



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

2018 Action Plan

Mission Statement: To develop and implement sustainable programs that advance job creation and investment, develop human capital, and spur innovation and entrepreneurship to build a foundation for prosperity in the community.

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.	Jan. – Dec. 2018	
Newsletter	Continue the bi-monthly newsletter to drive interest in Bellevue's businesses and creative industries.	Jan. – Dec. 2018	

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"> - Mobile World Congress (Jan. 2018) - DICE (Feb. 2018) - GDC (March 2018) - Space Foundation Symposium (April 2018) - SelectUSA (June 2018) 	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	



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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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Invest in Bellevue Performance Metrics	2018					
	Goal	Actual	Q1	Q2	Q3	Q4
Number of company leads	15	5	2	3		
Number of company prospects	10	4	2	2		
Number of companies that relocate/expand to Bellevue (target & non-target industries)	4	0	0	0		
Number of jobs created in Bellevue (target & non-target industries)	200	0	0	0		
FDI prospects	10	0	0	0		
FDI locations (expansions and mergers/acquisitions: target & non-target sectors)	2	0	0	0		
FDI job creation (target & non-target sectors)	50	0	0	0		
Number of trade & investment missions	2	3	1	2		

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. – Dec. 2018	



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

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.	Jan. – Dec. 2018	
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 Arts Entrepreneurship Training	In partnership with Startup 425, develop and pilot training modules tailored to new and existing creative businesses, to foster and support the development of the creative class 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	



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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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Made in Bellevue Performance Metrics	2018					
	Goal	Actual	Q1	Q2	Q3	Q4
Number of new business receiving assistance from SBDC	16	18	16	2		
Number of businesses in Global Passport programs	6	3	3	0		
Number of registrants in Foundations series (Bellevue)	180	214	92	122		
Percentage of Foundations registrants that identify as people of color	50%	53%	48%	57%		
Number of marketing messaging directed to organizations for people of color	TBD	0	0	0		
Number of marketing messages directed to women	TBD	0	0	0		
Number of #MyBellevue firms that are SMWBE	TBD	0	0	0		



On-time



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