

Seattle Center Director's Report

March 10, 2011

- **Center House Food Court Renovation**
- **Highlight – Seattle Center Festál Update**



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Center House Food Court LOI

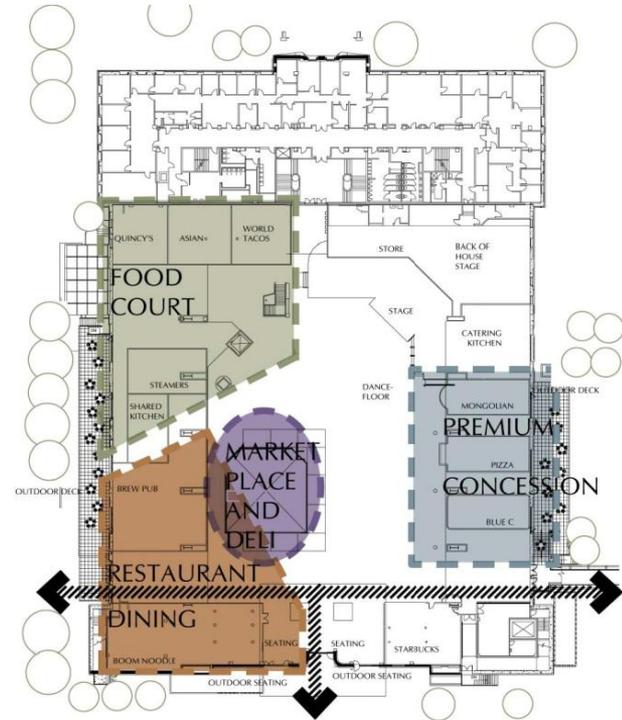
Seattle Center signed Letter-of-Intent with Lancer Hospitality on Feb. 28 to renovate Food Court area and serve as master concessionaire.

LOI clears the way for negotiated conclusion of construction and concessions issues.

LOI covers food service in Center House and some satellite location on campus.

Extent of renovations will require closure of the Food Court area beginning later this year.

Redevelopment goals are consistent with the Century 21 Master Plan Food Court vision as an active, open, sun-filled hub accommodating a dynamic mix of Programs, services and food options.



Center House & Landmark Approval

Center House, a landmark building (exterior and volume of interior space), was granted a Certificate of Approval by the Landmarks Preservation Board on Mar. 1 to make building changes in four project areas:

- Demolition of “joints” on east side of building and widening of 4 windows
- Construction of a deck on the east edge of Center House
- Construction of a deck on the west edge of Center
- Extension of glass windows to the floor on the south end, with restaurants set back on each side, to create indoor/outdoor eating, open up views and allow light into Center House



East Side Center House with New Deck from NE

Center House Communication & Mitigation

SC is working with Center House merchants on interim food service opportunities outside of Center House (through summer of 2011).

Internal Task Force meets regularly on operational issues related to construction, opening and operations of an upgraded Food Court.

Project staff meets regularly with close-in stakeholders to discuss and resolve construction impacts.

SC staff communicates regularly with Center House and campus tenants to inform them of Food Court changes, timelines and impacts.



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Now in its 23rd year, Seattle Center Festál is the largest and longest running community outreach effort produced by Seattle Center, with 21 festivals offered in 2011:

- **Tet Festival - Vietnamese Lunar New Year**, January 29 - 30
- **Irish Week Festival**, March 12 - 13
- **Seattle Cherry Blossom & Japanese Cultural Festival**, April 1 - 3
- **Asian-Pacific Islander Heritage Month Celebration**, May - 1
- **Spirit of West Africa**, May 7
- **A Glimpse of China - Chinese Culture and Arts Festival**, May 21
- **Northwest Folklife Festival**, May 27 - 30
- **Pagdiriwang Philippine Festival**, June 4 - 5
- **Festival Sundiata - African-American Festival**, June 11 - 12
- **Iranian Festival**, June 18; **Bastille Day - A French Celebration**, July 10
- **BrasilFest**, August 14; **Tibet Fest**, August 27 - 28
- **Live Aloha Hawaiian Cultural Festival**, Sept. 11; **Seattle Fiestas Patrias**, Sept. 17 - 18
- **The Italian Festival**, Sept. 24 – 25; **CroatiaFest**, Oct. 2
- **Arab Festival**, Oct. 8 – 9; **TurkFest**, Oct. 15 - 16
- **Dia de Muertos - A Mexican Celebration to Remember Our Departed**, Oct. 29 - 30
- **Hmong New Year Celebration**, Nov. 5



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Seattle Center partners with ethnic community groups to provide opportunities for them to produce and present enriching, non-political celebrations.

Festál showcases the cultural and ethnic traditions of our region's heritages for enjoyment and enlightenment of the larger community.

We offer space, technical assistance, mentoring and promotion of the Festál events.

Monthly Festál presenter meetings provide a place to share ideas and expertise on producing and promoting cultural events.

Festál takes on "incubator" festivals occasionally, such as Indigenous Peoples Day on Aug. 13, and others who desire to be part of roster.



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The Festál program was selected in 2010 as one of 7 arts organizations in Washington State to be a part of the Arts Participation Leadership Initiative.

This innovative, four-year arts funding partnership with Wallace Foundation and Washington State Arts Commission is designed to develop the skills and expertise of arts organizations to build arts participation.

Festál received a \$10,000 grant to develop strategies for involving younger people from ethnic communities in the Festál.

The funding enables better use of social media and other popular technologies to engage young people.



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