

MAKING A
GREAT PLACE
TOGETHER

In this issue...

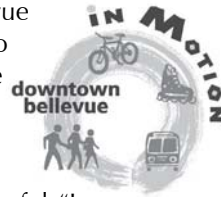
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“In Motion” Rolls Out for Residents

Residents of Downtown Bellevue will soon have more reasons to walk, bike, share the ride or use transit. King County Metro has partnered with the Bellevue Downtown Association and the City of Bellevue to offer its successful “In Motion” program to downtown’s estimated 4,500 residents who live within the 410 acres of King County’s second largest urban center.



Funded by Metro and the City and coordinated by the BDA, In Motion will launch September 18 and run for 10 weeks through November 26. King County Metro has completed customized In Motion campaigns in other concentrated neighborhoods, such as Ballard,

Please see > *In Motion*, 2

A Word From the President

This summer of 2006 sizzled with major new construction projects, grand openings and big events. We’re also pleased with the small victories and modest efforts that can go unnoticed but are no less important to our success as a growing organization. Keep the challenges and new ideas coming. We’ve caught our breath after a busy event season and are gearing up for a productive fall.



TWO FOR THE ROAD: We have just hired two very capable individuals to lead the charge in providing commute options and services for the downtown community. Alice Hanson joins as TransManage Program Manager and Sarah Vega as TransManage Coordinator.

GOURMET GOODS: The Fall issue of *Bellevue Downtown* presents our annual restaurant guide. Feast your attention on **Porcella Urban Market** in Old Bellevue – on the cover. Foodies, celebrate!

SPECTACULAR: The **Symetra** Bellevue Family 4th did more than wow visitors with sensational music and spectacular fireworks. The teamwork and turnout reminded us that the heart of Bellevue has never been healthier.

ALL WAS FAIR: The 6th Street Fair’s 120 artists, music, food and outstanding sponsor support from **Bank of America** treated thousands to a top-notch experience. Our sidewalks and streets brimmed with festive flair and smiles.

WIN, WIN: Announced in August, ownership of **Bellevue Plaza** is changing hands. Whatever plans materialize for this prime location with existing favorites like **Pogacha** and **Pete’s Wine Shop**, we know its future has an excellent steward in **John Su**. We also deeply value the **Dore** family’s contributions and enduring loyalty to Downtown Bellevue.

NEIMAN AND THE BRAVERN: Join us for breakfast on Sept. 26 for the inside scoop on plans for **The Bravern** and Neiman Marcus. Register online at bellevuedowntown.com.

DON’T BLINK: Magic Season is almost here.

- Leslie Lloyd

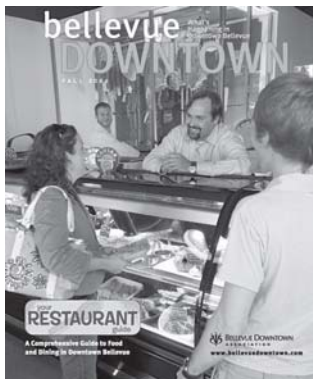
Live at Lunch Ready to Rock Galleria

Summer is waning, but you can savor it a little bit longer by catching the final date of the Live at Lunch Concert Series! It’s your last chance to enter to win two **Southwest Airlines** tickets. The winner will be announced at this final concert.

Sept. 14 – The Weatherheads – Rock n’ Roll hits from the 60s-90s – **Bellevue Galleria**



Bellevue Downtown: Fall Issue
2006 Restaurant Guide



The Nightlife Guide debuted in Spring, and the Destination Guide led the way in the Summer issue. Now up: cuisine.

Our city’s evolving gastronomy continues to delight restaurant goers with new surprises and time-honored favorites.

This month’s *Bellevue Downtown* presents our popular annual guide to great food and dining with a category listing of more than 150 restaurants and gourmet establishments.



Great Work Ahead

by Lisa Rowe, BDA Chair

Summer 2006 has been a record breaker, and I am not talking about the weather.

We're meeting or exceeding our goals across the board in sponsorships, memberships and event attendance. Throughout downtown, 10 major developments began construction; nine tower cranes span the skyline at last count. So, thank you to everyone for making this a very successful summer in Downtown Bellevue! As we move into Fall, we will continue to have a demanding agenda. Here is a quick preview.

Great Place Initiative...Berk & Associates has completed a fiscal study of the likely net revenue impacts resulting from new development in Downtown Bellevue over the next several years. With this study, the BDA will work with the City of Bellevue to examine reasonable options to leverage revenue and fund needed projects in the Downtown Implementation Plan. We look forward to sharing the report and our work with the City at the October 24 membership meeting.

New Event...Stay tuned. We are actively reviewing options and opportunities for adding a new community event that caters to the growing population in Downtown Bellevue and demand from the greater Eastside. Our New Event Committee has developed a short list of exciting ideas that will be thoroughly studied at the September Board of Directors Retreat.

Transportation...The BDA will continue to place heavy emphasis on this issue in the coming year. We will remain active in planning sessions and open houses on key transportation projects, such as Sound Transit's proposal for light rail, the regional roads package through RTID, King County Metro's Transit Now initiative, and the state's 520 bridge replacement study. We are eager to have a voice on this critical issue and make certain that the outcome meets our transportation goals to enhance mobility and connectivity.

Your input and participation have made Summer 2006 truly successful!

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

< In Motion - Cont.

Crossroads, Columbia Center and Madison-Miller. In Motion rewards residents for cutting at least two drive-alone trips a week. The program strives to promote the quality-of-life and health benefits gained from non-SOV travel options, such as walking or riding a bicycle. These choices can also reduce air pollution and lead to faster travel times in congested areas.

Residents will report trips online at the In Motion website and can earn up to \$50 in gift cards from the **Bellevue Collection**, including Bellevue Square, Lincoln Square and Bellevue Place.

For the growing number of downtown residents, In Motion is one innovative approach toward improving the mobility and health of our community.

A Conversation with Brian Brand

BDA Board Member; Principal, Baylis Architects

by Christina Arias, Communications Intern



Upon graduating from Fresno State University with his degree in architecture, Brian Brand's career began with his new wife, a road trip and a change of scenery.

He landed on the Eastside. Brand explained his attraction to the area: "I liked the idea of designing houses in an environment with trees, lakes and hills, and I wanted to start my career in a new location. Even 30 years ago, Bellevue was more urban than where I grew up. There was just more opportunity in Bellevue; people are more progressive here."

As a principal architect for Baylis Architects, Brand has observed and participated in the rapid growth of Downtown Bellevue, and he is quick to share an encouraging view on the recent development boom. "I have loved watching parts of downtown evolve from strip malls to what it is now," Brand said.

Brand considers Downtown Bellevue a retail and fashion center, and he believes the architecture has taken on this identity. "The buildings are representative of a young city," he added.

Taking stock of the many construction projects underway, Brand appreciates architecture's influence in guiding Downtown Bellevue's evolution as a truly great place.

"Architecture can enhance mobility and improve the pedestrian experience throughout downtown," he said. "It's about finding innovative ways to link our large blocks and busy corridors to create an even more desirable place to work, live and visit."

Brand and his colleagues at Baylis Architects have brought these ideas to life through recent projects, such as Palazzo, an expansion of The Bellevue Club, the Borgata Apartments and Main Place in Old Bellevue. Building on this success, he clearly enjoys his firm's role in designing mixed-use buildings that enhance the nightlife and shopping experience while offering the growing number of downtown residents a range of attractive living options.

When it comes to a certain style or architectural philosophy, Brand labels himself a modernist who keeps a close eye on evolving urban styles. He also pursues innovative materials and an architectural vocabulary that, while modern, borrows from history. He is a strong believer in high-density communities and is an advocate for augmenting our transportation infrastructure with high capacity transit.

Aside from his passion for design, Brand takes advantage of everything Washington has to offer by spending time outdoors - boating, playing tennis and skiing with his family.

While Brand joined the BDA Board in 2006, company founder and former BDA Chair El Baylis introduced him to the BDA roughly 25 years ago. Brand believes the BDA plays a vital role in building a vibrant community. "I love how all the groups within the BDA work together, even competitors, and how we recognize that we're equally vested in the success of Downtown Bellevue."

Events & Happenings

Coming up ...

The Act One Guild for the **Performing Arts Center Eastside** (PACE) will hold the third annual Candlelight Dinner on Oct. 21 at **The Westin Bellevue** at Lincoln Square. The dinner will include a live auction of the *Bucks for Pace*. Tickets and information: 206.517.1454.

The Bellevue Collection will present Fashion Week 2006, Sept. 15-23. The week will feature trend shows, seminars, beauty tips, mini-makeovers, girls' night out, trunk shows and more. Guys can "Shoot in Style" at **Parlor Billiards & Spirits**. Proceeds benefit The Susan G. Komen Breast Cancer Foundation: bellevuecollection.com/fashionweek

The seventh biennial **Bellevue Sculpture Exhibition** at Bellevue Downtown Park and Bellevue City Hall runs through Oct. 9, featuring 39 works of original sculpture from artists in the United States and Canada.

With 2,000 visitors per week, the **Bellevue Farmers Market** is enjoying one of its most successful seasons in its history. The Market invites you to join one of the nation's fastest-growing trends on Thursday afternoons through Oct. 12 at 1717 Bellevue Way.

Summer Highlights!



Symetra Bellevue Family 4th fireworks ignite above the Bellevue Philharmonic, the Overlake Hospital Main Stage and 60,000 guests in the Downtown Park.



Patrons admire the work of Loowit Art Glass displayed by Mike and Lola Wilson at the 2006 6th Street Fair - a taste of the arts, presented by Bank of America.



Angie Dunn, a graphic designer with Ilium Associates, celebrates her win against a talented field in the 6th Annual Live at Lunch Rockaraoke Challenge at Bellevue Galleria. Sarah Pinzon (right) took second place.

Welcome New BDA Members!



Photo: City of Bellevue

520 Bar & Grill
Aesthetic Dentistry
of Bellevue
Coldwell Banker Bain
Edward Jones
Gallagher Reppond
Health Wise



Hilo Brokers, Ltd.
MacDonald-Miller
Porcella Urban Market
Printex Press
UMPQUA Bank
Virginia Mason Medical Center
Z'Tejas Southwestern Grill

2006 Bellevue Downtown Association Board of Directors

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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.

Register today for the September Membership Meeting!

The Bravern & Neiman Marcus ... Landmarks in the Making

The Bellevue Downtown Association will host an insightful preview of The Bravern and premier anchor retailer Neiman Marcus. The Bravern will bring nearly one million square feet of office and retail to the NE 8th Street gateway in Downtown Bellevue with plans for residential and hotel additions in the works. Neiman Marcus will open its first luxury fashion store in the Pacific Northwest on three floors of The Bravern at NE 8th St. and 110th Ave. NE.

Join us for a conversation with Tom Woodworth from **Schnitzer Northwest** and Wayne Hussey from Neiman Marcus as they answer the essential question 'why Downtown Bellevue?' and present details about the market opportunity, project timeline and the future amenities in store for tenants and customers at The Bravern.



Wayne Hussey
Senior Vice President of New Store Development
Neiman Marcus

Tom Woodworth
Senior Investment Director
Schnitzer Northwest, LLC

Tuesday, September 26, 2006

7:30 to 9:00 a.m.

Meydenbauer Center

\$25 members / \$35 non-members

Register online by **September 20** at www.bellevuedowntown.com/events/registration/html