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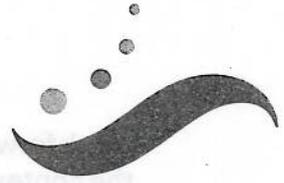
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SEATTLE AQUARIUM

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June 12, 2012

Honorable Sally Bagshaw
Chair, Parks and Neighborhoods Committee
Seattle City Council, City Hall
600 Fourth Avenue
Seattle, WA 98104

RE: Seattle Aquarium Results for 2011

Dear Councilmember Bagshaw:

I am pleased to be invited, along with Parks Superintendent Christopher Williams, to brief the City Council Parks and Neighborhoods Committee on June 21 about our 2011 program and financial results. In the Operations and Management Agreement negotiated between the City and the nonprofit Seattle Aquarium Society, we laid out a series of planning and reporting obligations; Section 16 of the Agreement calls for us to provide a briefing to the City Council on our Annual Report for the preceding fiscal year. Per the Agreement, I am enclosing two reports on the Seattle Aquarium's 2011 program and financial results, as well as a conceptual design of the Aquarium's long-term expansion plans which I will mention in the context of the City's Waterfront planning efforts and the construction of the seawall.

The first two years of the nonprofit agency's operation and management of the Seattle Aquarium have gone smoothly. In May, 2011 we completed our 2011-30 Strategic Plan (copies of which I handed out last July) and began to work on four critical initiatives called out in the Plan. In 2011 we increased our ticket prices by \$2.00 for adults and by \$1.00 for children. This was done in the context of our need to maintain our programs without any City subsidy or our having to lay off City staff. We have not experienced a reduction in demand as measured by annual gate attendance and, relative to our regional peer institutions as well as national comparables, we remain "in line" from a pricing perspective.

We have chosen to direct our primary outreach efforts to those least able to afford the Aquarium by joining with the City of Seattle and human service organizations in the King, Pierce and Snohomish County areas to broaden access to the Aquarium by offering their constituents over 20,000 complimentary tickets each year. We have strengthened our Community Ticket program by leveraging the connections of our 13 partner service agencies (list enclosed) to increase the number of low income families who can visit the Aquarium. In 2011 we increased our community outreach admissions by 36% and we're doing even better this year. For the first five months of 2012, we have a 66% increase in tickets issued, and a 17% increase in tickets redeemed compared with the same time period in 2011.



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I look forward to discussing our program and financial results with the Committee in the context of our mission: Inspiring Conservation of our Marine Environment, and our central role on the City's wonderful new Waterfront.

Sincerely,



Robert W. Davidson
President and Chief Executive Officer

Enclosures

- cc: Councilmember Jean Godden, Vice-Chair, Parks and Neighborhoods Committee
Councilmember Tom Rasmussen, Member, Parks and Neighborhoods Committee
Councilmember Richard Conlin, Alternate, Parks and Neighborhoods Committee
Christopher Williams, Acting Superintendent, Seattle Parks and Recreation
Terry McLaughlin, Chair, Seattle Aquarium Board of Directors
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Karen Gates-Hildt, Member, Seattle Aquarium Board of Directors