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February 6, 2020

Seattle Center Overview

Presentation to
Seattle City Council
Public Assets & Native Communities
Committee

WHERE SEATTLE COMES TOGETHER

seattlecenter

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Seattle Center creates exceptional events, experiences and environments that delight and inspire the human spirit to build stronger communities.

**FIND
YOUR
CENTER.**





Seattle Center at a Glance

Top arts & entertainment, tourism and family attractions destination for the region.

12 million annual visits.

12,000+ events on the grounds.

Visitors and business spending created:

- \$1.864 billion in business activity
- \$631 million in labor income in King County
- 18,621 jobs

7,446 people directly employed on the grounds.

CONNECT
AT THE
CENTER





FIND
YOUR
CENTER.

74-acre campus, with 40+ acres of active, open space



WHERE
SEATTLE
COMES
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Welcoming Place for Community Gatherings



FESTÁL



FRIENDS OF THE SEATTLE PUBLIC LIBRARY

100,000+ Books & Media all for \$3 or Less!

huge book sale

Exhibition Hall at Seattle Center | 299 Mercer St.

March 15 - 17

6 p.m. – 9 p.m. Friday, March 15
9 a.m. – 5 p.m. Saturday, March 16
11 a.m. – 4 p.m. Sunday, March 17

Member Only Night
No bar code scanning devices allowed

Public Hours

Public Hours

ALBERT LEE Major Appliances Since 1939

BITE OF SEATTLE

GREAT FOOD, MUSIC + MORE!

CRAFT BEER + CHEFS ON STAGE

JULY 19-21
SEATTLE CENTER

FREE ADMISSION

BITEOFSEATTLE.COM

rain to rainbows

PRIDEFEST
SEATTLE CENTER

SUN 6.24

KEXP & SEATTLE CENTER PRESENT 2019

Concerts AT THE Mural

FREE

seattle center KEXP

st. patrick's day
dash
2020

WHERE
SEATTLE
COMES
TOGETHER.

Place for Solace, Service & Celebration





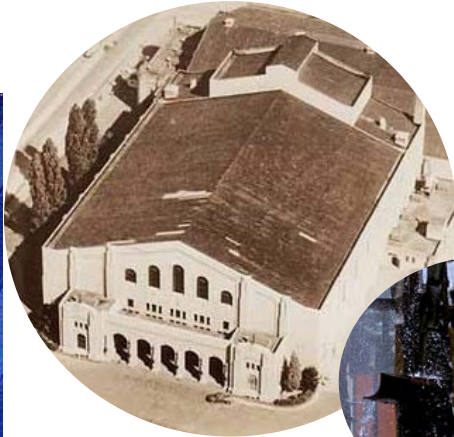
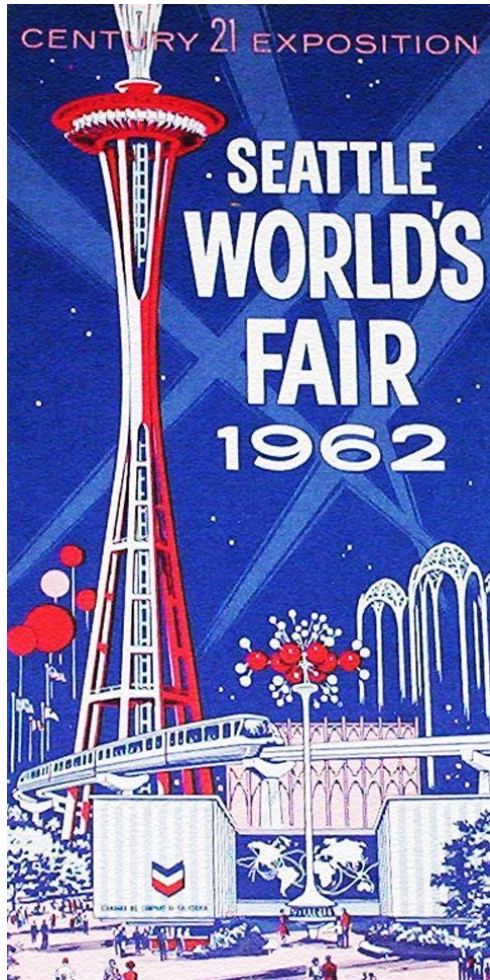
NO TWO
VISITS
ARE ALIKE.

Regional hub for performing, electronic and visual arts



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Nearly 100 Years of Public-Private Development



Reimagined / Renewed Spaces on the grounds

Seattle Opera Center, 2018, created 100,000 square feet of inviting work, performance and community space.

\$100 million Space Needle redo in 2018 connects interior spaces and adds glass walls and floors.

Arena upgrades will lift the entire grounds with new signage, green space and amenities.

Skate Park becomes Skate Plaza in 2020 to help revitalize Thomas Street.

Seattle Center Armory improvements are in the works in anticipation of New Arena opening.



Current Highlights

Launched new seattlecenter.com, July 2019.

Completed Amendment to Seattle Center Monorail Agreement that implemented ORCA, October 2019.

Upgraded Mural Amphitheatre stage & sound in 2019 to enhance current and enable creation of new events.

Seattle/King County Clinic returns to Seattle Center for 6th year, Feb. 13-16.

Netted \$2M in sponsorships over 3 years ending in 2019 to support programming and patron experience.

Exceeded 2019 projections by \$300,000 in event sales, earning \$130,000 more than in 2018.



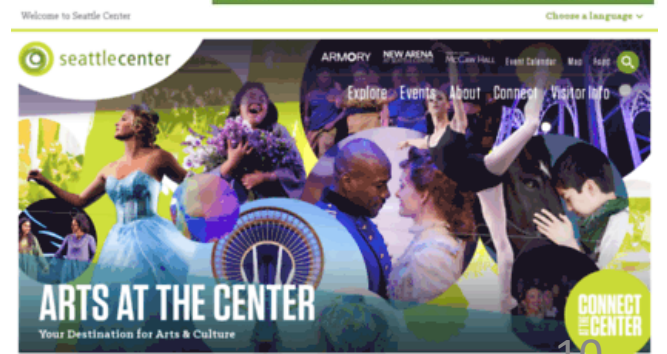
Using ORCA Card at Seattle Center Monorail
Please present ORCA card to cashier

	ONE WAY
ADULT (ages 19–64)	\$3.00
YOUTH (ages 6–18)	\$1.50
REDUCED FARE • Regional Reduced Fare Program (RRFP) ORCA card for seniors (65+) and people with disabilities • ORCA LIFT	\$1.50
CHILDREN (5 and under)	FREE

Monorail Accepts All ORCA Cards
Full ticket fare is required. Fare differences include base value, transfer value, or fare. Fare balance must be paid by Express or 11 cash.
Paper tickets are not valid on the Monorail.
Cash fare is a surcharge and has a \$1.00 minimum transaction amount.

SEATTLE/KING COUNTY CLINIC
FEBRUARY 13–16, 2020

Same FREE Dental, Vision & Medical Care!
Different month!
Different location within Seattle Center!



Arena Transformation

Project cost over \$900 million, financed privately.

Construction preserves Arena's historic roofline and meets LEED standards.

New facility beneath iconic roof digs down to 50 feet beneath the ground.

Outdoor gathering places and green spaces greet visitors.

Designed to meet NBA/NHL standards and attract teams, while creating a premier concert venue.

Creates welcoming entry points to Seattle Center and connects more cohesively to Uptown neighborhood.

**CONNECT
AT THE
CENTER**



Arena Integration

Guided by:

- (1) People First
- (2) Place-Making
- (3) Partnership for Success

Arena agreement ensures design, construction and operation integrate into the campus.

OVG/Seattle Center to share IT systems for parking, ticketing and event booking.

\$1.5 million from OVG relocates Seattle Center Skate Park, Campus Maintenance Facility, and other public amenities.

OVG will lead campus sponsorship program.



Renewal in our Neighborhood

As Seattle Center transforms, surrounding development renews the urban landscape.

Center Steps, 3rd & Mercer, is first mixed-use development to make use of Uptown up-zoning.

SR-99 Tunnel reknits surface streets between Seattle Center and South Lake Union.

New condominium projects close by promote Seattle Center as a prime amenity.

Uptown Arts & Cultural District highlights arts offerings on and surrounding the campus.

Plymouth Housing Project will create transitional/affordable housing next to the Center.

