



Economic Development Plan Update

Implementation Tactics and COVID-19 Impacts

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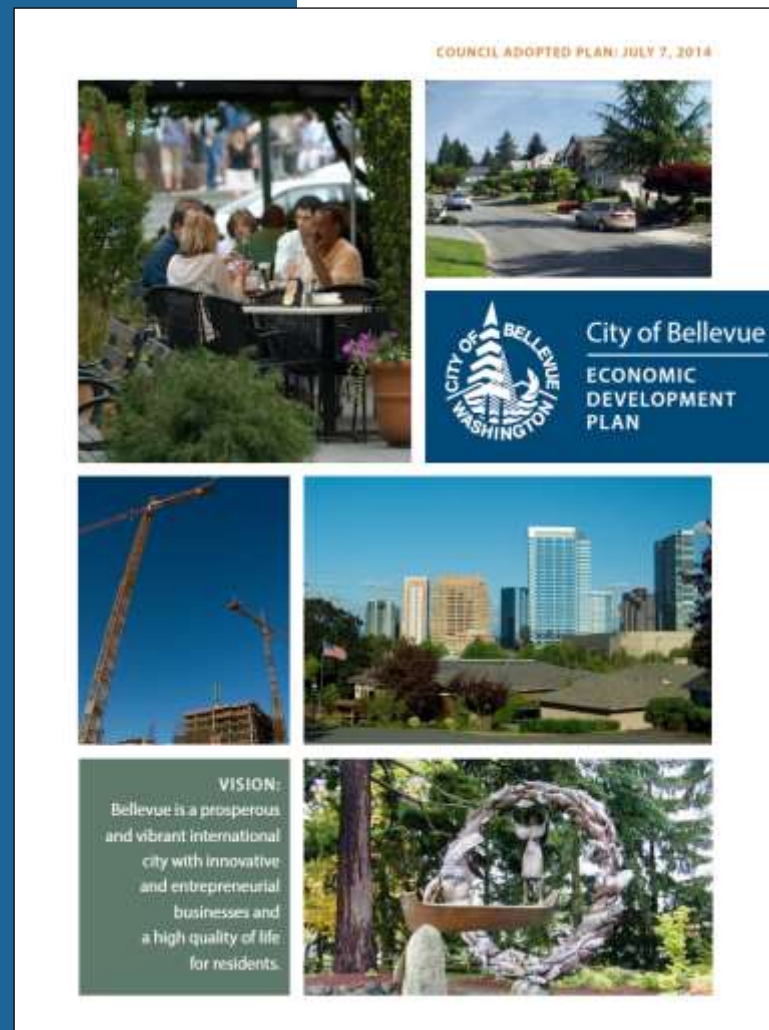
July 6, 2020



Direction

Staff requests feedback on the implementation tactics.

Staff requests direction to return with a full draft of the Economic Development Plan based on tonight's feedback.





Agenda

- Project Status
- Plan Objectives
- Impacts of COVID-19
- Measuring Recovery
- Work Underway
- Recovery Strategies



Project Timeline

COVID
impacts
begin

Q1 2019
Intro to
Council

Q2 2019
Council
reviews
draft
objectives

Q3 2019
Council
direction
on
objectives

Q4 2019
Council
received
preliminary
findings

Q1 2020
Council
feedback
on draft
strategies

~~Q2 2020~~
~~Council~~
~~adopts~~
~~update~~

Q3 2020
Council
feedback
on COVID
updates

Q3 2020
Council
reviews
draft plan

Q4 2020
Council
adopts
update

Staff
updates
objectives

Data
gathering
and
analysis

Stake-
holders
engaged

~~Revise
and
finalize~~

Review in
response
to COVID

Revise
and draft
full plan

Finalize

2020 Plan Update Objectives

In July 2019, Council approved 8 objectives:

1. Identify ways to support the **creative economy**
2. Explore new opportunities to support **small business**
3. Support more robust **retail** activity
4. Identify best practices for integrating **new businesses** into the community
5. Support **capacity building** for community groups
6. Integrate key recommendations from **Tourism Plan**
7. Make the Plan easier to update
8. Support local **workforce development** options and programs

Impact of COVID-19

- COVID-19 has often exacerbated existing economic development challenges versus creating new ones
- The City of Bellevue is well-positioned to emerge from the pandemic with a more resilient economy than before
- The resiliency of the community can already be seen in the creative actions taken to collaboratively address COVID-19

Bellevue Impacts

- Capacity Building and Partnerships
 - Proved necessary to address challenges of COVID
- Workforce Development
 - Bellevue's unemployment rate reached 10.5% in April
 - Retail trade, accommodation and food services make up over 20% of Bellevue employment
- Small Business
 - Sector dependent
 - 51% of businesses in East King County said that they had reduced staffing hours or laid off employees
- Retail
 - Struggled with "stay at home" order
- Creative Economy
 - Social distancing was and will continue to be a challenge
- Tourism
 - Visitors dropped -88% in April and -80% in May



COVID-19 Business and Partner Engagement

- Major Employer Outreach
- Outreach to over 750 small businesses
- Partner organizations, neighboring cities and regional entities communication
- Business survey data



Measuring Recovery

Monitor KPIs Quarterly

- Unemployment Rate
 - Job Growth Rate
 - Sales Tax by Sector
 - Admission Tax
 - Startup 425 Participants
 - New Business Starts
 - Number of Visitors
 - Building Permit Applications
- Monitor overall growth trend
 - Compare with Qualitative feedback





Direct Strategy Recommendations

Work on these items will be the focus
for Economic Development staff.

6 Focus Areas

Focus on Recovery Tactics First

Focus Areas



Capacity
Building



Small Business



Workforce



Retail



Creative
Economy



Tourism

Topic Example

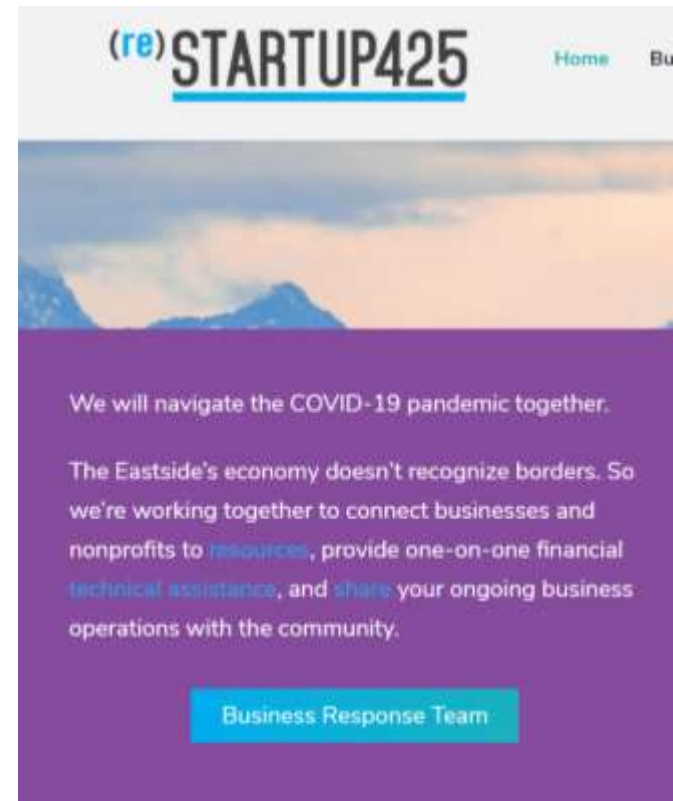
- Impacts of COVID-19 (Tony Delisi, EY)
- Response to COVID-19 (Philly Marsh)
- Strategies and tactics to focused on for Recovery (Jesse Canedo)



Capacity Building

Impacts of COVID-19

- Cities with strong partnerships display the greatest resilience.
- Communication and clear roles and responsibilities are key.
- Strong relationships and capacities are essential both in crisis and under normal conditions.



Capacity Building

Response to COVID-19

- Led and facilitated a weekly regional partnership call to share information, resources and collaborate on response
- Led an Eastside arts organization call
- Worked with Startup425 Partners to lead the development of re.startup425.org and partnership with BINW
- Supported the Welcome Back Messaging campaign led by Bellevue Chamber
- Sponsoring BDA's Heart of Bellevue efforts



Capacity Building Strategies for Recovery

- 1. Work with partner organizations to be a more active convener on topics of importance.**
 - 1.1 Utilize a shared leadership model to convene, support and build the capacity of community organizations that the city can partner with.
- 2. Apply a partnership approach to strategies throughout economic development efforts to expand and improve service delivery.**
 - 2.1 Increase opportunities for community partners to lead and assist in the visioning and implementation of economic development projects.
 - 2.2 Develop additional public-private partnership tools and funding mechanisms.

Workforce

Impacts and Response to COVID


- Before COVID-19, reskill and upskill services were being studied for this Plan.
- Rising unemployment due to COVID-19 layoffs is increasing the need for these services.
- Highly impacted sectors like retail trade, accommodation, and food services make up over 20% of Bellevue employment.

Workforce

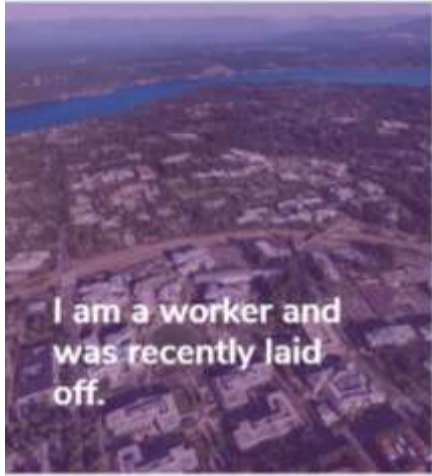
Response to COVID-19

- Provided information and resources for unemployed individuals on websites and through communication channels.
- Expedited discussions with Eastside cities and colleges to develop a regional workforce program to help impacted workers reskill.

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A photograph of a street scene with buildings and trees, overlaid with a semi-transparent purple box containing text.

I am a sole-proprietor, contractor, artist, or gig worker.

An aerial photograph of a city, overlaid with a semi-transparent purple box containing text.

I am a worker and was recently laid off.

Workforce Strategies for Recovery

- 1. Expand access to education and experience opportunities within the city that directly lead to industry certifications, degrees, and job placement.**
 - 1.1 Work with service providers and employers to expand internship, apprenticeship and training opportunities.
 - 1.2 Encourage the development of a “Welcome Back Center” that fosters opportunities for residents to gain necessary experience to return to the workforce.
- 2. Create stronger links between local employers, education and service providers, and residents.**
 - 1.1 Create a webpage with a list of regional resources that can be shared with Bellevue employers and residents to help connect them to training opportunities, service providers and jobs.
 - 1.2 Explore opportunities to fund a new position dedicated to Workforce Development on the Eastside.

Small Business

Impacts of COVID-19

According to a regional survey in April:

- 38% of businesses in East King County expressed concerns about paying rent, and 32% say that they will be unable to pay.
- More than 51% of businesses in East King County said that they had reduced staffing hours or laid off employees.

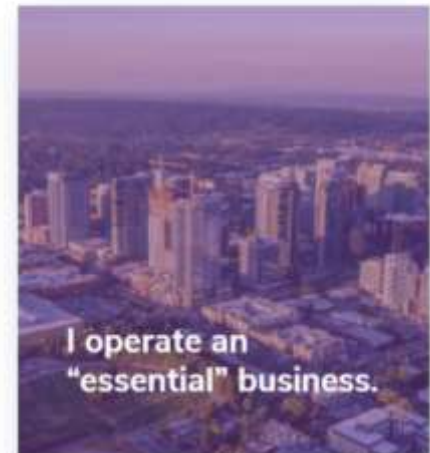
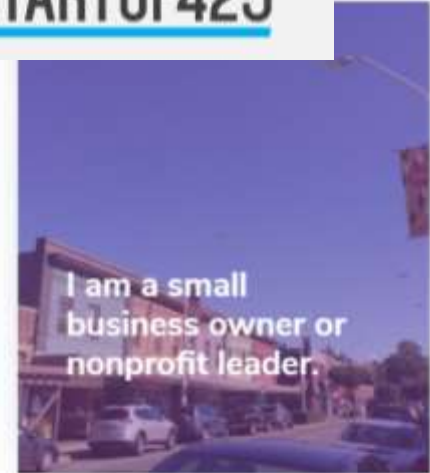


Small Business

Response to COVID-19

- Proactive outreach to over 750 businesses
- Led creation of re.startup425.org including technical assistance program with Business Impact NW
- Developed a COVID-19 business resource page on [Bellevuewa.gov](https://bellevuewa.gov) translated into 4 languages

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Small Business Support

425

What's Open Eastside
let's buy local!

Legend

Eastside Business Layer

Is open now

Yes

No

Filter

Search the Eastside Business Directory

City

- empty -

Business Type

- empty -

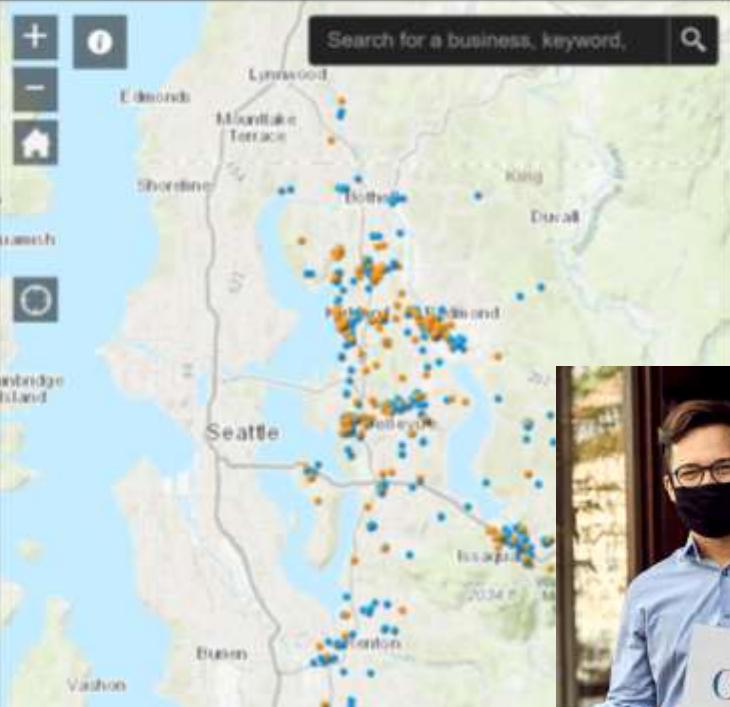
Business Category

- empty -

Cuisine

- empty -

Search for a business, keyword,



Info Summary

425

Eastside Business List

759

Health Care	64	✓
Home Services	7	✓
Other	42	✓
Restaurant/Bar	430	✓
Retail	66	✓
Services	150	✓


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GET ACCESS TO COVID-19 BUSINESS RESOURCES & ASSISTANCE.

»

LEARN MORE

RE.STARTUP425.ORG



Small Business Strategies for Recovery

- 1. Work with partner organizations to expand access to technical training for entrepreneurs and small business owners with a focus on those of diverse backgrounds.**
 - 1.1 Work with Startup 425 partners to expand the website as a centralized one-stop-shop with additional resources in multiple languages.
 - 1.2 Support efforts to expand in-person and virtual training options.
- 2. Expand Bellevue's existing business retention and expansion program to build relationships with entrepreneurs and small businesses across sectors so they receive proactive services.**
 - 2.1 Promote business resiliency and preparedness by aggregating and promoting best practices.
 - 2.2 Streamline the city's approach to resolving business technical issues.

Retail

Impacts of COVID-19

- Retail was severely impacted with the stay at home order
- Importance of e-commerce constant creative iteration of business model
- Businesses are re-opening in modified fashions and discovering new normal



Retail

Response to COVID-19

- Curbside Pickup Zones
- Developed What's Open Eastside Map
- Streamlined permitting for outdoor use
- Business Promotion – Best of Bellevue
- BDA Heart of Bellevue Campaign
- Coordinating with Old Bellevue Merchant Association for expanded outdoor dining and retail



Sample of Best of Bellevue



Retail Strategies for Recovery

1. Retain and recruit a healthy retail mix based on local needs

1.1 Encourage capacity building at partner organizations that can support merchants in the city's retail destination districts.

1.2 Work with partner organizations to develop and implement retail action plans that foster unique district identities and increased visibility for local establishments. (Growth)



Creative Economy

Impacts of COVID-19

- Due to social distancing guidelines creative education and performance organizations will continue to be impacted.
- Major cultural events like Arts Fair and Wintergrass 2021 are on hiatus, impacting organizers and tourism.
- In King County, the Arts and Entertainment industry has lost the largest percentage of workers (49%)





Creative Economy

Response to COVID-19

- Meetings with Eastside city art administrators
- Co-leading a new group of Eastside arts organizations
- Expanding existing programs to focus on pandemic recovery
- Launched an Arts Audience Participation Survey

Creative Economy Strategies for Recovery

- 1. Enhance Bellevue's leading position in the digital creative sector and encourage linkages with the traditional creative sector where possible.**
 - 1.1 Pursue regional collaboration that supports and promotes the creative cultural sector in Bellevue.
 - 1.2 Expand audiences for Bellevue's multi-cultural organizations and offerings.

- 2. Develop the built and institutional infrastructure needed to position the BelRed Arts District as a major destination.**
 - 2.1 Establish a working group to convene, foster and promote the BelRed Arts District.
 - 2.2 Reduce barriers to arts uses and improve prioritization of the arts incentive for new development in the BelRed Arts District.

Tourism

Impacts of COVID-19

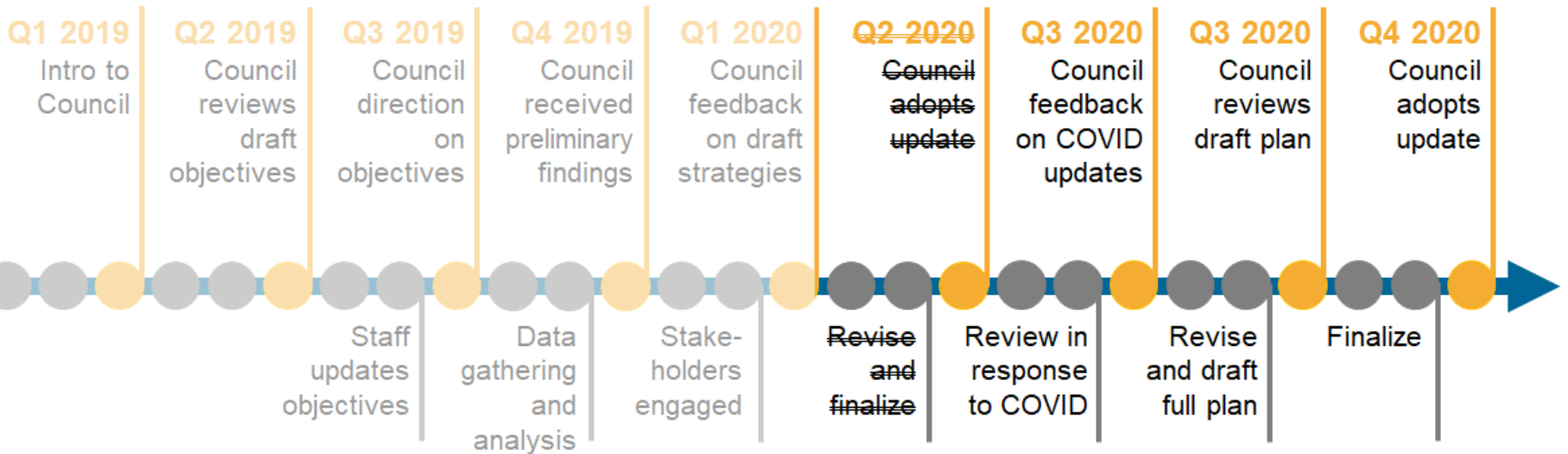
- One of the first and hardest hit industries
- Tourism industry businesses supported through buy local efforts
- Work closely with Visit Bellevue on when to fully re-engage with strategies in the Destination Development Plan that will support economic growth.



What's Next?

- After incorporating comments heard tonight we will bring a draft version of the full Economic Development Plan to Council in September 2020.

COVID
impacts
begin





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