



## Planning → Strategy → Action

Successes in 2014 derive from the Seattle Center Strategic Business Plan, which evolves and enriches the operational, financial, physical and programmatic elements of the Center to grow its capacity to live into its purpose:

*To create exceptional events, experiences and environments that delight and inspire the human spirit to strengthen communities far into the future.*

In 2014, over 40 strategic action team initiatives resulted in:

- New programming that responds to the city's changing demographics;
- Reimagined service and event spaces;
- New sponsorship and community partnerships;
- More nimble and responsive business practices;
- Improved internal capacity to fulfill established goals.

# Strategic Business Objective 1:

## Programs

Create, support, and deliver compelling public events that draw in our diverse community as a core line of business.

### Highlights:

Seattle/King County Clinic with Remote Area Medical,  
October 23-26 at KeyArena

Seattle's Best Damn Happy Hour,  
3<sup>rd</sup> Thursday of each month at Seattle Center Armory

Continuing cultural and public programming for the community,  
Over 400 free and affordable and events in 2014



FESTÁL 2014



Seattle Center  
WINTERFEST

# Strategic Business Objective 2:



## Little Artists at Play

Share your story about **SOUND**

Hum *Buzz* Echo **Thud** *Tinkle* **Clank** *Splash* Silence



## Place

Undertake maintenance and redevelopment projects that support Seattle Center Century 21 Master Plan principles, enhance the vibrancy of this unique civic space and sustain it for many years to come.

### Highlights:

- Armory Loft and Seattle Center Information Center Renovations
- Artists at Play Community Outreach
- Art Installations through partnership with Office of Arts & Culture
- Access and mitigation through SDOT/WSDOT coordination

# Strategic Business Objective 3:

## Financial Performance

Set and meet prudent financial goals to build reserves, leverage private investment and seize new opportunities.

### Highlights:

KeyArena and Marion Oliver McCaw Hall events and operational profits

Impressive improvements in the department's cash position

WMBE goals exceeded



# Strategic Business Objective 4:

## Capacity Building

Maximize all internal and external assets, services and resources that help us to meet our business objectives and thrive long into the future.

### Highlights:

Leadership at the Center and Seattle Center Speaks

Seattle Center Ambassadors Pilot Program

Sponsorships and strategic partnerships



**Uplifting  
your service**



# Seattle Center Highlights in 2015

Opening of Artists at Play, Spring 2015

Seattle/King County Clinic – Year 2, Fall 2015

Completion of KEXP 90.3fm headquarters in former Northwest Rooms, Winter 2015

