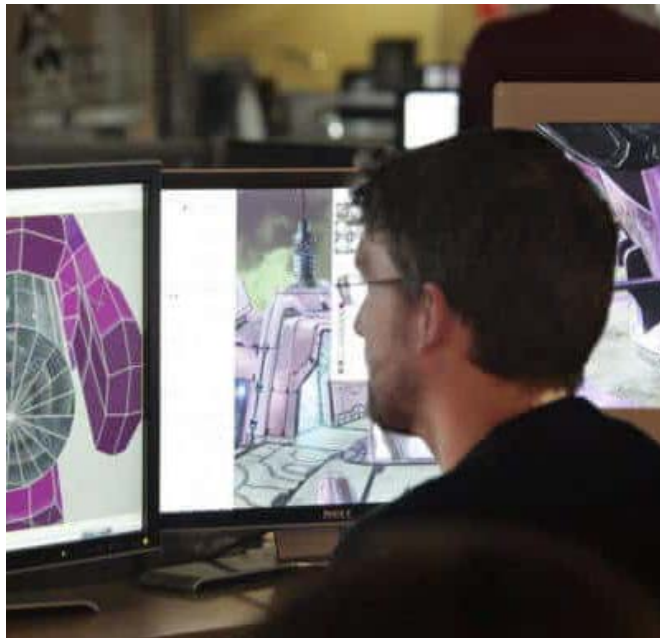




Creative Edge

CITY OF BELLEVUE

CREATIVE ECONOMY STRATEGY



“The creative economy is driven by ideas and technology.”

Creative Edge 2

TASK FORCE

✓ Confirmed Members ✨ Invited Members

CHAIR

PAUL MANFREDI ✓
Chair
Bellevue Arts Commission

ARTS

ELLEN WALKER ✓
Executive Director
Pacific Northwest Ballet

HUGO LUDENA ✨
Photographer

KARIN KIDDER ✓
Executive Director
Bellevue Arts Museum

ROB HUNT ✓
Executive Producer
Village Theatre

RITA MEHER ✓
Executive Director
Tasveer, South Asian Film Festival

WENDY TYNER ✓
Development Director
Wintergrass Music Festival

BUSINESS

BETTY CAPESTANY ✓
President
Bellevue Chamber of Commerce

ERICA VANDENBRANDE* ✓
Deputy City Administrator
City of Redmond

KRISTINA HUDSON ✓
Executive Director
Washington Interactive Network

PATRICK BANNON ✓
President
Bellevue Downtown Association

STACY GRAVEN ✓
Executive Director
Visit Bellevue/Meydenbauer Center

CREATIVE FIRMS & DESIGN

MATT WILSON ✓
Head of Online Presence, North America
Wargaming.net

TRENT FLEMING ✨
Senior Design Director
Ellumus

* Innovation Triangle members

EDUCATION & INNOVATION

MELISSA CARNAHAN ✓
Program Manager, Community Programs
Bellevue College

RAYMOND YAN ✓
Senior Vice President
DigiPen Institute of Technology

TIM MILLS ✨
Superintendent
Bellevue School District

LARA LITTLEFILED ✓
Associate Vice President for Innovation Strategy
University of Washington, CoMotion HQ

PHILANTHROPY

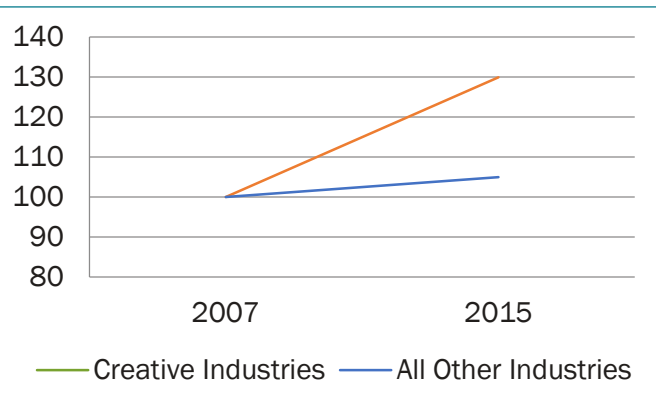
JIM KELLY ✓
Executive Director
King County 4Culture

HUONG VU ✓
Community Investor – Arts, Culture and Civic Engagement
The Boeing Company

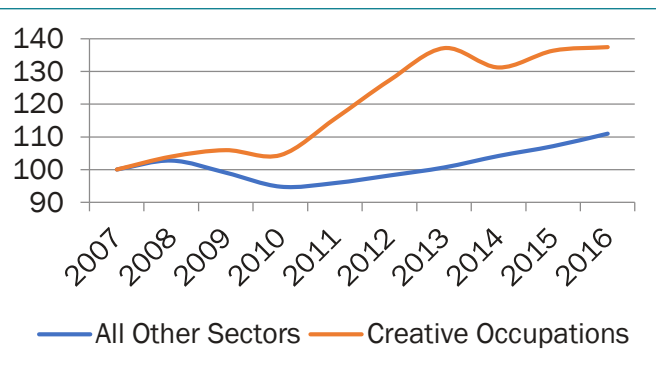
MARI HORITA ✓
President & CEO
Arts Fund

Growth

Creative Industries Labor Force Seattle-Bellevue-Tacoma MSA

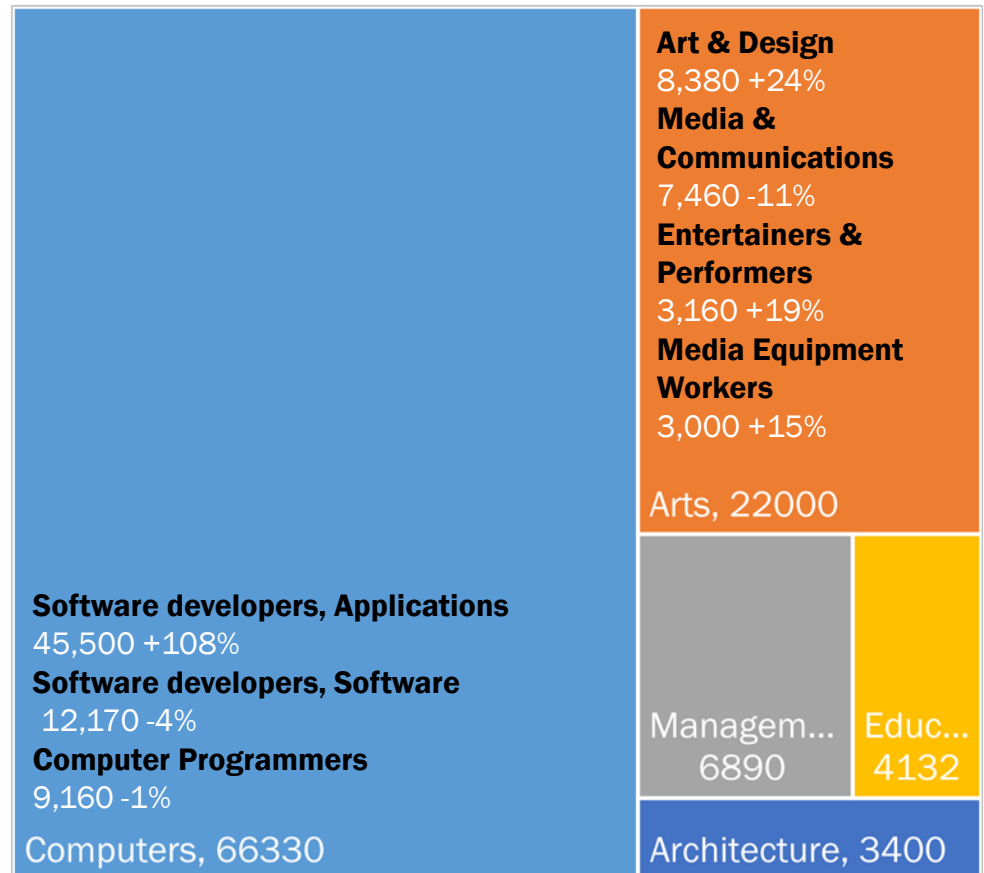


Creative Occupations Seattle-Bellevue-Tacoma MSA



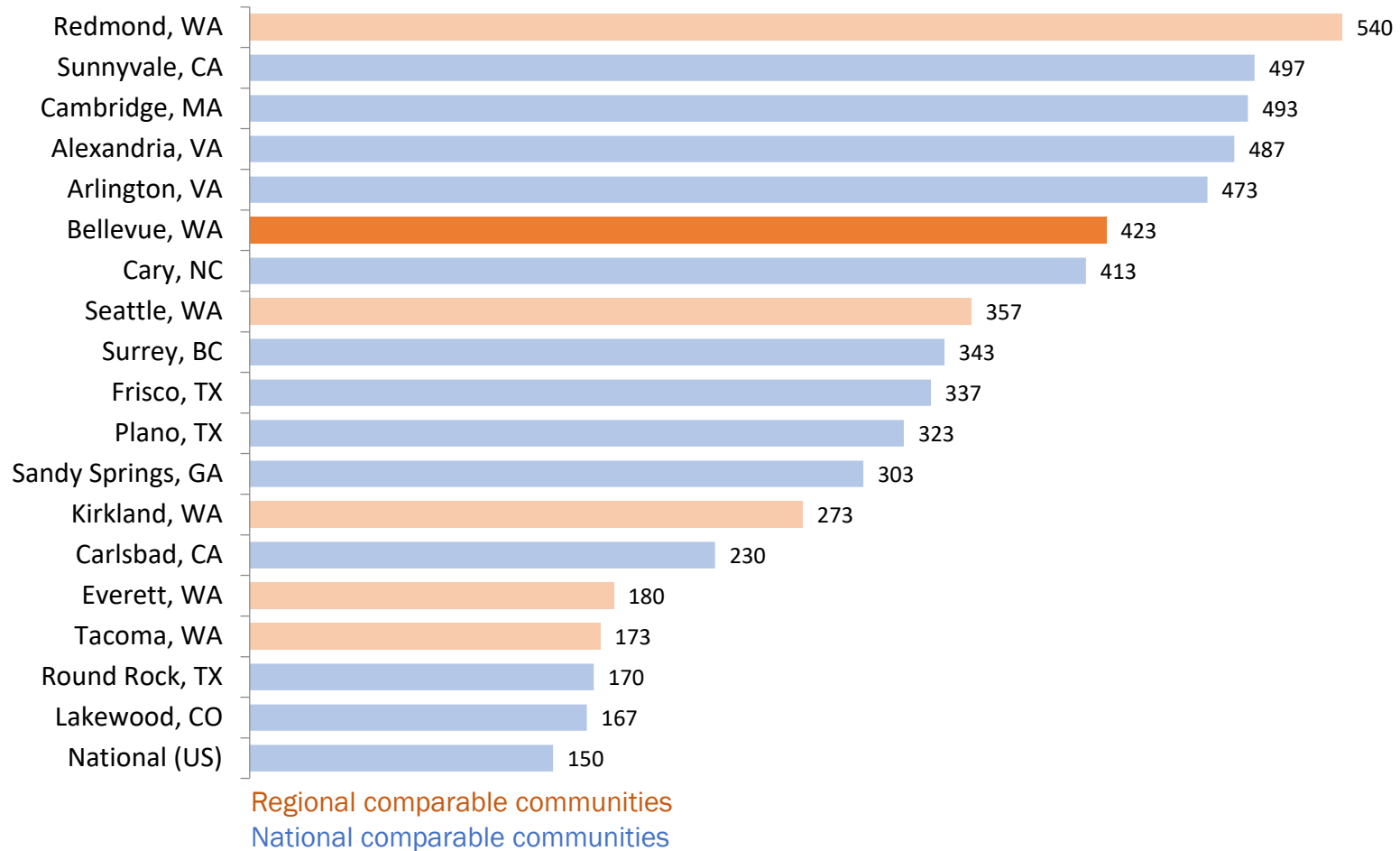
100,000+ Knowledge Workers in the Seattle-Bellevue-Tacoma MSA

- Architecture
- Education
- Management
- Arts
- Computers

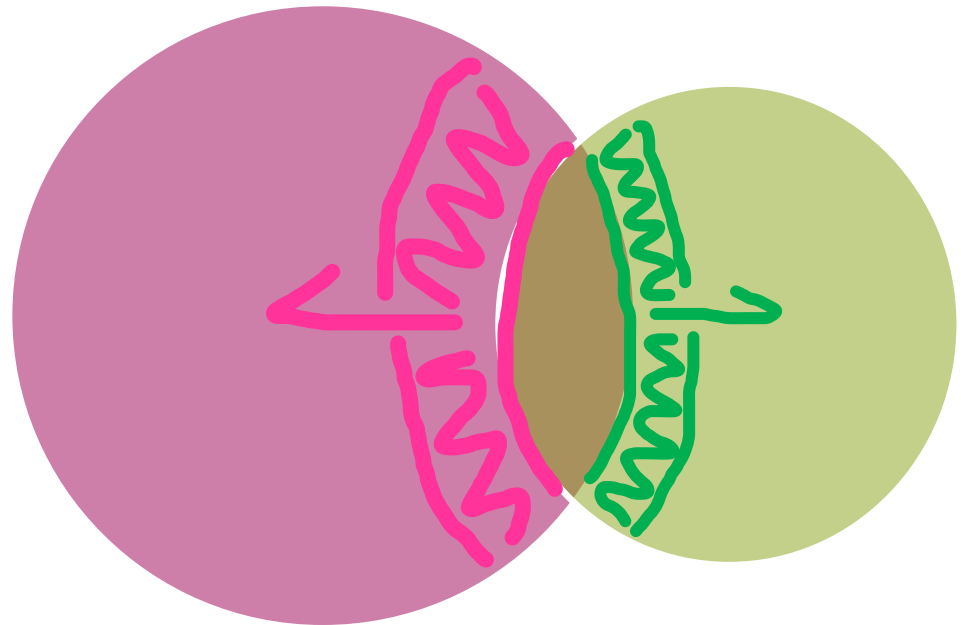


Nationally Competitive, Regional Leader

Creative Index Score: Talent, Tolerance, Technology



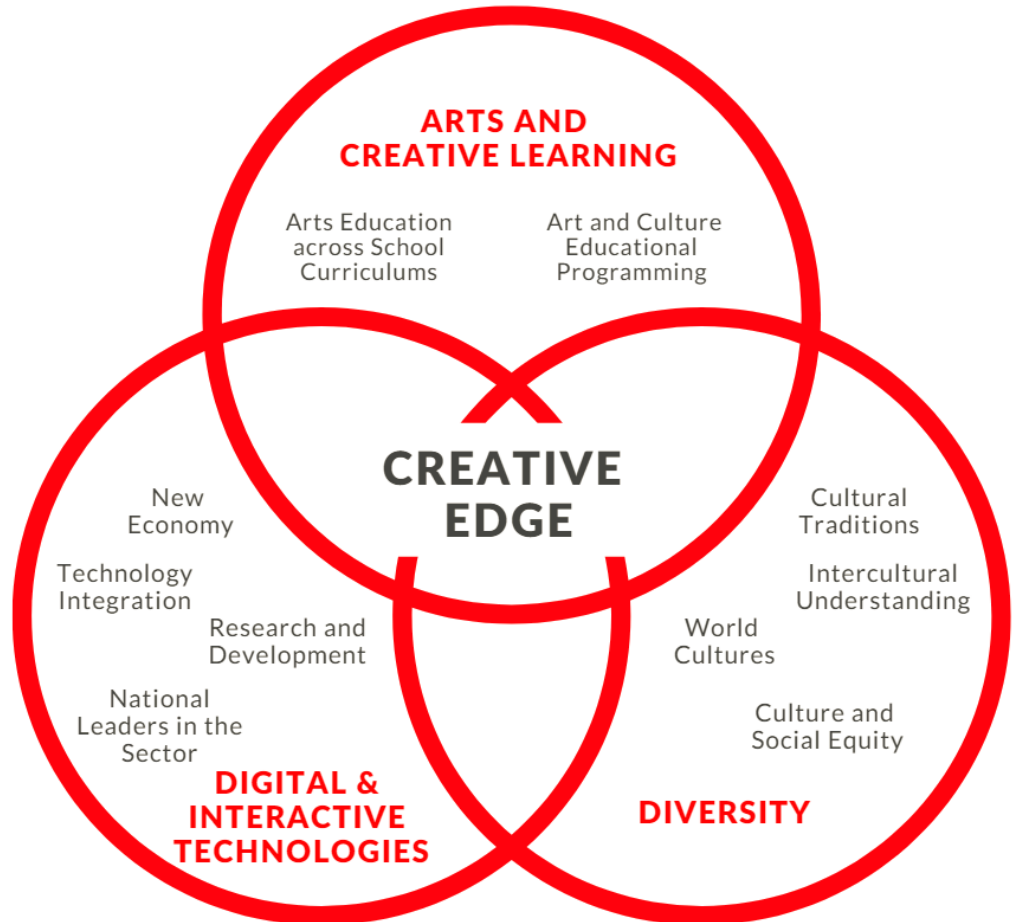
Talent

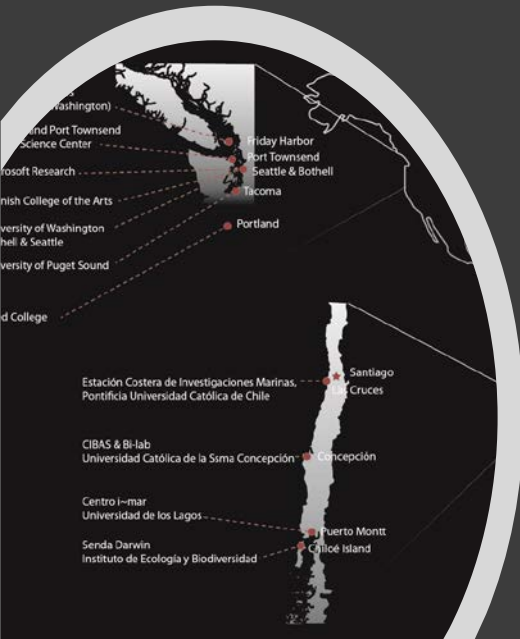


Employed in Bellevue, Live Outside of Bellevue	118,460
Employed and Live in Bellevue	15,643
Live in Bellevue, Employed Outside of Bellevue	48,449

Vision

Bellevue is an international center for arts and creative learning and innovation.





Arts + Science Knowledge Building and Sharing in the XXI Century

Strategy

- 3 Goals
- 7 Outcomes
 - Case Studies
- 20 Strategies
 - Foundational Now
 - Short-term 1-5 yrs.
 - Mid-term +5yrs
- Many opportunities



Goals

1

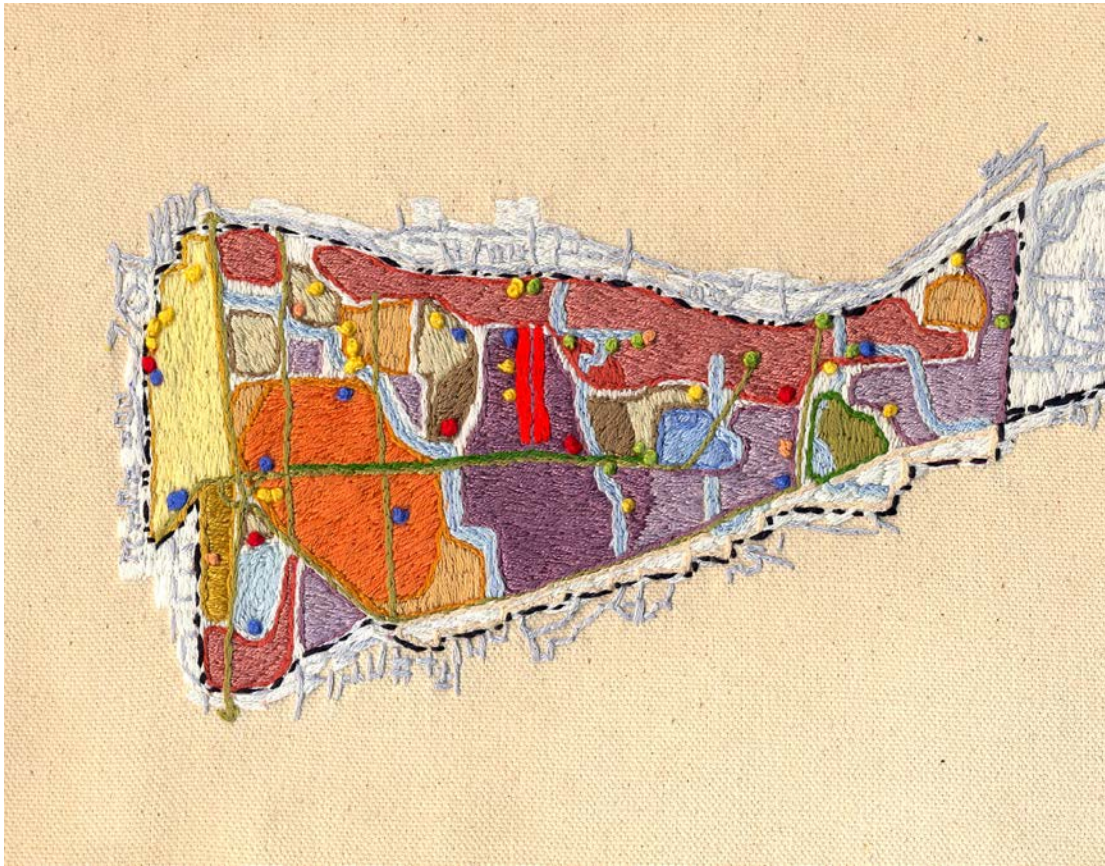
Creative Placemaking
and a Transformed
Public Realm

2

Creativity and Culture
as a Key Driver in
Innovation and
Economic Growth

3


A Resilient and
Sustainable Creative
Cultural Sector




Creative Placemaking and a Transformed Public Realm

OUTCOMES

Strong Cultural Districts

-  Capacities to preserve, present, and promote community heritage and creative enterprises


Arts and Creativity Embedded Across the City


-  Percentage of residents satisfied with arts, culture, and heritage offerings




Creativity and Culture as a Key Driver in Innovation and Growth

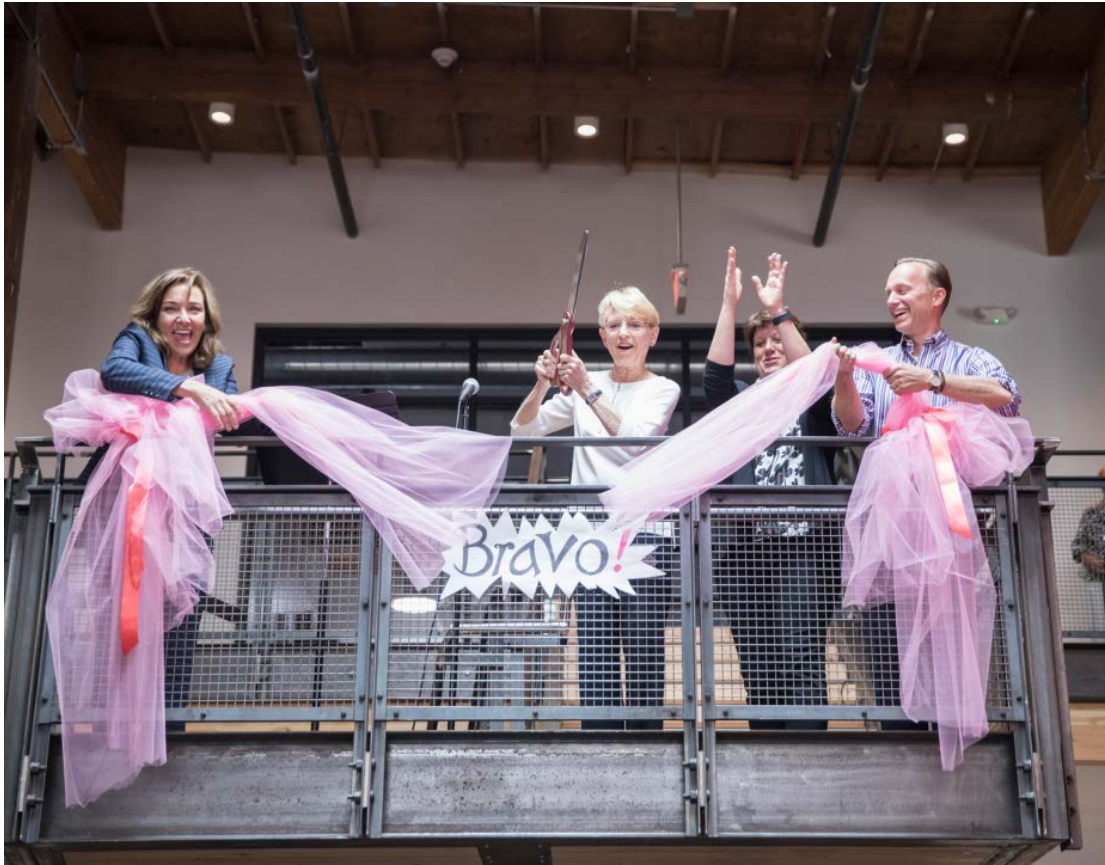
OUTCOMES

 An Enhanced Civic
Image and Profile

 Increase over time
the number of
visitors in Bellevue




 An Entrepreneurial and
Start-Up Culture in the
Creative Cultural
Industries

 Technology Index
Score (2017
Baseline = 240)



A Resilient and Sustainable Creative Cultural Sector

OUTCOMES

-  Increased investment from all sources
 -  Funds leveraged by municipal investment in arts and cultural grants
-  Increased capacity and impact
 -  Capacity to innovate, provide public benefits, and grow
-  Affordable creative spaces
 -  Space security – reliable access to affordable space that meets creative needs



Case Study

Make A Mark Loan
Program, Nashville TN

Creative Edge 14

Strategies



Foundational



Short term



Midterm

Support Knowledge
Sharing and
Strengthen Sectoral
Collaboration

Implement Local and
Regional Partnership
Mechanisms

Shape a New Cultural
Development Model
that Integrates Home-
Grown and Satellite
Elements

Embed Creative
Placemaking in City
Planning

Explore Connections
Between the Arts and
Digital and Interactive
Media Including Video
Games

Zoning Changes to
Expand Creative
Places and Spaces

Expand the Public Art
Program

Raise Awareness of
Bellevue's Diverse
Communities and
Cultures

Promote and Expand
Festivals and Events

Build Skills and
Knowledge that
Supports Start-Ups and
Strengthens
Entrepreneurship

Embrace and
Implement an
Integrated Vision of
Creative Spaces

Inventory and Make
Use of Underutilized
Spaces in the
Community

Develop A City-Wide
Arts and Culture
Programming Strategy
Linking Institutions and
Organizations

Realize Opportunities
in Bellevue's Existing
and Planned Cultural
Districts

Enable Neighbor-Hood
Based Creative
Placemaking

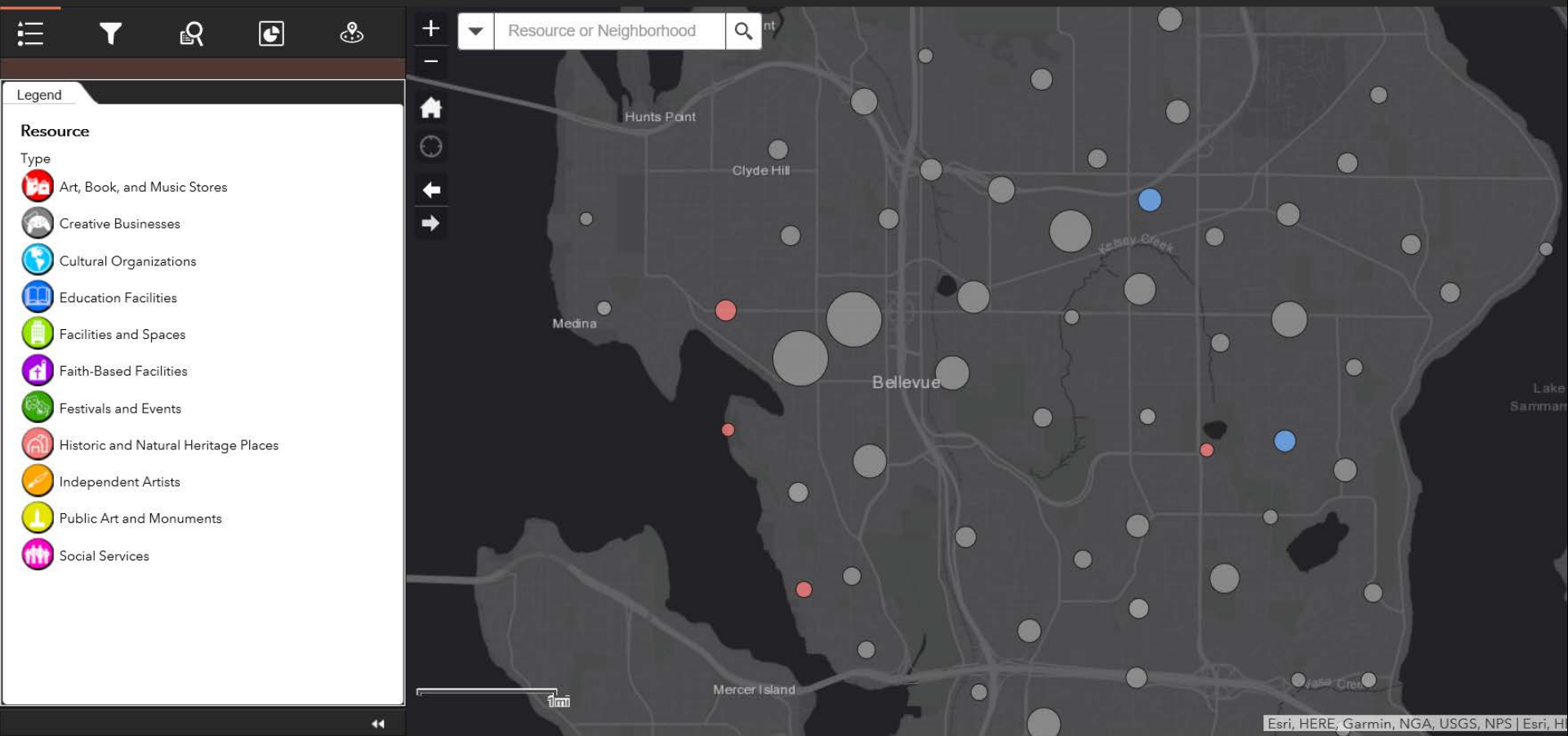
Expand Awareness of
Bellevue as a Cultural
Destination

Leverage Strengths in
Digital and Interactive
Media

Develop A Cross-
Sectoral Cultural
Investment Strategy

Build A System of
Diverse and Accessible
Creative Spaces

Embrace New
Operating Models for
Cultural Organizations



Cultural Resource Map