



City of Bellevue

# COVID-19 Business and Economic Briefing

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Community Development

April 20<sup>th</sup>, 2020

# AGENDA



Regional Economic Update



CED Information Gathering and Intake



COB Leadership in Eastside Efforts



Small Businesses Support



Challenges / Successes



Translations & Reaching Diverse Communities



Next Steps and Recovery

# Regional Impact Survey

Eastside King County

Redmond, Bellevue, Kirkland, Issaquah, Renton, Bothell, Kenmore, Maple Valley, Black Diamond, Mercer Island, Sammamish, Woodinville & SnoValley Area - Snoqualmie, North Bend & Fall City

## COVID-19 Business Impacts Survey

**937** Respondents  
through April 1, 2020

### ORGANIZATION TYPE

Independent worker (contractor, freelance, gig worker, no employees)	328	35%
Privately held business w/ employees	470	51%
Franchised business operation	47	5%
Publicly traded corporation	5	1%
Not-for-profit organization	74	8%
<b>Total</b>	<b>924</b>	<b>100%</b>

**744**  
Single-Location Businesses

**105**  
Two to Four Locations

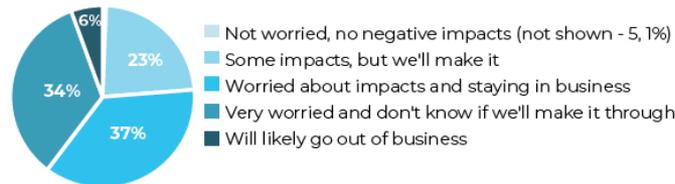
**25**  
Five or more

### RESPONDENTS BY INDUSTRY Top Six Industries



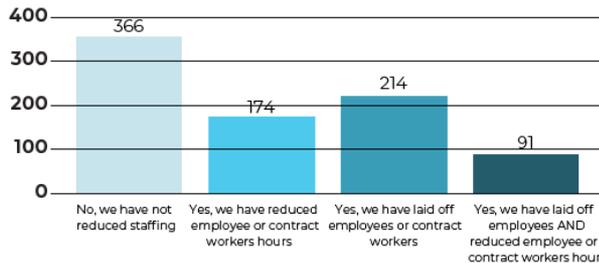
### BUSINESS OWNER OUTLOOK

"How worried are you about your business?"



### CURRENT LAYOFFS

"Have you reduced your staff capacity?"

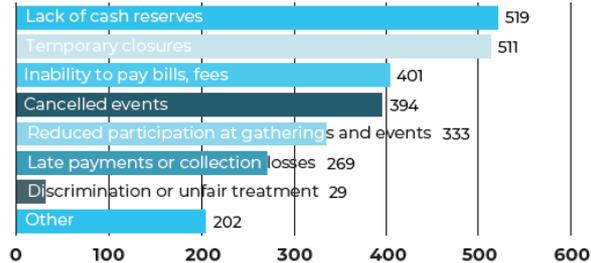


### RENTS & LEASES

**38%** of businesses express concerns about paying rent

**32%** say they are unable to

### BUSINESS CONCERNS



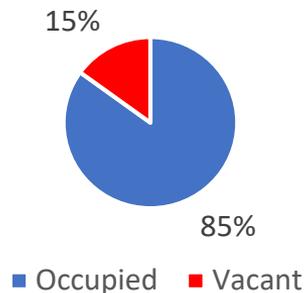
**Note:** Survey led by Seattle Office of Economic Development, with support from Greater Seattle Partners and Seattle Metropolitan Chamber of Commerce. The survey responses are not a representative sample of all local businesses, and the survey was not designed to serve that goal. Survey respondents are apt to present a selection bias toward business more negatively affected.

**cai** community attributes Inc

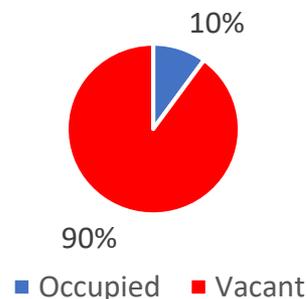
# Regional Impact continued

- Bellevue's most impacted sectors include Retail; Tourism; Construction; Arts
  - Approximately 20k Bellevue workers in those areas
  - Hotels seeing 5-10% occupancy (compared to 75-85%)
  - Restaurants doing 10-15% of normal revenue
- Larger tech & professional services employers are insulated due to their ability to work remotely.

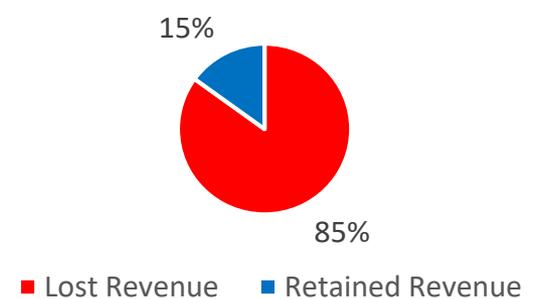
Pre-COVID Hotel Occupancy



Post-COVID Occupancy



Restaurant Revenues



# CED information gathering

- Inbound Assistance Requests
  - Staff respond directly to business emails and calls on things like unemployment and curbside pick-up zones
- 400 outbound calls March-May
  - Neighborhoods Team reaching out to restaurants and retail establishments in respective neighborhoods
  - Parks employees to call businesses in other major sectors.
- Staff engaged in multiple coordinating efforts:
  - Greater Seattle Partners; Eastside business organizations; Eastside Arts Organizations.

# COB Leadership in Eastside efforts

- Weekly working group call includes over 25 representatives from Eastside Cities, chambers, downtown associations and tourism organizations including:



# Outreach Programs

- Check-ins with 20 largest employers
- Shout out for Overlake Hospital
- Direct calls to small businesses
  - # completed thru Friday ... or last available date
  - % of calls reach a live person
  - First round focused on restaurant and retail businesses
  - Second round to include tourism and construction



- **Square Lotus Factoria** - Family owned Vietnamese restaurant in Factoria.



- Creative businesses and cultural organizations face different issues
  - Revenue based on group gatherings, shared spaces, disposable income

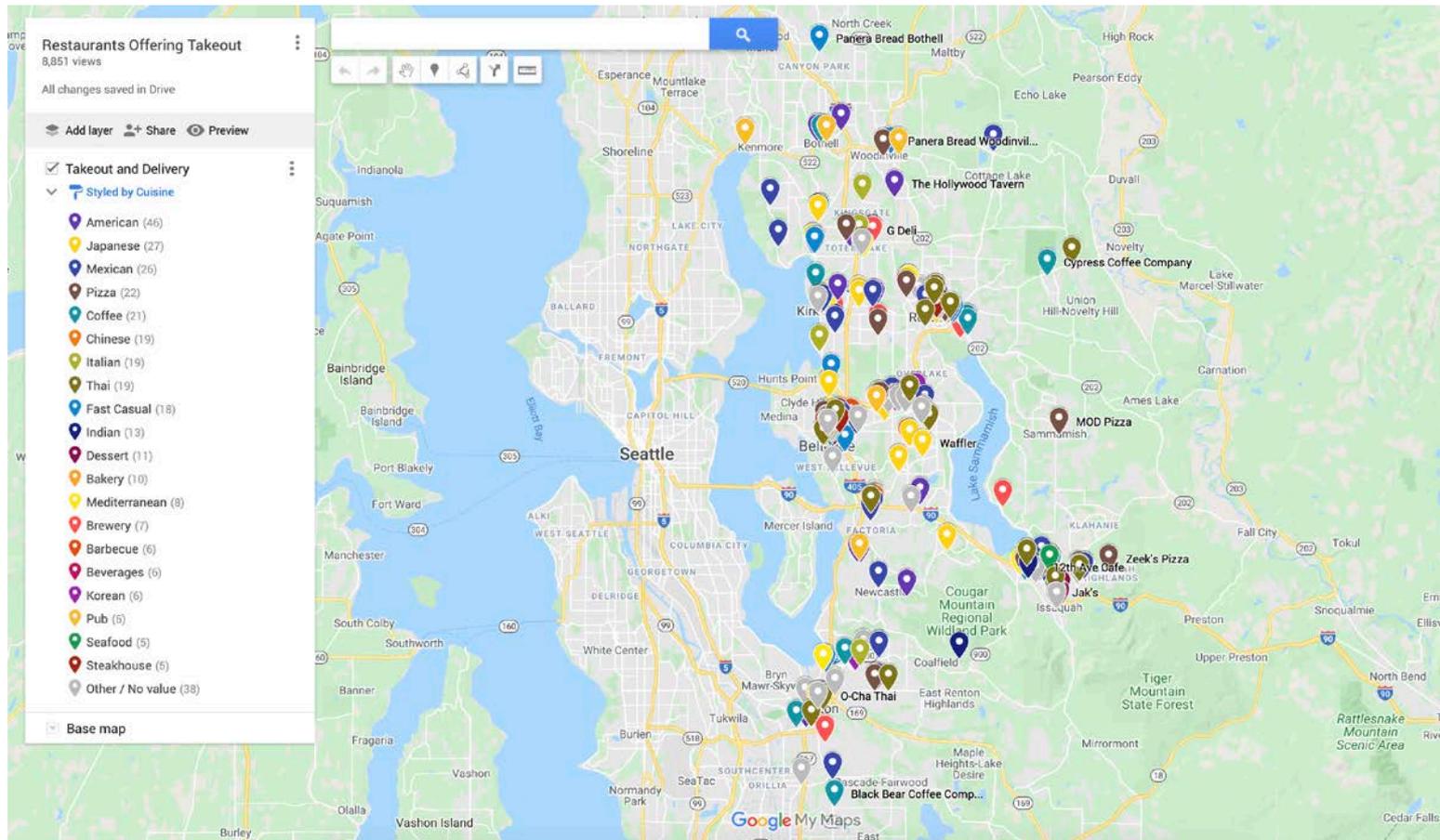
# New Technical Assistance

- Startup425 partner cities contracted with Business Impact NW (a non-profit CDFI) for services that are
  - Free
  - focused on equity and accessibility
  - provide 1x1 consultations
  - available in any language requested

(re) **STARTUP425**



# Eastside "Buy Now" efforts



<https://re.startup425.org/restaurants/>

# Best of Bellevue

## SUPPORTING OUR SMALL BUSINESS COMMUNITY

Some of our larger businesses have the ability and technology tools to assist smaller businesses that have been hit particularly hard by the pandemic. We are heartened to see the peer support in our business community. This support shows an important recognition that a diverse business community is critical to the resiliency of our entire community.

### Amazon

Amazon has established businesses with a history. Amazon has more than

### Facebook

Facebook has established COVID-19, and is actively recently joined the Bellevue District soon.

### Microsoft

Microsoft has taken care of employees and contributed to the Seattle Foundation. Microsoft

### Symetra

Symetra's Care and to homeless shelters based in downtown Bellevue

### Puget Sound Energy

Bellevue based Puget Sound the COVID-19 pandemic

### Republic Services

Republic Services laundries employees in the field customers and community their families that are million to their charity and restore the place

## FOOD FOR GOOD

Many restaurants and cafés remain open for takeout and delivery through the COVID-19 pandemic, and they are supporting our local community in myriad ways.

### RestaurantsforResponders.org

**Bellevue Breakfast Rotary Club** launched **RestaurantsforResponders.org**, a program designed to provide immediate support to our community's healthcare workers, local restaurants, and employees. The program will purchase meals from local restaurants and provide them to overworked local responders and healthcare workers, getting food to essential workers and financial support to local restaurants. The Bellevue Breakfast Rotary Club has **RestaurantsforResponders.org** dollar.

### Trophy Cupcakes



Trophy Cupcakes allows you to support local businesses

### Bellevue Collection



Every time you order from April 24, 2020, we will donate to the Bellevue Collection

### Central Bar and Restaurant



Central Bar and Restaurant is located at 1000 1st Avenue, Bellevue, WA 98004

### Washington Food Truck

The Washington State Food Truck voucher meal food truck individuals and families in

## COMMUNITY CONTENT CONTRIBUTORS

While local museums and libraries are closed, they provide educational and enriching content.

### KidsQuest Children's Museum

**KidsQuest Children's Museum HomeQuest.** The charity provides school-age learning video and Math) concepts for children. Subscribe to get the latest KidsQuest is located in downtown Bellevue.

### Bellevue Arts Museum

**Bellevue Arts Museum** School District's Grab and Go instructions and materials. Additional tutorials for children found through @BellevueArtsMuseum downtown Bellevue.

Categories: #BestofBellevue

## Best of Bellevue

5 days ago



The COVID-19 pandemic has had profound impacts on individuals, organizations and businesses in Bellevue and our region, yet we are continually uplifted by the generosity, innovation and supportive spirit of our community. These actions--both big and small--should be shared and celebrated. Help us highlight the Best of Bellevue by adding others who are stepping up to the challenge in this time of need. You can add more inspiring actions using the **Stories of Encouragement** tab.

#BestofBellevue

## PROTECTING OUR HEALTHCARE HEROES

Many local organizations and companies are assisting our local first responders, healthcare workers, and front-line employees. We are thrilled by the diversity and creativity demonstrated in these companies' responses to the COVID-19 pandemic.

### Sturtevant's Sports

**Sturtevant's Bellevue** store is a drop off location for the "Goggles for Docs" program. Goggles for Docs is an effort to get used or new ski goggles into the hands of healthcare workers who currently have no eye protection as they treat COVID-19 patients. All gear should be wiped down and placed into a sealed Ziploc bag and placed in the drop-off bin at the Bellevue Sturtevant's location at 13131 NE 20th Street.



### Global Innovation Exchange (GIX)

To provide immediate relief for the shortage of Personal Protective Equipment (PPE) at the UW Medicine hospital system, the Global Innovation Exchange is producing low-cost, reusable face shields at the GIX Makerspace. This facility has the capacity to produce at least 40 face shields per day. The GIX team is also testing production of a facemask and will eventually prototype and produce gowns, aerosol boxes, and ventilator valves. GIX is located in Bellevue's Spring District and is a partnership between the University of Washington and China's Tsinghua University.

### Eddie Bauer

Outdoor outfitter Eddie Bauer is producing and donating at least 20,000 surgical and N95 masks to local healthcare facilities amid the COVID-19 pandemic. Eddie Bauer's headquarters is in downtown Bellevue.

### Glassybaby - Donations to hospital worker relief efforts

Glassybaby was founded with giving in mind. Starting on April 15, 2020 \$10 from every glassybaby purchased will be donated to the white light fund and support hospital worker relief efforts and food banks supporting our communities. Glassybaby has a store on Main Street in Downtown Bellevue.

<https://www.engagingbellevue.com/covid-19-building-community>

# Successes and Challenges

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- Challenging to keep pace with quickly evolving situation.
- Volume of need is expansive
- Each community has distinct needs
- Additional support needed for Eastside arts organizations

# Next Steps and Recovery

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- National experts predict 18-24 month recovery period after outbreak is contained
- Businesses will need to adapt to new normal
- Likely high levels of unemployment nationally
- Advocate for clear re-opening guidelines and support businesses in adapting.