



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

## 2018 Action Plan

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

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

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

**Invest in Bellevue:** Attract companies and investment into Bellevue that supports job creation and economic opportunity in our target industry clusters.

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



On-time



Watch



Behind schedule



Complete



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FDI Soft Landing Program (Innovation Triangle)	The program will provide a platform for international companies to enter the U.S./Bellevue market for business development purposes. The program will include concierge services focused on establishing the business in Bellevue and connecting with technology companies.	Jan. – Dec. 2018	✓
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Performance Metrics	2018					
	Goal	Actual	Q1	Q2	Q3	Q4
Number of company leads	15	29	2	3	22	2
Number of company prospects	10	10	2	2	3	4
Number of companies that relocate/expand to Bellevue (target & non-target industries)	4	2	0	0	1	1
Number of jobs created in Bellevue (target & non-target industries)	200	4,000	0	0	2,000	2,000
Foreign Direct Investment (FDI) prospects	10	16	0	0	16	0
FDI locations (expansions and mergers/acquisitions: target & non-target sectors)	2	0	0	0	0	0
FDI job creation (target & non-target sectors)	50	0	0	0	0	0
Number of trade & investment missions	2	4	1	2	1	0

Grow in Bellevue: Support the growth of companies in Bellevue through talent attraction and development, place-making and business support services.			
Project	Description	Timeline	Status
Business Engagement	Bellevue’s business retention and expansion outreach program focused on supporting existing businesses through business support services and place-making.	Jan. – Dec. 2018	●
Access Bellevue	In partnership with Sound Transit, the City of Bellevue will provide outreach and support to local businesses impacted directly or indirectly by the East Link light rail construction.	Jan. – Dec. 2018	●
TechHire-Bellevue	Finalize the programmatic design of the TechHire program in 2018 to inform the implementation and budget process for 2019-2020.	Jan. – June. 2018	✓




2018 Performance Metrics	2018					
	Goal	Actual	Q1	Q2	Q3	Q4
Number of company visits	5	6	0	2	3	1
Number of major employer visits	5	6	1	1	3	1
Number of visits with SWMBE-owned firms	5	2	0	1	1	0
Number of visits with arts and cultural organizations	5	6	1	0	3	2
Number of technical assistance cases resolved	15	17	3	3	9	2
Number of business retention/expansion prospects	2	6	0	2	2	2
Number of companies retained/expanded	2	3	0	0	1	2
Number of jobs created and retained	50	5,516	0	0	5,000	516

Made in Bellevue: Establish and support an entrepreneurial and creative ecosystem in Bellevue through educational and training programs.			
Project	Description	Timeline	Status
Startup 425 Foundations Series	The signature program to provide potential business owners with a series of learning modules to help them move from conceptual idea to business plan.	Jan. – Dec. 2018	
Startup 425 Global Passport	The program provides education opportunities to help small firms diversify revenue by growing sales in non-U.S. markets.	Jan. – Dec. 2018	
Startup 425 One Million Cups	Undertaken in partnership with a local entrepreneur, the Kaufmann Foundation program promotes sharing of best practices and networking among startups and facilitates the development of Bellevue’s startup ecosystem. This project will be on-going through 2018.	Cancelled due to low community interest.	
Startup 425 SBDC Advisor	In partnership with OneRedmond, continue funding the Small Business Development Center Advisor to support entrepreneurship in Bellevue.	Jan. – Dec. 2018	
Creative Edge Art Grant Program	Supports and strengthens artists and nonprofit organizations to provide high quality cultural services and opportunities in Bellevue.	Jan. – Dec. 2018	
Creative Edge Art Collection	Utilizes Bellevue’s portable artworks in public spaces to serves as a platform for cultural exchange, creative inspiration and placemaking.	Jan. – Dec. 2018	




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2018 Performance Metrics	2018					
	Goal	Actual	Q1	Q2	Q3	Q4
Number of new businesses started with support from the SBDC advisor	16	18	16	2	0	2
Number of businesses in Global Passport programs	6	3	3	0	0	0
Number of registrants in Foundations series (Bellevue-only)	180	392	92	122	0	178
Number of registrants in Foundations series (all locations)	800	1,317	92	512	293	420
Percentage of Foundations registrants that identify as persons of color	50%	50%	48%	57%	N/A	49%
Percentage of Foundations registrants that identify as female	50%	66%	68%	68%	N/A	62%

 On-time

 Watch

 Behind schedule

 Complete