



## **MEMORANDUM**

**TO:** Parks, Center, Libraries, and Equity Committee Members

**FROM:** Ned Dunn, Seattle Center

**DATE:** May 27, 2015

**RE:** Bite of Seattle 2015-17 Agreement

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This legislation before the Parks, Center, Libraries, and Equity Committee authorizes a three-year renewal agreement with Festivals, Inc. for the presentation of the 2015, 2016, and 2017 Bite of Seattle Festivals at Seattle Center. The 2015 Bite of Seattle will take place July 17-19 and will be the 34th annual Bite of Seattle, and the 30th Bite held at Seattle Center.

Consistent with previous Bite agreements, the City receives a percentage of all food, beverage and merchandise sales. The Bite pays a grounds restoration fee and reimburses the City for all applicable costs, including labor, utilities and fees. The Bite also pays the City a fee for the use of on-duty police officers at the event. This fee is tied to the Special Events Ordinance fee schedule and is equal to the top single fee established by the Special Events Committee for special events with no entry fee and an anticipated attendance of 50,000 or more (approximately \$37,000). In addition, the Bite hires off-duty police to carry out its approved security plan.

Seattle Center projects that net revenue from the Bite of Seattle in 2015-2017 will range from \$60,000 to \$70,000 per year, excluding parking revenue. While Seattle Center parking revenue is not solely attributable to specific events, Seattle Center estimates that the Bite of Seattle produces between \$70,000 and \$85,000 in incremental parking revenue compared to a regular summer weekend.

The new agreement includes a few minor changes from the previous agreement. These include the addition of the Armory Atrium and Stage to the list of premises available for use, a new requirement for Festivals, Inc. to develop, in cooperation with Seattle Center staff, a Garbage, Food Waste and Recycling Plan to maximize food composting and recycling, and a provision that Seattle Center corporate sponsors are offered first rights to be official sponsors of the Festival.

The Bite of Seattle is a signature Seattle Center event which each year attracts one of the largest and most diverse audiences to Seattle Center to enjoy food from around the world provided by local restaurants and food vendors. This agreement continues this long-standing Seattle tradition.