



# Seattle Center Capital Needs Briefing

May 21, 2026



# Seattle Center At-A-Glance

- **74-Acre Campus, 40-Acre Green Space:** We are both a regional destination for events and a green space for growing neighborhoods – Uptown, Belltown, South Lake Union, Queen Anne
- **11-12M Annual Visits:** Most visited arts and cultural destination in the Pacific Northwest
- **An Economic Engine:** Over \$3.3B in regional economic impact, supporting over 19,400 jobs in the creative, cultural, tourism, hospitality, and event sectors
- **Home to over 30 Independent Organizations:** Arts, culture, sports and entertainment come together to form one community
- **Largely Self-Funded:** We generate revenue to cover 70% of our expenses
- **Waterfront Park:** Seattle Center also manages public safety and maintenance operations at Waterfront Park, expanding our services to the City beyond the campus borders
- **240+ Full-Time Staff** and 500+ intermittent event staff in all aspects of campus and waterfront operations
- **10 Labor Unions** are essential partners in our mission



# Seattle Center Vision and Mission

## VISION

*Seattle Center is where community comes together – an iconic, inclusive destination that delights and inspires the human spirit.*

## MISSION

*Seattle Center operates vibrant gathering places and venues, creates exceptional events and experiences, and anchors our arts and cultural community.*

*Seattle Center achieves this by:*

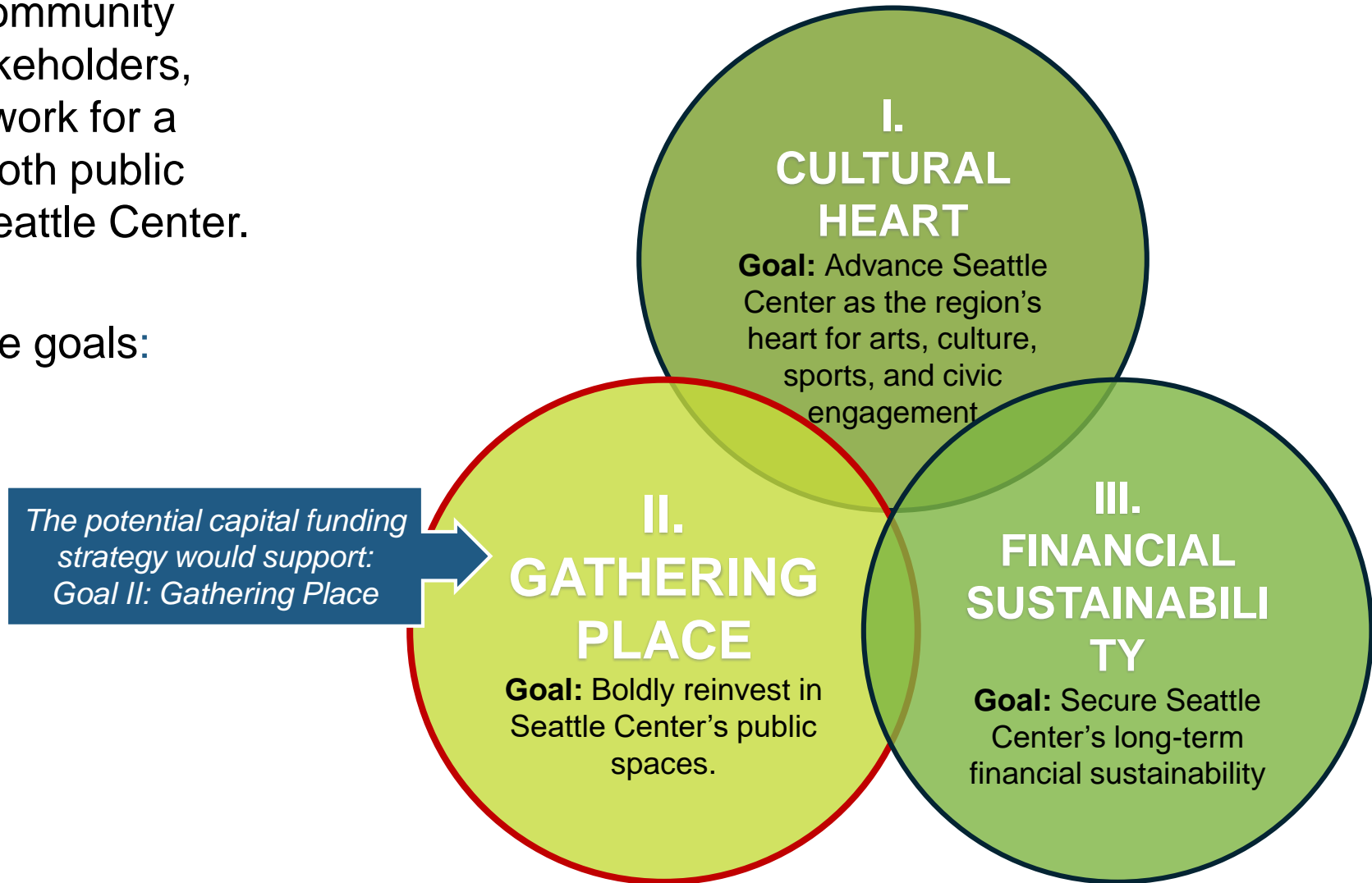
- Bringing our region's many communities together in a safe, welcoming, and inclusive place*
- Maintaining, operating and reinvesting in public spaces and venues that are beautiful, state-of-the-art, environmentally sustainable, and resilient*
- Enabling our arts, culture, sports and entertainment organizations to thrive, innovate, and better serve our communities*



# Seattle Center Strategic Vision & 10-Year Action Plan (June 2025)

Crafted with input from community leaders, experts, and stakeholders, this plan lays the groundwork for a historic reinvestment of both public and private support for Seattle Center.

It is centered around three goals:



# Key Findings: Challenges and Opportunities

## Seattle Center faces critical repair and infrastructure needs:

- Core facilities, building systems and infrastructure are approaching, at, or well beyond the end of their useful life
- Many campus facilities and infrastructure were built to be temporary for the World's Fair and are still in use today
- Available public funding has been limited over the past two decades
- Capital improvement funds have never met the annual target set by the City's 2003 Asset Preservation Study
- The last voter-approved levy for the campus was 35 years ago, in 1991 for \$25.8M and was of limited scope



# GOAL: Advocate for a Capital Funding Proposal for Seattle Center Campus

## Strategies unlocked by achieving this goal:

### A. Address critical infrastructure needs and decarbonize the campus

- Fund critical infrastructure needs, including McCaw Hall, Armory, Exhibition Hall, and enhance emergency readiness
- Decarbonize the campus and create a mini eco-district

### B. Elevate the heart of the Seattle Center campus

- Transform the Armory into a light-filled center for cultural life
- Expand Artists-At-Play
- Upgrade the International Fountain, and the Fountain and Fisher lawns
- Preserve and enhance Pacific Science Center courtyards and arches
- Plug-and-play event infrastructure: power, water, connectivity; lighting and technology installations

### C. Create new gateways and connections

- Recreational trail connecting Seattle Center to Waterfront, Downtown, and South Lake Union
- Improve Monorail connections with station upgrades
- Create iconic gateways that enhance a sense of arrival to campus



# Seattle Center Armory: Seattle's Hub for Community and Culture

## The most visited building on campus

Users include:

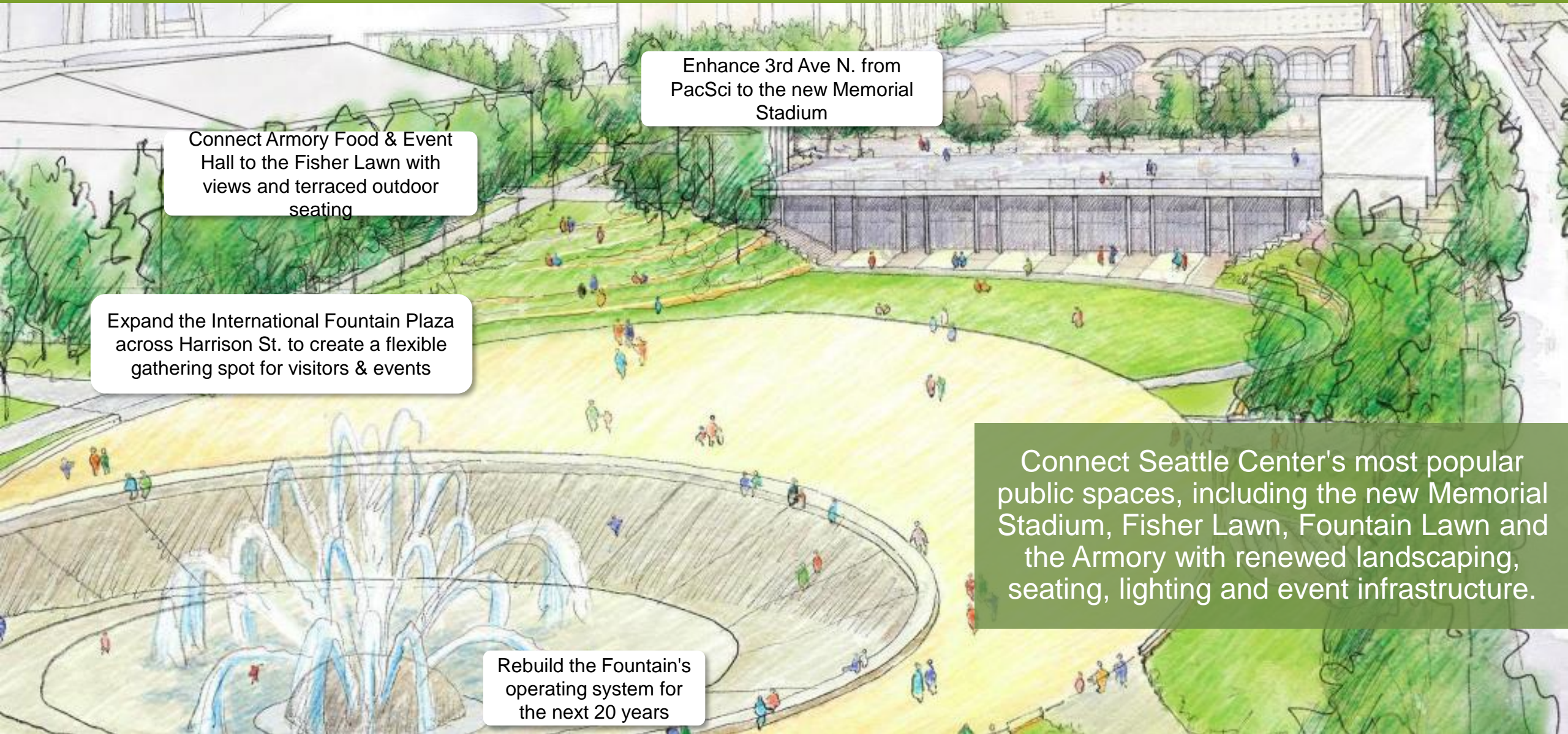
- Event producers
- Food hall tenants
- Resident organizations
- Seattle Center staff
- and millions of visitors each year



*Conceptual illustration:  
The Armory as a visible civic anchor — a place where circulation, gathering, and everyday campus life naturally converge.*

Olson Kundig | Stephanie Bower, Architectural Illustration

# Enhance the Seattle Center Campus



Enhance 3rd Ave N. from PacSci to the new Memorial Stadium

Connect Armory Food & Event Hall to the Fisher Lawn with views and terraced outdoor seating

Expand the International Fountain Plaza across Harrison St. to create a flexible gathering spot for visitors & events

Rebuild the Fountain's operating system for the next 20 years

Connect Seattle Center's most popular public spaces, including the new Memorial Stadium, Fisher Lawn, Fountain Lawn and the Armory with renewed landscaping, seating, lighting and event infrastructure.

# Pacific Science Center Courtyards & Arches

Photo circa 1960s



Expand the public heart of campus to the iconic Pacific Science Center courtyards and arches

Preserve & enhance the historic courtyards and arches

Open a new southern portal to Seattle Center on Denny Way

# Campus Gateways

## Enhance the sense of arrival to campus

Upgrade pedestrian paths to match Theater Commons

Mark campus gateways with public artwork and landscaping



*Future Thomas Street gateway concept*

WHERE  
SEATTLE  
COMES  
TOGETHER

Thank you!

For more information:  
[seattlecenter.com/vision-and-action-plan](http://seattlecenter.com/vision-and-action-plan)

