



# Cultural & Economic Development

## Bellevue Downtown Association Update

Jesse R. Canedo, Assistant Director

Anthony Gill, Economic Development Specialist

Patrick Bannon, Bellevue Downtown Association

Community Development

11/01/2021

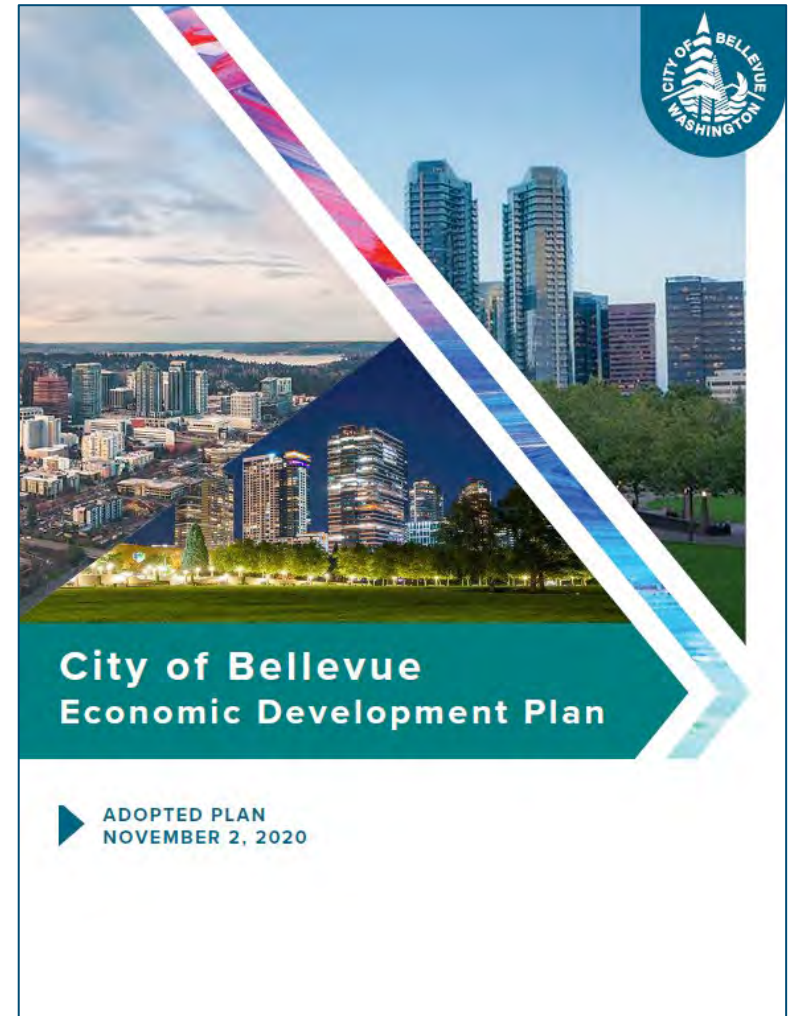


# Information Only

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- Tonight's presentation is a report on ongoing operations and programming.
- No direction is requested.



# BUILDING UP THE HEART OF Bellevue

Bellevue  
Downtown  
Association

Presented by:

PATRICK BANNON  
President

BDA TEAM



November 1, 2021



# WHY | RECOVERY SUPPORT

s t r e n g t h e n O U R C O R E .

- We built on the successful foundation and approach behind the 2020 “Heart of Bellevue” recovery campaign and the 2019 “Grand Connection” activation pilot.
- Strengthened stakeholder relationships, marketing efforts and activation of the built environment - leading to community-wide public benefits.



# WHAT | THE VISION

2021 FOCUS:

Connections &  
People Behind the Place

We focused on the power of **collaborative partnerships** and the **love for the place and the people behind it.**



# HOW | THE PLAN



1. Storytelling
2. Live Events
3. City Partnership
4. Placemaking

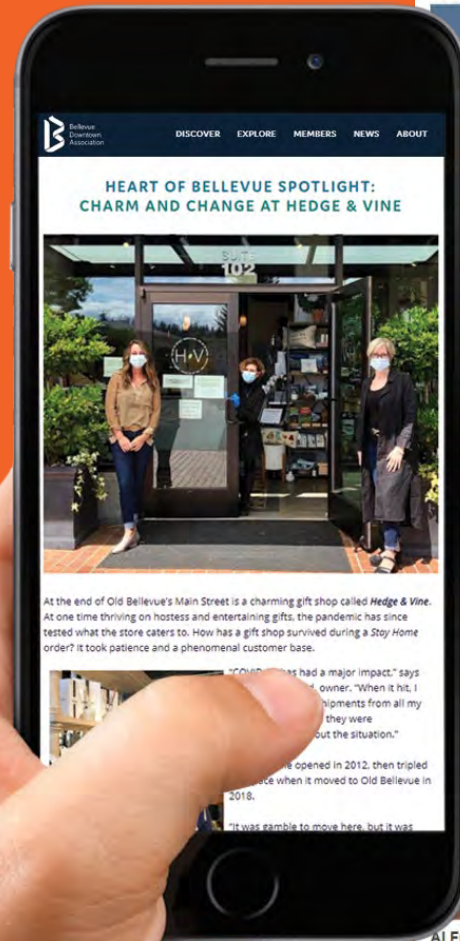




# # 1 | Storytelling

Interviews and profiles with Bellevue small businesses, artists & musicians:

- 324+ Blog Spotlights
- 1,260+ Social Features
- 70 Weekly Newsletters
- Story Intake Form
- Earned Media



FEATURED STORY:  
The Magic of Ice Cream: Six Sweet Spots for the Summer



High temperatures this week, you might find yourself wondering where the best place to enjoy the sweet dessert. Luckily, we compiled a list of six spots to help keep you cool during the summer months.

[READ MORE >](#)

Heart of BELLEVUE spotlights



40+ Local Brews With Sound Beer Passport  
Local breweries with the Sound Beer Passport. Visit Bellevue. Visitors (and can enjoy local craft brews with the mobile passport throughout 2021.



Larry Murante Performs Final Virtual Show for Bellevue Beats  
Larry is known for being one of the Pacific Northwest's finest contemporary singer/songwriters. Watch his hour-long set, and see who's performing at our first outdoor concert tomorrow!

[READ MORE >](#)



Al Fresco Apps! Where To Find the Best Shareable Plates  
Food is better with the ones you love. Find a welcoming patio and enjoy these delicious dishes made for the whole table!



Downtown Talks: Addressing Homelessness in Bellevue  
Watch the most recent Downtown Talks featuring David Bowling from Congregations for the Homeless.



# PERSON BEHIND THE PLACE



We've featured 45+ people in our ***Person Behind the Place*** series, promoting those who make up our authentic and dynamic city.



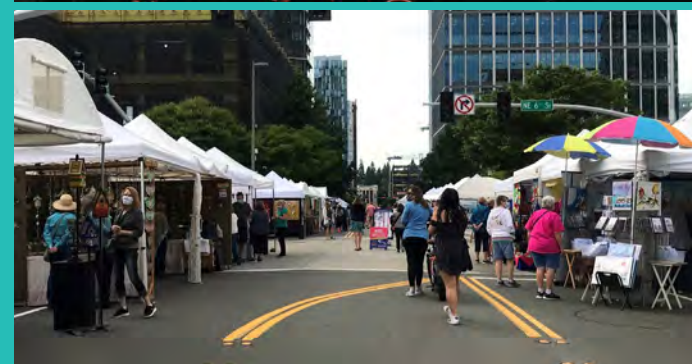


# # 2 | Live Events

Adaptation of arts and cultural programming for in-person and virtual audiences:

- 2021 Events
  - 4<sup>th</sup> of July Fireworks\*
  - Bellevue Beats Music Series\*
  - Downtown Arts Market
  - Jazz & Blues Music Series
  - Ice Rink
  - Downtown Talks\*

(\*Included virtual option)



# # 3 | C i t y P a r t n e r s h i p

Working with the City was crucial to the campaign's success:

- Bi-weekly campaign recap meetings
- Engagement with City review/permitting staff
- Cross-promotion with City Communications team

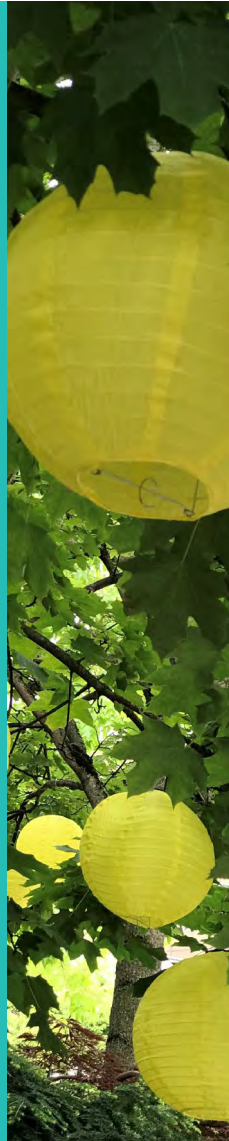




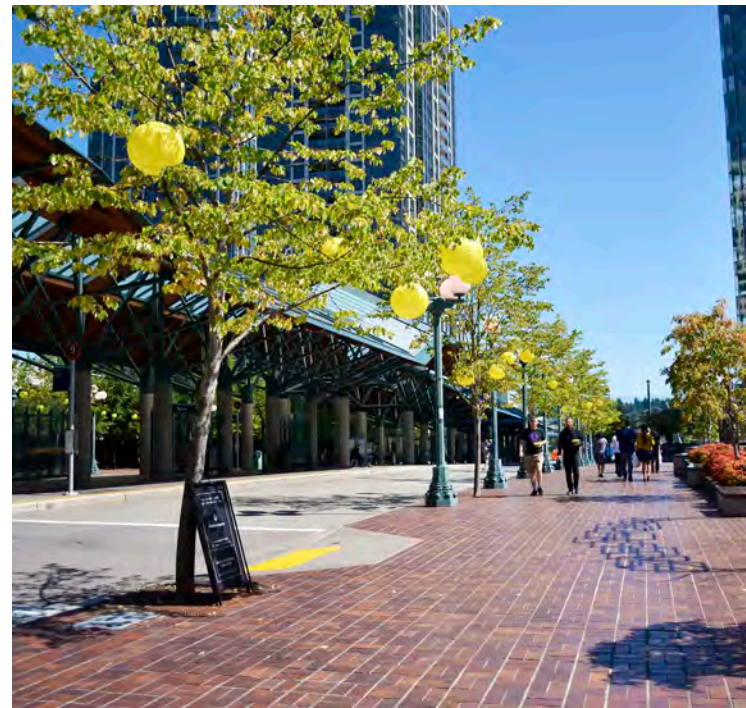
# # 4 | P l a c e m a k i n g

Multiple placemaking activations with key properties and businesses:

- Yellow Lanterns along the Grand Connection
- “Al Fresco” Outdoor Dining in Old Bellevue
- Holiday Lights ***to return*** at the Downtown Park in 2021













# Placemaking workshop series

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February 2021





# Placemaking | Why



As a **place**, how do we prepare Downtown for growth?

Actively plan to address growth opportunities and impacts.

- Increased foot traffic
- Cleanliness & safety
- Public spaces and amenities
- Services and wayfinding

Goal is to ensure an attractive, functional urban experience that attracts and retains employees, residents, and customers.

# Placemaking | Process



DEFINE PLACE  
IDENTIFY STAKEHOLDERS



16x Stakeholders



4x Workshops



3x Guest speakers



4x Area tours



# Placemaking | Process

EVALUATE SPACE  
IDENTIFY ISSUES



4 KEY ATTRIBUTES OF A GREAT PLACE

Power of **10+**



City  
**10+ DESTINATIONS**

Destination  
**10+ PLACES IN EACH**



Place  
**10+ THINGS TO DO**



# Placemaking | How



Evaluate open spaces using the power of 10 model.



Define criteria for prioritizing placemaking opportunities and projects.



Conduct stakeholder outreach to gauge interest and gather input.



Brainstorm projects based on findings, criteria, and stakeholder input.



Model brainstorm projects for costs, labor and time.



Explore revenue sources; evaluate a Business Improvement District (BID).



Act on and continually evaluate the placemaking strategy.



# 2022 | Outlook

The BDA will continue to support and align with the City of Bellevue's adopted Economic Development Plan. We look forward to:

- Larger strategic planning effort w/ stakeholders
- Involving the City in the planning process
- Small business outreach
- Residential outreach & strategy





# Thank you, partners!

