

# Seattle Center – Bumbershoot Festival Agreement

June 1, 2023



# About Bumbershoot

---

Bumbershoot is Seattle's longest-running music and arts festival, serving as a centerpiece for cultural tourism and promoting Seattle's regional brand as a center of creativity and innovation for over 40 years.

The City of Seattle owns the trademark "BUMBERSHOOT," which has been associated with the annual arts festival held at the Seattle Center.

Previously, the City had entered into agreements with One Reel for the presentation of the Bumbershoot Festival.

However, the City and One Reel mutually agreed to terminate their contractual relationship.



# Request for Proposals for New Bumbershoot Producing Partners

---

- To ensure the continuity of the Bumbershoot Festival and maintain its unique artistic qualities, the City issued a "Request for Proposals for the Future of Bumbershoot 2022 and Beyond."
- The RFP sought proposals that would reimagine and reinvigorate the Bumbershoot Arts & Culture Festival.
- New Rising Sun (NRS) was selected as the successful proposer based on their proposal and vision for the festival, meeting the objectives set by the City.

# New Agreement with New Rising Sun

---

This legislation authorizes a ten-year agreement, with a five-year extension option, between the City of Seattle and NRS to produce the annual Bumbershoot Music & Arts Festival and related activations at Seattle Center. NRS, a coalition of Seattle-based arts, entertainment, and cultural leaders, has been selected to reimagine and revitalize the festival.

This agreement will ensure the continuation of the historic Bumbershoot Festival as a showcase for both local and national performers.

New Rising Sun's proposal aligns with the City's objectives for the festival's new vision and its essential characteristics.

NRS will be responsible for paying the associated costs of permits or contracted services provided by city departments such as the Seattle Police Department, Seattle Fire Department, and the Seattle Department of Construction and Inspections.

# Bumbershoot Transformation & Sustainability

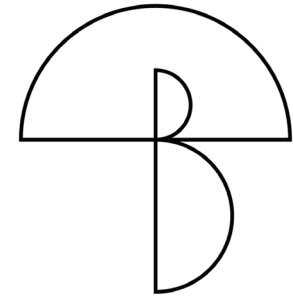
---



NRS proposes to transform Bumbershoot into an annual festival with year-round, community and nationally engaged arts and music events. This transformation will realign the festival with Seattle's current identity, growth, and direction while maintaining its original spirit, audaciousness, and appeal.



NRS will ensure a sustainable business model for the festival that does not rely on direct city funding. They will cover direct costs related to the festival, pay a per ticket fee, and provide a percentage of annual adjusted ticket revenue receipts to the City.



Bumbershoot's long-term measurable goal is to retain culture in the face of growth and change. The festival supports economic development and revitalization, focusing on affordable entertainment and education. Key metrics to measure include demographic diversity, cultural space retention, health of arts organizations, and growth and attendance at public music festivals and events.

# Bumbershoot Public Benefits

---

- NRS will provide robust public benefits centered around education, community engagement, accessibility, and art:
  - Offer free or low-cost access to Bumbershoot-branded programs
  - Engage the community through BumberWorks training and internship opportunities.
  - Commits to inclusive year-round education programs, engagement with community stakeholders, and an "Arts First" lens that spotlights local arts and social justice ecosystems
- NRS commits to uplifting diverse programming:
  - Actively engage BIPOC, LGBTQIA, and other marginalized communities through the BumberWorks education, training, and workforce development program
  - Inclusive hiring practices
  - Goal of 25% or more WMBE businesses contracted for the festival
- Language Access: NRS will meet the requirements surrounding ADA and alternate forms of communication



# Bumbershoot Ordinance Details

---

- The proposed ordinance authorizes the Seattle Center Director to execute the agreement with New Rising Sun on behalf of the City of Seattle.
- This ordinance supersedes Resolution 29017 and repeals Ordinance 117522.
- Any acts consistent with the authority of this ordinance taken prior to its effective date will be ratified and confirmed.



# Timeline and Approval Process

---

- Legislation to be considered in June to approve agreement and term with between the City and New Rising Sun
- Bumbershoot Festival at Seattle Center  
Labor Day weekend  
September 2-3
- The ordinance will take effect 30 days after its approval by the Mayor.





# Conclusion

- This agreement aligns with the City's vision for the festival and will contribute to its ongoing success as a celebrated event for arts and culture in Seattle.

- Symbol of Hope and Encouragement:

The return of Bumbershoot is instrumental to the revitalization of Seattle's downtown and represents a safe, welcoming, and thriving future for Seattle's arts and cultural environment.



NEW RISING SUN AND THIRD STONE PRESENT:  
**BUMBERSHOOT**  
50TH ANNIVERSARY ARTS + MUSIC FESTIVAL  
SEATTLE CENTER LABOR DAY SEPT 2+3, 2023  
MUSIC LINEUP

**SATURDAY - SEPT 2ND**

SLEATER-KINNEY • ZHU • AFI • BRITTANY HOWARD  
SUNNY DAY REAL ESTATE • DURAND JONES • MATT AND KIM  
MAYA JANE COLES • RIDE (PERFORMING "GOING BLANK AGAIN")  
JACOB BANKS • MAJOR LEAGUE DJZ  
DOMI & JD BECK • THE DIP • PUDDLES PITY PARTY • ANABEL ENGLUND  
DESTROY BOYS • HUNX AND HIS PUNX • THUNDERPUSSY • REIGNWOLF  
SCREAMING FEMALES • MORGAN AND THE ORGAN DONORS • SWEET WATER  
CHONG THE NOMAD • SLIFT • GIRL TROUBLE • RADIOACTIVITY • DAVE B. • CHIMURENGA RENAISSANCE  
TV STAR • PRESSHA • LONG DARK MOON • BREAKS AND SWELLS • WIMPS • SCARVES

**SUNDAY - SEPT 3RD**

THE REVIVALISTS • JAWBREAKER • FATBOY SLIM • PHANTOGRAM  
BAND OF HORSES • DESCENDENTS • BOMBA ESTÉREO  
UNCLE WAFFLES • A-TRAK • VALERIE JUNE  
PUSSY RIOT • BENNY THE BUTCHER • THE REBIRTH BRASS BAND  
SHANNON AND THE CLAMS • TEMPLES • THE DANDY WARHOLS  
ALGERNON CADWALLADER • SOL • GUSTAF • TRINIX  
DEBBY FRIDAY • TRUE LOVES • MODERN LOVE • THE BLACK TONES • KING YOUNGBLOOD • MASSY FERGUSON  
CASSANDRA LEWIS • THEM • SIMONE BO • FOUAD MASOUD • BLACK ENDS • SPIRIT AWARD • PINK BOA • BEVERLY CRUSHER

amazon  
theStranger  
KEXP  
107.7 the end  
seattlecenter

TICKETS ON SALE NOW @ BUMBERSHOOT.COM