CASE STUDY

## The River Arts District (RAD), Asheville, North Carolina

Asheville has successfully transformed a former industrial area into a vibrant arts district featuring galleries, studios and public art. The revitalization of the River Arts District has attracted artists, tourists and residents, contributing to the city's cultural identity.



STRATEGY 2.2

# Leverage Technology in Arts & Culture

By leveraging digital tools like augmented reality and virtual reality, Bellevue can offer immersive experiences that bring historical sites, museums and public art installations to life. Interactive digital art exhibits and tech-driven cultural events can create dynamic, engaging attractions that appeal to a tech-savvy audience. Additionally, technology can enhance marketing efforts through targeted campaigns and personalized visitor experiences via mobile apps. This integration not only boosts tourism by offering innovative experiences, but also enriches the cultural fabric of the city, fostering creativity and community involvement.

For a city like Bellevue, whose history and economic fabric is tied to technological revolutions, this integration can increase its overall visibility globally—attracting future artists, innovators and residents along with visitors who desire to be a part of its dynamic growth, innovative culture and vibrant community.

ACTIONS

- Integrate technology into cultural attractions, such as virtual reality exhibits, interactive installations and digital art experiences, to provide visitors with unique and immersive experiences.
- Foster partnerships between the arts and tech communities to create interdisciplinary projects and events that showcase the intersection of creativity and technology.
- In partnership with tech companies, create campaigns and exhibits that highlight Bellevue’s history and achievements in technology to attract visitors interested in the city’s innovative legacy.
- Develop residency programs that attract artists from around the world to live and work in Bellevue, enriching the local arts community and providing educational programs and workshops in the arts and technology.



CASE STUDY

## Mural Arts Philadelphia, Philadelphia, Pennsylvania

Mural Arts Philadelphia grows and maintains the city’s wide collection of mural art. In addition to paid guided tours in the spring and summer, the organization has also developed a mobile-friendly, digital self-guided tour of mural arts that takes visitors to over 40 individual sites with information on the artwork and artist.



STRATEGY 2.3

# Advocate For New Performance Venues

Bellevue has an opportunity to expand its performance and event offerings by developing new performance venues. By expanding its event infrastructure, Bellevue can host larger and more varied events, elevating its status as a thriving city that appeals to both residents and visitors. These performance venues will benefit artists throughout the city and region, and may attract new performers and touring events, diversifying Bellevue’s offerings.

**ACTIONS**

- Collaborate with stakeholders to advance new performance and event venues in Bellevue.
- Highlight the economic and cultural benefits of such venues, including their potential to attract top-tier performers and enhance Bellevue’s reputation as a destination for live entertainment.
- Engage with the community to gather support and identify potential locations for venues, ensuring that they meet the needs and preferences of both residents and visitors.



STRATEGY 2.4

# Promote Bellevue as an Innovation Hub

As the birthplace of several tech giants, Bellevue’s reputation as an innovation hub is well established. By continuing to develop initiatives and programs that foster collaboration, as well as promoting success stories between artists and tech entrepreneurs, the city can enhance its unique identity and attract visitors interested in technological advancements.

ACTIONS

- Develop and promote areas dedicated to innovation and technology, where visitors can experience cutting-edge advancements and creative enterprises.
- Establish creative spaces and hubs where artists, innovators and entrepreneurs can collaborate and showcase their work to the public, and promote these hubs as key attractions for visitors interested in the arts and innovation.
- Partner with tech companies and start-ups to create interactive exhibits and events that showcase Bellevue’s role in technological innovation.
- Collaborate with the City and local companies to explore and secure funding sources for innovation-related projects, including federal and state grants, private investment and public-private partnerships.



## CASE STUDY Beakerhead, Calgary, Alberta

Drawing international presenters and attendees, Beakerhead is a multi-day festival held every September in Calgary that combines the arts/ culture sectors with the science/technology sectors to encourage collaboration, innovation and science education through interactive art exhibits, engineered installations, entertainment and workshops. Beakerhead also includes a year-round education and outreach initiative.



STRATEGY 2.5

# Celebrate Bellevue’s Multicultural Heritage

Showcasing diverse cultures through festivals, events and cultural institutions highlights Bellevue’s rich history and global connections. This inclusivity enhances social cohesion, promotes mutual respect and enriches the local culture, making Bellevue a more appealing and dynamic place to visit and live. By embracing and promoting its cultural diversity, Bellevue can strengthen its community bonds and enhance its reputation as a welcoming, diverse and culturally rich destination.

ACTIONS

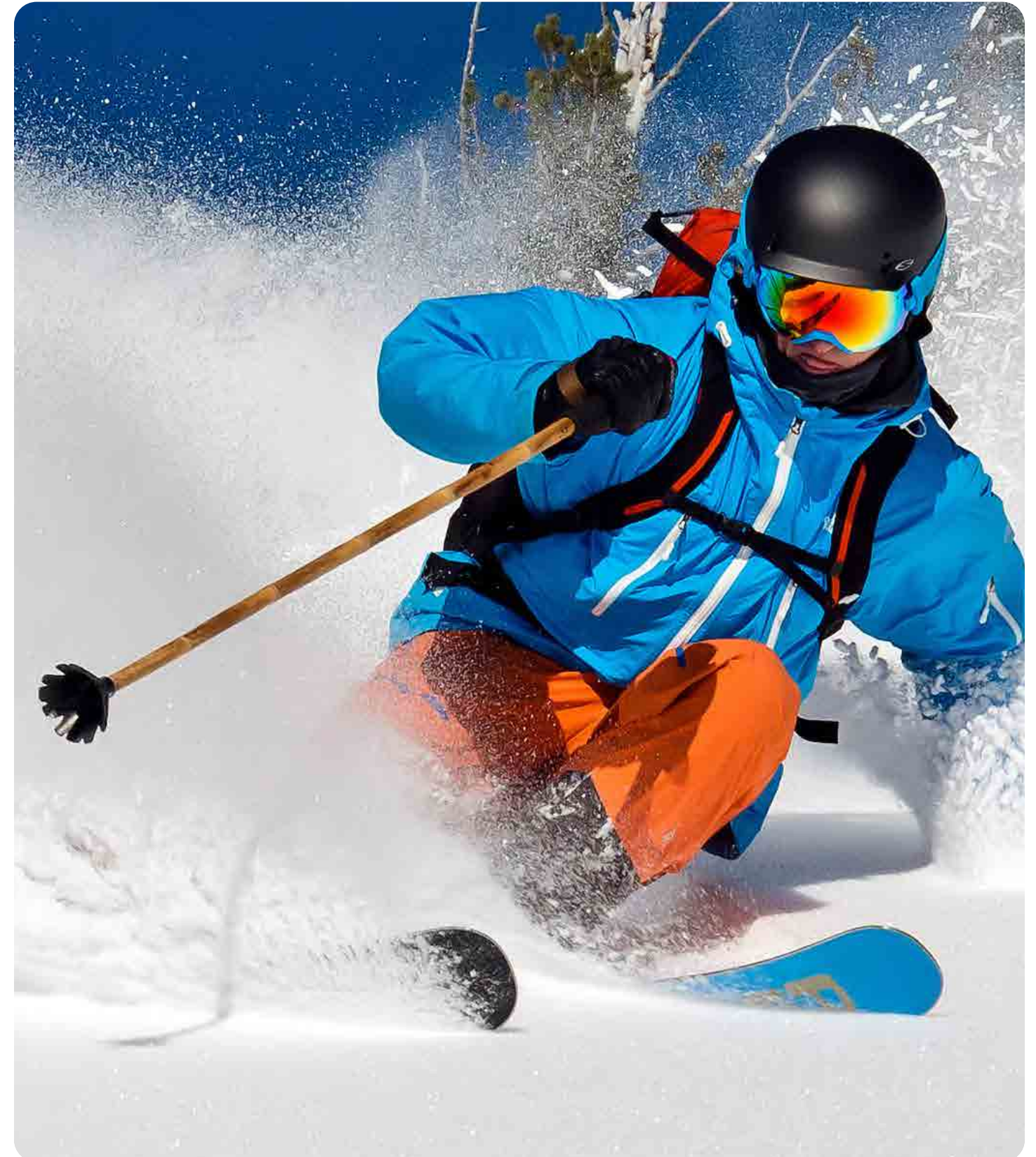
- Develop partnerships with local multicultural communities to celebrate and promote their rich cultural heritage through exhibitions, performances and educational programs.
- Host events such as international trade shows, traditional craft fairs and storytelling sessions to provide visitors with an authentic experience of the many cultures in Bellevue.
- Create permanent exhibits and installations that honor the history and contributions of international and multicultural communities in the Bellevue area.



STRATEGIC PRIORITY 3

# Recreation & Experiences

We will promote and activate experiences that highlight Bellevue's natural beauty and access to recreational opportunities. From outdoor adventures in our parks and trails to interactive community events, we aim to offer a variety of Pacific Northwest activities that cater to all interests, ensuring every visitor finds something memorable and engaging.





**WHY IT'S IMPORTANT**

The continual enhancement of recreation and experiences is crucial for elevating Bellevue’s appeal to visitors. By promoting outdoor recreation, activating waterfront attractions and emphasizing family-friendly activities, the city can create a diverse array of engaging opportunities that cater to various tourist preferences. These offerings provide visitors with memorable experiences, encouraging longer stays, repeat visits and positive recommendations. Outdoor activities and waterfront attractions allow tourists to connect with the city’s natural assets, while family-friendly options ensure inclusivity for all types of travelers. Such a comprehensive approach to visitor experiences not only differentiates Bellevue from other destinations but also contributes to its unique identity in the competitive tourism market. As visitors enjoy these enhanced recreational opportunities, they contribute to the local economy, supporting businesses and potentially inspiring new tourism-related developments.

Throughout both phases of the project, a recurring theme emerged: the importance of leveraging Bellevue’s existing assets while promoting family-friendly initiatives. Many stakeholders emphasized the value of these built-in resources for enhancing the city’s appeal and quality of life. They advocated for new developments and programs that would cater to families, attracting an important demographic of travelers while also improving the quality of life for residents. However, this enthusiasm was tempered by concerns raised by some stakeholders regarding the potential overuse of parks by tourists. These individuals voiced apprehension about maintaining the balance between promoting natural assets and preserving their quality and accessibility for long-term residents. This dichotomy highlights the need for thoughtful planning and management to ensure that Bellevue’s growth and development align with the preservation of its cherished public spaces.

STRATEGY 3.1

Promote Outdoor Recreation

Visit Bellevue and its partners should capitalize on the growing global demand for nature-based and active leisure activities by promoting outdoor experiences. This strategy attracts a diverse range of tourists, from adventure enthusiasts to families, who seek unique, sustainable and health-oriented vacations. By highlighting activities such as hiking, kayaking and mountain biking, organizations can showcase Bellevue’s natural beauty while simultaneously fostering environmental stewardship. These outdoor pursuits enhance the destination’s appeal and contribute significantly to local economies by creating jobs and supporting local businesses. Moreover, the promotion of outdoor recreation aligns with current trends in sustainable tourism, offering visitors immersive experiences that connect them with nature.

ACTIONS

- Highlight Bellevue’s natural beauty and outdoor recreational opportunities, such as hiking, biking and water sports, and its convenient access to the Puget Sound region.
- Develop and maintain well-marked trails, parks and nature reserves throughout the city to provide a variety of outdoor activities for visitors.
- Create and promote cultural and heritage trails that guide visitors through Bellevue’s historical sites, cultural landmarks and natural attractions.
- Partner with local businesses and organizations to offer package deals and itineraries that combine multiple recreational activities.



CASE STUDY

Outdoors RVA,  
Richmond, Virginia

Richmond, Virginia, has successfully positioned itself as a family-friendly destination through a combination of historical attractions, interactive experiences and outdoor activities. Through Outdoors RVA, Richmond Region Tourism purposefully connected the region’s outdoor activities to its place-branding strategy to target adventurers and families.



**STRATEGY 3.2**

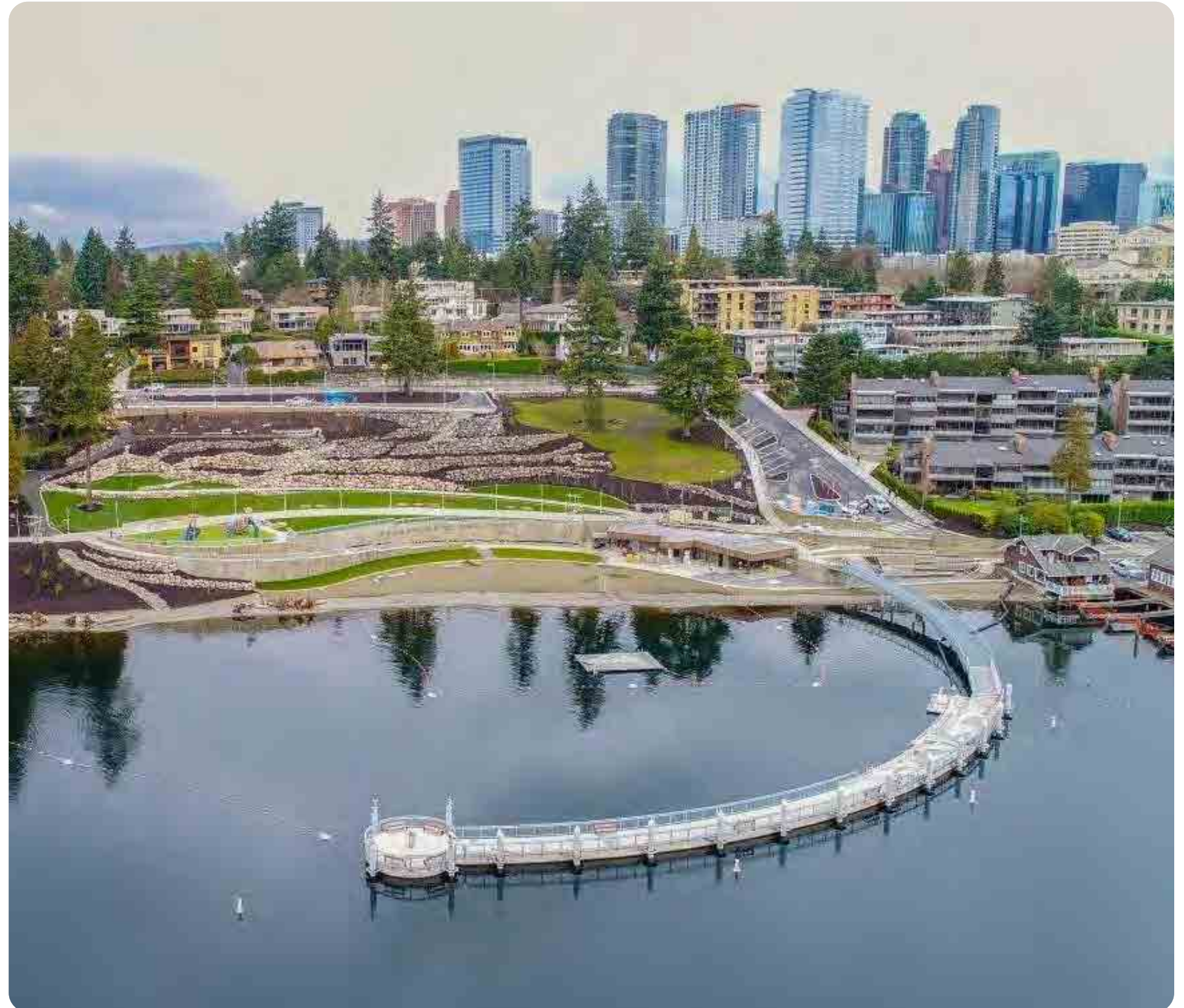
## Activate Waterfront Activations

Waterfronts serve as natural magnets for visitors, offering diverse recreational opportunities such as boating, waterside dining and cultural events. By strategically leveraging these spaces, destinations can transform underutilized areas into vibrant community hubs that both boost tourism and stimulate local economies through increased visitor spending.

Bellevue is unique in that Meydenbauer Park—one of the city’s most noted waterfront parks—is located in a residential neighborhood. While a major city asset, there are concerns that activating this park more may negatively impact residents. Balancing community needs with development potential is crucial. By carefully managing development and prioritizing community input, Bellevue can transform Meydenbauer Park into a vibrant waterfront destination that enhances residents’ quality of life while attracting visitors and boosting the local economy.

### ACTIONS

- Invest in, promote and activate Bellevue's waterfront areas to create attractive destinations for water-based recreation and leisure activities.
- Organize events along the waterfront to draw visitors and highlight its appeal.
- Create and market wellness-focused experiences that celebrate the unique lifestyle of the Pacific Northwest.





STRATEGY 3.3

# Promote Family-Friendly Activities

Promoting family-friendly activities will attract a broad market segment, while also improving the quality for residents. Families often seek destinations that offer safe, enjoyable and diverse experiences for all age groups, resulting in extended stays and higher spending on accommodations, dining and attractions. By catering to this demographic, destinations enhance their appeal, fostering repeat visits and positive word-of-mouth recommendations. Family-friendly activities also promote community engagement and enrich the local culture, creating a welcoming atmosphere for both residents and visitors. Ultimately, this approach boosts economic growth, strengthens the destination’s reputation and ensures sustainable tourism development.

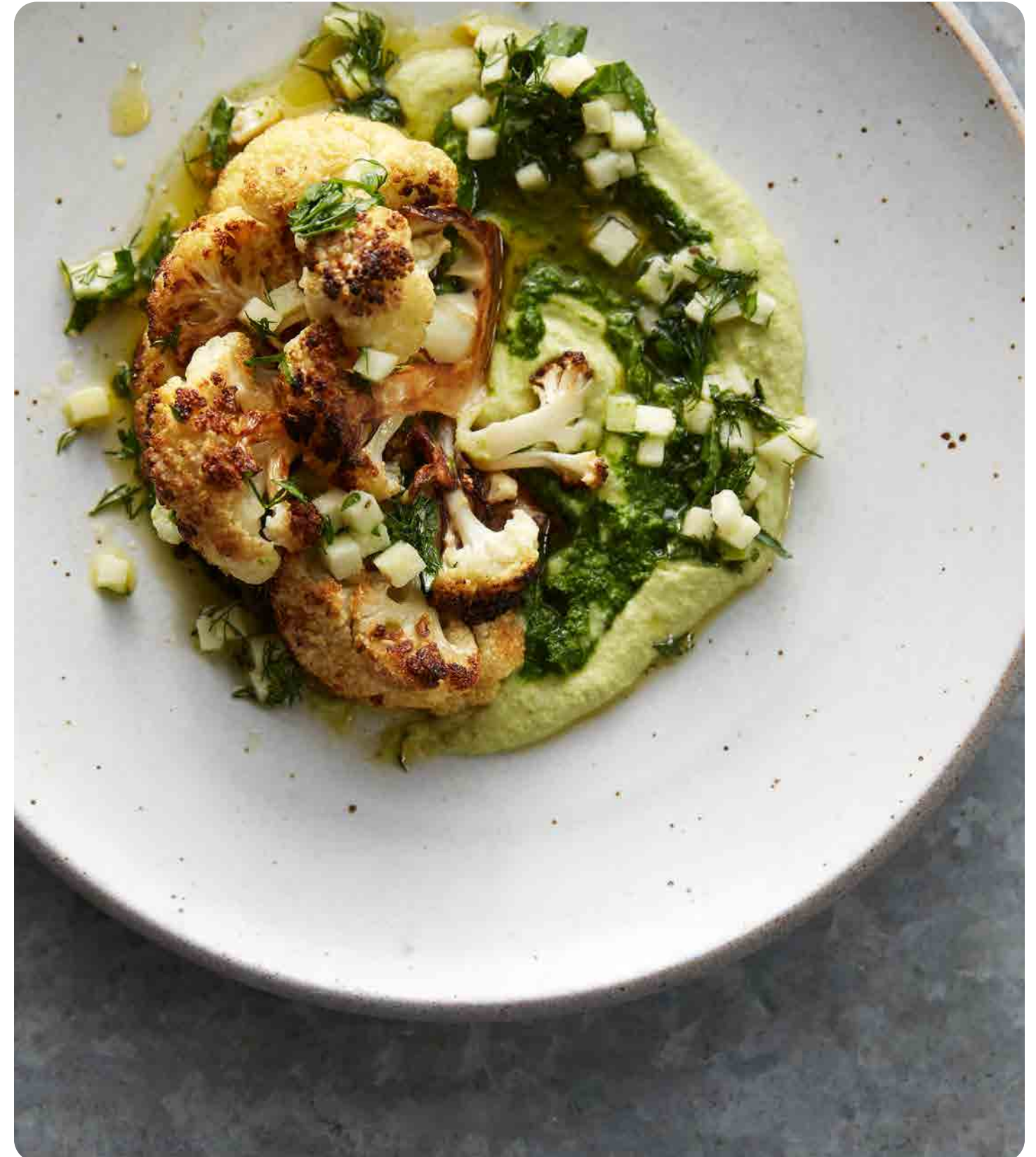
ACTIONS

- Develop and market recreational activities that cater to families, such as adventure parks, children’s museums and family-oriented events.
- Ensure that parks and recreational facilities throughout the city have amenities that appeal to families, such as playgrounds, picnic areas and family-friendly trails.

STRATEGIC PRIORITY 4

# Culinary Destination

We will curate and attract unique culinary experiences that both drive visitor traffic and increase our residents' quality of life. By supporting local chefs, restaurants and food festivals — and telling their stories — we aim to create a dynamic culinary scene that showcases Bellevue's diverse flavors and creativity, making it a culinary destination.





### WHY IT'S IMPORTANT

Food and drink are integral parts of a region's identity, reflecting its history, traditions and local produce. By promoting culinary experiences, Visit Bellevue and its partners can differentiate Bellevue as a destination and create memorable, sensory-rich encounters for visitors.

As Visit Bellevue continues to expand its culinary tourism programs, aligning them with the city's identity, leveraging local restaurants and chefs, and creating all-around unique experiences will help ensure that the destination stands out as a premier food-focused getaway. These efforts will not only attract food enthusiasts, but will also contribute to the city's economic growth and cultural vibrancy. By showcasing Bellevue's diverse culinary landscape, from farm-to-table establishments to innovative fusion restaurants, the city can create a strong gastronomic brand that resonates with both locals and visitors. This approach will foster a sense of pride in the community, encourage sustainable tourism practices and ultimately position Bellevue as a must-visit destination for those seeking exceptional dining experiences in the Pacific Northwest.

STRATEGY 4.1

# Position Bellevue as a Culinary Destination

Positioning a city as a culinary destination taps into the growing trend of food tourism. Culinary attractions draw visitors eager to explore local flavors, unique dining experiences and gastronomic events. This not only boosts tourism revenue but also supports local farmers, chefs and food producers, fostering a vibrant local economy. Highlighting a city's culinary scene enhances its cultural appeal and differentiates it from other destinations, attracting diverse tourist demographics. Additionally, food tourism encourages longer stays and repeat visits, as travelers often seek to revisit destinations that offer memorable dining experiences. Overall, promoting culinary tourism strengthens the city's brand and contributes to sustainable economic growth.

## ACTIONS

- Promote Bellevue's diverse culinary scene by showcasing local restaurants, food markets and specialty food shops that offer unique and authentic dining experiences.
- Develop marketing campaigns that highlight Bellevue's culinary diversity, including Pacific Northwest cuisine and international flavors.
- Collaborate with hotels, travel agencies and local businesses to create culinary travel packages that include dining, accommodations and food-related activities.
- Offer special promotions and packages for visitors participating in culinary events or dining at multiple local restaurants.



## CASE STUDY

# Food + Beverage Powerhouse, Portland, Oregon

Known for its farm-to-table movement, Portland has successfully positioned itself as a culinary destination. The city's emphasis on local ingredients and innovative cuisine has attracted food enthusiasts from around the world. Portland is also renowned for its craft beer and spirits scene, with numerous breweries offering a wide variety of styles and experiences, and it is the host of the Oregon Brewers Festival, one of the largest beer festivals in the world. Residents and visitors also have access to local culinary experiences, cooking schools and classes, providing opportunities to learn about local cuisine and cooking techniques.



STRATEGY 4.2

# Create Unique Culinary Experiences

Creating unique culinary experiences benefits a city by attracting food enthusiasts and boosting tourism. These experiences, such as farm-to-table dining, culinary festivals and local food tours, showcase the city’s cultural heritage and gastronomic innovation. This differentiation enhances the city’s appeal, drawing visitors who seek authentic and memorable dining adventures. Unique culinary offerings also support local farmers, chefs and food artisans, fostering economic growth and community pride. Additionally, these experiences encourage longer stays and higher visitor spending, contributing to the city’s overall economic development. By highlighting its distinct food culture, a city can build a strong, competitive identity in the tourism market.

## ACTIONS

- Develop and promote culinary trails that guide visitors through Bellevue’s top dining spots, food markets and artisan food producers.
- Promote unique dining experiences such as pop-up restaurants, food trucks and themed dining events that offer visitors something out of the ordinary.
- Partner with local chefs and culinary artists to create exclusive, limited-time dining events that generate buzz and attract visitors.
- Develop beverage trails and tasting tours that attract visitors interested in exploring Bellevue’s craft beverage scene.



STRATEGY 4.3

# Develop Culinary Events & Festivals

Developing culinary events and festivals benefits a city by attracting diverse visitors, boosting tourism and increasing local spending. These events highlight local cuisine, promote cultural heritage and provide unique, memorable experiences that draw food enthusiasts. Culinary festivals create opportunities for local businesses, such as restaurants and food producers, to showcase their offerings, fostering community pride and economic growth. They also encourage longer stays and repeat visits, enhancing the city’s reputation as a vibrant, food-centric destination. Overall, culinary events and festivals stimulate the local economy, support local talent and enhance the city’s appeal and competitiveness in the tourism market.

## ACTIONS

- Organize and/or support local and international food festivals and culinary excursions that celebrate Bellevue’s vibrant and diverse food culture.
- Partner with local chefs, restaurants and food producers to create signature events that draw visitors from near and far.
- Encourage local restaurants to participate in food-related events and promotions that highlight their culinary offerings.



## CASE STUDY

# Chicago’s Culinary Scene, Chicago, Illinois

Chicago has successfully leveraged its diverse culinary scene to create a vibrant calendar of food-focused events and festivals. Taste of Chicago showcases the city’s culinary diversity, offering a wide range of food vendors and live entertainment. Chicago Gourmet is a high-end food and wine festival featuring renowned chefs and restaurants, and the annual Chicago Restaurant Week encourages diners to explore the city’s diverse culinary offerings through special menus and promotions.

STRATEGY 4.4

# Support Bellevue’s Emerging Culinary Scene

Supporting a city’s emerging culinary scene enhances the city’s attractiveness to food enthusiasts and travelers seeking unique, authentic experiences. An emerging culinary scene reflects innovation, local culture and diversity, making the city a compelling destination. Promoting local chefs, restaurants and food producers stimulates economic growth, encourages entrepreneurship and supports local agriculture. Additionally, a vibrant culinary scene can foster community pride and engagement. By highlighting the city’s gastronomic offerings, destination marketing organizations can differentiate the city from competitors, attract media attention and drive tourism, ultimately contributing to the city’s long-term economic and cultural vitality.

## ACTIONS

- Promote up-and-coming chefs and food entrepreneurs by featuring them in local events, media campaigns and culinary competitions.
- Create programs that support culinary start-ups and innovation to foster a dynamic and evolving food scene in Bellevue.
- Promote restaurants and eateries that emphasize farm-to-table practices and sustainable sourcing.
- Develop partnerships with local farmers and food producers to create farm-to-table dining events and experiences.



## CASE STUDY

# Culinary Content, Visit St. Pete-Clearwater, Florida

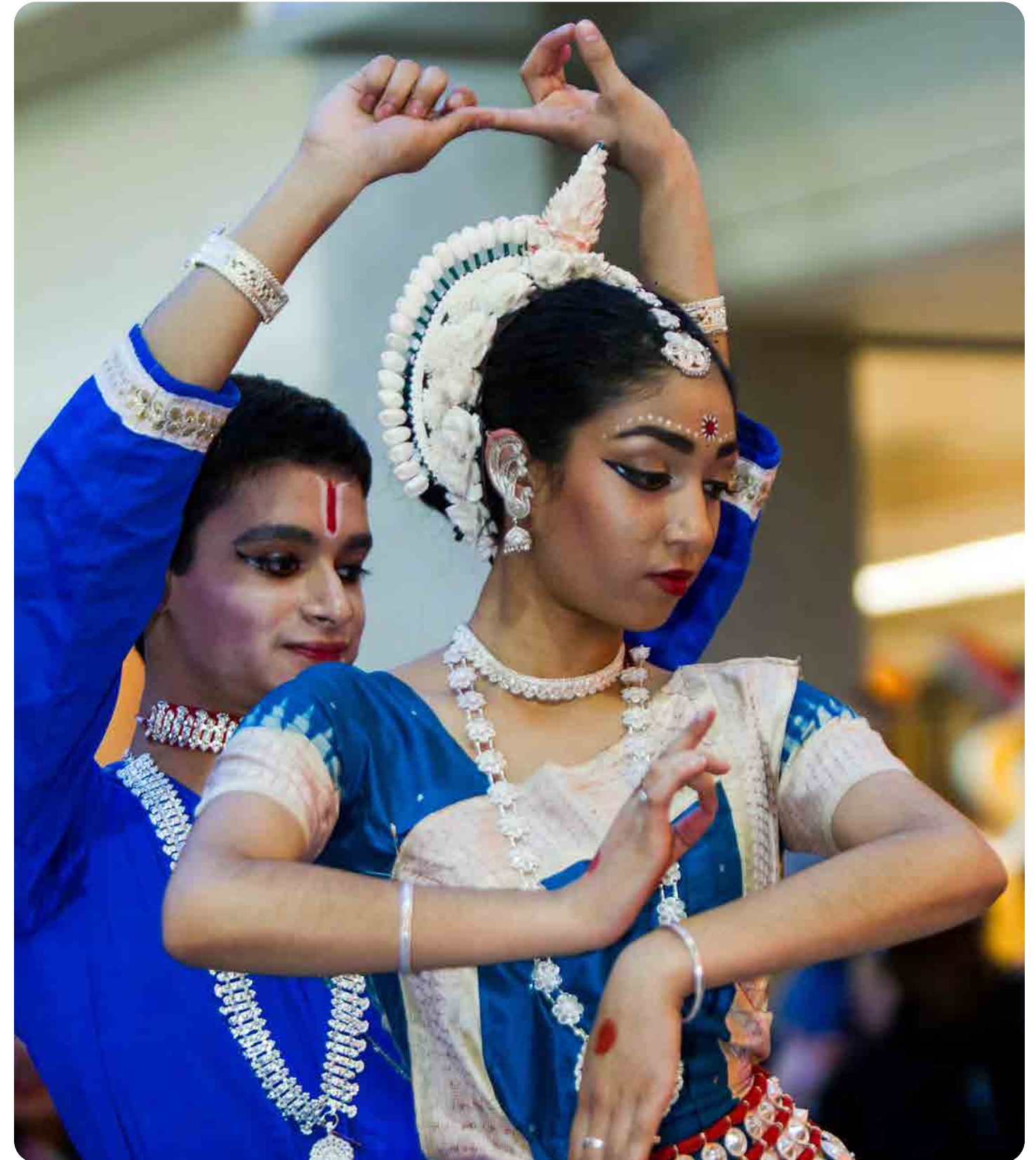
Visit St. Pete-Clearwater provides extensive content on their dining, brewery and overall food scene, shared through both digital and print channels. Their efforts include an ongoing video series in both short and long formats, such as Savor This, as well as an innovative gamification of their brewery trail.



STRATEGIC PRIORITY 5

# Conferences & Events

We will cultivate and curate a dynamic calendar of events and festivals that celebrate our unique heritage and attract new audiences. From international conferences to local festivals, we aim to create a vibrant event landscape that enhances Bellevue's reputation as a premier destination for business and leisure gatherings.





**WHY IT'S IMPORTANT**

Bellevue, renowned for its business travel and luxury retail shopping, must continue to elevate its visitor experience. This will require expanding and diversifying conference events to attract business travelers, as well as offering unique events that draw in targeted audiences. The goal is to entice business travelers to extend their stays, adding a day or two for leisure.

These diverse events generate direct revenue through visitor spending while enhancing Bellevue's brand image as a dynamic, culturally rich destination. They foster a vibrant local ecosystem by creating opportunities for networking, knowledge exchange and community engagement. A strong event strategy can lead to repeat visits and positive word-of-mouth marketing, further amplifying the destination's appeal and long-term economic benefits.



STRATEGY 5.1

## Market Bellevue as the Destination For Conferences

Marketing a city as a competitive place to host conferences attracts meeting delegates and business travelers, boosting tourism and stimulating the local economy. Conferences bring in delegates who spend on accommodations, dining and local attractions, driving economic growth. Promoting the city’s modern venues, accessibility and unique cultural offerings enhances its appeal to event organizers. A strong conference market fosters networking opportunities, knowledge exchange and investment, raising the city’s profile as a meeting hub. Additionally, successful conferences generate positive word-of-mouth and repeat visits, further establishing the city as a premier destination for both business and leisure tourism.

ACTIONS

- Promote Bellevue as a premier destination for conferences by highlighting its unique blend of urban amenities, connectivity, natural beauty and innovative spirit.
- Encourage local businesses and residents to participate in and support conferences and events, fostering a sense of community pride and ownership.

STRATEGY 5.2

## Convention Center Expansion

Expanding a conference center allows a city to attract larger and more diverse events, boosting tourism and local economic growth. A larger, state-of-the-art facility can accommodate more attendees and offer enhanced amenities, making the city more competitive in the conference and events market. This attracts a steady influx of business travelers who spend on accommodations, dining and local attractions, benefiting local businesses. With more travelers, the city may be better positioned to help facilitate the development and investment of new hotels — further diversifying and expanding Bellevue’s offers. Additionally, hosting major conferences and conventions raises the city’s profile as a business hub, fostering networking opportunities and potential investments. An expanded conference center also supports job creation and community development, contributing to the city’s long-term economic and cultural vitality.

ACTIONS

- Advocate for the expansion of the Meydenbauer Center and the development of new facilities to increase Bellevue’s capacity to host larger and more high-profile conferences.
- Highlight the economic and community benefits of expanding conference infrastructure to attract support from local stakeholders and investors.

STRATEGY 5.3

# Grow Existing Events

Growing existing events helps a city become a competitive tourist destination by attracting more visitors and increasing local spending. Enhancing popular events can draw larger crowds, boost media attention and create a buzz that extends beyond the city’s borders. Well-developed events showcase the city’s culture, heritage and unique attractions, enhancing its overall appeal. Additionally, successful events foster community pride and engagement, providing economic benefits to local businesses including hotels, restaurants and retailers. By scaling up existing events, the city can build a reputation for hosting memorable experiences, driving tourism and promoting sustainable economic growth year-round.

## ACTIONS

- Encourage and support the organization of events and festivals that have the potential to attract significant visitor numbers and media attention.
- Provide logistical support, funding and marketing assistance to ensure the success and growth of events.
- Create and maintain a dynamic calendar of events, including conferences, festivals and cultural activities, to attract a diverse range of visitors year-round.
- Partner with local organizations and venues to ensure a variety of events that cater to different interests and demographics.
- Collaborate with stakeholders to coordinate event schedules and marketing efforts, ensuring a seamless and complementary event landscape.



CASE STUDY

# BLINK festival, Cincinnati, Ohio

BLINK is a week-long, night-time event featuring large-scale projection mapping, media light, interactive light sculptures, murals and public art by local, national and international artists. The event cuts across various neighborhoods, encouraging visitors to explore the city at night, and is a grassroots initiative organized in partnership with a number of local art collectives and cultural institutions. Since its inception in 2019, BLINK has grown in prominence to become the nation’s largest light, art and projection mapping experience, attracting over 1.2 million visitors annually.



STRATEGY 5.4

## Develop New Events

Developing new events helps a city become a competitive tourist destination by attracting diverse visitors and creating fresh, engaging experiences. New events can highlight the city’s unique culture, heritage and innovations, differentiating it from other destinations. These events draw tourists during off-peak seasons, boosting local businesses and stimulating the economy year-round. Additionally, fresh events generate media attention and social media buzz, enhancing the city’s visibility and appeal. They also foster community pride and participation, encouraging locals to engage and support tourism efforts. By continually introducing new attractions, the city can maintain a dynamic and appealing profile, attracting repeat visits and establishing itself as a vibrant destination.

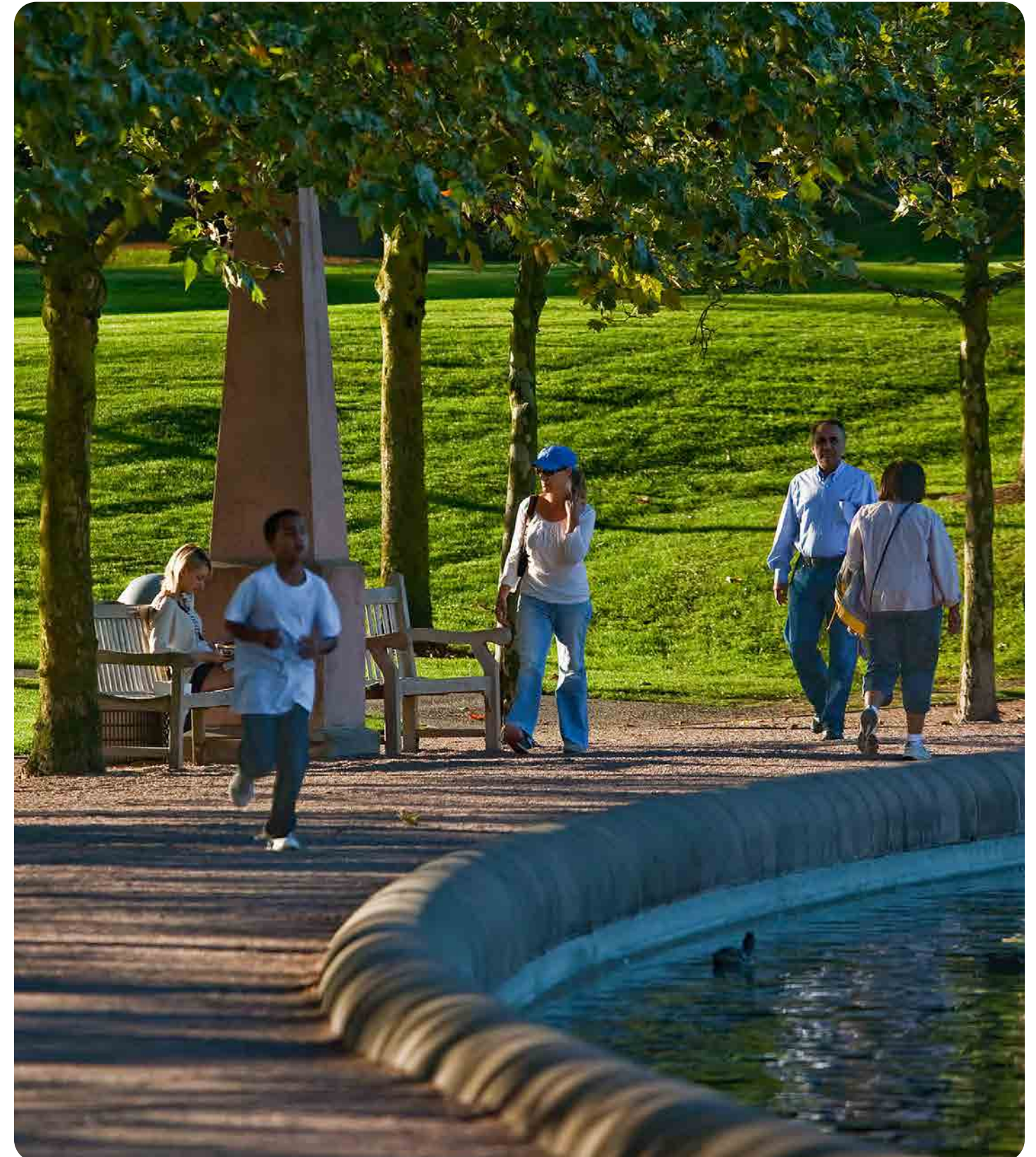
ACTIONS

- Introduce new events that align with Bellevue’s positioning, such as events that focus on technology, sustainability, culinary offerings and wellness, or events that celebrate local culture and community.
- Identify gaps in programming and events that could drive more traffic during peak seasons and shoulder periods, ensuring a steady flow of visitors throughout the year.
- Engage with the City, industry leaders and organizations to identify opportunities for new events and event locations.

STRATEGIC PRIORITY 6

# Built Environment & Enabling Conditions

We will support and advocate for infrastructure investments that increase the vibrancy and accessibility of our place. By prioritizing transportation, public spaces and sustainable development, we aim to enhance the overall visitor experience and ensure that Bellevue remains an accessible, welcoming and forward-thinking destination.





**WHY IT'S IMPORTANT**

By advocating for infrastructure investments, Visit Bellevue can ensure that the city remains competitive and attractive to tourists. Improved transportation and public spaces enhance accessibility, allowing more visitors to explore the area comfortably. Sustainable development practices demonstrate a commitment to environmental responsibility, which increasingly resonates with conscious travelers.

These initiatives contribute to the overall quality of life for residents, creating a more vibrant and livable city that naturally becomes more appealing to visitors—something mentioned and emphasized by multiple stakeholders. By aligning tourism development with urban planning and sustainability goals, Visit Bellevue can foster a holistic approach to destination management, ensuring Bellevue’s continued success as a desirable location for both leisure and business travelers.

STRATEGY 6.1

# Enhance Event Infrastructure & Services

Enhancing event infrastructure and services positions a city as a premier destination for conferences, festivals and large-scale events, driving tourism and economic growth. Upgraded venues, modern amenities and efficient services attract high-profile events and larger audiences, boosting local businesses such as hotels, restaurants and retailers. Improved infrastructure enhances the overall visitor experience, fostering positive word-of-mouth and repeat visits. Additionally, state-of-the-art facilities and professional services ensure successful event execution, raising the city’s profile as a reliable and attractive location for event organizers. By investing in infrastructure and services, the city can support community engagement, cultural enrichment and long-term economic vitality.

ACTIONS

- Develop structures (e.g., semi-permanent, permanent) that can be adapted for various events and festivals, providing flexible and cost-effective solutions for hosting large-scale events.
- Invest in the development and maintenance of dedicated event grounds with the necessary infrastructure to host major events, concerts and festivals.



CASE STUDY

## Hayden Homes Amphitheater, Bend, Oregon

The Hayden Homes Amphitheater is an outdoor riverfront venue built in the historic Old Mill District that is designed to host concerts, craft beer festivals, graduations, races and more. It has become a destination for musicians and fans alike in the heart of the community.



STRATEGY 6.2

## Wayfinding Across the City

Implementing wayfinding across a city enhances the visitor experience by making navigation easy and intuitive, encouraging exploration and longer stays. Clear, well-placed signs and digital guides help tourists efficiently find attractions, amenities and services, reducing frustration and increasing satisfaction. Wayfinding promotes accessibility, making the city more welcoming to all, including those with disabilities. It also boosts local businesses by directing foot traffic to shops, restaurants and cultural sites. Effective wayfinding reflects a city's commitment to hospitality and organization, enhancing its reputation as a tourist-friendly destination. Overall, it supports tourism growth, local economic development and community pride.

### ACTIONS

- Implement a comprehensive and innovative wayfinding system across Bellevue so visitors can navigate the city easily.
- Utilize technology to enhance the visitor experience and provide real-time information and guides on activities.
- Partner with transit partners to guide visitors, residents and regional explorers to events, festivals and activations throughout Bellevue.



STRATEGY 6.3

# Accessibility First

Promoting accessibility is crucial for a destination as it ensures that all visitors, regardless of physical abilities, can enjoy its attractions and services. Accessible facilities and inclusive experiences attract a broader range of tourists, including those with disabilities, elderly travelers and families with young children. This inclusivity fosters a welcoming environment, enhancing the destination’s reputation for hospitality. Additionally, accessible tourism supports social equity, aligns with legal standards and demonstrates a commitment to diversity and inclusion. By prioritizing accessibility, destinations can boost visitor satisfaction, drive repeat visits and generate positive word-of-mouth, ultimately contributing to sustainable tourism growth and economic benefits for the community.

## ACTIONS

- Support the improvement of pedestrian pathways, bike lanes and public transportation options to ensure easy access to downtown Bellevue and key attractions.
- Enhance the connectivity and safety of routes leading to popular destinations, making them more visitor-friendly.
- Develop seamless connections between light rail stations and major attractions, hotels and the conference center through shuttle services, pedestrian walkways and bike-sharing programs.
- Promote the use of public transit by providing comprehensive information on routes, schedules and ticketing options.



## CASE STUDY

# Comprehensive Plan 2040, Denver, Colorado

Denver has implemented a Comprehensive Plan 2040, which includes training for different sectors, including tourism professionals, on disability awareness and best practices to serve individuals with disabilities and promoting accessible businesses. The city works closely with disability advocacy groups to identify and address accessibility challenges on an ongoing basis to improve the in-destination experience.



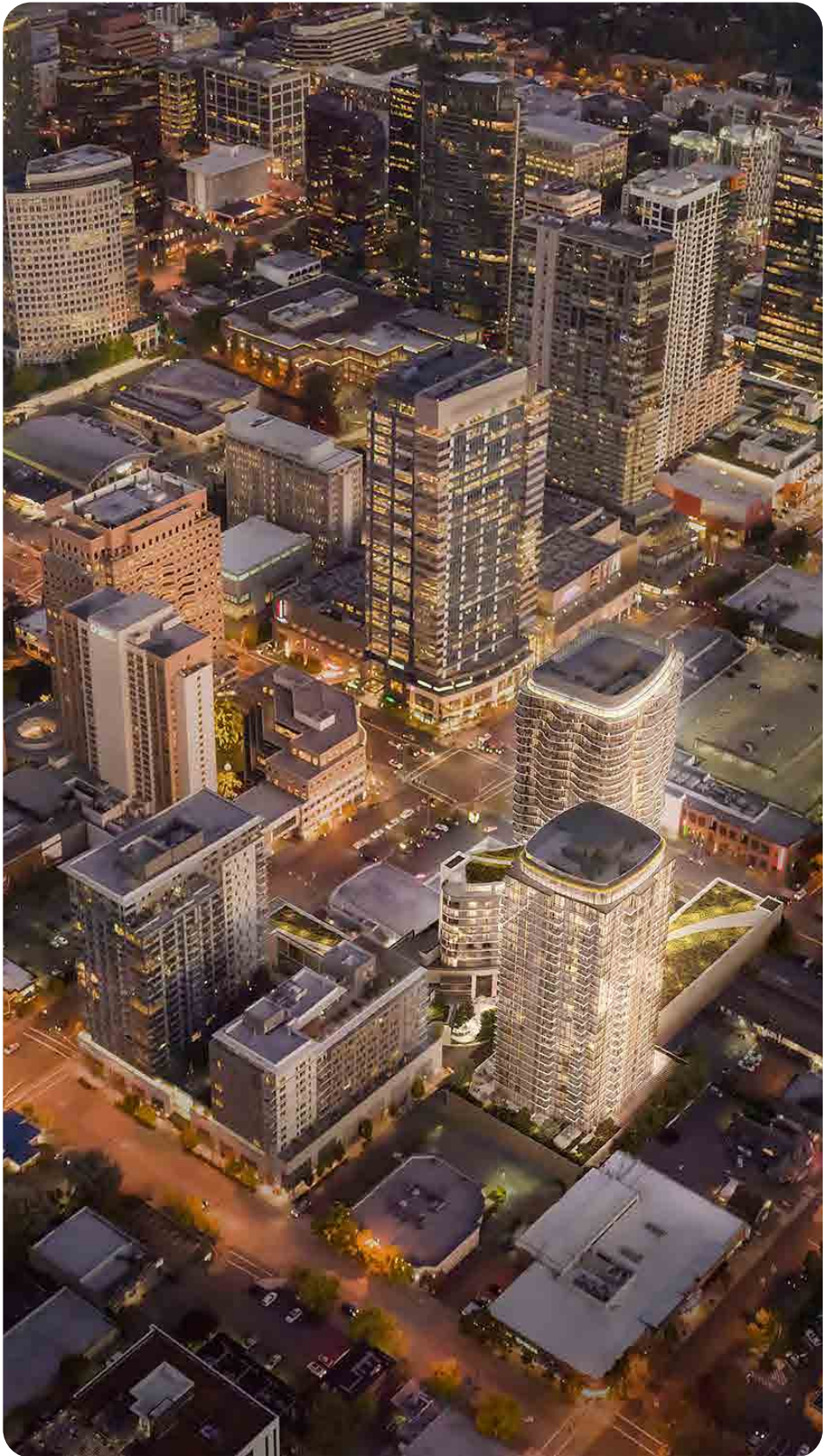
STRATEGY 6.4

# Destination Sustainability

Pursuing sustainable tourism is essential for a Destination Marketing Organization (DMO) as it ensures the long-term viability and attractiveness of the destination. Sustainable tourism minimizes environmental impacts, conserves natural resources and protects cultural heritage, which is crucial for maintaining the destination's appeal. It also promotes economic stability by supporting local businesses and communities, ensuring that tourism benefits are widely distributed. Sustainable practices enhance the visitor experience, meeting the growing demand for eco-friendly and responsible travel options. By championing sustainability, Visit Bellevue can build a positive, forward-thinking brand image, attract environmentally conscious travelers and contribute to the overall health and prosperity of the destination and its residents.

## ACTIONS

- Support the implementation of city-wide sustainability initiatives that focus on reducing carbon footprint, enhancing green spaces and promoting eco-friendly tourism practices.
- Encourage local businesses, hotels and event organizers to obtain sustainability certifications to promote environmentally friendly practices.
- Partner with local environmental organizations to create programs and campaigns that educate visitors on sustainable practices and encourage their participation.
- Highlight certified establishments and events in marketing materials across all channels and markets.



STRATEGY 6.5

# Tourism Workforce Development

Supporting the creation of a tourism workforce is crucial for a city's economic and cultural vitality. A well-trained workforce ensures high-quality service, enhancing visitor experiences and promoting positive word-of-mouth. It helps local businesses thrive, from hotels and restaurants to tour operators, driving economic growth and job creation. Additionally, a skilled tourism workforce reflects the city's commitment to hospitality and professionalism, attracting more tourists and events. Investing in tourism education and training programs fosters local talent, reduces unemployment and supports career development. Overall, a robust tourism workforce strengthens the city's competitiveness as a premier travel destination, benefiting both the community and the local economy.

## ACTIONS

- Collaborate with local educational institutions and industry partners to develop training programs that equip the workforce with skills needed in the tourism and hospitality sectors.
- Encourage ongoing professional development for the existing workforce through workshops, certifications and advanced training in customer service, event management and sustainable practices.
- Promote career opportunities in tourism and hospitality to attract talent and support local employment.



## CASE STUDY

# Visit Baltimore Diversity Apprenticeship Program, Baltimore, Maryland

Sponsored by local partners, Visit Baltimore's paid Diversity Apprenticeship Program offers BIPOC and under-represented employees the opportunity to work in various roles within the Visit Baltimore organization and with industry partners (including breweries, hotels, attractions and sports facilities). The program aims to create new career pathways for minority leaders and employees and guarantees a minimum coordinator-level position upon completion of the program.

# Governance, Programs & Resources

Effective governance is key to sustaining growth and ensuring Bellevue remains vibrant, inclusive and competitive. Visit Bellevue's current shared governance model with the Bellevue Convention Center Authority and Bellevue-Redmond Tourism Promotion Area , coupled with industry advisory through the Visit Bellevue Advisory Board and community input from Bellevue Tourism Councils, plays a crucial role in this effort. To maintain momentum and adaptability, it is important to continually evolve this governance model, ensuring it remains streamlined and connected. This will enhance Visit Bellevue's ability to efficiently lead and collaborate with both public and private partners, driving forward the city's vision. This governance section outlines key organizational recommendations aimed at enhancing Visit Bellevue's capacity to lead the development of the destination.



## Grow Organizational Capacity

### EXPERIENCE DEVELOPMENT

As Bellevue enhances its current offerings and develops new products and programming, Visit Bellevue’s visitor experience team must expand its capacity to keep pace with the city’s growth. A well-resourced team, with the addition of a Tourism Manager dedicated to visitor experience, will be essential in ensuring Bellevue continues to offer compelling and memorable experiences for all who visit.

### DESTINATION STEWARDSHIP

While destination stewardship is a shared responsibility, it will be crucial to establish a dedicated role, Director of Destination Stewardship & Community Relations, focused on sustainability, inclusion and accessibility within Visit Bellevue. This role will support Bellevue to grow as a destination with a commitment to long-term environmental stewardship, economic viability and social equity, securing a sustainable future for the city and its stakeholders.

## Develop Strategic Partnerships

### RESEARCH PARTNERSHIPS

Forming strategic research partnerships will be essential for Visit Bellevue and its partners to stay informed about visitor behaviors and emerging trends. By centralizing resources and insights, these partnerships will enable the organization to anticipate changes in the tourism landscape and adapt accordingly, ensuring that Bellevue remains competitive and innovative in its offerings.

### MARKETING PARTNERSHIPS

Co-marketing partnerships with local and regional organizations will enhance Visit Bellevue’s ability to reach new audiences and markets. By partnering with complementary destinations, and other tourism-related entities, Visit Bellevue can leverage shared resources and marketing platforms to amplify its message. These partnerships will enable joint campaigns that highlight Bellevue’s unique offerings for leisure and business.

## Funding

The sustainability and growth of Bellevue’s tourism efforts are underpinned by a solid financial foundation. A key milestone in achieving this was the Bellevue Convention Center Authority’s commitment to optimizing Visit Bellevue’s finance plan by dedicating \$2.5 million annually from the Transient Occupancy Tax. This significant allocation has enabled Visit Bellevue to strategically invest in initiatives that drive tourism growth and enhance the visitor experience.

Additionally, the establishment of the new Tourism Promotion Area by Bellevue Hotels and the City of Bellevue marks a pivotal advancement in the city’s tourism strategy. The \$2.50 per night assessment provides a reliable and robust funding stream that directly supports the development and promotion of Bellevue.

These funding sources are essential for the long-term success of Visit Bellevue. To remain competitive in the dynamic tourism landscape, it is crucial that these funding mechanisms are sustained and adjusted annually to keep pace with inflation and market demands, enabling Bellevue to continue to attract visitors and drive economic growth. Stable and predictable funding maintains current success and future-proofs the destination and organization.

# 05 Destination Roadmap

STRATEGIC PRIORITY 1

Urban Lifestyle & Placemaking

| Strategy                                                                                                           | Action                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|--------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.1 Promote Vibrant Neighborhoods & Districts                                                                      | <ul style="list-style-type: none"><li>Engage, partner and promote neighborhoods and districts that combine shopping, dining and entertainment options to create lively, walkable districts that attract visitors.</li><li>Highlight areas where visitors can experience a unique and local Bellevue experience with access to diverse products.</li></ul>                                                                                                                                                                               |
| 1.2 Enhance Public Spaces                                                                                          | <ul style="list-style-type: none"><li>Activate and promote parks, plazas and pedestrian areas throughout the city to create inviting and functional community hubs that appeal to visitors.</li><li>Incorporate art installations, green spaces and seating areas to create picturesque and relaxing environments for visitors to enjoy.</li></ul>                                                                                                                                                                                      |
| 1.3 Develop Immersive Experiences                                                                                  | <ul style="list-style-type: none"><li>Create interactive and immersive attractions, such as virtual reality experiences, themed entertainment centers and experiential museums, to offer unique visitor experiences.</li><li>Partner with technology companies to develop cutting-edge attractions that leverage Bellevue’s reputation for innovation.</li></ul>                                                                                                                                                                        |
| 1.4 Support Bellevue’s Nightlife & Music Scene                                                                     | <ul style="list-style-type: none"><li>Encourage the development of nightlife nodes with a variety of bars, clubs and late-night eateries to expand activity in the evening.</li><li>Support the establishment of music stages and venues that can host acts both large and small.</li><li>Promote and support local musicians through events and marketing, creating a vibrant nightlife that appeals to residents and visitors.</li></ul>                                                                                              |
| 1.5 Foster Unique Shopping                                                                                         | <ul style="list-style-type: none"><li>Promote Bellevue’s distinctive shopping experiences, including upscale shopping centers, specialty stores and local markets.</li><li>Partner with a diverse range of retail businesses, including unique boutiques and high-end brands, to offer a compelling shopping experience for visitors.</li></ul>                                                                                                                                                                                         |
| 1.6 Promote Bellevue as a Premier Destination City with High Quality of Life & Well-Being in the Pacific Northwest | <ul style="list-style-type: none"><li>Promote Bellevue as a clean, safe and modern urban destination that offers the best of city life, attracting visitors looking for a more relaxed urban experience.</li><li>Highlight Bellevue’s commitment to wellness through outdoor fitness classes, health fairs and accessible green spaces, attracting health-conscious travelers.</li><li>Develop wellness-themed travel packages that include wellness experiences, healthy dining options and outdoor recreational activities.</li></ul> |

STRATEGIC PRIORITY 2

Arts & Innovation

| Strategy                                                            | Action                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|---------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2.1<br>Develop & Promote Bellevue as an Arts & Cultural Destination | <ul style="list-style-type: none"><li>• Invest in and market key cultural institutions to establish Bellevue as a cultural destination.</li><li>• Host exhibitions, performances and cultural festivals that showcase both local and international artists, attracting a diverse range of visitors.</li><li>• Support public art initiatives throughout the city, creating an engaging and visually stimulating environment for visitors.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 2.2<br>Leverage Technology in Arts & Culture                        | <ul style="list-style-type: none"><li>• Integrate technology into cultural attractions, such as virtual reality exhibits, interactive installations and digital art experiences, to provide visitors with unique and immersive experiences.</li><li>• Foster partnerships between the arts and tech communities to create interdisciplinary projects and events that showcase the intersection of creativity and technology.</li><li>• In partnership with tech companies, create campaigns and exhibits that highlight Bellevue's history and achievements in technology attracting visitors interested in the city's innovative legacy.</li><li>• Develop residency programs that attract artists from around the world to live and work in Bellevue, enriching the local arts community and providing educational programs and workshops in the arts and technology.</li></ul> |
| 2.3<br>Advocate for New Performance Venues                          | <ul style="list-style-type: none"><li>• Collaborate with stakeholders to advance new performance and event venues in Bellevue.</li><li>• Highlight the economic and cultural benefits of such venues, including their potential to attract top-tier performers and enhance Bellevue's reputation as a destination for live entertainment.</li><li>• Engage with the community to gather support and identify potential locations for venues, ensuring that they meet the needs and preferences of both residents and visitors.</li></ul>                                                                                                                                                                                                                                                                                                                                          |

Continues onto next page —>

STRATEGIC PRIORITY 2

Arts & Innovation

| Strategy                                           | Action                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|----------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2.4<br>Promote Bellevue as an Innovation Hub       | <ul style="list-style-type: none"><li>• Develop and promote areas dedicated to innovation and technology, where visitors can experience cutting-edge advancements and creative enterprises.</li><li>• Establish creative spaces and hubs where artists, innovators and entrepreneurs can collaborate and showcase their work to the public, and promote these hubs as key attractions for visitors interested in the arts and innovation.</li><li>• Partner with tech companies and start-ups to create interactive exhibits and events that showcase Bellevue’s role in technological innovation.</li><li>• Collaborate with the City and local companies to explore and secure funding sources for innovation-related projects, including federal and state grants, private investment and public-private partnerships.</li></ul> |
| 2.5<br>Celebrate Bellevue’s Multicultural Heritage | <ul style="list-style-type: none"><li>• Develop partnerships with local multicultural communities to celebrate and promote their rich cultural heritage through exhibitions, performances and educational programs.</li><li>• Host events such as international trade shows, traditional craft fairs and storytelling sessions to provide visitors with an authentic experience of the many cultures in Bellevue.</li><li>• Create permanent exhibits and installations that honor the history and contributions of international and multicultural communities in the Bellevue area.</li></ul>                                                                                                                                                                                                                                     |

STRATEGIC PRIORITY 3

Recreation & Experiences

| Strategy                               | Action                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|----------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 3.1 Promote Outdoor Recreation         | <ul style="list-style-type: none"><li>• Highlight Bellevue’s natural beauty and outdoor recreational opportunities, such as hiking, biking and water sports, and its convenient access to the Puget Sound region.</li><li>• Develop and maintain well-marked trails, parks and nature reserves throughout the city to provide a variety of outdoor activities for visitors.</li><li>• Create and promote cultural and heritage trails that guide visitors through Bellevue’s historical sites, cultural landmarks and natural attractions.</li><li>• Partner with local businesses and organizations to offer package deals and itineraries that combine multiple recreational activities.</li></ul> |
| 3.2 Activate Waterfront Attractions    | <ul style="list-style-type: none"><li>• Invest in, promote and activate Bellevue’s waterfront areas to create attractive destinations for water-based recreation and leisure activities.</li><li>• Organize events along the waterfront to draw visitors and highlight its appeal.</li><li>• Create and market wellness-focused experiences that celebrate the unique lifestyle of the Pacific Northwest.</li></ul>                                                                                                                                                                                                                                                                                  |
| 3.3 Promote Family-Friendly Activities | <ul style="list-style-type: none"><li>• Develop and market recreational activities that cater to families, such as adventure parks, children’s museums and family-oriented events.</li><li>• Ensure that parks and recreational facilities throughout the city have amenities that appeal to families, such as playgrounds, picnic areas and family-friendly trails.</li></ul>                                                                                                                                                                                                                                                                                                                       |

STRATEGIC PRIORITY 4

Culinary Destination

| Strategy                                           | Action                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|----------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 4.1<br>Position Bellevue as a Culinary Destination | <ul style="list-style-type: none"><li>• Promote Bellevue’s diverse culinary scene by showcasing local restaurants, food markets and specialty food shops that offer unique and authentic dining experiences.</li><li>• Develop marketing campaigns that highlight Bellevue’s culinary diversity, including Pacific Northwest cuisine and international flavors.</li><li>• Collaborate with hotels, travel agencies and local businesses to create culinary travel packages that include dining, accommodations and food-related activities.</li><li>• Offer special promotions and packages for visitors participating in culinary events or dining at multiple local restaurants.</li></ul> |
| 4.2<br>Create Unique Culinary Experiences          | <ul style="list-style-type: none"><li>• Develop and promote culinary trails that guide visitors through Bellevue’s top dining spots, food markets and artisan food producers.</li><li>• Promote unique dining experiences such as pop-up restaurants, food trucks and themed dining events that offer visitors something out of the ordinary.</li><li>• Partner with local chefs and culinary artists to create exclusive, limited-time dining events that generate buzz and attract visitors.</li><li>• Develop beverage trails and tasting tours that attract visitors interested in exploring Bellevue’s craft beverage scene.</li></ul>                                                  |
| 4.3<br>Develop Culinary Events & Festivals         | <ul style="list-style-type: none"><li>• Organize and/or support local and international food festivals and culinary excursions that celebrate Bellevue’s vibrant and diverse food culture.</li><li>• Partner with local chefs, restaurants and food producers to create signature events that draw visitors from near and far.</li><li>• Encourage local restaurants to participate in food-related events and promotions that highlight their culinary offerings.</li></ul>                                                                                                                                                                                                                 |
| 4.4<br>Support Bellevue’s Emerging Culinary Scene  | <ul style="list-style-type: none"><li>• Promote up-and-coming chefs and food entrepreneurs by featuring them in local events, media campaigns and culinary competitions.</li><li>• Create programs that support culinary start-ups and innovation to foster a dynamic and evolving food scene in Bellevue.</li><li>• Promote restaurants and eateries that emphasize farm-to-table practices and sustainable sourcing.</li><li>• Develop partnerships with local farmers and food producers to create farm-to-table dining events and experiences.</li></ul>                                                                                                                                 |

STRATEGIC PRIORITY 5

Conferences  
& Events

| Strategy                                              | Action                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|-------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 5.1Market Bellevue as the Destination for Conferences | <ul style="list-style-type: none"><li>• Promote Bellevue as a premier destination for conferences by highlighting its unique blend of urban amenities, connectivity, natural beauty and innovative spirit.</li><li>• Encourage local businesses and residents to participate in and support conferences and events, fostering a sense of community pride and ownership.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 5.2Convention Center Expansion                        | <ul style="list-style-type: none"><li>• Advocate for the expansion of the Meydenbauer Center and the development of new facilities to increase Bellevue's capacity to host larger and more high-profile conferences.</li><li>• Highlight the economic and community benefits of expanding conference infrastructure to attract support from local stakeholders and investors.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 5.3Grow Existing Events                               | <ul style="list-style-type: none"><li>• Encourage and support the organization of events and festivals that have the potential to attract significant visitor numbers and media attention.</li><li>• Provide logistical support, funding and marketing assistance to ensure the success and growth of events.</li><li>• Create and maintain a dynamic calendar of events, including conferences, festivals and cultural activities, to attract a diverse range of visitors year-round.</li><li>• Partner with local organizations and venues to ensure a variety of events that cater to different interests and demographics.</li><li>• Collaborate with Seattle and King County to coordinate event schedules and marketing efforts, ensuring a seamless and complementary event landscape.</li></ul> |
| 5.4Develop New Events                                 | <ul style="list-style-type: none"><li>• Introduce new events that align with Bellevue's positioning, such as events that focus on technology, sustainability, culinary offerings and wellness, or events that celebrate local culture and community.</li><li>• Identify gaps in programming and events that could drive traffic during peak seasons and shoulder periods, ensuring a steady flow of visitors throughout the year.</li><li>• Engage with the City, industry leaders and organizations to identify opportunities for new events and event locations.</li></ul>                                                                                                                                                                                                                            |

STRATEGIC PRIORITY 6

Built Environment  
& Enabling  
Conditions

| Strategy                                    | Action                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|---------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 6.1 Enhance Event Infrastructure & Services | <ul style="list-style-type: none"><li>• Develop structures (e.g., semi-permanent, permanent) that can be adapted for various events and festivals, providing flexible and cost-effective solutions for hosting large-scale events.</li><li>• Invest in the development and maintenance of dedicated event grounds with the necessary infrastructure to host major events, concerts and festivals.</li></ul>                                                                                                                                                                                                                                                                   |
| 6.2 Wayfinding Across the City              | <ul style="list-style-type: none"><li>• Implement a comprehensive and innovative wayfinding system across Bellevue, so visitors can navigate the city easily.</li><li>• Utilize technology to enhance the visitor experience and provide real-time information and guides on activities.</li><li>• Partner with transit partners to guide visitors, residents and regional explorers to events, festivals and activations throughout Bellevue.</li></ul>                                                                                                                                                                                                                      |
| 6.3 Accessibility First                     | <ul style="list-style-type: none"><li>• Support the improvement of pedestrian pathways, bike lanes and public transportation options to ensure easy access to downtown Bellevue and key attractions.</li><li>• Enhance the connectivity and safety of routes leading to popular destinations, making them more visitor-friendly.</li><li>• Develop seamless connections between light rail stations and major attractions, hotels and the conference center through shuttle services, pedestrian walkways and bike-sharing programs.</li><li>• Promote the use of public transit by providing comprehensive information on routes, schedules and ticketing options.</li></ul> |

Continues onto next page —>

STRATEGIC PRIORITY 6

Built Environment  
& Enabling  
Conditions

| Strategy                             | Action                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|--------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 6.4<br>Destination Sustainability    | <ul style="list-style-type: none"><li>• Support the implementation of city-wide destination sustainability initiatives that focus on reducing carbon footprint, enhancing green spaces and promoting eco-friendly tourism practices.</li><li>• Encourage local businesses, hotels and event organizers to obtain sustainability certifications to promote environmentally friendly practices.</li><li>• Partner with local environmental organizations to create destination programs and campaigns that educate visitors on sustainable practices and encourage their participation.</li><li>• Highlight certified establishments and events in marketing materials across all channels and markets.</li></ul> |
| 6.5<br>Tourism Workforce Development | <ul style="list-style-type: none"><li>• Collaborate with local educational institutions and industry partners to develop training programs that equip the workforce with skills needed in the tourism and hospitality sectors.</li><li>• Encourage ongoing professional development for the existing workforce through workshops, certifications and advanced training in customer service, event management and sustainable practices.</li><li>• Promote career opportunities in tourism and hospitality to attract talent and support local employment.</li></ul>                                                                                                                                             |

Let's empower  
your place together.

#### Contact

resonanceco.com  
info@resonanceco.com  
@resonanceco

#### New York

175 Varick St., 4th Floor  
New York, NY 10014  
+1 646 413 8887

#### Vancouver

1040 Hamilton St., Suite 306  
Vancouver, BC V6B 2R9  
+1 604 681 0804

#### Montréal

3500 St Jacques St.  
Montréal, QC H4C 1H2  
+1 438 888 0161

#### Austin

201 W. 5th St., 11th Floor  
Austin, TX 78701  
+1 713 584 8896

#### Brussels

Avenue Louise 500  
Office 231  
1050 Bruxelles  
+32 460 25 26 89

#### Singapore

117 Jalan Jurong Kechil  
#02-14 Terrene at Bukit Timah  
Singapore 598677  
+65 8116 7444

resonance