

CITY COUNCIL REGULAR SESSION

Resolution authorizing execution of a professional services contract with Community Attributes Inc. (CAI), for a fixed sum not to exceed \$112,000, plus all applicable taxes, for a Retail Study to define current and future retail needs and identify actions to support retail in the City of Bellevue.

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EXECUTIVE SUMMARY

This Resolution authorizes a Professional Services Contract with CAI to complete a study of, and provide recommendations on, Bellevue's retail sector as presented to Council on May 16, 2022, and outlined in the 2020 Economic Development (ED) Plan approved by Council in November 2020.

RECOMMENDATION

Move to adopt Resolution No. 10172

BACKGROUND/ANALYSIS

On May 16, 2022, staff presented to Council an initial scope of a study focused on the Bellevue's retail sector to obtain feedback. The initial scope of work was drafted in response to actions identified in the ED Plan adopted by Council in November 2020. Shortly after review of the scope of work by Council, staff conducted a Request for Proposal and received multiple responses with CAI's proposal being selected after a thorough evaluation process.

Retail Study Scope

Retail serves multiple roles in Bellevue that include generating tax revenue, ensuring residents have access to necessary services, and bolstering the ability to attract tourists. Sales tax from retail sales constitutes 30 percent of Bellevue's tax revenue and improves the City's ability to provide services. In addition, retail supports the recruitment of high-quality employers by providing amenities to employees and increases the percentage of wages earned in Bellevue that are spent in Bellevue.

The Retail Study's scope of work is informed by many of the findings and policy objectives from the ED Plan, extensive stakeholder outreach, and Council feedback. The goal of the study is to define current and future retail needs through a retail market analysis to ensure a healthy and diverse retail mix and identify City actions to support retail in Bellevue. The scope includes key topic areas that include market analysis, district capacity building, land use code review, and an auto services retention plan. Council feedback related to auto dealerships, provision of general and culturally relevant services for residents, neighborhood shopping centers, small and independent businesses has been incorporated.

Stakeholder Engagement

Staff has conducted extensive engagement with internal and external stakeholders including community-based organizations, real estate brokerage community, small business owners across Bellevue's business districts, developers, residents, and property owners. Equitable engagement activities will continue during the retail study with development and execution of an equitable engagement plan being a contract deliverable.

Timeline and Findings

Pending contract execution, work will begin immediately with a completion date of May 2023. Findings including economic data, community engagement feedback, and policy/programming recommendations will be used to inform City programming and existing planning processes including the Comprehensive Plan process, Wilburton Vision Implementation, and BelRed Look Forward.

POLICY & FISCAL IMPACTS

Policy Impact

City policy provides that professional services contracts in excess of \$90,000 require Council approval. The study will support policy development and advance implementation related to the Council 2021-2023 Vision, Comprehensive Plan, and Bellevue Economic Development Plan. This study will partially inform the Comprehensive Planning process, Wilburton Vision Implementation and BelRed Look Forward.

Fiscal Impact

This Professional Services Contract includes total expenditures of \$112,000, plus all applicable taxes. Full funding for this project comes from the amended 2021-2027 General Capital Investment Program (CIP) Economic Development Plan Implementation (CIP Proj. No. G-105).

OPTIONS

1. Adopt the Resolution authorizing execution of a professional services contract with Community Attributes Inc. (CAI), for a fixed sum not to exceed \$112,000, plus all applicable taxes, for a Retail Study to define current and future retail needs and identify actions to support retail in the City of Bellevue.
2. Do not adopt the Resolution and provide alternative direction to staff.

ATTACHMENTS

- A. Professional Services Contract between the City of Bellevue and Community Attributes Inc.
- B. CIP Project Description (G-105)
Proposed Resolution No. 10172

AVAILABLE IN COUNCIL LIBRARY

Economic Development Plan