

# BOLDLY FORWARD

Adapting, Growing, and Enriching Downtown for a Thriving Future  
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# ABOUT THE BDA

MISSION | Strengthen the economic and cultural vitality of Downtown Bellevue (since 1974).

VISION | Downtown Bellevue is the economic and cultural heart of the Eastside.

## Downtown Bellevue is a:

-  Vital, livable, accessible, and welcoming community.
-  Creative center for global talent and innovative businesses.
-  Thriving retail, dining and entertainment destination.
-  Growing, diverse residential neighborhood.
-  Supportive partner to surrounding neighborhoods and cities.



# DOWNTOWN SNAPSHOT

Visits over last 12 months: **33.6M Visits** (Placer.ai)

Comparatively:

- ↑ 8.8% - 2022
- ↑ 27.3% - 2021
- ↑ 59.2% - 2020
- ↓ 18.8% - 2019

Still recovering, spaces to fill, evolving landscape

High costs for access

More people-centered places, experiences



# STRONG DOWNTOWN FUNDAMENTALS

**Impact:** Economic and cultural heart of the city

**Creative density:** Hub for talent, arts and culture

**Catalysts:** Thriving retail, dining, hospitality

**Connectivity:** Value of mobility - time/cost/options

**Social Spaces:** Plazas, parks, public places...you love

**18-hour Community:** Social fabric and diversity

**Innovation and Quality:** “Customer” care, attention to detail



# PARTNERSHIP PROGRAMS & ACTIVITIES



Through our partnership, we co-create an engaging, accessible Downtown Bellevue experience.

## Grand Connection Activation

- Downtown Experience Ambassadors
- Grand Connection Lanterns
- Moveable outdoor furniture (bistro tables/chairs)
- Public Parking Research & Communications
- Wayfinding / Interim Signage



# PARTNERSHIP PROGRAMS & ACTIVITIES



## Energizing the Downtown Experience

- "Al Fresco" Dining Campaign & Support
- Bellevue Beats & Bites Music Series
- Downtown At Work Resources
- Heart of Bellevue Campaign



# BUILDING THE...

# Heart of BELLEVUE

## Showcasing the People behind the Place:

### Since mid-2020...

- 81+ Person Behind the Place Features
- 131 Weekly Newsletters Total
- 492+ Blog Spotlights
- 26,570+ Followers Across All Social Media
- 1M+ Reach Across All Social Media



# BDA STRATEGIC PLAN: 2023 & BEYOND



## COMMUNITY VOICES

### 5-Year Trajectory

Growth – DT Experience – Connections – Community

- Focus on major connectivity projects, including the Grand Connection.
- Activate safe, attractive community spaces – full year, consistently
- Increase, sustain funding for expanded public realm work (O&M).
- Rethink event opportunities (catalyst & convener); celebrate our community.





# STRATEGIC PLAN: 2023 & BEYOND



## BIG MOVES FOR THE NEXT 5 YEARS

### Objectives

- Adapt and scale with Downtown's growth.
- Match resources to meet rising expectations.
- Keep Downtown competitive....do even more!

### Informed by

- Community insights: what people value
- Shared responsibility: roles of stakeholders

## 6 Core Goals

-  Create Safe & Attractive Spaces
-  Celebrate Community
-  Champion Mobility
-  Engage with Data-driven Advocacy
-  Support Retail/Storefront Economy
-  Enhance BDA Capabilities

# FACING A BRIGHT FUTURE

## Challenges

- Complacency, lack of attention: problems cost more to solve later
- Unclear responsibilities in the face of change
- Entrenched sides: finding common ground becomes difficult

## Boldly Forward

- Active collaboration, shared responsibilities
- Invitations and roles for all participants
- Actionable steps for new initiatives
- Enduring stewardship for the Downtown experience





# The thing that attracts other people... is people.

-William H. Whyte



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