

CREATIVE EDGE BELLEVUE

What is the nature and potential of Bellevue's creative economy? And what creative niche will help Bellevue stand out in the region and among peer cities?

PURPOSE

Creative Edge will identify how the arts, culture and creative sectors contribute to Bellevue's community and economy and develop a strategy to strengthen and grow these sectors as integral to Bellevue's future success.

OUTCOME

We seek a thriving creative sector and a sustainable level of support for arts and culture in Bellevue, as well as the strategic partnerships and opportunities to integrate and imbed individual artists, cultural organizations and creative firms as fixtures in Bellevue's economy and civic life.

GOALS

1. Define the nature and role of the creative economy in Bellevue.
2. Determine the growth potential of specific creative industries and Bellevue's niche in the region and among peer cities.
3. Define how the city and other major stakeholders can support the development and growth of these industries.
4. Prioritize strategic actions and investments in the creative sector over the short and long term for implementation.

PROCESS

1. **Spring: Build the team**
Consultant and Task Force
2. **Spring: Cultural values**
Why do the arts, culture and creative business matter?
3. **Summer: Research & analysis**
What is Bellevue's niche from Seattle and other peer cities?
4. **Fall: Strategy development**
*Where do we want the creative economy to be in 2021 and 2028?
How can the city and other stakeholders support this vision?*
5. **Winter '18: Implementation**
AG Who will help and how will we measure progress?
6. **Dissemination**

CONGRUENT PROJECTS

- ArtSpace
- BelRed Arts District
- Cultural Center
- Startup425
- Tourism/Destination Development Plan

CONTACT

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