



June 21 – August 7

**SEASON OF SEAFAIR**

# COMMUNITY SIGNIFICANCE

SEASON <sup>2011</sup> of SEAFAIR

1. Seattle's Premier Summer Celebration
2. Non-profit organization with affiliated 501(c)(3) Foundation
3. Annual Economic Impact over \$80 million
4. Two million attendees/TV viewers
5. Strong tradition & new relevance
6. Great history . . . Powerful future



# FINANCIAL STATUS

1. Seafair hit hard in 2009
2. Took swift, thoughtful action
3. Strong leadership and recovery plan
4. Local businesses stepped up to multi-year sponsorships

- Albert Lee
- Boeing
- Alaska Airlines
- Oh Boy! Oberto
- Graham Trucking
- Benaroya Research Inst.
- Group Health
- Safeco
- Microsoft

Promising recovery and well-prepared for the future

## COMMUNITY PARTNERS

1. Local business partners
2. Seattle Center
3. I Love Seafair Members
4. 30 Neighborhood and Cultural Festivals
5. Gov't Agencies and Charities for Rock 'n' Roll Marathon
6. 6,000 volunteers

# ENVIRONMENTAL SUSTAINABILITY

SEASON <sup>2011</sup> of SEAFAIR

1. Recycle/Garbage Stations
2. Green Team Volunteers
3. Bike Corral
4. Food Bank pick up
5. Pre-consumer Composting
6. Grease Recycling
7. Logboom post consumer recycling
8. Light Rail to Seafair Weekend
9. Metro shuttle from Light Rail to Gate

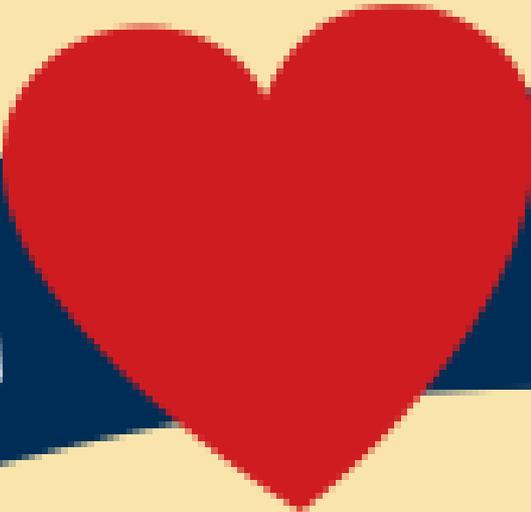
# SEAFAIR INVITATIONS TO COUNCIL

SEASON <sup>2011</sup> of SEAFAIR

1. Seafair Royalty Lunch
2. Milk Carton Derby Team Challenge
3. Seafair Sports
4. Torchlight Parade
5. Parade of Ships
6. Mayor's Reception for Flag Officers
7. Centennial of Naval Aviation Reception
8. Breakfast & the Blues Fundraiser
9. Seafair Gala
10. Seafair Weekend
  - Hydroplane Race & Air Show featuring Blue Angels





I  Seafair