



2021 Cultural and Economic Development Action Plan

Economic Development Plan Vision: Bellevue is a vibrant and inclusive global innovation hub fueled by a highly educated, entrepreneurial and diverse workforce.

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

MARKETING AND BUSINESS ATTRACTION: *Brand and message Bellevue to attract new companies that align with our economic development strategy, competitive industries, and complement local businesses.*

2021 Marketing and Business Attraction Major Programs		
Project	Action	Timeline
Regional Trade and Economic Development	Provide leadership in regional GSP work to attract international and domestic business and investment to the region, particularly to Bellevue's growth corridors and transit hubs.	Ongoing
Trade & Investment Missions	Work in partnership with the GSP and the Innovation Triangle in welcoming foreign delegations and outbound trade and investment missions.	Ongoing
Global Branding and Marketing	Develop and implement an annual marketing and communication plan that positions Bellevue as an attractive and welcoming global innovation hub including a monthly newsletter and social media. Participate on the GSP Marketing Council and foster Bellevue representation in regional marketing.	Ongoing

BUSINESS RETENTION & EXPANSION (BRE): *Build supportive relationships with existing businesses and provide technical assistance that facilitates their continued presence and growth in Bellevue.*

2021 BRE Major Programs		
Project	Action	Timeline
Communications	Develop and implement an annual communication plan that amplifies city resources for local businesses through various city and partner channels.	Ongoing
Business Outreach Meetings	Conduct outreach to representatives of the private sector to understand their needs, address issues of shared interest and assist with expansion of operations in the city. Staff meets with companies across industries and business demographics.	Ongoing
Technical Assistance	Support existing and prospective businesses with technical assistance and business development services.	Ongoing



Business Survey	Conduct the fourth biennial business survey with additional questions related to the impact of COVID.	Jan. – Oct. 2021
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SMALL BUSINESS AND ENTREPRENEURSHIP: *Enhance the small business and startup ecosystem in Bellevue to facilitate the growth of small business through educational programs and advising services.*

2021 Small Business & Entrepreneurship Major Programs			
Project	Action	Timeline	ED Plan Strategy
Startup 425 Programming	Continue amplification of Startup425 programming and target new Bellevue audiences to provide business owners with training programs.	Ongoing	SB 1.1
SBDC Advisor	In partnership with OneRedmond, continue funding the Small Business Development Center Advisor to support small businesses in Bellevue.	Ongoing	SB 1.2
COVID-19 Response and Resiliency	Communicate COVID information and resources to businesses. Foster partnerships to provide and promote business resiliency training.	Ongoing	SB 2.1
Business Assistance Communication and Navigation	Work with Eastside partners including CBOs to improve promotion and user navigation of Eastside business assistance ecosystem.	Ongoing	SB 2.3

WORKFORCE: *Expand access to education and professional experience opportunities and create stronger links that lead to industry certifications, degrees and local job placement.*

2021 Workforce Development Major Programs			
Project	Action	Timeline	ED Plan Strategy
Major Employer Engagement	Meet with major and mid-size employers to understand workforce needs, existing internship and apprentice program opportunities and how best to connect to service providers and promote to Bellevue residents and employees.	Ongoing	WF 1.1
Create a Workforce Webpage	Create a webpage to connect residents to training opportunities, employment service providers and jobs.	Mar.-Jun. 2021	WF 2.1
Career Development Navigation and Promotion	Meet with education and career training service providers to understand offerings and how best	Ongoing	WF 2.1



	to promote to Bellevue residents and employees including the creation of a webpage		
Regional Leadership and Collaboration	Lead conversations and program development on a regional level that aligns with Bellevue’s Workforce Development strategies.	Ongoing	WF 2.2

CAPACITY BUILDING & PARTNERSHIPS: *Build supportive, mutually beneficial relationships with regional partners, local private firms, and non-profit organizations that support delivery of world class service to Bellevue’s businesses, residents, and entrepreneurs.*

2021 Major Programs			
Project	Action	Timeline	ED Plan Strategy
Partnership Development	Identify, develop and nurture meaningful relationships with new partner organizations supporting economic development needs of diverse and underserved communities.	Ongoing	C.B. 1.1
Downtown Activations	Work with the Bellevue Downtown Association to understand the public realm management and placemaking needs of downtown stakeholders as well as implementation options.	Jan. – Jun. 2021	C.B 2.1
Partner Grant Program	Launch new program focused on identifying outside revenue sources and building capacity of partners to advance cultural and economic development strategies.	Jan. – Dec. 2021	C.B. 2.2
Innovative Redevelopment Public-Private Partnerships	Continue leading the development of catalytic P3s that leverage City assets to generate revenue, community benefits and other opportunities to offset costs to the city for program, service and amenity delivery. Includes advancement of 130 th TOD project, OMF-E TOD, & City-owned Bonus FAR sale	Ongoing	C.B. 2.2

CREATIVE ECONOMY AND CULTURAL ARTS: *Support the creative economy to ensure a high quality of life and attractiveness for residents, visitors and businesses.*

2021 Major Programs			
Project	Description	Timeline	ED Plan Strategy
Regional Leadership and Collaboration	Support the capacity and organizational development of major community organizations	Jan. – Dec. 2021	CE 1.1



	that can connect creative businesses and culture groups with promotional resources, facilities, and other needed resources.		
Arts Grant Program	Continue to support art and multicultural organizations and offerings through the administration of the arts grant program.	Ongoing	CE 1.2
Bellwether Arts Event	Expand and promote the Bellwether Arts Week.	May – Oct. 2021	CE 1.2
Promote Bellevue Cultural Events	Work with community partners to improve visibility for events and activities in Bellevue as they return.	Apr. – Dec. 2021	CE 1.2
BelRed Arts District Development	Complete initial stakeholder engagement in the district and begin initial work on a market analysis.	Jan. – Oct. 2021	CE 2

RETAIL: Work with partners to support more robust and sustainable retail activity in Bellevue including recruitment of new retail and development of unique district identities.

2021 Major Programs			
Project	Description	Timeline	ED Plan Strategy
Outdoor Dining	Work with external partners and local restaurants to add outdoor dining spaces during the warmer months that is a benefit for restaurants, residents, employees, and visitors.	May – Oct. 2021	R.1.1
Citywide Retail Study	Conduct a study to understand challenges and opportunities for Bellevue business districts.	May – Dec. 2021	R 1.1

TOURISM: Partner with Visit Bellevue Washington, the City’s official destination marketing organization to grow Bellevue’s tourism industry.

2021 Major Programs			
Project	Description	Timeline	ED Plan Strategy
Special Events and Placemaking	Participate in projects that enhance and increase special event and placemaking activities in Bellevue including restructuring Bellevue’s Special Event Policy.	Jan – Dec 2021	T 1.1
Visit Bellevue Special Event Committee Participation	Participate in the Visit Bellevue Event and Festival Advisory Committee.	Ongoing	T 1.2