Office of Economic Development

2017 Action Plan Sept. 30, 2017

<u>Mission Statement</u>: 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.

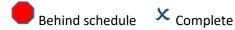
Project	Description	Timeline	Status
Destination Marketing Plan	Complete Phase II of the plan in partnership with VisitBellevue to grow tourism and conventions in Bellevue.	Jan. – June 2017	
OED Marketing Deployment	Continue deployment of marketing material based on results of branding campaign to support OED programming.	Jan. – Dec. 2017	
Economic Development Videos	Produce and deploy video highlighting Bellevue's interactive media and gaming industry.	Jan. – Dec. 2017	
Creative Economy Strategy	In partnership with Arts, develop a strategy to enhance and support the creative economy industry in Bellevue	Jan. – Dec. 2017	

Business Attraction: Attract national and international companies to Bellevue that align with our economic development strategy, growth industries and complements and supports local businesses.

Project	Description	Timeline	Status
Trade & Investment Missions	- Mobile World Congress (Jan. 2017)	Jan. – Dec. 2017	×
(Innovation Triangle	- DICE (Feb. 2017)		×
Partnership)	- Space Foundation Symposium (April 2017)		×
	- Broker's Forum (May 2017)		×
	- SelectUSA (June 2017)		×
Performance Based Partnerships	Establish a performance based contracts with the EDC of Seattle & King County and Greater Seattle Trade and Development Alliance to provide support for business attraction & BRE activities.	Jan. – Dec. 2017	×
UW Global Innovation Exchange	Conduct and support business attraction initiatives for UW Global Innovation Exchange to promote innovation and support technology ecosystem.	Jan. – Dec. 2017	









Business Attraction Performance Metrics			2017			
	Goal	Actual	Q1	Q2	Q3	Q4
Number of company leads	15	37	2	35	0	
Number of company prospects	10	12	7	4	1	
Number of companies that relocate/expand to Bellevue	4	1	0	0	1	
(target & non-target industries).						
Number of jobs created in Bellevue (target & non-target	200	5	0	0	5	
industries)						
FDI prospects	10	5	3	1	1	
FDI locations (expansions and mergers/acquisitions:	2	1	0	0	1	
target & non-target sectors)						
FDI job creation (target & non-target sectors)	50	5	0	5	0	
Trade & investment missions	2	4	3	1	0	
Marketing participation in domestic and international	2	1	1	0	0	
conventions at Meydenbauer Center						

Business Retention Expansion (BRE): Develop and promote a healthy and vibrant business climate in Bellevue that						
facilitates the growth, re	tention and expansion of local companies.					
Project	Description	Timeline	Status			
Major & Local	Outreach to Bellevue businesses (Major Employers:	Jan. – Dec. 2017				
Company Outreach	500+ employees; Local Employers <500 employees)					
	to gain a better understanding of local business					
	climate and growth opportunities and challenges.					
Access Bellevue	In partnership with Sound Transit, the City of	Jan. – Dec. 2017				
	Bellevue will provide outreach and support to local					
	businesses impacted directly or indirectly by the East					
	Link light rail construction.					
2017 Business Survey	Develop and undertake a second business survey in	- Survey: Jan – Jun. 2017				
	2017 and implement strategies based on the results	- Implementation: July –				
	of the survey.	Dec. 2017				

BRE Performance Metrics	2017					
	Goal	Actual	Q1	Q2	Q3	Q4
Number of company visits	15	14	3	9	2	
Number of major employer visits	5	3	1	2	0	
Number of technical assistance provided to companies	15	36	5	17	14	
Number of local business retention/expansion prospects	4	4	1	2	1	
Number of local companies retained/expanded	5	1	1	0	0	
Number of jobs created and retained	50	20	20	0	0	









Startup 425: Foster the development of an entrepreneurial and start-up culture in Bellevue by assisting technology						
businesses to start, grow and become	ome successful.					
Project Description Timeline St						
Startup 425 Workshops	Establish workshops to support startup company development and long-term success.	Jan. – Dec. 2017				
One Million Cups	Establish a One Million Cups program to foster the creation of an entrepreneurial ecosystem in Bellevue and among the Startup425 partners.	Jan. – Dec. 2017				

Performance Metrics	2017					
	Goal	Actual	Q1	Q2	Q3	Q4
Number of new business receiving assistance from SBDC	16	19	9	10	TBD	
Number of business in Global Passport Program	6	5	5	0	0	
Number of registrants in Foundations Series	35	219	90	0	129	

TechHire-Bellevue: Coordinate accelerated technology training programs to support Bellevue's information technology companies with a special focus on training underrepresented populations in the technology industry. **Project Description** Timeline Status **Programmatic Development** July-Sept. 2017 - TechHire Marketing Material - One-page marketing sheet design X - Website X - Facebook page X - Banners - Tech Business/Service Provider Roundtable and July/Sept. 2017 Implementation Strategy. - Introduction to Coding Seminar July-Dec. 2017

Performance Metrics	2017					
	Goal	Actual	Q1	Q2	Q3	Q4
Number of taking part in Coding 101 Seminars	100	35	0	0	35	



