



2026-2031 Economic Development Plan

# ACTION PLAN



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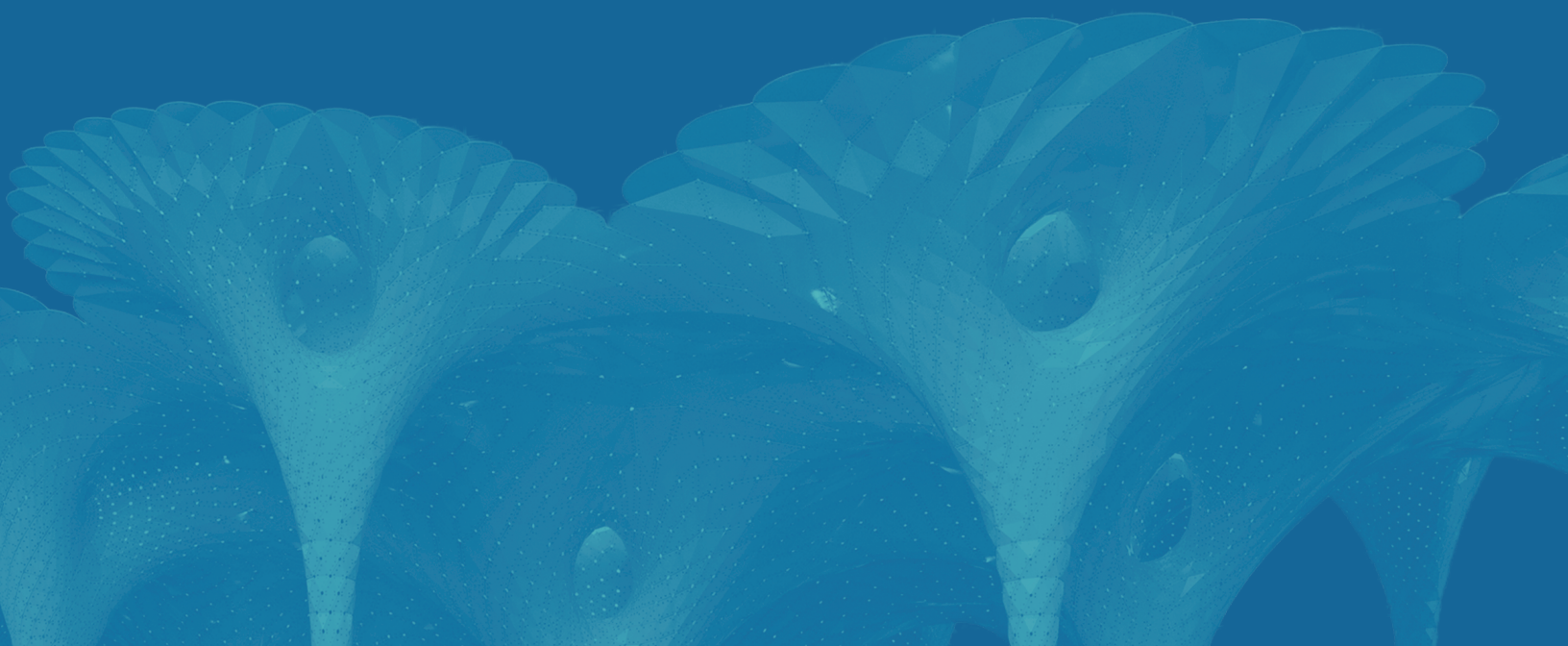
The Action Plan serves as a companion to the Economic Development Plan, outlining specific actions to advance its objectives and strategies. It is reviewed and updated every two years to ensure continued alignment.

**VISION:**

Bellevue is a hub for global business and innovation.

**GOAL:**

To support a strong local economy with opportunities for all to prosper, consistent with a high quality of life and a sustainable natural environment.



**Investment Level Key:**

"_"	No budget needed
\$	<\$100,000
\$\$	\$100,000 - \$500,000
\$\$\$	\$500,000 - \$2,000,000
\$\$\$\$	\$2,000,000+

## Objective 1:

**Maintain and grow a diverse, thriving economy that can better withstand fluctuating regional, national and global conditions.**

### Strategy 2.1.1

**Leverage partnerships with regional and state organizations and actively recruit businesses from out-of-market.**

**2.1.1.1:** Generate business expansion and relocation interest by establishing an earned and paid media campaigns highlighting Bellevue's advantages for target industries.

- **Status:** ..... Existing
- **Impact:** ..... Medium (Total Employment)
- **Investment Level:** ..... \$
- **Investment Type:** ..... Ongoing
- **Timeframe:** ..... 2026 – 2027
- **Key department:** ..... Community Development (CD)

**2.1.1.2:** Work with Visit Bellevue to align attraction of industry association meetings and conventions with target industries for economic development, and leverage events to highlight the city's unique value proposition.

- **Status:** ..... Expansion
- **Impact:** ..... Low (Total Employment)
- **Investment Level:** ..... \$
- **Investment Type:** ..... Ongoing
- **Timeframe:** ..... 2026 – 2027
- **Key department:** ..... CD; Visit Bellevue

## Objective 1

**2.1.1.3:** Build a robust domestic and international recruitment pipeline by organizing and participating more frequently in recruitment tours with Greater Seattle Partners and other economic development organizations.

- **Status:** ..... Expansion
- **Impact:** ..... Medium (Total Employment)
- **Investment Level:** ..... \$\$
- **Investment Type:** ..... Ongoing
- **Timeframe:** ..... 2026 – 2027
- **Key department:** ..... CD

**2.1.1.4:** Study the feasibility of a City-supported “soft landing space” to help attract foreign direct investment from international companies.

- **Status:** ..... New
- **Impact:** ..... Medium (Total Employment, Industry Diversity)
- **Investment Level:** ..... \$
- **Investment Type:** ..... One-time study
- **Timeframe:** ..... 2026 – 2027
- **Key department:** ..... CD

## Objective 1

### Strategy 2.1.2

**Support the growth of emerging industry sectors, such as artificial intelligence, life sciences, and climate tech, to increase employment and investment in Bellevue.**

**2.1.2.1:** Position strategic areas, like the 116th corridor, as a global center for life sciences companies through partnerships with industry leaders and property owners.

- **Status:** ..... Existing
- **Impact:** ..... Medium (Industry Diversity)
- **Investment Level:** ..... -
- **Investment Type:** ..... -
- **Timeframe:** ..... 2026 – 2027
- **Key department:** ..... CD; Development Services (DS)

**2.1.2.2:** Catalyze startup activity in emerging sectors by developing additional industry-specific incubators in target industries modeled after the 5G-focused Khasm Labs.

- **Status:** ..... Expansion
- **Impact:** ..... High (Industry Diversity)
- **Investment Level:** ..... \$\$
- **Investment Type:** ..... One-time
- **Timeframe:** ..... 2026 – 2031
- **Key department:** ..... CD

# Objective 1

**2.1.2.3:** Bolster research & development activities in cutting edge technologies like AI and climate tech by fostering new research-focused institutions in partnership with a major research university.

- **Status:** ..... New
- **Impact:** ..... High (Industry Diversity)
- **Investment Level:** ..... \$\$\$
- **Investment Type:** ..... One-time
- **Timeframe:** ..... 2026 – 2031
- **Key department:** ..... CD

**2.1.2.4:** Work with State partners to ease regulations to allow for the expansion of hospital beds and health care services in Bellevue.

- **Status:** ..... New
- **Impact:** ..... Low (Industry Diversity)
- **Investment Level:** ..... -
- **Investment Type:** ..... -
- **Timeframe:** ..... 2027 – 2028
- **Key department:** ..... Intergovernmental Relations (IGR); CD





## Objective 1

### Strategy 2.1.3

#### Increase business retention and expansion initiatives to support employment growth and investment from current employers.

**2.1.3.1:** Continue to connect employers to internal and external resources and service providers that can address their needs on topics such as workforce, permitting, financing, and real estate.

- **Status:** ..... Existing
- **Impact:** ..... Low (Total Employment)
- **Investment Level:** ..... \$\$
- **Investment Type:** ..... Ongoing
- **Timeframe:** ..... 2026 – 2031
- **Key department:** ..... CD

**2.1.3.2:** Improve the City's ability to contact and support existing businesses by adjusting the business licensing process so businesses' information is refreshed more frequently.

- **Status:** ..... Expansion
- **Impact:** ..... Medium (Total Employment)
- **Investment Level:** ..... \$
- **Investment Type:** ..... One-time
- **Timeframe:** ..... 2026 – 2027
- **Key department:** ..... Finance & Asset Management (FAM)

## Objective 1

**2.1.3.3:** Expand and re-envision outreach initiatives such as the business survey to proactively engage with existing employers to track industry trends, identify common issues and acute needs, and prioritize activities that support their continued presence and investment in Bellevue.

- **Status:** ..... Expansion
- **Impact:** ..... Low (Total Employment)
- **Investment Level:** ..... \$
- **Investment Type:** ..... One-time
- **Timeframe:** ..... 2026 – 2027
- **Key department:** ..... CD; FAM

### Metrics:

#### Total employment growth:

- **Target:** 3,140 jobs per year (22,000 by 2031)
- *Overall directional growth higher than Seattle Metro, WA, or US*

#### Economic diversity index:

- **Current:** 0.098
- **Target:** 0.081 (*US average*)



## Objective 2:

**Support large and small businesses, including women/veteran/minority-owned businesses, by providing the resources and regulations that businesses need to start, stay, grow and thrive in Bellevue.**

### Strategy 2.2.1

**Create and expand strategies, services, and structural changes to address small business displacement and affordability challenges.**

**2.2.1.1:** Incorporate the Affordable Commercial Space program to business districts across the city in areas such as BelRed.

- **Status:** ..... Existing
- **Impact:** ..... Medium (Business Diversity)
- **Investment Level:** ..... -
- **Investment Type:** ..... -
- **Timeframe:** ..... 2026 – 2027
- **Key department:** ..... CD; DS

**2.2.1.2:** Improve responsiveness to small business and public programming applicants by adding additional permit review staff time that is not directly fee-funded.

- **Status:** ..... Expansion
- **Impact:** ..... Medium (Business Diversity, Business Formation)
- **Investment Level:** ..... \$-\$\$
- **Investment Type:** ..... Ongoing
- **Timeframe:** ..... 2026 – 2027
- **Key department:** ..... DS

## Objective 2

**2.2.1.3:** Explore opportunities to mitigate impact fees charged to restaurant & retail businesses, considering prioritization for locally-owned and non-chain establishments.

- **Status:** ..... Expansion
- **Impact:** ..... Medium (Business Formation)
- **Investment Level:** ..... \$\$
- **Investment Type:** ..... Ongoing
- **Timeframe:** ..... 2026 – 2031
- **Key department:** ..... Transportation; FAM

**2.2.1.4:** Pursue opportunities to develop affordable commercial spaces on the Metro, Lincoln Center, 130th, and Kelly City-owned properties as part of larger redevelopments.

- **Status:** ..... Existing
- **Impact:** ..... Medium (Business Diversity, Business Formation)
- **Investment Level:** ..... \$\$\$
- **Investment Type:** ..... Ongoing
- **Timeframe:** ..... 2026 – 2030
- **Key department:** ..... CD

## Objective 2

### Strategy 2.2.2

**Further develop the entrepreneur ecosystem to encourage more high-growth and scalable businesses.**

**2.2.2.1:** Foster more robust ecosystems in high-growth sectors like life sciences, climate tech, and AI through more industry-specific Startup 425 programming.

- **Status:** ..... Existing
- **Impact:** ..... Low (Business Formation)
- **Investment Level:** ..... \$
- **Investment Type:** ..... Ongoing
- **Timeframe:** ..... 2026 – 2031
- **Key department:** ..... CD

**2.2.2.2:** Expand access to capital and financing for entrepreneurs by establishing a philanthropically-backed fund in partnership with a regional nonprofit.

- **Status:** ..... Expansion
- **Impact:** ..... High (Business Diversity, Business Formation)
- **Investment Level:** ..... \$\$
- **Investment Type:** ..... One-time
- **Timeframe:** ..... 2026 – 2029
- **Key department:** ..... CD

## Objective 2

**2.2.2.3:** Explore feasibility of creating an incubation space to retain more local startups at City-owned properties positioned for redevelopment.

- **Status:** ..... New
- **Impact:** ..... Medium (Business Formation)
- **Investment Level:** ..... \$
- **Investment Type:** ..... Ongoing
- **Timeframe:** ..... 2026 – 2027
- **Key department:** ..... CD; FAM

### Strategy 2.2.3

**Expand small business retention and expansion efforts to share and improve utilization of resources.**

**2.2.3.1:** Scale up the newly created Development Services concierge position to implement process improvements and support small businesses, public spaces development, and events permitting.

- **Status:** ..... Existing
- **Impact:** ..... Medium (Business Diversity, Business Formation)
- **Investment Level:** ..... \$\$
- **Investment Type:** ..... Ongoing
- **Timeframe:** ..... 2026 – 2029
- **Key department:** ..... DS; CD

## Objective 2

**2.2.3.2:** Work with partners to develop a program to better utilize existing vacant first-floor spaces to support small business, tourism, and public space outcomes.

- **Status:** ..... New
- **Impact:** ..... Medium (Business Formation)
- **Investment Level:** ..... \$\$-\$\$\$
- **Investment Type:** ..... Ongoing
- **Timeframe:** ..... 2026 – 2027
- **Key department:** ..... CD

**2.2.3.3:** Provide more small business marketing support and technical assistance by working with place management organizations to grow their capabilities.

- **Status:** ..... Expansion
- **Impact:** ..... Medium (Business Diversity)
- **Investment Level:** ..... \$\$
- **Investment Type:** ..... One-time
- **Timeframe:** ..... 2026 – 2027
- **Key department:** ..... CD



## Objective 2

**2.2.3.4:** Identify opportunities to update zoning to allow for more naturally occurring affordable retail space, including for neighborhood cafes and corner stores, utilizing Accessory Commercial Units when applicable in neighborhood centers along major corridors like Lake Hills and Eastgate among others.

- **Status:** ..... Expansion
- **Impact:** ..... Medium (Business Diversity, Business Formation)
- **Investment Level:** ..... \$
- **Investment Type:** ..... One-time
- **Timeframe:** ..... 2026 – 2029
- **Key department:** ..... CD; DS

### Metrics:

#### **Business Formation (new business licenses by year):**

- **Current:** 1,330
- **Target:** 1,375 (2025 – 2031 *annual average*)

#### **Business diversity (# and % by size and number):**

- **Current:** 6,300 with less than 25 employees
- **Target:** 7,100 by 2031 or Directional growth in businesses of all size, but especially small business

### Objective 3:

**Identify and strategically implement financial mechanisms to spur/initiate growth in public and private investment.**

#### Strategy 2.3.1

**Leverage tools and partnerships to improve business districts, fund large projects, and improve the environment for business owners, workers, visitors, learners, and residents.**

**2.3.1.1:** Support long-term business district vitality by enabling the community's use of state-enabled tools like Business Improvement Districts.

- **Status:** ..... Existing
- **Impact:** ..... High (Non-General Fund Annual Budgets)
- **Investment Level:** ..... \$
- **Investment Type:** ..... One-time
- **Timeframe:** ..... 2026 – 2029
- **Key department:** ..... CD

**2.3.1.2:** Advance the evolution of the Grand Connection corridor into a lively pedestrian mall that boosts walkability and retail sales outside of peak office hours between Eastrail and Meydenbauer Bay Park.

- **Status:** ..... Existing
- **Impact:** ..... Medium (Non-General Fund Annual Budgets)
- **Investment Level:** ..... \$-\$\$\$
- **Investment Type:** ..... Ongoing
- **Timeframe:** ..... 2026 – 2031
- **Key department:** ..... Office of the Grand Connection (OGC); CD



# Objective 3

**2.3.1.3:** Increase capacity to host major conferences through the expansion of Meydenbauer Center and a complementary convention center hotel.

- **Status:** ..... New
- **Impact:** ..... High (Non-General Fund Annual Budgets)
- **Investment Level:** ..... \$\$\$\$
- **Investment Type:** ..... One-time
- **Timeframe:** ..... 2026 – 2031
- **Key department:** ..... Bellevue Convention Center Authority (BCCA); CD

## Strategy 2.3.2

**Further develop the entrepreneur ecosystem to encourage more high-growth and scalable businesses.**

**2.3.2.1:** Advocate with Washington state legislature for increased economic development tools, like improvement of TIF capacity, to fund economic development and infrastructure.

- **Status:** ..... Existing
- **Impact:** ..... High (Non-General Fund Annual Budgets)
- **Investment Level:** ..... \$
- **Investment Type:** ..... One-time
- **Timeframe:** ..... 2026 – 2028
- **Key department:** ..... IGR

## Objective 3

**2.3.2.2:** Advocate for a state regulatory and tax environment which funds the priorities of the state while encouraging business investment.

- **Status:** ..... Expansion
- **Impact:** ..... Medium
- **Investment Level:** ..... \$
- **Investment Type:** ..... Ongoing
- **Timeframe:** ..... 2026 – 2031
- **Key department:** ..... IGR; CD

**2.3.2.3:** Explore the use of structures like cultural land trusts or public development authorities, to help create or revitalize affordable space for arts and cultural organizations.

- **Status:** ..... New
- **Impact:** ..... High (Non-General Fund Annual Budgets)
- **Investment Level:** ..... \$
- **Investment Type:** ..... One-time
- **Timeframe:** ..... 2026 – 2028
- **Key department:** ..... CD

## Objective 3

### Strategy 2.3.3

#### Actively support the revitalization of Eastgate commercial area through land use and financial tools.

**2.3.3.1:** Position the district to attract global employers, small businesses, and creative uses through regulatory and zoning changes that facilitate new mixed-use development that includes office, residential, education, and commercial retail.

- **Status:** ..... Expansion
- **Impact:** ..... High (Eastgate Vacancy)
- **Investment Level:** ..... \$
- **Investment Type:** ..... One-time
- **Timeframe:** ..... 2026 – 2029
- **Key department:** ..... CD; DS

**2.3.3.2:** Strengthen Eastgate’s role as Bellevue’s second largest hotel area by facilitating new amenities such as cultural, sports tourism (such as at Airfield Park), creative economy, entertainment, and other tourism facilities.

- **Status:** ..... New
- **Impact:** ..... Medium (Eastgate Vacancy)
- **Investment Level:** ..... \$-\$\$\$
- **Investment Type:** ..... One-time
- **Timeframe:** ..... 2026 – 2030
- **Key department:** ..... CD; DS; Park & Community Services (PCS)

## Objective 3

**2.3.3.3:** Support the development of increased high-capacity transit infrastructure in the district to catalyze private investment.

- **Status:** ..... New
- **Impact:** ..... High (Eastgate Vacancy)
- **Investment Level:** ..... \$\$\$\$
- **Investment Type:** ..... One-time
- **Timeframe:** ..... 2026 – 2031
- **Key department:** ..... IGR; Transportation; CD

### Metrics:

#### Growth in non-General Fund annual budgets supporting economic development efforts:

- **Current:** \$5.06M
- **Target:** \$10M (2031)

#### Office vacancy rate in Eastgate:

- **Current:** 42%
- **Target:** 20%

## Objective 4:

**Identify and enhance workforce development partnerships and efforts and actively serve as a conduit to residents, businesses and resource partners to attract, retain and engage a talented workforce of various ages, skill sets and backgrounds to support a diverse, inclusive and growing economy.**

### Strategy 2.4.1

**Work with local and regional partners to develop a future-focused, long-term workforce strategy that addresses disruptive technologies such as artificial intelligence.**

**2.4.1.1:** Work with partners to convene an Eastside working group consisting of localities, employers, and higher education providers to address talent shortages and the opportunities to position the region as a center of artificial intelligence.

- **Status:** ..... New
- **Impact:** ..... Medium (Postsecondary Completion Rate)
- **Investment Level:** ..... \$
- **Investment Type:** ..... One-time
- **Timeframe:** ..... 2026 – 2027
- **Key department:** .....CD

**2.4.1.2:** Collaborate with education and workforce partners to support the upskilling and reskilling of workers, leveraging work-based learning opportunities when applicable.

- **Status:** ..... Existing
- **Impact:** ..... Medium (Postsecondary Completion Rate)
- **Investment Level:** ..... \$-\$\$\$
- **Investment Type:** ..... Ongoing
- **Timeframe:** ..... 2026 – 2031
- **Key department:** .....CD

## Objective 4

**2.4.1.3:** Establish and market a program within Startup425 designed to encourage displaced workers to start their own businesses.

- **Status:** ..... Expansion
- **Impact:** ..... Low (Workforce Participation Rate)
- **Investment Level:** ..... -
- **Investment Type:** ..... -
- **Timeframe:** ..... 2026 – 2027
- **Key department:** ..... CD

### Strategy 2.4.2

**Collaborate with internal and external partners to address barriers to employment, including housing, transportation, and childcare among others.**

*Draft tactical actions*

**2.4.2.1:** Retain family-age workers in the city by exploring partnerships to create more affordable and available childcare for employees in Bellevue.

- **Status:** ..... Existing
- **Impact:** ..... Medium (Workforce Participation Rate)
- **Investment Level:** ..... \$
- **Investment Type:** ..... Ongoing
- **Timeframe:** ..... 2026 – 2029
- **Key department:** ..... CD; PCS

## Objective 4

**2.4.2.2:** Support public transit projects that make employment accessible to more people within the city and across the region.

- **Status:** ..... Expansion
- **Impact:** ..... Medium (Workforce Participation Rate)
- **Investment Level:** ..... \$
- **Investment Type:** ..... Ongoing
- **Timeframe:** ..... 2026 – 2029
- **Key department:** ..... Transportation

**2.4.2.3:** Retain family-age workers in the city by accelerating delivery of amenities in redevelopment areas like playgrounds, picnic areas, and all-ability trails.

- **Status:** ..... New
- **Impact:** ..... Medium (Workforce Participation Rate)
- **Investment Level:** ..... \$\$\$
- **Investment Type:** ..... One-time
- **Timeframe:** ..... 2026 – 2031
- **Key department:** ..... PCS





Objective 4

Strategy 2.4.3

Support workforce organizations and higher education institutions in providing industry certifications, skilled-trade credentials, apprenticeships, degrees, and job placement in the Puget Sound Region.

2.4.3.1: Support workforce organizations and higher education institutions in providing industry certifications, skilled-trade credentials, apprenticeships, degrees, and job placement in the Puget Sound Region.

- **Status:** ..... Existing
- **Impact:** ..... Low (Workforce Participation Rate, Postsecondary Completion Rate)
- **Investment Level:** ..... \$
- **Investment Type:** ..... Ongoing
- **Timeframe:** ..... 2026 – 2031
- **Key department:** ..... CD

2.4.3.2: Continue to pursue opportunities to attract a four-year research university to Bellevue.

- **Status:** ..... Expansion
- **Impact:** ..... High (Postsecondary Completion Rate)
- **Investment Level:** ..... \$
- **Investment Type:** ..... Ongoing
- **Timeframe:** ..... 2026 – 2031
- **Key department:** ..... CD; IGR

## Objective 4

**2.4.3.3:** Expand work-based learning offerings in Bellevue such as mentorships, internships, and apprenticeships in key sectors by exploring employer subsidies or other mechanisms to provide additional entry-points into the workforce.

- **Status:** ..... New
- **Impact:** ..... High (Workforce Participation Rate)
- **Investment Level:** ..... \$\$
- **Investment Type:** ..... Ongoing
- **Timeframe:** ..... 2026 – 2031
- **Key department:** ..... CD; FAM

### Metrics:

#### Workforce participation rate:

- **Current:** 82.1%
- **Target:** 83.1% (*Seattle MSA*)

#### Postsecondary completion rate (ages 25+):

- **Current:** 81%
- **Target:** 85%

## Objective 5:

**Strategically invest in services and systems that support residents, entrepreneurs, workers and learners from historically marginalized communities, ensuring they have access to resources and opportunities that enable them to achieve their economic potential.**

### Strategy 2.5.1

**Implement programs to reduce barriers to workforce participation and connect individuals in underserved populations to higher-wage career pathways.**

**2.5.1.1:** Conduct a survey of low-income and ethnic communities to identify top barriers to labor force participation, and leverage insights gained to develop programs and policies to help remove barriers to entering the workforce.

- **Status:** ..... New
- **Impact:** ..... Low (Median Household Income)
- **Investment Level:** ..... \$
- **Investment Type:** ..... One-time
- **Timeframe:** ..... 2026 – 2027
- **Key department:** ..... CD; PCS

**2.5.1.2:** Explore creation of an upskilling initiative that focuses on advancing people in existing career tracks to achieve higher incomes.

- **Status:** ..... Expansion
- **Impact:** ..... Medium (Median Household Income)
- **Investment Level:** ..... \$
- **Investment Type:** ..... One-time
- **Timeframe:** ..... 2026 – 2028
- **Key department:** ..... CD

## Objective 5

### Strategy 2.5.2

**Work with local and regional educational institutions, workforce partners, and local employers to increase enrollment and completions of training programs and degrees among underserved populations.**

**2.5.2.1:** Sustain the Mentors in Tech program to increase the percentage of minority students completing their secondary education.

- **Status:** ..... Existing
- **Impact:** ..... Medium (Educational Attainment)
- **Investment Level:** ..... \$
- **Investment Type:** ..... Ongoing
- **Timeframe:** ..... 2026 – 2031
- **Key department:** ..... CD

**2.5.2.2:** Explore feasibility of establishing an infrastructure academy in partnership with higher education institutions, Workforce Development Council of Seattle-King County, and others to connect lower income students to training and career opportunities in the trade industries.

- **Status:** ..... Expansion
- **Impact:** ..... Medium (Educational Attainment)
- **Investment Level:** ..... \$
- **Investment Type:** ..... One-time
- **Timeframe:** ..... 2026 – 2027
- **Key department:** ..... CD

## Objective 5

**2.5.2.3:** Explore supporting enrollment in higher education in local institutions via assistive programs (i.e. Renton Promise and similar programs).

- **Status:** ..... New
- **Impact:** ..... High (Educational Attainment)
- **Investment Level:** ..... \$\$-\$\$\$
- **Investment Type:** ..... Ongoing
- **Timeframe:** ..... 2026 – 2031
- **Key department:** ..... CD

### Strategy 2.5.3

**Connect entrepreneurs from communities that have experienced systemic barriers to resources that can assist their growth.**

**2.5.3.1:** Create informational resources, such as one-page guides on obtaining necessary permits and available programs, for use by the small business concierge staff. These resources should be translated into multiple languages and meet the needs of various business owners and cultural event organizations.

- **Status:** ..... Existing
- **Impact:** ..... High (Business Ownership Diversity)
- **Investment Level:** ..... \$
- **Investment Type:** ..... One-time
- **Timeframe:** ..... 2026 – 2027
- **Key department:** ..... DS;CD

## Objective 5

**2.5.3.2:** Connect small business owners of marginalized communities to Startup425 and consider hosting entrepreneurship events throughout the city to reduce barriers or attendance.

- **Status:** ..... Existing
- **Impact:** ..... Low (Business Ownership Diversity)
- **Investment Level:** ..... \$
- **Investment Type:** ..... Ongoing
- **Timeframe:** ..... 2026 – 2031
- **Key department:** ..... CD

**2.5.3.3:** Work with Community Based Organizations to develop business mentorships and resources specifically targeted to Bellevue’s diverse ethnic populations.

- **Status:** ..... New
- **Impact:** ..... Medium (Business Ownership Diversity)
- **Investment Level:** ..... \$
- **Investment Type:** ..... Ongoing
- **Timeframe:** ..... 2026 – 2031
- **Key department:** ..... CD

## Objective 5

**2.5.3.4:** Work with the legislature to improve municipalities' ability to fund revolving loan funds and other programs that support access to capital.

- **Status:** ..... New
- **Impact:** ..... Medium (Business Ownership Diversity)
- **Investment Level:** ..... \$\$
- **Investment Type:** ..... One-time
- **Timeframe:** ..... 2026 – 2029
- **Key department:** ..... CD; IGR

### Metrics:

#### Median Household Income:

- **Current:** Segmented by race/ethnicity and gender to identify highest need communities
- **Target:** Positive upward movement

#### Educational Attainment:

- **Current:** Segmented by race/ethnicity and gender to identify highest need communities
- **Target:** Positive upward movement

#### Business ownership diversity (ownership by race/ethnicity – Source: US Census Annual Business Survey):

- **Current:** 36% (minority); 64% (nonminority)
- **Target:** 50% (minority); 50% (nonminority)



## Objective 6:

**Build up Bellevue's arts providers' organizational capacity to increase the breadth and depth of artistic and entertainment offerings for Bellevue's residents and visitors.**

### Strategy 2.6.1

**Help create and improve utilization of spaces and venues for the arts & cultural activities, and public events – focusing on those that reinforce Bellevue's identity as a city in a park where arts, education and culinary exploration are valued.**

**2.6.1.1:** Leverage existing city-owned facilities, such as City Hall, to host more artistic and cultural events by exploring policy changes and including dedicated space for events when considering renovations.

- **Status:** ..... Existing
- **Impact:** ..... Medium (Annual Visitation)
- **Investment Level:** ..... \$-\$\$
- **Investment Type:** ..... Ongoing
- **Timeframe:** ..... 2026 – 2031
- **Key department:** ..... CD; FAM

**2.6.1.2:** Conduct a feasibility assessment for a new purpose-built outdoor event venue capable of hosting large and small events and festivals.

- **Status:** ..... Expansion
- **Impact:** ..... High (Admission Tax, Overnight Visitors)
- **Investment Level:** ..... \$
- **Investment Type:** ..... One-time
- **Timeframe:** ..... 2026 – 2028
- **Key department:** ..... CD; PCS

## Objective 6

**2.6.1.3:** Establish a regional performing arts center featuring at least a 1,500-seat venue suitable for both local and national performances.

- **Status:** ..... New
- **Impact:** ..... High (Admission Tax, Overnight Visitors)
- **Investment Level:** ..... \$\$\$\$
- **Investment Type:** ..... One-time
- **Timeframe:** ..... 2026 – 2031
- **Key department:** ..... CD

### Strategy 2.6.2

**Support the expansion of destination and creative retail, restaurant dining, and entertainment options to enhance cultural tourism throughout the city.**

**2.6.2.1:** Continue to build music tourism by working with partners to create and attract music venues.

- **Status:** ..... Existing
- **Impact:** ..... Medium (Admissions Tax)
- **Investment Level:** ..... \$
- **Investment Type:** ..... Ongoing
- **Timeframe:** ..... 2026 – 2031
- **Key department:** ..... CD

## Objective 6

**2.6.2.2:** Attract video game enthusiasts and highlight the city's video game industry by working with Bellevue Convention Center Authority (BCCA) to develop a video game cultural center.

- **Status:** ..... New
- **Impact:** ..... High (Admission Tax, Overnight Visitors)
- **Investment Level:** ..... \$\$\$
- **Investment Type:** ..... One-time
- **Timeframe:** ..... 2026 – 2031
- **Key department:** ..... CD; BCCA

**2.6.2.3:** Expand year-round visitor attractions by creating an indoor, year-round international public market modeled on ones in places like Spain, Turkey, and South America.

- **Status:** ..... New
- **Impact:** ..... High (Admission Tax, Overnight Visitors)
- **Investment Level:** ..... \$-\$\$
- **Investment Type:** ..... One-time
- **Timeframe:** ..... 2026 – 2031
- **Key department:** ..... CD

## Objective 6

### Strategy 2.6.3

**Collaborate with regional partners to improve access and draw more visitors to experience the City's existing cultural assets and amenities.**

**2.6.3.1:** Explore opportunities to increase sports tourism uses in parks like Bannerwood, and others with appropriate infrastructure.

- **Status:** ..... Expansion
- **Impact:** ..... Medium (Overnight Visitors)
- **Investment Level:** ..... \$
- **Investment Type:** ..... One-time
- **Timeframe:** ..... 2026 – 2028
- **Key department:** ..... CD; PCS; Visit Bellevue

**2.6.3.2:** Improve access to trails from major hotel areas in Downtown, East Main, and Eastgate.

- **Status:** ..... New
- **Impact:** ..... Medium (Overnight visitors, Annual Visitation)
- **Investment Level:** ..... \$-\$\$
- **Investment Type:** ..... One-time
- **Timeframe:** ..... 2026 – 2029
- **Key department:** ..... PCS; Transportation

## Objective 6

**2.6.3.3:** Support wintertime visitor growth by adding programming that offers unique cold weather experiences at transit-accessible sites and appropriate parks.

- **Status:** ..... New
- **Impact:** ..... Low (Overnight visitors, Annual Visitation)
- **Investment Level:** ..... \$-\$\$
- **Investment Type:** ..... One-time
- **Timeframe:** ..... 2026 – 2029
- **Key department:** ..... PCS; CD

**2.6.3.4:** Expand work modeled off the Grand Connection Corridor Improvement program focused on physical improvements to publicly programmable spaces in Bellevue's eight major commercial areas: BelRed, Crossroads, Downtown, Eastgate, Factoria, Old Bellevue, Spring District, and Wilburton.

- **Status:** ..... Expansion
- **Impact:** ..... High (Annual Visitation)
- **Investment Level:** ..... \$-\$\$
- **Investment Type:** ..... Ongoing
- **Timeframe:** ..... 2026 – 2031
- **Key department:** ..... CD

## Objective 6

### Strategy 2.6.4

**Actively work to build and support the development of the BelRed Arts District and additional creative clusters around the city.**

**2.6.4.1:** Increase the visibility of the district by supporting the Arts District Community Alliance’s application for WA State Creative District Designation.

- **Status:** ..... Existing
- **Impact:** ..... Medium (Annual Visitation)
- **Investment Level:** ..... \$
- **Investment Type:** ..... One-time
- **Timeframe:** ..... 2026 – 2027
- **Key department:** ..... CD

**2.6.4.2:** Attract more arts-related consumers and visitors by partnering to develop events like art walks.

- **Status:** ..... Expansion
- **Impact:** ..... Low (Annual Visitation)
- **Investment Level:** ..... \$
- **Investment Type:** ..... One-time
- **Timeframe:** ..... 2026 – 2027
- **Key department:** ..... CD

# Objective 6

**2.6.3.4:** Support the delivery of creative economy space and artist affirmative housing on the City-owned sites in the BelRed Arts District.

- **Status:** ..... Existing
- **Impact:** ..... High (Annual Visitation)
- **Investment Level:** ..... \$\$\$\$
- **Investment Type:** ..... One-time
- **Timeframe:** ..... 2026 – 2031
- **Key department:** ..... CD; Office of Housing (OOH)

## Metrics:

### Overnight visitors:

- **Current:** 2.2M (2024)
- **Target:** 3.0M (2031)

### Admission Tax:

- **Current:** \$361,250 (2024)
- **Target:** \$767,000 (2031)

### Annual Visitation (Non-overnight):

- **Current:** 33.9M (Downtown, 2023)
- **Target:** 8% Annual Increase

For more information regarding charts and graphs, please contact the following staff member:

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