



Overview to Seattle City Council



Seattle Center – At a Glance

Our Mission: *We create exceptional events, experiences, and environments that delight and inspire the human spirit to build stronger communities.*

- **74-acre campus, 40-acre green space.** 30 cultural, educational, sports and entertainment organizations.
- **10M annual visitors** (12M pre-COVID). 14,000 events each year, an eclectic mix of commercial, cultural and everything in-between.
- Activity at the Center generates \$1.86B in area business activity, 18,621 jobs and \$631 million in labor income (2016)
- An **‘enterprise’ department of the City** – i.e. we generate our own revenue to cover the majority of our expenses.
- We play many roles - a **business partner, financier, landlord, custodian, event producer and promoter.** We employ 230+ people and many hundred more event-related intermittent staff in all aspects of campus and waterfront operations.



Seattle Center Campus

Seattle Center Operated

- Armory
- Artists At Play
- Fisher Pavilion
- McCaw Hall (with PNB and SO)
- Mural Amphitheater
- Northwest Courtyard
- Exhibition Hall
- International Fountain

Leased Spaces

- Chihuly, Climate Pledge Arena
- PNB, Opera, Seattle Rep, Seattle Children's Theater, Cornish
- KEXP, Vera, SIFF
- MoPop

Separately Owned

- Memorial Stadium (SPS)
- Pacific Science Center
- Space Needle



Looking Back at 2023

- **Legacy Festivals back in full force:** Folklife, Pride, Bite of Seattle, Bumbershoot
- **Major New Events:** Blast Fest, Christmas Market. Growing Festal events
- **Expanding to the waterfront:** major new role, 20% growth in dept staff
- **10M+ annual visitors back on campus**
 - Huge public desire to engage with large-scale public festivals and events
 - Arena driving a broader range of benefits – Monorail, Armory, parking, sponsorships
 - 1.4M people on campus in the last 6 weeks of 2023!
- **A worsening budget environment** – need for us to reduce costs and increase revenue as we struggle to meet growing demand.
- **Major transition year** – leadership changes and growth have been a lot. This year’s focus has been on getting the basics right, strengthening our management, and setting the stage for the future.



Looking Ahead to 2024

1. **Build on our recent success and work more sustainably** – continuing to support both legacy and new events; supporting staff with resources and tools to manage peak moments; take on next phase of Waterfront operations
2. **Plan for Seattle Center's future** – articulating the vision and launching a new Strategic Plan; budget planning, key capital projects and other campus-wide initiatives; and engaging in the Mayor's Downtown Activation Plan
3. **Expand Into Partnerships** – get agreements in place for Memorial Stadium, engage partners in improving Thomas Street and other gateways to campus, advance next steps for the 5th & Mercer Block





FINANCE & ADMINISTRATION



Operating Budget and Income Sources (2024)

➤ Campus - \$36.5M

- 40% General Fund (GF)
- 60% Earned Revenues

➤ McCaw Hall - \$6.5M

- 12% General Fund
- 22% Opera & Ballet Use Fees
- 66% Earned Revenues

➤ Waterfront Park - \$7.8M

- 87% Metropolitan Park District Fund (MPD)
- 12% Friends of the Waterfront
- 1% General Fund

Capital Budget (2024)

	2024 Adopted Budget	
McCaw Hall	\$	691,000
Campus	\$	2,127,000
Monorail	\$	1,255,000
Memorial Stadium	\$	1,000,000
<i>Total</i>	\$	<i>5,073,000</i>



Facilities, Planning & Operations



Facilities, Planning and Operations

- Facilities/Grounds Operations & Maintenance
- Facility Condition Assessment and Asset Management
- New Infrastructure, Technology, and Decarbonization/Green Initiatives
- Major Projects:
 - Memorial Stadium
 - Monorail Platform and ADA Access Upgrades
 - Seattle Rep Roof and Cladding Replacement
 - Thomas Street Gateway
 - Planning for ST3 Stations
 - Future of 5th and Mercer Block





Marketing & Strategic Partnerships

Marketing & Strategic Partnerships

- Marketing, Communications, Public Relations, Social Media, Customer Service, Digital Content (websites, email marketing, content team)
- Strategic Partnerships
 - Climate Pledge Arena/Kraken
 - KEXP, VERA, SIFF
 - Space Needle
 - Chihuly Garden & Glass
 - Bill & Melinda Gates Foundation
- Business Integration
 - Campus Sponsorship Program
 - Armory Food & Event Hall
 - Transportation & Parking Services



CLIMATE
PLEDGE
ARENA



SUMMER AT THE CENTER

Presented by **PREMERA**

YOUR ULTIMATE SUMMER DESTINATION

From Northwest Folklife to Bumbershoot with a whole summer of fun in-between!

- CONCERTS
- FESTIVALS
- MOVIES
- FITNESS
- CULTURAL EVENTS

Proudly sponsored by **PREMERA**, **Modelo**



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CELEBRATE THE HOLIDAYS AT SEATTLE CENTER

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WINTERFEST

presented by **SYMETRA**

FESTIVAL

CULTURAL FESTIVAL SERIES

FEB - NOV 2024

Music & Dance Performances, Visual Arts, Food, Games, Exhibits, Activities, Marketplaces, and More

seattlecenter.com/festval

FREE CULTURAL FESTIVALS

seattle center

ARTS AT THE CENTER



YOUR ULTIMATE ARTS DESTINATION

NO TWO VISITS ARE ALIKE.

PERFORMING ARTS

- BOOK-IT REPERTORY THEATRE
- CORNISH COLLEGE OF THE ARTS / CORNISH PLAYHOUSE
- PACIFIC NORTHWEST BALLET
- SEATTLE CHILDREN'S THEATRE
- SIFF
- SEATTLE OPERA
- SEATTLE REP
- SEATTLE SHAKESPEARE COMPANY

VISUAL ARTS

- A/NT GALLERY
- CHIRILY GARDEN AND GLASS
- POTTERY NORTHWEST

COMMUNITY ARTS

- TEENTIX
- THEATRE PUGET SOUND (TPS)
- THE VERA PROJECT

Seattle Center is home to over 30+ arts organizations, attractions, and festivals. Celebrating the performing and visual



Programs & Events



Programming and Events Team: What we Do

- Booking and Sales
- Event Management
- Production Management
- Guest Services
- Emergency Service Unit
- Public Programs
- Commercial Programs





FESTIVAL

CULTURAL FESTIVAL SERIES

FEB - NOV 2024

FOOD • FUN • FESTIVITIES

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FREE

Enjoy 24 Free Cultural Festivals At Seattle Center

2024 FESTIVAL SCHEDULE

- FEB 3-4 Tét in Seattle
– Vietnamese Lunar New Year
- MAR 16-17 Irish Festival Seattle
- MAR 24 Seattle's French Fest: A Celebration of French-Speaking Cultures
- APR 12-14 Seattle Cherry Blossom & Japanese Cultural Festival
- MAY 4 Asian Pacific Islander Heritage Month Celebration
- MAY 11 Spirit of Africa
- MAY 18 A Glimpse of China
– Seattle Chinese Culture & Arts Festival
- MAY 24-27 Northwest Folklife Festival
- JUN 1-2 Pagdiriwang Philippine Festival
- JUN 8 Indigenous People Festival
- JUN 22 Seattle Iranian Festival
- JUL 13 Polish Festival Seattle
- JUL 27-28 Seattle Arab Festival
- AUG 10-11 Tibet Fest
- AUG 18 BrasilFest
- AUG 23-25 Festival Sundiata presents Black Arts Fest
- SEP 8 Live Aloha Hawaiian Cultural Festival
- SEP 14-15 Sea Mar Fiestas Patrias
- SEP 28-29 The Italian Festival
- OCT 6 CroatiaFest
- OCT 12-13 Turkfest
- OCT 26-27 Día de Muertos Festival Seattle
- NOV 2 Diwali: Lights of India
- NOV 9 Seattle Hmong New Year

LEARN MORE



Thank You to Our Sponsors



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Photos: Susan Fried.

SEATTLE/KING COUNTY CLINIC

A Community of Compassionate Care

February 15-18th, 2024
Seattlecenter.org/skcclinic



A New Memorial Stadium at Seattle Center



Schedule

- RFP released - March 2023
- One Roof Partnership selected - June 2023
- Agreement on key terms - February 2024
- Agreements to Council – Anticipated 2024
- Construction completed – End of 2027

Seattle Center at Waterfront Park



Seattle Center at Waterfront Park

- Lead Department for Waterfront Park Operations
 - Maintenance
 - Public Safety
 - Programming/Activation
- Key Partners for Park Operations
 - Friends of Waterfront Seattle (daily programming)
 - Central Waterfront Oversight Committee
 - Seattle Historic Waterfront Association
 - Alliance for Pioneer Square
 - Pike Place Market
 - Seattle Aquarium
 - LID rate payers
- 2024 brings the opening of more public spaces
- Park open in its entirety in 2025!





Questions & Answers

