



Bellevue welcomes the world

THE CITY'S ECONOMIC DEVELOPMENT PROGRAM



Briefing Items

- **Introductions and background**
- **2016 Q3 metrics**
- **Update on Innovation Triangle Initiative**
- **Greater Seattle Chamber of Commerce International Leadership Mission to Hong Kong and Shenzhen**
- **Economic Development Branding & Marketing Initiative**
- **New Economic Development Video**





Direct & foundational strategies

Direct Strategies

- Targeted to specific economic development opportunities
- Primarily the responsibility of City's economic development staff
- Provide a strong focus for efforts in the near to mid-term (within next 5 years)

Foundational Strategies

- Wide array of City actions and investments to promote economic development – arts and culture, enhancing neighborhood character, building quality infrastructure, maintaining public safety, etc.
- 21st century economies attract great talent

COUNCIL ADOPTED PLAN: JULY 7, 2014



City of Bellevue
ECONOMIC
DEVELOPMENT
PLAN



VISION:

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





Office of Economic Development (OED)

Mission

To develop and implement sustainable programs that advance job creation and investment, develop human capital, and spur innovation in order to build a foundation for prosperity.

Programs

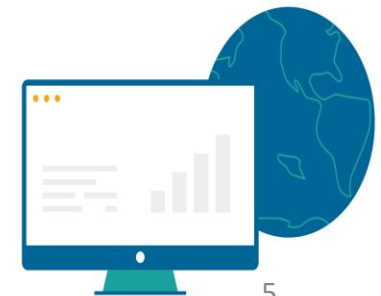
1. **Business Attraction:** attract national and international companies that align with and support local businesses.
2. **Business Retention:** develop supportive relationships with local businesses that facilitate their expansion in the city.
3. **Next Generation Bellevue:** encourage the city's entrepreneurial culture and help startups grow.





2016 YTD Performance Summary

| Business Attraction | Goal 2016 | YTD 2016 | Q3 |
|------------------------------------|-----------|----------|----|
| Jobs Created | 200 | 2,147 | 0 |
| Number of company leads | 15 | 23 | 4 |
| Number of company prospects | 10 | 44 | 14 |
| FDI Prospects | 10 | 17 | 10 |
| Business Retention Expansion | | | |
| Jobs created and retained | 50 | 440 | 0 |
| Company Visits | 20 | 25 | 2 |
| Technical assistance | 15 | 34 | 5 |
| NextGeneration Bellevue | | | |
| New entities started at Impact Hub | 30 | 19 | -- |
| New jobs at Impact Hub startups | 50 | 19 | -- |
| Members at Impact Hub | 200 | 164 | -- |



Regional Collaboration to Support an Innovation Economy



- A partnership of the cities of Bellevue, Redmond and Kirkland
- **Synergistic**: Technology, data science, and engineering are the leading business drivers in the Innovation Triangle.
- **Proximity**: Common borders, roads, sidewalks, neighborhoods and schools.
- **Shared Goals**: Collaborate to create more business opportunities in the growing technology sectors of our communities.



Economic Development Council
of Seattle & King County



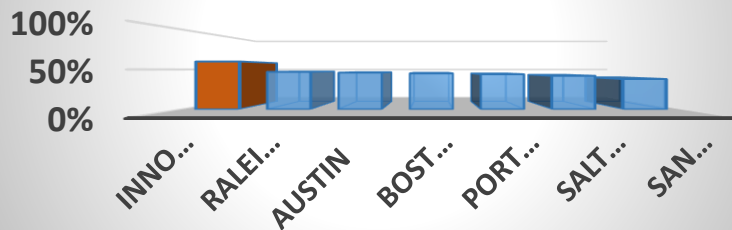
TRADE DEVELOPMENT
ALLIANCE of greater seattle





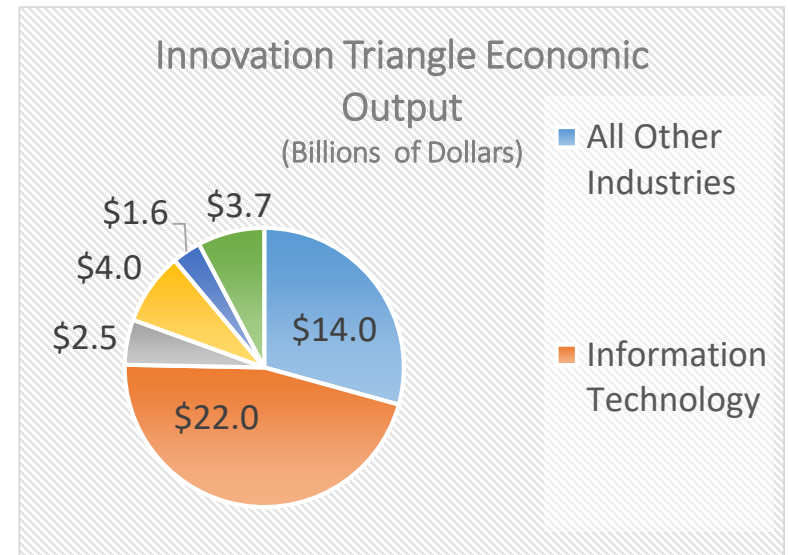
Innovation Triangle

Educational Attainment: Bachelors Degree or Higher



- The Innovation Triangle is one of the most highly-educated technology center in the US.

- In 2013, the Innovation Triangle's economic output was \$48 billion.
- Working together we have a very compelling story to tell.





Innovation Triangle



Results:

- 27 meetings with international IT.
- 21 prospects identified and 7 leads!



- **Purpose:** Allow international technology companies to capture the innovative spirit of the Eastside and the region.
- **Attendance:** 21 participants representing 16 international technology companies, trade associations and country development agencies.
 - **Country Representation:** UK, Spain, Canada, China, Singapore, and Finland.
- **Results:**
 - 3 companies actively looking at the region for expansion.
 - Potential regional collaboration with TechNorth to enhance exports and foreign investment.

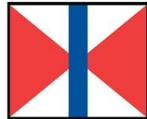


International Leadership Mission

Hong Kong



Shenzhen



SWIRE



vanke 万科

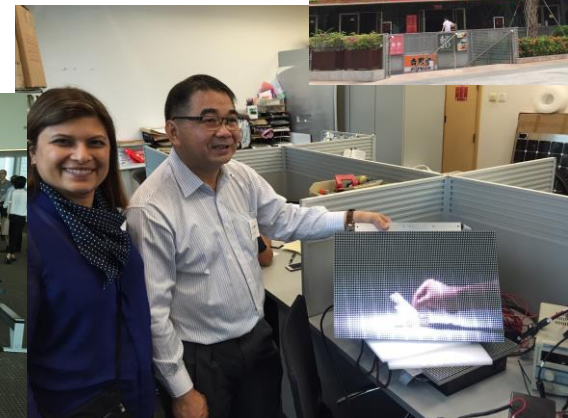
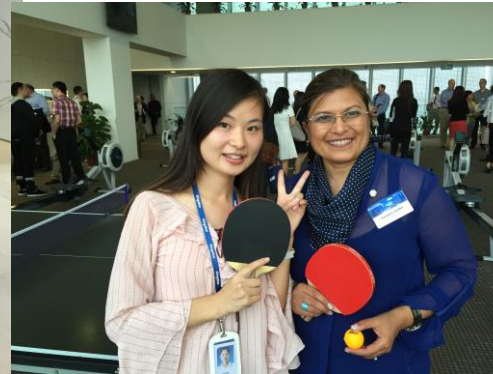
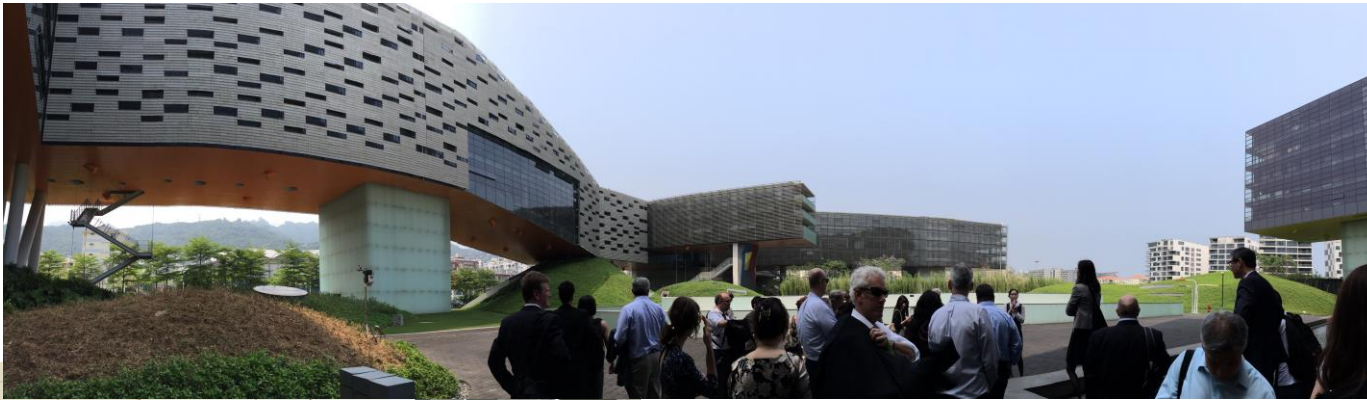
Tencent 腾讯

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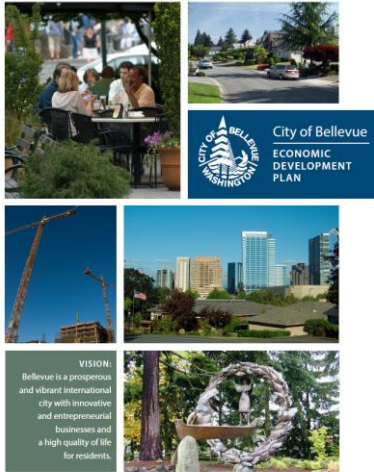
International Leadership Mission



Economic Development Branding/Marketing



COUNCIL ADOPTED PLAN: JULY 7, 2014



Direct Strategy #4:
Develop a multi-pronged economic development marketing campaign

- **Purpose:** To ensure the City's economic development message is welcoming, consistent, and reflects the community to business decision makers.
- **Core Team:** Bellevue Downtown Association, Bellevue Chamber of Commerce, Visit Bellevue, WeWork, HDR, Smartsheet

Bellevue is a growing global city carrying technological, environmental and cultural connectivity amongst its vibrant tenants and visitors – we welcome the world.

Tribu



Key elements & messaging



- **Bold color palette** to reflect community's diversity and energy
- **Bold imagery** that highlights urban amenities and people
- **Confident wording** that mirror's the community's cosmopolitan nature
- Invite businesses, residents, and visitors to **make history** with us.



City of Bellevue
Office of Economic Development



Bellevue workers are technology pioneers.

Our community attracts residents and workers who want to build the next generation of technologies.

With some of the highest educational attainment rates and best schools in the U.S., you gain access to top talent.



Bellevue supports entrepreneurs.

We actively support innovators developing next generation businesses through Startup 425.

Our small business advisors, global passport program, and partnerships with accelerators support startups on their journey to global enterprise.



Bellevue's quality of life is spectacular.

Our region's culture supports a true balance between work and personal life.

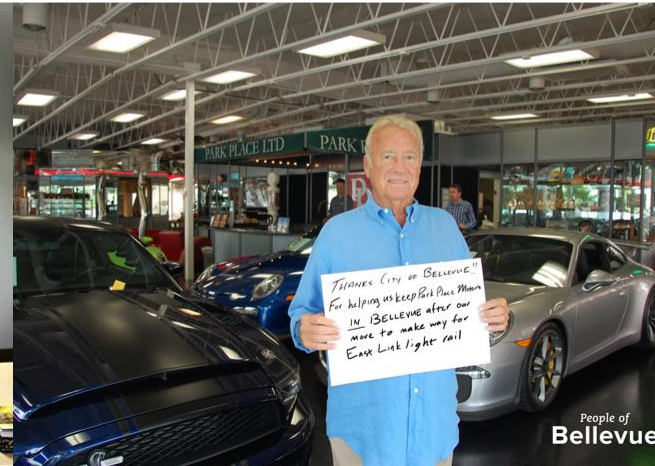
The Puget Sound has a distinct cultural and geographic ambiance that encourages outdoor activity. The lakes, mountains, and forests beckon to residents and visitors.

Bellevue's natural, breathtaking beauty will inspire your employees and their families.



The Startup 425 Center

- Resource center for first time founders regardless of vertical
- One stop center for access to groups like the SBA, SBDC, SCORE, and others
- Provides educational seminars on business fundamentals





Bellevue marketing videos

- **Showcase the reasons Bellevue businesses moved here and stay here**
- **Highlight key brand elements**
 - Talent
 - Quality of life
 - Cultural diversity
 - Entrepreneurship
 - Support for business

Business in Bellevue

