

EastHUB is the catalyst for collaboration between local governments, regional businesses, arts and cultural organizations and our diverse Eastside population to create an accessible, cross-cultural ecosystem of community gathering places across our region.

WHAT IS EASTHUB?

EastHUB is a community development organization dedicated to reshaping Bellevue and the Eastside into a regional hub for arts and culture. Through an inclusive partnership model of developers, municipal and regional governments, arts organizations, culture groups, businesses, and the Eastside's diverse residents, together, we will imagine and design new cultural gathering spaces. This partnership will capitalize on the opportunities and the urgency that the region's tremendous growth presents to develop a shared, sustainable network of flexible, tech-forward arts and cultural spaces across the Eastside region: Offering the social and cross-cultural amenities and experiences our community needs and wants.

WHO WE SERVE

As a community development organization, EastHUB is designed from the outset to benefit:

- **City Government**, by creating sustainability and reducing the amount of city resources needed to engage with the Arts and Culture community
- **Commercial Development**, by helping to fully activate new construction and increase foot traffic and commercial spending
- **Arts and Culture groups**, By identifying and tailoring solutions to specific needs through cross-collaboration
- **The Community**, By building a robust and fully activated cultural ecosystem in direct response to identified community needs

WHY EASTHUB?

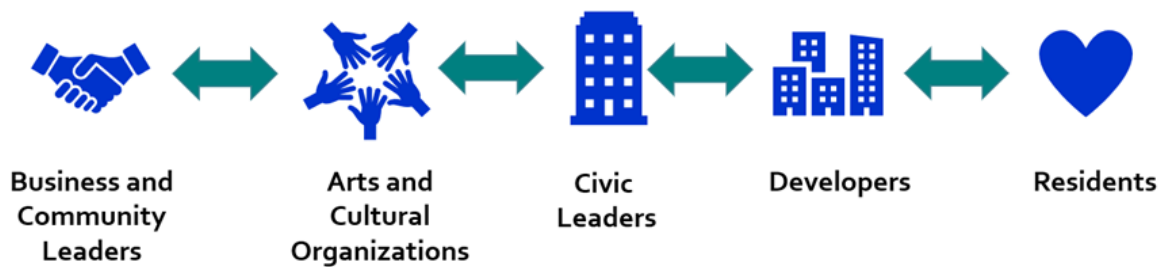
EastHUB was created in early 2020 to seize an opportunity created by a set of circumstances unique right now to Bellevue and the Eastside:

- Bellevue and the Eastside are in dire need of high-quality community-gathering and workable, accessible cultural spaces
- Scores of arts and cultural affinity groups exist in our region, and many have been priced out of their spaces due to the torrid real estate climate
- Dozens of major developments in Bellevue and throughout the Eastside are currently under construction or in the pipeline to break ground soon
- The Eastside's population is rapidly growing, presenting a pressing need for new cultural gathering spaces to keep pace

Added to these circumstances, are the following new conditions:

- The decline of in-person retail shopping is challenging developers with excess space in their new mixed-use projects that they need to fill with drivers of traffic and public engagement
- The City of Bellevue and surrounding municipal governments have a strong interest in creating active downtown cores for citizens, workers, and visitors and are providing generous incentives for developers to include cultural spaces
- The region's major corporate citizens have a vested interest in making the Eastside an attractive and rewarding place to live and work

EastHUB: A Catalyst for Collaboration



EastHUB will partner with developers, regional governments, arts and cultural groups, businesses, and residents to build and operate a sustainable network of tech-infused, flexible arts and cultural spaces for our entire community. The initial goal is the development of over a dozen new spaces within the next 5-7 years, including recital and practice studios, exhibition galleries, cross cultural gathering spaces and genre-specific (dance, music, spoken-word, etc.) venues of all sizes.

The EastHUB Placemaking Process:

- We engage with our Community to understand their needs using the Consensus Organizing process
- We work with local government to develop and publicize robust incentives for developers.
- We work with developers to donate raw space inside new mixed-use projects, and to identify existing spaces that have the potential to be re-purposed as cultural space.
- We work with the Community to design and develop the needed cultural and performance spaces.
- We raise funds to design, build, and outfit finished cultural spaces for the Community.
- We bring to life a network of cultural gathering spaces to deliver community-driven cultural programming for the Eastside's diverse populations.

EastHUB: A Catalyst for Inclusion and Cultural Richness

The cultural sector is currently undergoing the long-overdue reexamination of the role that arts and culture has played in our country's long road to becoming a truly antiracist, equitable, diverse, and inclusive society in which the brilliant diversity that has been the engine of our growth is both genuinely acknowledged and righteously celebrated. EastHUB is prepared to respond in our community!

EastHUB commits to making multicultural and multiracial choices and to being antiracist in all aspects of our organizational practices. As we are a start-up without an existing organizational culture to reassess and change, EastHUB will build our infrastructure and organizational cultural with an antiracist ideology from the start.

All of our actions will be in partnership with the Eastside's multiracial, multiethnic, and multicultural community. Therefore:

- The 501c3 nonprofit model will be reexamined with an antiracist and inclusive lens.
- The creation of, and the qualifications for, Board membership will be devised in consideration of antiracism, inclusivity, and multiculturalism.
- Every board and operational policy, procedure, and practice will be structured and examined from an antiracist and anti-oppression lens.
- Building EastHUB's infrastructure and spaces will be **acts of love** for communities that have been marginalized.

EastHUB: A Catalyst for Community Engagement

EastHUB believes that by working together we can create a model for building a sustainable and equitable Arts and Cultural destination, with expanding opportunities for innovative cross-cultural interaction, dialogue, encounters, and collaboration. To this end, EastHUB will employ an innovative and proven practice for community engagement known as **Community Organizing** - a process of listening and working to build relationships with and between groups of people. It aims to identify common ground within communities that leads to actionable, tangible outcomes.

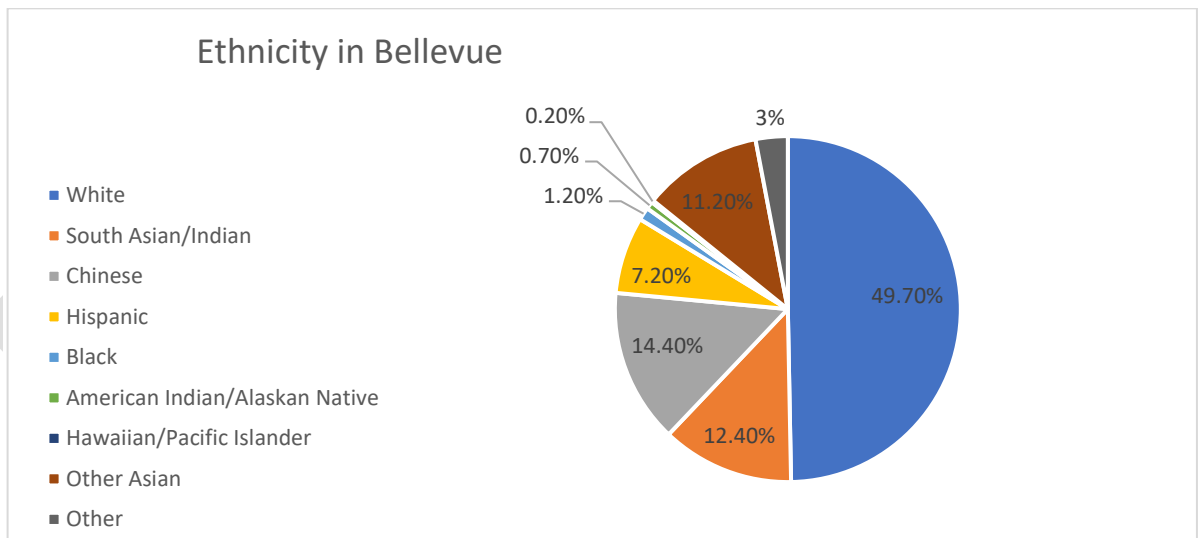
Community Organizing will see EastHUB engaging Eastside’s multicultural communities to:

Create Partnerships

- Identify existing partner organizations and understand the history of their efforts
- Identify existing formal, informal, and potential partners and supporters

Build Community

- Identify community needs and gaps in services
- Identify areas of mutual benefit and shared interests
- Identify community strengths and opportunities
- Understand the needs and assets of the population in order to improve, build, and secure project credibility within the community



Consistent with Bellevue’s diverse demographics, EastHUB will begin the Community Organizing process with Bellevue’s largest non-white communities, but will quickly include all representative groups. The Community Organizers EastHUB will hire and train will have roots in their respective communities, will map key players and community leaders, and work with organizations and patrons across a broad cultural spectrum in order to understand and address their needs, strengths, history, and current conditions. EastHUB will specifically focus on larger systemic issues that have contributed to lack of access and equity to arts and culture. Through this unique partnership with EastHUB,

¹ US Census, ACS Demographic and Housing Estimates, 2019

working together we will make strategic and lasting positive contributions to reshape the region into an equitable and thriving cultural ecosystem. This ongoing and evolving process will be led by EastHUB's Director of Cultural Connections who, together with the team of Community Organizers, will engage the community to develop mutually beneficial outcomes and action plans.

This process of deep engagement will ensure that every project EastHUB undertakes has not only input from the community from the outset, but also a diverse, "built-in" set of program and space users. This guarantees full activation of the completed projects, reduces financial risk from potential dead-ends, and ensures that these completed projects will serve the full cultural spectrum of Bellevue's diverse community.

EastHUB: In Alignment with the City of Bellevue's Economic Development Plan

In 2014, Creative Economy spending contributed \$2 billion to King County's economy, 30% of which came from outside the region. Additionally, this field supported 30,721 jobs, and \$859 million in Labor income.² Bellevue has a unique opportunity to capitalize on a large portion of that spending and job creation. EastHUB has reviewed and digested all of the studies and plans currently available concerning the City of Bellevue's stated goals for Economic Development and the integration of arts and culture into a thriving, 18-hour active downtown core. We believe that the City's goals and EastHUB's mission as a catalyst for collaboration to develop an embedded cultural ecosystem throughout our community align along the following stated priorities:

- **Identify ways to support the creative economy** : Our process directly ties into this, allowing creative groups space to develop ideas, collaborate, and share resources by identifying and developing spaces in the Bel-Red arts District, Grand Connection, and the Bellwether arts Festival.
- **Explore new opportunities to support small business** : Developing cultural spaces in the downtown core and along the *Grand Connection* generates foot traffic and creates opportunity for small businesses.
- **Support more robust retail activity** : Increasing foot traffic and culturally activating these districts creates visibility for existing retail spaces and brings dollars into areas with extensive retail businesses.
- **Identify best practices for integrating new businesses into the community** : By establishing a cultural corridor (centered on the *Grand Connection*) we allow for nightlife, restaurants, pubs etc.
- **Support capacity-building for community groups** : We work directly with community groups to identify needs and plan for spaces accordingly,
- **Integrate key recommendations from the Tourism Plan** : A cultural district and infrastructure brings tourism, with CLOUDVUE theatre as a cultural focus.
- **Support local workforce development options and programs** : Establishing a cultural infrastructure, generating production, maintenance, and arts professional jobs for the local workforce.

² ArtsFund Economic Impact Study of Arts, Cultural and Scientific Organizations in King County, 2014

CLOUDVUE: The cornerstone of a new Cultural District

EastHUB began 2021 with the commencement of design work on its first major cultural space development project, a 1000-capacity flexible-use Playhouse/Music Hall in the heart of downtown Bellevue. EastHUB was chosen by Lawrence Lui, the developer/owner of CLOUDVUE to design, build, and operate a major new cultural facility in downtown Bellevue, WA. The value of this gift to the citizens of the Bellevue is currently estimated to be \$55 Million Dollars, representing the combined total value of the land, parking garages, subterranean structural support, site clearing, excavation, and associated expenses.

FLEXIBLE USAGE

The new facility will be constructed with ultimate flexibility in mind, and the capacity to quickly change configuration to a wide variety of performance and seating layouts. Although the ultimate design and prioritization of the functions and configuration of the Playhouse will wait until we have had the necessary conversations with the entire range of potential community users of the spaces, the interior of the playhouse, and the design and execution of the facility The Playhouse will have the ability to accommodate the following types of events:

- Live Music
- Comedy/Spoken Word
- Dance Theater
- Immersive Experiences
- Exhibits/Installations
- Public Events/Galas
- Corporate Events (i.e., seminars, product launches)



Exterior Rendering, looking west across 110th Street, Courtesy LMN Architects, Seattle

The CLOUDVUE development is scheduled to break ground in early 2022, with Playhouse construction to commence in 2023, and a projected opening in late 2025.