

Seattle Center Director's Report

February 3, 2011

- **The Next Fifty Update**
- **KeyArena Naming Rights Sponsorship**





The Next Fifty Recap:

Takes a defining time in the city's history to bring together our communities – through imagination, innovation and involvement to look at the past, present and next fifty years.

Positions Seattle Center as a focal point of civic activity, challenging our community to engage in 8 focus areas:

- Arts, culture and design
- Sustainability
- Global Health
- Science and technology
- Learning
- Commerce and the innovation economy
- Civic action
- History (woven into all six months)

Directly involves diverse communities, including many of the region's civic and community leaders:

- 17 active committees
- Over 200 Ambassadors
- 100+ Partner Organizations, so far
- 100's of volunteers
- 1,000's participating @thenextfifty.org





The Next Fifty Update:

Steering Committee:

Met for the first time in January to more closely strategize, direct and hone six month of The Next Fifty activities.

Gift Shop:

The Next Fifty in Feb. takes over the gift shop at the base of the Monorail to support the 50th anniversary (until fall 2011).

Book:

HistoryLink has completed the writing and will complete the commemorative book for the 50th anniversary of the World's Fair for sale by October 21, 2011.

Exhibit:

Museum of History & Industry (MOHAI)'s Seattle-centric exhibit will be complemented by a traveling exhibit on world's fairs throughout history and virtual online tours.



The Next Fifty Partners (as of 2/1/11)



206, Inc.
4Culture
Advanced Computer Solutions
AEG Facilities
American Institute of Architects Seattle
Arab Center of Washington
Artist Trust
ArtsFund
Ashoka Seattle
Ashoka's Youth Venture
Association of King County Historical Organizations
Bill & Melinda Gates Foundation
Blue Marble Energy
Book-It Repertory Theatre
The Breakfast Group
Cascade Land Conservancy
The Center School
Central District Forum for Arts and Ideas
The Children's Museum, Seattle
City Arts
City Club
The Comcast Bite of Seattle
The Compleat Company Powered by Promo Shop
Creative Activities & VSA Washington
Croatia Fest Committee
Downtown Seattle Association
Encore Arts Programs
Ethnic Heritage Council
Experience Music Project
Festa Italiana, Inc.
Festival Sundiata
Filipino Cultural Heritage Society of Washington
France Education Northwest
Giant Magnet
Glass Art Society
The Green Room
Guiding Lights Network
The Haiku Society of America
Hedges Family Estate
Historic Seattle
HistoryLink.org
Hmong Association of Washington
Intiman Theatre
Iranian American Cultural Association
Irish Heritage Club
Jack Straw Productions
Journalism That Matters Pacific Northwest
JZ Works
KCTS9
Korean-American Art & Cultural Association
Leadership Tomorrow
Living Social
Michela Communications
Miller Hull
Morgan Stanley Smith Barney LLC
Museum of History & Industry
Native Lens/Longhouse Media
Northwest Folklife Festival
Office of Arts & Culture
Office of Film + Music
One Reel, Inc.
Pacific Northwest Ballet
Pacific Science Center
The Port of Seattle
The Production Network
Pyramid Communications
Ragamala, Inc.
Seafair
Sea Mar Community Health Centers
Seattle Art Museum
Seattle Cherry Blossom and Japanese Cultural Festival
Seattle Children's Theatre
Seattle Convention & Visitor's Bureau
SIFF
Seattle Mariners
Seattle Monorail Services
Seattle Opera
Seattle Public Utilities
Seattle Repertory Theatre
Seattle Shakespeare Company
Seattle Sports Commission
Seattle Storm
Seattle University Athletics
Seattle Youth Commission
ShowBrazil Productions
Sightline Institute
Small Vineyards, LLC
Socialbees
The Space Needle Corporation
Special Olympics – Washington
Tabor 100
Taller Mexicano para la Cultura y las Artes
Tet in Seattle
Theatre Puget Sound
Trenchtown Rocks
Turkish American Cultural Association of Washington
Urban Land Institute Seattle
Urban Enterprise Center
University of Washington Museology Graduate Program
The Vera Project
Vulcan Sports & Entertainment
Washington Biotechnology & Biomedical Association
Washington Chinese Arts & Culture Committee
Washington Economic Development Commission
Washington Global Health Alliance
Washington State Arts Alliance



Arena Update:

Ranked number 1 venue in PNW based on tickets sales in 2010 (*Venues Today*) and in the top 50 globally by *Pollstar*.

Attendance grew from 405,633 in 2009 to 578,042 in 2010 (30% ↑) and events from 86 to 109 (26% ↑).

Hosted 12 sold-out events in past 12 months and held the 37th highest grossing concert in the world, Elton John and Billy Joel.

WNBA Seattle Storm, Seattle University Men's Basketball and Rat City Rollergirls continue in 2011 to call the arena their home.

2011 concerts confirmed to date: Eric Clapton, Katy Perry, Keith Urban Michael Jackson THE IMMORTAL World Tour by Cirque du Soleil, Rock & Worship Roadshow 2011.

Will host 15,000 delegates at the Lions Club International in 2011 and NCAA 2013 Volleyball Championships (Final Four).

Levy Restaurants, a leader in premium sports and entertainment dining, is earning accolades since take over concessions in 2010.



Arena Naming Rights:

KeyBank naming rights sponsorship of KeyArena expired on Dec. 31, 2010, and KeyBank declined to renew the contract.

KeyBank sponsorship began in 1995 following a major venue renovation, ended contractually with the departure of the NBA and was re-instated for a period of two years thereafter.

KeyArena signage will remain in place until a new naming rights sponsor is secured.

The KeyBank sponsorship level dropped from \$1.25 million in 2008 to \$300,000 in 2010.

Seattle Center staff is actively exploring potential new naming rights partners.

Additional arena partners include: AEG Facilities, Live Nation, Coca-Cola, Ticketmaster, WNBA Seattle Storm, Seattle University Men's Basketball and Rat City Rollergirls.

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