

December 5, 2016

CITY COUNCIL STUDY SESSION ITEM

SUBJECT

Destination Development Plan Conceptual Framework Briefing

STAFF CONTACTS

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POLICY ISSUES

City Council adopted a new Economic Development Plan on July 7, 2014. The Plan outlines a set of strategies to focus the City's economic development efforts, under the overarching vision:

Bellevue is a prosperous and vibrant international city with innovative and entrepreneurial businesses and a high quality of life for residents.

Tonight's Study Session will provide Council with a briefing about the Destination Development Strategy by the Office of Economic Development (OED), Meydenbauer Center and Visit Bellevue Washington (VBW). The briefing will include background about the strategy's development, input on the feedback that has gone into the development of the strategy, findings, and next steps.

DIRECTION NEEDED FROM COUNCIL

ACTION



DIRECTION



INFORMATION ONLY



The purpose of the briefing is to provide City Council with an update on the development of the Bellevue Destination Marketing Plan, a strategy action item from the Economic Development Plan adopted by City Council in July 2014. The briefing will include findings of the current state of Bellevue's tourism industry as well as recommended strategies to enhance and sharpen the community's focus to attract business and leisure travelers and conventions to support Bellevue's economic growth. In 2017, Visit Bellevue Washington will continue the contract with Resonance Consultancy to develop an implementation plan based on the strategy recommendations. Council will be briefed about the implementation plan in late-summer or early-fall of 2017.

BACKGROUND/ANALYSIS

In June 2013, the Council launched the process of developing a new Economic Development Plan. Council adopted the final plan on July 7, 2014. The process included a **Situation Assessment** outlining the major drivers and key economic clusters leading the Bellevue economy, **Stakeholder Interviews** focusing on insights and priorities from over 50 civic and business leaders, and ultimately a set of **Direct Economic Development Strategies** and **Foundational Strategies**. The implementation framework for the plan summarizes the specific tasks, roles, resource requirements and partnerships needed to move forward.

DIRECT ECONOMIC DEVELOPMENT STRATEGIES

Under the new Plan, “Direct Strategies” target specific economic development opportunities where the City’s efforts can be most effective. These strategies are primarily the responsibility of the City’s economic development staff, and provide a strong focus for their efforts in the near to mid-term (within the next 5 years).

Strategy number three is to, “Strengthen Bellevue’s Tourism and Visitor Cluster.” Specifically, the strategy recommends that, “...the City will work with partners to develop a coordinated tourism strategy encompassing business-related and leisure markets. This Strategy will increase the city’s economic base, create job opportunities, and strengthen the city’s economic resiliency.”

DESTINATION DEVELOPMENT PLAN

OED established a partnership with Visit Bellevue Washington and the Meydenbauer Center to develop a Destination Development Plan to attract more visitors to Bellevue as well as conventions and meetings to support Economic Development. Through a RFP process, Resonance Consultancy was selected. Resonance Consultancy has deep experience in developing strategies that blend tourism, marketing and economic development into a coherent strategy for communities. After early consultations with Resonance Consultancy it was decided that the Plan’s development should be undertaken in two phases. OED provided the funding for Phase 1.

Phase 1:

The first phase consisted of the development of a Situational Analysis. The Analysis provides a snapshot of “where we are today” with insights collected from stakeholders and consumers with respect to motivating characteristics and differentiators in the city that could shape the destination development strategy for the City. The Situational Analysis included extensive outreach by Resonance Consultancy with Bellevue’s travel community to include hoteliers, restaurants, shops and museums. In addition, the consultant analyzed feedback and comments from on-line travel sites such as TripAdvisor about Bellevue. Finally, Resonance undertook an extensive on-line survey targeted at both leisure and business travelers to Bellevue that focused on their perceptions of Bellevue as a destination, the types of amenities already in place and what new amenities they would like to see when they visit Bellevue. Resonance received over 800 responses to the survey.

The results of the Situational Analysis led to the development of the Conceptual Framework. The Framework consists of both findings and strategies for Bellevue and allows us to better understand our current leisure and travel market, how best to support that market for future growth, and how we can better integrate tourism with economic development. The findings and strategies of the Conceptual Framework are attached.

Phase 2:

The second phase of the Destination Development Plan will commence in early 2017. During this phase, Resonance Consultancy will take the findings and strategies in the Conceptual Framework and develop an implementation plan with prescriptive strategies and tactics that can be implemented to further grow Bellevue as a destination market. It is anticipated the implementation strategy development phase will

begin in January 2017 and conclude by May 2017. Funding for this phase will be provided by the Meydenbauer Center and Visit Bellevue Washington.

ALTERNATIVES

N/A

RECOMMENDATION

N/A

ATTACHMENTS

Bellevue Destination Development Plan Conceptual Framework—October 19, 2016

AVAILABLE IN COUNCIL DOCUMENT LIBRARY

City of Bellevue Council Adopted Bellevue Economic Development Plan—July 2014