



**Seattle Center Advisory Commission
Annual Report to Mayor's Office and City Council**

For the Period: Late 2012 – December 2013

Submission Date: January 2014

Completed by: Seattle Center Advisory Commissioners

Introduction:

This annual report highlights the Seattle Center Advisory Commission's key issues, initiatives, and activities, and evaluates Seattle Center's performance targets. Going forward, the Advisory Commission will provide written quarterly reports in accordance with SMC 17.08.050.

Seattle Center Advisory Commission Key Issues / Initiatives:

Our quarterly reports will provide updates on Advisory Commission issues and initiatives. The Advisory Commission heard presentations, analyzed, discussed and took action on the following Seattle Center issues during 2013.

- Agreement with Arenaco for the temporary use of KeyArena for an NBA team during the construction period of a new arena in SODO
- Long-term future of KeyArena and Seattle Center
- North Portal and the Mercer Corridor Construction impacts on Seattle Center
- Artist at Play RFP
- Playhouse Theatre RFP
- Seattle Center three-year Strategic Business Plan
- Seattle Opera's long-term lease agreement for Mercer Arena that must be exercised by July 1, 2014
- Redevelopment of Memorial Stadium and Lake2Bay Coalition

Seattle Center Advisory Commission Activities:

Our quarterly reports will provide updates on Advisory Commission activities. The Advisory Commission participated in a wide variety of activities during 2013, all aimed at improving and supporting Seattle Center. Many of these efforts will continue into 2014.

Next Fifty Celebration

- Every member of the Advisory Commission participated in the activities of The Next Fifty celebration which was held April – October 2012. Collectively, the Commission recognized the tremendous work done by the Seattle Center Foundation and Seattle Center and sent a letter to the Wrights to express appreciation for the family's longtime and ongoing support of Seattle Center and of The Next Fifty.

Playhouse Review Panel

- A Playhouse Review Panel, comprised of Advisory Commission members, participated in the RFP process for selection of a new tenant in the Playhouse. After evaluating the proposals and interviewing the respondents, the Review Panel unanimously recommended that Cornish College of the Arts be selected as the next Playhouse tenant. The Seattle City Council approved the long-term lease agreement in December.

Key Arena

- The Commission was represented on the committee Councilmember Godden formed to study the future of KeyArena, participating in the six-month process and completing an RFQ for a consultant study. The RFQ will be released at a future date.
- Commissioners advised the Seattle Center Director during the negotiations between the City of Seattle and Chris Hansen's Arenaco for the use of KeyArena as the temporary home for an NBA team should one be acquired and moved to Seattle in 2013. In the end, a team was not available for purchase by Hansen's group, but the groundwork has been laid should this initiative move forward. We also submitted comments to SDOT, the Council and the Mayor on the Seattle Arena Draft Environmental Impact Statement in September.

Advisory Commission Retreat

- For the first time in many years, we held a retreat with Seattle Center senior staff in June to focus on issues of importance to the Commission and Seattle Center. Retreat participants considered the mission and purpose of the Commission, as well as the public perceptions of Seattle Center and optimal operating structures for the Center. Retreat objectives were to foster deeper Commission/staff relationships, examine the role of the Commission in Seattle Center operations and future planning, discuss Seattle Center operating/funding structure, make recommendations for further study, and explore ways to change the public narrative around Seattle Center. By the end of the half-day retreat, the team had identified priorities and next steps for its work together.

Artist at Play

- Two Commissioners participated on the Artist at Play RFP advisory committee and selection panel. The Artist at Play project is a partnership of Center Art LLC, Seattle Center and Seattle Center Foundation to design and fabricate a children's play area that will help reinvent and enliven up to a three-acre area within the former Fun Forest North site at Seattle Center. Generous project funding support in the amount of \$1 million plus an annual maintenance fund of \$50k/year is being provided by Center Art LLC as a public benefit commitment outlined in their 2011 Lease with Seattle Center for Chihuly Garden and Glass. The project will be awarded soon.

Mercer Arena

- After Councilmember Godden met with Commissioners in August and expressed her desire for the Mercer Arena site to be redeveloped sooner rather than later, we scheduled a briefing with Seattle Opera to learn about the redevelopment opportunities the Opera has explored. We followed up with a letter to the Seattle Opera and Councilmember Godden stating our strong

support of Seattle Opera's use of the Arena for its administrative, technical and rehearsal functions. We believe this to be the ideal use for Seattle Center, Seattle Opera and the community as a whole. However, as stated in our letter, we also feel that if the Opera does not elect to commence the lease in 2014, we will recommend that the City initiate a RFP process to identify an alternative use for the facility.

Memorial Stadium

- The Seattle Center Century 21 Master Plan imagines a transformed Memorial Stadium site as a year-round sports and entertainment venue and underground transportation hub covered by a green lid that adds significant open space to the center of the City. Negotiations with Seattle Public Schools about the future ownership of both the current Stadium and adjacent surface parking lot site seemed promising in 2009 but have since stalled. Seattle Center has also developed a scaled down, phased approach that might be more attractive to the school district in light of the stalled negotiations and funding challenges (major projects within the 20-year Master Plan, approved by Council in 2008, remain essentially unfunded). The 2014 Proposed Capital Improvement Program (CIP) includes \$270,000 for the development of a Memorial Stadium Action Plan. The Action Plan includes in-depth analysis of a range of design alternatives and provides Seattle Center staff and elected officials with detailed information to help inform future recommendations and decisions regarding redevelopment of the Stadium site. The City Council placed a proviso on these funds until the appropriate Council committee has reviewed and approved the scope of work for the Action Plan. We will work with Seattle Center staff and the Mayor's Office to address this proviso in the 1st quarter of 2014. This is also a high priority for the Lake2Bay Coalition, of which several Commissioners and former Commissioners, as well as former members of the Century 21 Committee are members.

Strategic Business Plan

- During 2013, Commissioners advised the Seattle Center Director and his executive team on their development of the Seattle Center 2013-2015 Strategic Business Plan. We will utilize our quarterly reports to Council and the Mayor's Office to provide you with updates on the plan's performance targets.

Memorial Proposals

- Other work this year included reviewing and making recommendations to the Seattle Center Director on two memorial proposals. The first proposal was to rename the International Fountain in honor of Kenichi Nakano. Although we agreed that recognizing Mr. Nakano's contributions to the redesign of the International Fountain is an excellent idea, our recommendation was for an installation of a prominently placed commemorative plaque acknowledging Mr. Nakano's contribution instead of renaming the fountain.
- The second proposal was from the *Washington State Holocaust Education Resource Center*. The organization has been given one of only 11 saplings distributed nationwide from the official "memorial tree" at the Anne Frank Memorial, and they asked if Seattle Center would consider having the tree planted and cared for longterm on the campus. We recommended that this proposal be studied further and asked Seattle Center staff to scope out and recommend possible locations on the grounds.

Seattle Center Performance Targets:

The following performance targets were established to measure achievement of the business objectives as part of the Seattle Center 2013-2015 Strategic Business Plan. Our quarterly reports will include updates on these targets.

Programs Target

- 1) KeyArena contributes \$500,000 annually to Seattle Center
- 2) Remain the top attraction in the state
- 3) 61% of campus waste diverted from the landfill annually

Place Target

- 1) Three priority maintenance projects completed by 2015 (*open space or major facility*)
- 2) Memorial Stadium agreement completed by 2015
- 3) Three ADA accessibility improvement projects completed by 2015
- 4) Complete a children's playground by 2015

Financial Performance Target

- 1) Repay municipal loan by 2017 (within same level of General Fund support)
- 2) Revenue growth of \$2,000,000
- 3) Leverage \$2 of private investment for every \$1 of public funding
- 4) 50% reduction of accounts receivable of 120 days or greater by 2015
- 5) 10% reduction in new workers compensation claims by 2015

Capacity Building Target

- 1) Three employee development programs established by 2015
- 2) Crimes against persons or property lower than neighborhood average by 2015
- 3) Five new major partner/advocates for Seattle Center by 2015
- 4) WMBE utilization goals of 21% for purchasing and 15% for consultant contracting

Current Commission Membership

<i>Name</i>	<i>Position</i>	<i>Term End Date</i>	<i>Term Number</i>
Gloria Connors , Owner, Connors & Co.	Member	9-28-2015	1
Mark Dederer , Vice President & Community Affairs Program Manager, Wells Fargo	Member	9-28-2016	2
Grace Dwomoh , Community Relations Coordinator, Zilly, Inc.	Get Engaged Member	9-1-2014	GE
Holly D. Golden , Attorney, Hillis Clark Martin & Peterson	Member	9-28-2014	1
Regina Hall , Former President & CEO, Willis of Seattle	Vice Chair	9-28-2016	4
Kate Joncas , President, Downtown Seattle Association	Member	9-28-2015	3
Jan Levy , Executive Director, Leadership Tomorrow	Chair	9-28-2014	3
Andrew Lofton , Executive Director, Seattle Housing Authority	Member	9-28-2014	3
Todd Leber , Development Manager, Seneca Group	Member	9-28-2015	1
Will Ludlam , Executive Vice President & General Manager, Edelman	Member	9-28-2015	1
Donna Moodie , Owner & Operator, Marjorie Restaurant-Mint Holdings, LLC	Member	9-28-2016	3
Sarah Rich , Marketing & Promotions Specialist, The Seattle Times	Member	9-28-2014	1
Erik Van Rossum , President & CEO, UNITEHERE Local 8	Member	9-28-2015	1
Hollis Wong-Wear , Youth Slam Series Coordinator, ArtsCorp and Operations Director, Blue Scholars	Member	9-28-2014	1
Vacant	Member	9-28-2016	
Vacant	Member	9-28-2016	