

MAKING A GREAT PLACE TOGETHER

In this issue...

<i>Economic Outlook</i>	2
<i>Suzanne Baugh</i>	2
<i>Events & Happenings</i>	3
<i>Board of Directors</i>	3
<i>Wells Fargo Magic Season</i>	4

Contact Us

Leslie Lloyd, 425-990-3096
President
lesliel@bellevuedowntown.org

Leslie Ota, 425-990-3095
Vice President
leslie@bellevuedowntown.org

Robert Glann, 425-990-3097
Director, Transportation Services
robert@bellevuedowntown.org

Barbara Hinz, 425-453-1223
Office & Member Manager
barbara@bellevuedowntown.org

Asia Rau, 425-453-3110
Events Manager
asia@bellevuedowntown.org

Darcy Perea, 425-453-3113
Marketing & Communications
darcy@bellevuedowntown.org

Alison Crosier, 425-460-5712
Transportation Service Rep.
a.crosier@verizon.net

Cookie Schlocker, 425-453-3114
Bookkeeper
cookies@bellevuedowntown.org

Crystal Daily, 425-453-3112
Intern
intern@bellevuedowntown.org

Welcome New Members!

Abella Condominiums
Bellevue Community College
Blumen Consulting Group
ColorGraphics
DCI Engineers
Langton Spieth, LLC
Opus Northwest
Red Robin Gourmet Burgers
SRG Partnership
Northwest Research Group
The Melting Pot

For a complete listing of members, visit
bellevuedowntown.com

Design in Light – Magic Season’s Newest Attraction!

The 2003 Wells Fargo Magic Season marks the first annual Design in Light, with landmarks from around the world designed by prominent local architecture and engineering firms on display at the Bellevue Downtown Park until January 4. Landmarks on display include a lighthouse, the Eiffel Tower, the Statue of Liberty’s torch, the Seattle skyline, Mt. Rainier, and Stonehenge.

Three of the six sculptures will be awarded to the highest bidder in a **silent online auction**. Bids will be accepted until January 4. All proceeds will benefit the Overlake Service League. **To place your bid, visit www.magicseason.com/designinlight.htm.**

Thanks to the following sponsors for their support:

NBBJ / GLY Construction/ Valley Electric / KPFF Consulting Engineers / University Mechanical Contractors / ZGF Architects / Universal Mechanical / Turner Construction / Evergreen Erectors / Puget Sound Steel / DCI Engineers / Mulvanny G2 / Candela Architectural Lighting / CollinsWoerman / Swinerton Builders / Baylis Architects / Foushee & Associates Co., Inc. / Frank Everett III / Becky M. Gray - Coldwell Banker Bain / Marenakos Rock Center / Nelson Construction / SeaTac Electric / Star Rentals



A Word From the President

As 2003 draws to a close and I look back at another year that has passed, I’m encouraged by signs of recovery, even amidst another tough year for our area. Good things come in small packages, and I see some hopeful things occurring in our little world that I believe are signs of a recovery taking hold. Several BDA members recently achieved recognition for their efforts to promote and improve the things we love most about Bellevue downtown:



- The Bellevue Philharmonic set a record for their annual gala / fundraiser event.
- Overlake Hospital & Group Health inked a joint development/operating agreement that will result in Group Health investing over \$110 million in our community.
- Mulvanny/ G2 Architecture was recently distinguished as the 5th largest architecture firm in the nation.
- PACCAR CEO Mark Pigott was presented an honorary award from the U.K. Foreign Office, the OBE (Officer of the British Empire), in recognition of exceptional services dedicated toward strengthening business ties between the U.K. and U.S.A.

And, just in time for the Wells Fargo Magic Season, the N.E. 4th St. overpass opened Dec. 8 – just in time for the holiday rush. Despite differing opinions on the project’s rationale, most will agree the Access Downtown projects are handled in exemplary fashion, illustrating that good things can happen when public agencies get it right.

Additionally, adding to Bellevue’s growing list of diverse dining choices and filling up previously empty storefronts, the city welcomes new restaurants like the Melting Pot, Fatburger and Baja Fresh, along with the renewed Spazzo Italian Grill.

And last, but certainly not least, we are especially grateful to Wells Fargo for its support of the Magic Season this year – everyone is having a blast at the new and improved skating rink – if you haven’t been yet, plan on it! Check magicseason.com for hours. We’ll be open through the New Year’s weekend this year.

As we gather with our friends and families to celebrate this holiday season, we at the BDA hold in our hearts wishes for a stronger, healthier and more prosperous new year.

-Leslie Lloyd

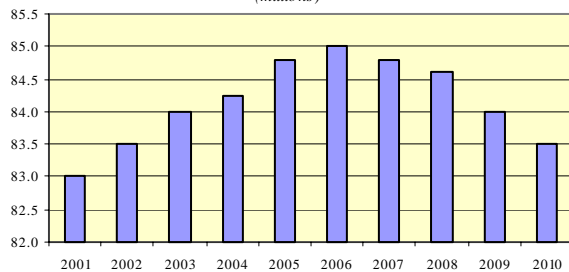
Economic Outlook—Good News Ahead

By Richard Leider, Trinity Real Estate, BDA Board Member

Finally—some good news. Job growth across the U.S. is gaining momentum, and our wonderful corner of the country is showing real signs of improvement. State revenue projections are being revised (up!) and the consensus forecast among local economists is for positive job growth next year. While there is an inherent difficulty in forecasting specific changes within individual sectors of local economies, there are some lanterns that help illuminate the way.

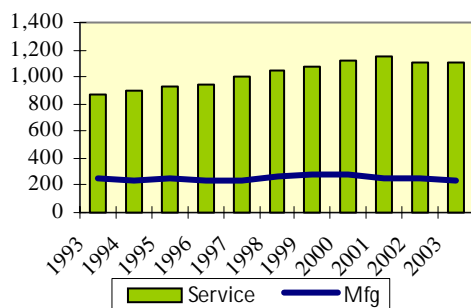
Demographic trends are one such light. When reviewing age groups, there is no question of the significant impact the baby boom generation has had on our economy. This key segment is now entering its peak earning years. It has been off-noted that the boomer generation is not generally known for its qualities of deferred gratification. In fact, boomers spend. Result: retail sales should see continued strength.

Baby Boomers in Peak Earning Years
(millions)



This spending, together with investing, also helps create jobs. While job growth is coming, we'll see a change over the past. Employment growth will increasingly occur in the service sector. This rapidly growing segment also places worker needs in office and business park environments over manufacturing centers.

Moving to a Service Economy
King & Snohomish County Jobs



These trends bode well for Downtown Bellevue. Planned as the regional economic center for the eastside, Downtown Bellevue is best positioned to capture this growth. The benefits are many: a better downtown, improved standards of living for residents, greater cultural opportunities, and attractive public spaces. The BDA plays a key role in this effort—to promote and support Downtown Bellevue as the economic and cultural heart of the Eastside.

A Conversation with Suzanne Baugh, Chair of the BDA Board of Directors, The Staubach Company



The Bellevue Downtown Association has accomplished much in the last few years. In 2003, under the energetic leadership of our President, Leslie Lloyd, the BDA made great strides, including:

- Completed comprehensive re-branding effort that includes new BDA logo & identity and enhanced Web site and electronic communications
- Conducted survey to assist in determining major issues of interest among BDA membership
- Developed Events/Activities Fund for Downtown Bellevue
- Re-vamped bylaws that now structure around BDA's new Brand Values

These accomplishments contribute to the ongoing creation of a vibrant downtown for our children and grandchildren. But as significant as these accomplishments are, another may be even more important in the long term. Over the last two years, the make-up of the BDA Board has broadened to include emerging leaders from employment sectors different than those traditionally found in BDA leadership. I am convinced that this is a plus for the BDA.

We are, indeed, blessed to live and work in a community where business people and residents alike willingly give their time and talents to volunteer projects and organizations. Bellevue people know how to get things done and they are unselfish in using their abilities to improve this city. Not every community is so lucky.

We are doing nothing less than building a legacy of can-do people who care about Bellevue's future ... new leaders who will be prepared and ready to speak out and lead when the time comes. Bellevue is blessed with many seasoned leaders who have donated a good portion of their lives to making Bellevue the fantastic place it is, a thriving downtown that is the envy of many. As leaders, we can help assure the long-term viability of our wonderful city by welcoming new leaders with diverse backgrounds to the BDA boardroom and encouraging them to speak freely and participate in the ongoing debate over Bellevue's future. This is one way to ensure the Bellevue Downtown Association remains lively and viable.

It has been my distinct honor to serve as the BDA Chair for the last two years and I look forward to working with the 2004 Chair, Grant Ringel.

Events & Happenings

2004 Membership Meeting Schedule

- 7:30 am April 27 • 7:30 am September 28
- 7:30 am May 25 • 7:30 am October 26
- 7:30 am June 22

**Dates and locations are subject to change*

The BDA welcomes incoming 2004 board members and thanks outgoing board members for their hard work and dedication.

- Michael Belka, *Unico Properties*
- Tracy Edgers, *KeyBank*
- Stephen Gilbert, *Pacific Real Estate Partners*
- Brian Hawley, *Wells Fargo*
- Bob MacMillan, *Moss & Company Executive Search*
- Bill Pollard, *Pacific Real Estate Partners* (outgoing)
- Jim Peoples, *KeyBank* (outgoing)

2004 Annual Celebration

Get ready to celebrate Bellevue! The 2004 Annual Celebration is right around the corner! Look for your invitation in January.

Access Downtown Making Strong Progress

On November 29, the Washington Department of Transportation opened two new lanes on the NE 8th Street overpass making life easier for commuters and shoppers in downtown Bellevue. December 8 marked the opening of the NE 4th Street Bridge, just in time for the Wells Fargo Magic Season. For weekly updates, go to www.AccessDowntown.com.

BDA Members Survey Results

In October, the BDA contracted the Northwest Research Group, Inc. (NWRG) to conduct a satisfaction survey among its members. The results of this survey have been reviewed by the BDA and are being used to guide the BDA Board of Directors in their planning for 2004. For additional information, visit bellevuedowntown.com. **What Members Are Saying About the BDA:**

- "I really like the 'Making a Great Place Together' concept. It's exactly what the BDA should be doing."
- "Bellevue has done a great job so far. Perhaps because of the BDA and individuals. We must keep the ball rolling."
- "Great job guiding the BDA through such difficult times. Kudos to the staff and the board."

Meydenbauer Celebrates 10 Years in Bellevue

Congratulations to the Meydenbauer Center on its 10-year anniversary this fall. The Meydenbauer continues to be a firm supporter of the Bellevue Downtown Association and provides \$18 million in economic impact for the city of Bellevue every year. For additional information, log on to www.meydenbauer.com or call 425-637-1020.

February 2004 'Bellevue Downtown'

Help kick off the new year by advertising in the February issue of 'Bellevue Downtown.' February's issue will feature 'Destination Bellevue,' a guide highlighting Bellevue's top entertainment, family facilities, museums, venues, shopping, and parks. For advertising information, contact Leslie Ota at leslie@bellevuedowntown.org or call 425-990-3095.



PSE Tips for Managing Winter Heating Bills

Keeping warm air in homes and businesses cuts heating costs and provides more comfort. Check around windows and doors for air leaks. Apply weather stripping and door sweeps to reduce air leaks around entry doors, and use caulk to seal up air leaks around windows. For additional details, log on to www.pse.com or call PSE, 1-800-562-1482 (option 1).

2003 Bellevue Downtown Association Board of Directors

CHAIR Suzanne Baugh, *The Staubach Company*; IMMEDIATE PAST CHAIR Charles Hafenbrack *GLY Construction*; TREASURER Dennis Conrad, *Sweeney Conrad*; PRESIDENT Leslie Lloyd; Leo Backer, *Washington Partners*; Richard Bangert II, *PACCAR Inc.*; Stephen Burnett, *U.S. Bank*; Arlan Collins, *CollinsWoerman*; Patricia Daleo, *Equity Office*; Tim Dore, *Bellevue Plaza*; Janine Florence, *Property Development Corporation*; Alan Fulp, *Charter Bank*; Kemper Freeman Jr., *Kemper Development*; Gerry Gerron, *Mulvanny/G2 Architects*; Ken Graham, *Overlake Hospital*; Stacy Graven, *Meydenbauer Center*; Ralph Iboshi, *KPFF Consulting Engineers*; Dan Ivanoff, *Schnitzer Northwest*; Ross Jacobson, *Williams Kastner & Gibbs*; Warren Koons, *Davis Wright Tremaine*; Bill LaPatra, *Zimmer Gunsul Frasca*; Richard Leider, *Trinity Real Estate*; Marc Neumann, *Kaylen Investment Company*; Jim Peoples, *KeyBank*; William Pollard, *Pacific Real Estate Partners*; Grant Ringel, *Puget Sound Energy*; Ron Rauch, *Clark Nuber*; Lisa Rowe, *Bentall Capital*; David Schooler, *Sterling Realty Organization*; John Su, *Su Development*; John Valaas, *First Mutual Bank*; Stu Vander Hoek, *Vander Hoek Corporation*; Joan Wallace, *Wallace Properties*; Jack Wiser, *Bank of America*

500 108th Avenue NE, Suite 210
Bellevue, WA 98004

Bellevue Downtown Association Mission:

To lead the continuing evolution of Downtown Bellevue as the economic and cultural heart of the Eastside.

Thank You to Our Sponsors of the Wells Fargo Magic Season

Now through January 4, we invite you and your family to share in the wonder of downtown Bellevue's festival of ice, lights, music and culture! Be sure to visit a brand new addition to the Wells Fargo Magic Season this year, Design in Light, a light sculpture spectacle in the Bellevue Downtown Park.



Private Parties

Celebrate your holiday function "on ice" at the Wells Fargo Ice Arena.

- Exclusive use of the ice and party area.
- \$250 per hour, \$2 per person (skate rental)

For additional information, please call Darcy at 425.453.3113 or email darcy@bellevuedowntown.org

Dasher Board Sponsors
 Allied Building Services
 Commercial DW (H&M)
 Davis Walsh Tomaska LLP
 G&F Construction
 Hartmann Systems
 Kayla Investments
 James Chandler Law
 Maloney Companies
 Maloney US
 North Real Estate Services, Inc.
 Ralston #12
 Seattle Study Opportunities
 In Development
 Stevens Capital, P/L
 Swanson Builders
 Trenchard Group
 Wallace Properties
 Wright Research & Company

Design in Light Sponsors
 Seattle Architects
 CaliforniaBioscience
 G&F Properties
 G&F Construction
 KFFP Consulting Engineers
 Maloney US
 H&M
 Summer Global Partners

Friends of The Magic Season
 Bellevue Food
 Clark Public, P/L
 Honey Bucker
 Prater Park
 South Skating Club

Downtown Bellevue Glitters!
 Bellevue Small Business Center
 Bellevue Plaza
 Bellevue Plaza
 Bellevue Regional Library
 Bellevue Square
 City of Bellevue
 Civic Office Center
 First Mutual North Tower
 Home Runway Station
 Metropolitan Center
 River
 Market Development
 Ralston #12
 The Seattle
 Seattle Urban Corporation

Title Sponsor

 Official Title Sponsor of the Wells Fargo
 Title Sponsor of the Wells Fargo Ice Arena

Presenting Sponsors

 The YARNELL M.
 MEYDENBAUER CENTER

Media Sponsors





Design Sponsor


Promotional Partner


Reception Sponsor



 MAGICSEASON.COM
 Event produced by the Bellevue Downtown Association