



BELLEVUE 4TH OF JULY FIREWORKS

PRESENTED BY
THE BELLEVUE
COLLECTION™

2021
SUMMARY

PRODUCED BY



Bellevue
Downtown
Association





HIGHLIGHTS

- *Beautiful night, lively atmosphere, record-breaking crowds*
- *First major in-person event in Downtown Bellevue since March 2020*
- *Modified celebration – Fireworks only with livestream access*

POWERFUL COLLABORATION

Public and private partners banded together to coordinate a fireworks spectacular

- *Special thanks to: City of Bellevue Parks & Community Services, Fire and Police Departments*
- *Presenting partner: The Bellevue Collection*
- *Supporting partners: Amazon, Microsoft, PACCAR, Puget Sound Energy*

ATTENDANCE:

- **64,190+** individuals in Downtown Park, on perimeter properties and streets
- Grand total estimated closer to **80k** with neighboring viewers

LIVESTREAM ENGAGEMENT:

- Total Views During Broadcast: **11k**
- Total Views to Date: **15.7k**
- Total Impressions: **29.8k**



TESTIMONIALS

"WE LOVED SEEING THE PARK FILL UP AND WATCHING THE KIDS RUNNING AROUND!"



Chris & Laurel



Shawn

"IT FEELS NICE TO BE BACK TO NORMAL AND IT'S EXCITING TO BE OUT AMONG OTHER PEOPLE AGAIN!"



Braxton & Tasha



Linda

"BEING HERE WITH EVERYBODY TO CELEBRATE WITH GOOD OLD-FASHIONED FIREWORKS IS JUST A GREAT TIME OVERALL."

"IT'S SO AMAZING TO BE AT AN EVENT THIS YEAR AND COME TOGETHER TO CELEBRATE IN OUR BEAUTIFUL PARK."



EARNED MEDIA

- *The Seattle Times*
- *KIRO 7 on-site TV interview*
- *KING 5 on-site TV interview*
- *Bellevue Reporter*
- *425 Magazine + 425 Business*
- *Seattle Metropolitan Magazine*
- *Seattle Refined*
- *Seattle PI Online*
- *Multiple online calendar listings*

425 MAGAZINE

4TH OF JULY FIREWORKS SHOW

Watch in awe as fireworks light up Downtown Bellevue on Sunday, July 4. The celebration is the first public event in Bellevue since the start of the coronavirus pandemic. Unlike previous years, the firework show will take center stage while live music holds off until next year. After watching the sunset, stick around for the light show starting at 10:05 p.m. or watch [online](#). For more information visit the [Bellevue Downtown Association](#).

TAGS: 3 TO SEE, BELLEVUE, DOWNTOWN ISSAQUAH ASSOCIATION, FIREWORKS, FOURTH OF JULY, LOCAL ARTISTS, RENTON, RIVER WALK



FEATURED IN THE SEATTLE TIMES
WEEKEND EDITION ON FRIDAY, JULY 9

THANK YOU, PARTNERS!

THE BELLEVUE DOWNTOWN ASSOCIATION
WOULD LIKE TO THANK OUR
VALUED PARTNERS &
THE BELLEVUE COMMUNITY.

THANK YOU FOR...
YOUR COMMITMENT
YOUR LEADERSHIP
YOUR CARE

THANK YOU FOR THE SHOW!

BELLEVUE 4TH OF JULY FIREWORKS

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THE BELLEVUE
COLLECTION
BELLEVUE SQUARE
LINCOLN SQUARE BELLEVUE PLACE
THE KEMPER FREEMAN FAMILY

CO-PRODUCED BY



Bellevue
Downtown
Association

SUPPORTED BY



Microsoft

PACCAR



PUGET
SOUND
ENERGY

WELCOME BACK TO THE

Heart of **BELLEVUE**
BELLEVUEDOWNTOWN.COM

Image courtesy of Bellevue Fire Department

FRIDAY, JULY 9, 2021 | *The Seattle Times* | WeekendPlus

2021



Image courtesy of Bellevue Fire Department 2021



THANK YOU,
SEE YOU NEXT YEAR!

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