

**MAKING A  
GREAT PLACE  
TOGETHER**

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**MAGIC SEASON TURNS 10!**

**Group Health Ice Arena Glides to Huge Opening**

Let the Magic Season begin! This year, the festivities are bigger, brighter and better than ever as we celebrate 10 years of glistening ice, brilliant lights and memorable performances.

Since opening day, well over a thousand skaters have experienced the one-of-a-kind **Group Health Ice Arena** in the Downtown Park. Group Health and the many Magic Season sponsors and producers have stepped up to enhance the holiday traditions in Downtown Bellevue and offer so many great reasons to return for a simple stroll or all-day outing.

An extensive Magic Season marketing campaign is underway to highlight the holiday activities. STAR 101.5 radio spots are running; KOMO4 television spots began airing November 30; and King County Journal newspaper ads will run throughout the season. New Bellevue Magic Season brochures, posters and Group Health Ice Arena postcards are spreading the word across the region. While driving or walking around the city, you'll note the many A-board signs, street pole and overpass banners, and **Magic Season, page 3 >**



**Bellevue Downtown: Winter Issue  
2006 Shopping Guide**

Looking for a perfect gift for Grandma? Need a unique idea for the office gift exchange? How about a little something for your top client? Tempted to put off shopping for your spouse until December 24th? No worries. We have the perfect solution for you!



The 2006 Winter Issue of *Bellevue Downtown* hit the streets just in time for the holidays. In the annual Shopping Guide, you'll discover 254 shops that offer something for every wallet size, shoe size, style and taste - all within easy walking distance in Downtown Bellevue.

This *Bellevue Downtown* issue also includes a "What's Going Up" map of major construction projects taking shape downtown. Check out the feature on BDA Member Mary Amidon from **Sterling Savings Bank**. She's our "Bellevue Urbanite." Be sure to participate in our *Bellevue Downtown* magazine readers' poll...you could win \$100!

**A Word From the President**

The crane collapse on the evening of November 16 was by all measures one of the most significant Downtown Bellevue news events in recent memory. Our hearts go out to those individuals and businesses who were affected, especially to the family of Matthew Ammon, one of our downtown residents.



The response, by phone and email, from members motivated to help displaced businesses and residents has been amazing. Amid the recent focus on growth and the physical transformation in progress, Downtown Bellevue is truly a place with heart. It warms ours to witness the caring response.

As we celebrate the Magic Season, wrap up our work in 2006 and prepare for the coming year, I am grateful for the dedicated leadership of our board and the steady guidance of our executive board.

But literally, none of what we do would happen without our talented staff. I'm so proud of their work on everything from concerts to commute options, magazine layouts to media interviews.

Please note: it's member survey time. Many of you should have received an email from Northwest Research Group and a link to the 2006 BDA Member Survey. Thank you in advance for providing us with this essential feedback.

You'll love the change of pace at our next Membership Meeting in Old Bellevue on December 7 with breakfast at Bis, and a presentation about the "New" Old Bellevue at Porcella. See you there.

Working with our members, it's easy to spot the reasons why we're successful. You don't hesitate to share gifts. You're never reluctant to work together and express hope for better things to come. I'm grateful for your many contributions. Thanks to you, we're ready for a great 2007.

- Leslie Lloyd



### Great Work Accomplished

by Lisa Rowe, BDA Chair

As my term as Chair of the BDA comes to a close, I would like to take this opportunity to thank the Board, our members and the staff for your commitment and hard work throughout the year.

It has been a remarkable year with a growing membership, events exceeding our expectations and measurable progress on our key initiatives.

As you have read in past columns, our highest priority this year is to pursue funding of the 2003 Downtown Implementation Plan (DIP). We started this Great Place Initiative by identifying a priority list of DIP projects, including roadways, parks and urban design projects. Our second task set out to identify the current and projected revenues flowing to the City of Bellevue from downtown business and development. We learned that 18 percent of the City's current revenue comes from downtown business, and one-time and ongoing taxes from the current development boom add up to roughly \$160 million dollars in new revenue over the next 20 years.

This data gave us a solid standing to engage with City of Bellevue staff and Councilmembers about our request to fund the DIP. We all agree that to sustain the economic vitality of downtown Bellevue and encourage future development, we must complete the projects contained in the adopted plans. The timing of this initiative aligned well with the 2007-2008 budget process. However, like every major city, there are more requests for funding than there are funds - currently \$500 million in "unmet needs!"

We continue to foster an open dialogue, and we commend City staff and Council for their study of options to raise revenues in order to meet the community's desires. More work and bold decisions lie ahead. It's our responsibility to keep the exchange fresh and focused on workable outcomes.

Moving ahead into 2007, the BDA is in great shape. We have our outstanding line-up of community events, a creative and dedicated staff, an engaged Board of Directors and a terrific leader in Warren Koons, our incoming chair. Under this leadership, you should experience a year of fun with entertaining events, continued progress on the DIP, and an intense focus on transportation and community outreach.

It has been an honor and privilege to serve as your Chair!

Lisa Rowe is Vice President-Leasing for **Bentall Capital**.

### "In Motion" Program Rides, Walks to Success

At last check, Downtown Bellevue's "In Motion" participants have traveled 25,891 miles since September - and they're all healthier for it. These urbanites pledged to change at least two trips each week from driving alone to walking, carpooling, biking or riding the bus, so far saving almost 1,300 gallons of gasoline since "In Motion" kicked-off in late September.

### In Motion >

Nearly 170 downtown residents have logged non-SOV trips. In return, they received rewards for their stress-free travel in the form of Bellevue Collection gift cards. The BDA, in partnership with the City of Bellevue and King County Metro, coordinates the "In Motion" program, which runs through December 9. With continued residential growth in Downtown Bellevue, the partners plan to use "In Motion" as a tool for shaping future outreach focused on improved mobility in Downtown Bellevue.

### City Launches Downtown Wi-Fi Pilot Project

The City of Bellevue has launched an outdoor Wi-Fi pilot project across 1.5 acres Downtown, from City Hall and Meydenbauer Center along the Pedestrian Corridor, to the Downtown Park and Bellevue Square area.

The pilot will test the City's ability to provide remote and mobile wireless Internet for essential City services, as well as access for residents, businesses and visitors. Free public Wi-Fi in the test area should be available in early December. Learn more at [bellevuedowntown.org/announcements](http://bellevuedowntown.org/announcements).

### Welcome New BDA Members!



Photo: City of Bellevue

ABC Rentals

Red Lion Bellevue Inn

CityClub



Sprint

Oseran, Hahn, Spring  
& Watts, P.S.

Tempó

Windermere Real Estate

### NE 10th Street Overpass Work Begins

Construction will likely begin in December for a new section of NE 10th Street that will eventually provide hospital access and a new route across I-405. When the first stage of the project is complete, scheduled for the spring of 2008, NE 10th Street will extend from 116th Avenue NE between Overlake's South Tower and the Group Health Specialty Center to the eastern edge of the freeway. The first stage of the project will have minimal traffic impacts, but there will be turn restrictions on 116th Avenue NE. The City will post construction updates at [bellevuewa.gov/ne\\_10th\\_extension.htm](http://bellevuewa.gov/ne_10th_extension.htm).

The second stage of the project, set to begin in early 2008, will see WSDOT constructing the overpass at NE 10th Street across I-405 to 112th Avenue NE. The extension will provide improved access to downtown and help relieve congestion on NE 8th Street. Ultimately, plans include adding ramps at NE 10th Street connecting to SR-520.

# Events & Happenings

## Magic Season >

even yard signs all designed to promote Downtown Bellevue as the prime destination for holiday fun and entertainment.

Since its debut in 1997, the Magic Season continues to glow and grow thanks to the collaborative support of the many BDA members who play a big role in making the magic happen year after year.

But wait, there's more! Each time you visit the arena, enter to win a trip for four to see Sasha, Kimmie, Emily, Ben, Tanith and more stars at the 2007 U.S. Figure Skating Championships in Spokane - courtesy of Southwest Airlines and Group Health.

## Eastside Heritage Center Opens Mini-Museum

Put even more entertainment and education into your next lunch break! Check out the Eastside Heritage Center's (EHC) new Mini-Museum at Key Center. The Mini-Museum, which opened in early November, is an exciting new opportunity for EHC to showcase its extensive artifact collection in the community.

Explore a turn-of-the-century one-room schoolhouse, complete with wooden desks, a stove, chalkboard and various early classroom treasures. Discover a plethora of intriguing farming, logging and household artifacts. Participate in an interactive audio-visual corner showcasing a sampling of EHC's

*Stroll, Skate, Celebrate!*

**Bellevue MAGIC SEASON**

**Group Health Ice Arena**  
presented by STAR 101.5  
Bellevue Downtown Park \* Nov. 24 – Jan. 1  
Toss a scarf around your neck and take a twirl on the ice. The Group Health Ice Arena features the region's only covered, open-air skating rink, plus a heated viewing area with refreshments. Open daily.

**Garden d'Lights**  
presented by Classical KING FM 98.1  
Bellevue Botanical Garden \* Nov. 25 – Dec. 31  
More than 450,000 lights will illuminate the Bellevue Botanical Garden for this nationally recognized display. Nightly, 5:00–9:30 p.m.

**Sound Transit Design in Light**  
NE 6th St. Pedestrian Corridor \* Nov. 25 – Jan. 1  
Design in Light shines in the heart of Downtown Bellevue with brilliant light displays from the Bellevue Transit Center to Bellevue Way, including 26,000 lights at the Bellevue Galleria.

**Snowflake Lane**  
Bellevue Way \* Nov. 24 – Dec. 24  
Sixty live toy soldiers and carolers, music, and a dazzling light show brighten the night and warm your heart along the sidewalks of The Bellevue Collection at 7 p.m. nightly. Celebration Lane—Bellevue's premier street show to ring in the New Year—will run December 26 – December 31.

**The Theatre at Meydenbauer Center**  
presented by Classical KING FM 98.1  
Meydenbauer Center \* Dec. 1 – Dec. 23  
The Theatre at Meydenbauer Center hosts a magical holiday series of musical and dramatic productions by renowned regional and local performance groups.

magicseason.com | 425-453-1223

ENTER TO WIN A TRIP FOR FOUR to the 2007 State Farm U.S. Figure Skating Championships each time you come skate at the Group Health Ice Arena!

BELLEVUE DOWNTOWN ASSOCIATION | SOUNDTRANSIT RIDE THE WAVE | THE BELLEVUE COLLECTION | THE THEATRE AT MEYDENBAUER CENTER | GroupHealth | STAR 101.5 | KOMO 4 | CLASSICAL KING FM 98.1 | gavity | KING COUNTY JOURNAL NEWSPAPERS

extensive collection of historic photographs and documentary videos. Find the Mini-Museum in KeyCenter - 601-108<sup>th</sup> Ave. NE - through the generosity of **Equity Office**. Admission is free.

Open Monday through Friday, from 8 a.m. to 6 p.m., and on Saturdays from 8 a.m. to 1 p.m. Contact EHC at (425) 450-1049 or email [director@eastsideheritage.org](mailto:director@eastsideheritage.org).

## 2006 Bellevue Downtown Association Board of Directors

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500 108th Avenue NE, Suite 210  
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**Bellevue Downtown Association Mission:**

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

**Register today for the December Membership Meeting!**

**The “New” Old Bellevue...Secrets Behind Main Street’s Success**

Old Bellevue’s proven formula for customer appeal, convenience and charm in a classic Main Street setting has endured economic cycles and the rise of new destinations across the city. Visitors and longtime customers will find Old Bellevue healthier than ever as new businesses mingle with time-honored favorites. Even more change is on the near horizon with plans for new retail and living spaces.

Join us for an inside look at the “New” Old Bellevue, featuring breakfast at the renovated Bis on Main and a special presentation at Porcella Urban Market. You will hear from the people bringing you a refreshed offering of retail, food and residential experiences straight from the heart of Old Bellevue.



2006 Breakfast Series Sponsors



**Thursday, December 7, 2006**  
7:30 to 9:00 a.m.

**Breakfast at Bis on Main**  
**Presentation at Porcella Urban Market**



\$25 members / \$35 non-members

Register online by **December 1** at [www.bellevuedowntown.com](http://www.bellevuedowntown.com)