

OUR MISSION: To strengthen the economic and cultural vitality of Downtown Bellevue.

OUR VISION: Downtown Bellevue is the economic and cultural heart of the Eastside in an interconnected region.

Downtown Bellevue is a:

- Viable, livable, memorable and accessible city core.
- Center for creative global talent and innovative businesses.
- Thriving retail, dining and entertainment destination.
- Healthy and engaged residential community.
- Vibrant partner with surrounding cities and neighborhoods.

VALUES:

LEADERSHIP & ADVOCACY - Represent members with a shared vision and strong voice in the planning and development of Downtown.

GROWTH & ECONOMIC VITALITY - Cultivate and promote Downtown as the preferred place to live, work, play, visit, and invest.

COLLABORATION - Convene diverse interests and promote an open and informed dialogue among Downtown stakeholders and constituents.

CELEBRATION - Foster a dynamic, creative and diverse civic and cultural community.

CRITICAL ISSUES:

- Access and mobility/transportation
- Arts and cultural environment
- Diversity
- Economic climate
- Effective civic framework
- Land use and livability
- Physical environment & infrastructure
- Regional leadership

SUCCESS MEASURES:

- Job growth, workforce population
- Retail and entertainment growth, taxable sales
- Residential growth, population
- BDA membership growth and member participation
- Strategic Plan & annual Work Plan tracking
- Board composition



MOBILITY // PRIORITIZE TRANSPORTATION, OVERALL MOBILITY, AND ACCESS THROUGH STRONG ADVOCACY AND TRANSMANAGE PROGRAMS.

- Provide leadership for and champion plans to improve multi-modal mobility, reduce congestion and accommodate growth.
- Update and implement the BDA's Downtown Access strategy and priorities for future investment.
- Refresh and support the strategic plan for TransManage's growing programs in Bellevue on the Eastside.
- Represent our members and the downtown community on light rail's construction impacts and business relations activities.

PRESENCE // EXPAND THE BDA'S ROLE AND PRESENCE IN MARKETING, ACTIVATING AND SERVING THE DOWNTOWN AREA.

- Stage community events, activate public spaces and cultivate employee and customer attraction in the Downtown area.
- Build and sustain Downtown's regional and national visibility with defined marketing/public relations campaigns and robust online tools.
- Publish compelling content and research about downtown's growth, economy and benefits to the region.
- Host member-focused events that facilitate dialogue and engagement on key issues and opportunities for Downtown.
- Celebrate Bellevue's growing diversity in member and community event programming.

VITALITY // ENHANCE DOWNTOWN'S ECONOMIC VITALITY, LIVABILITY, AND PHYSICAL ENVIRONMENT.

- Represent the Downtown community and partner in economic development, infrastructure, public safety, tourism, and cultural initiatives.
- Achieve BDA goals in the Downtown Livability Initiative, consistent with the BDA's Land Use & Livability Strategy and recommendations.
 - Attract and enable the city's most concentrated development downtown.
 - Optimize development economics and generate desired public benefits.
 - Motivate excellent urban design and strong architectural interest in the built environment.
 - Enhance downtown's neighborhood identities, character and pedestrian environment.
 - Integrate with transportation and utility planning and support the Downtown Access Strategy.
- Explore interest and feasibility in forming an improvement district for downtown (clean and safe operations, economic research, wayfinding/banners/signage, marketing, parking resources and management, etc.).
- Identify planned actions to engage and collaborate with the residential community.

