



Renewed, Revitalized, and Positioned for Success

- Built as a National Guard Armory in 1940, the building is now over 70 years old;
- Seattle Center Century 21 Master Plan focused on the Armory as “The Center of the Center,” a welcoming, active hub, connecting people and campus destinations;
- Following the principles of the master plan, work began in 2011 to renovate the building and reveal its essence;
- Partners Levy Restaurants and Graham Baba Architects helped to attract local food vendors;
- The re-imagined atrium opened in time for the Next 50 in 2012;
- In 2013 and 2014, Seattle Center undertook additional measures to position this historic, multi-use facility for a thriving future.



Seattle Center Armory

Multiple Purpose Facility

Seattle Center Armory accommodates a truly remarkable range of functions, organizations, events and activities:

- Public gathering place;
- Program venue for 23 Seattle Center Festál cultural festivals;
- Home to Center School and The Academy of Interactive Entertainment;
- Theatre Puget Sound training and theatre facility;
- Primary performance space for Book-It Repertory Theatre and Seattle Shakespeare Company;
- Pre-concert/post-activity/tourist destination featuring fresh, fun and authentically local eateries;
- Seattle Children's Museum activity and exhibit space;
- Revenue-generating commercial event space (newly renovated Loft);
- Administrative Offices for Seattle Center;
- Place of employment for workers at 13 Armory atrium food vendors;
- Place of shelter and rest for homeless community members.



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Capital Improvements Enhance Public Spaces



Renovation of the Armory Food Atrium in 2011 demolished thick outer walls, installed storefront windows and doors and an outdoor deck, exposed original black support beams, and eliminated substantial visual chaos to provide a suitable backdrop for the range of program offerings in the massive space.



Interior spaces began to take shape as the new tenants arrived in 2012 and built out their eatery spaces, investing thousands more in capital upgrades.

Long needed restroom renovations in 2013 and 2014 brought these amenities up to modern day standards for the millions of patrons they serve each year.



A new Customer Service/Information Center opened in 2014 reflects the Center's focus on providing amazing, uplifting service to campus visitors.

Renovation of the neglected Armory Conference Center in 2014 now offers an appeal modern aesthetic, brighter and more flexible event spaces and technology upgrades that potential clients expect.

New Management Model Improves Organization

Armory Strategic Business Plan guides policies pertaining to the building and identifies primary focus of food area (food, entertainment, and information) as well as multiple functions of the facility;

Armory Operating Board more closely aligns work groups responsible for Armory upkeep, operations, service and continued viability to increase coordination and efficiencies and decrease expenses;

More hands-on, full-time management of food vendors produces quality, selection and service that create outstanding visitor experiences and increase food revenues;

The new model was made possible by the building renovations that enabled the Armory to retool and refocus, secured public resources to leverage private dollars, and initiated the capital investment necessary to provide for the building's financial success far into the future.



Seattle Center Armory Atrium



Pre- and Post-Renovation Sales and Revenue

Pre-renovation

Year	2007	2008	2009	2010	2011 ¹
Sales	7,483,373	7,185,936	7,057,171	6,627,391	5,659,693
Revenue	875,001	843,388	841,950	841,119	678,497

¹ In 2011, the number of merchants was lower because the remodeling project had begun.

Post-renovation

Year	Actual				Projected		
	2012	2013	2014	2015	2016	2017	2018
Sales	6,824,850	8,293,829	9,210,412	10,482,139	10,287,000	10,801,350	11,341,418
Revenue	769,429	784,105	836,870	977,466	1,022,152	1,053,434	1,106,105



Strategies for Continued Success

Continued development of internal capacity to manage food operations, building maintenance and ongoing operations;

Continued efforts to identify revenue generating activities, such as private events, in the food atrium;

Increasing focus on potential of The Loft spaces as an important revenue-generating area of the building;

Regular assessment and adjustments to respond to changing customer and client demographics, needs, and preferences;

Continued efforts to secure sponsorships and partnerships in support of public programming and other activities in the building;

Ongoing capital investment to maintain a competitive standard of appearance, amenities, functions and technology.

