



2013 ANNUAL REPORT

WASHINGTON STATE
CONVENTION CENTER
PUBLIC FACILITIES DISTRICT

JAN 1, 2013 - DEC 31, 2013





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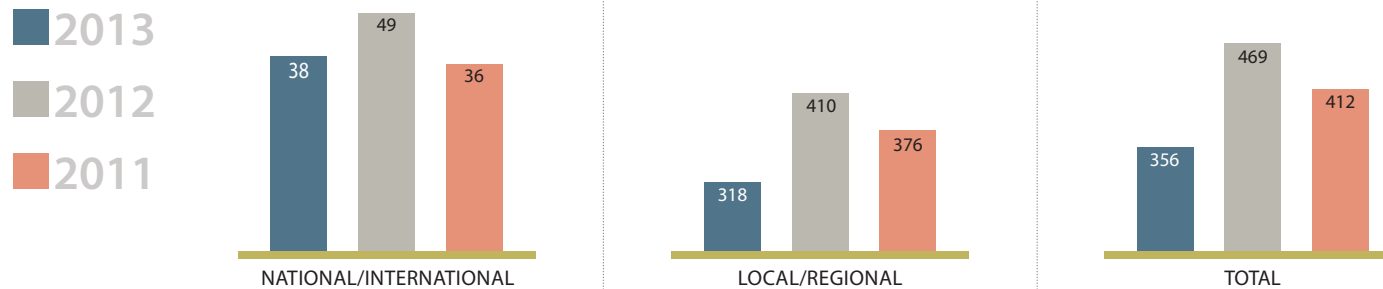
COVER & INSIDE PHOTOS BY WALTER HODGES
REPORT DESIGN BY LUCINDA KRUY
REPORT COORDINATION & MANAGEMENT BY MARSHA ENGELSBERG

Financial Highlights

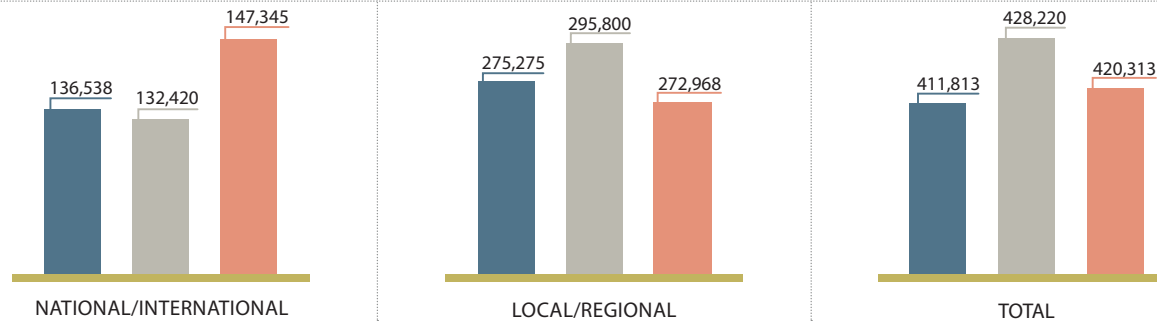
FISCAL YEAR	2013	2012	2011
OPERATING REVENUES	\$37,457,569	\$36,768,969	\$34,443,770
OPERATING EXPENSES [†]	(\$37,269,922)	(\$35,085,483)	(\$33,828,168)
OPERATING INCOME (GAIN)	\$187,647	\$1,683,486	\$615,602

For fiscal 2013, WSCC continued its **historic pattern of operating in the black**, a statement very few convention centers can make.

NUMBER OF EVENTS



EVENT ATTENDANCE



Spending by out-of-state attendees attending events at the Washington State Convention Center since its opening in 1988 has reached

\$4.4 billion.

In fiscal 2013, spending by out-of-state attendees added an average of

\$857,553

per day to Washington's economy, and directly generated an estimated

3,176 jobs*.

*THIS NUMBER REPRESENTS FULL-TIME EMPLOYMENT

[†] Operating expenses do not include the non-cash \$10.7 million Depreciation & Amortization shown in WSCC GGAP financial statements, Statement of Revenue, Expenses and Changes in Net Position.

A message from Governor Jay Inslee



As Governor, my vision for Washington is a highly desirable, prosperous, healthy state that draws visitors and potential new industry, while supporting local businesses.

To realize this vision, we need to focus on the state's economic development and create new employment opportunities. The Washington State Convention Center has historically been instrumental in achieving both of these goals. The Center has generated \$4.4 billion in out-of-state spending in the past 25 years and has provided countless employment opportunities in Seattle and around the state.

The Convention Center's food program sources local and sustainable food and beverages from Washington growers, farmers and suppliers. In 2013, over 600 cases of Washington apples and over 7,000 bottles of local wine were

consumed through the WSCC food program. A high demand for Washington-grown food and wine leads to greater employment numbers and a more stable economy throughout the state.

Congratulations on another year of exceptional service, and please accept my best wishes for continued success in the years ahead.

Very truly yours,

A handwritten signature in black ink, appearing to read "Jay Inslee".

Jay Robert Inslee
Governor of Washington

A message from King County Executive Dow Constantine



With a worldwide reputation for innovation and entrepreneurship, King County is the ideal destination for national and global assemblies – if we only had the facilities large enough to host them.

The Washington State Convention Center ranks 55th in size across the U.S. The Center has to turn away almost as much business as it books. To draw conventions and meetings to the region, we need a facility that can accommodate more and larger gatherings throughout the year.

I will continue to work for the much-needed expansion of the Convention Center, in partnership with the Washington State Convention Center Board. A new state-of-the-art facility would bolster the local workforce, creating thousands of new jobs in construction and in hotels, restaurants, retail, and hospitality.

This is an important year for Convention Center expansion, as more of the pieces fall into place. With the purchase of the Honda property, the hiring of project managers, and the establishment of crucial timelines, construction on a new facility could begin as early as 2017.

King County's economy is getting back on track after the recession, as shown by recent employment numbers and the increasing number of Fortune 500 companies that choose to do business here. The Washington State Convention Center plays a critical part in our growing economy, and I am proud to be one of its strongest advocates.

Sincerely,

A handwritten signature in black ink that reads "Dow Constantine". The signature is written in a cursive, slightly stylized font.

Dow Constantine
King County Executive

A message from Seattle Mayor Ed Murray



Seattle is a special place to live. Leaders, visionaries, artists, educators, public servants, entrepreneurs and risk takers all choose to live here, making Seattle one of the most innovative, diverse cities in the U.S. Washington State Convention Center has been instrumental in the health of the city by its many cultural and financial contributions.

Since the 1988 opening of the Convention Center, almost \$273 million has been contributed in sales taxes to the state from delegate spending, and almost \$163 million has been provided in benefits to local institutions. The Center helped create the Jim Ellis Freeway Park which connects First Hill to Downtown and provides a beautiful downtown green space. The Convention Center developed low-income housing, and has strengthened local business and continues to create demand for a thriving downtown dining, theater and retail scene.

The Center is now facing a major challenge. Simply put, the national convention industry has outgrown the Center and conventions are looking elsewhere to hold events and meetings. A practical solution lies in the creation of a new

facility, which will create jobs, add new revenues to the city, and enhance downtown Seattle and adjoining neighborhoods. The only way to achieve an undertaking of this magnitude is by thoughtful, considerate collaboration between the Convention Center, city, county and state government entities, local businesses and residents.

A new facility will benefit Seattle by increasing new development, continuing to feed a thriving local economy, and strengthening the connection to adjoining neighborhoods. I am excited to be a part of this tremendous opportunity and want to thank the board of directors and staff of the Washington State Convention Center for helping to make Seattle the thriving, vibrant city that it is.

Sincerely,

A handwritten signature in black ink, appearing to read "Ed Murray". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

Ed Murray
Mayor of Seattle

The State of the Convention Center



2013 proved to be a busy, strong and profitable year for Washington State Convention Center. As the national economy strengthened, large convention shows kept the building filled most of the year. As a result, space opportunities for local meetings and events were relatively limited, but the Convention Center sales staff excelled in booking smaller meetings on shorter timelines, filling in the gaps. The fact that the Convention Center had such a stable year demonstrates that Seattle is still a very vibrant and alluring city for both local and national meeting industries. In addition to continued financial success, WSCC maintains strong relationships with Visit Seattle, the local hospitality industry and downtown retailers. These vital partnerships bolster the Seattle meeting experience as a whole and contribute to our success at attracting national convention and meeting planners.



While the past year was very successful, marketing the Convention Center was still a significant focus in 2013. A strong marketing effort is crucial for creating consistent messaging and brand recognition, which in turn solidifies our presence in the industry, draws in new business and allows the Center

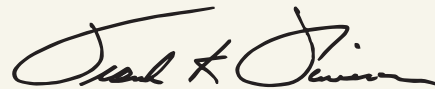
to strategically pursue sales opportunities. A key step in strengthening our marketing efforts is the initial effort towards the development and implementation of a new website for WSCC. The new site will have a seamless user experience that will make the process of obtaining information, booking meetings and attending events simpler and easy to navigate.

Another key accomplishment for Fiscal Year 2013 was the completion of a facilities renovation project, which will keep the building in first-class condition after 25 years of operations. The two-part effort consisted of an initial \$21 million investment, used to purchase new furniture, install carpeting and wall furnishings, create cozy lounge spaces, and implement digital signage and new way-finding. Other renovations included a complete overhaul of all restrooms and the creation of an elegant executive conference room. The second part of this multiple year project was to create a major capital projects program that outlines major maintenance items that need to be addressed and identifies an annual list of projects that need to be completed over the next five years. The board established a funding mechanism of \$4 million

per year to pay for these annual projects and provide necessary funding for the facilities' future needs. This new program allows for continuous system upgrades, such as lighting controls, conversion to environmentally friendly energy methods, and upgrades in the garages. Building upgrades are essential for maintaining a sustainable, efficient building and keeping recurring maintenance costs to a minimum. A state-of-the-art facility keeps current clients motivated to return to the Center, draws potential retailers who generate revenue for the Center and provides services to our clients and the downtown neighborhoods.

Perhaps the most significant focus of 2013 was the effort put forth toward expansion of the Washington State Convention Center, which included the purchase of the Honda properties on Olive Way. This purchase represents a significant step forward in the Board's efforts to keep all of its options open in the pursuit of a much needed expansion program to host more delegates and larger conventions. As it

Sincerely,



Frank K. Finneran
Chairman, Board of Directors

stands, national conventions that do not fit in the current building are forced to look to other cities, such as Vancouver, Denver or Portland. Local businesses will be strengthened by the economic impact of the new opportunities provided by increased delegate spending at an additional convention and meeting facility. The Seattle hospitality industry will benefit from the influx of new out-of-state visitors drawn to the new facility—this growth will create new jobs in the downtown core, which will have a ripple effect throughout the region and the state.

2014 will see a continued effort in determining the feasibility of additional expansion. Design and project management teams will be retained and an environmental impact statement for the potential development project will be prepared so the Board can make strategic decisions about the future operations of the Center. If expanding the Washington State Convention Center makes sense and can be financed, construction could start in early 2017.



Jeffrey A. Blosser
President and Chief Executive Officer



Emerald City Comicon returned to WSCC for its sixth year. It generated nearly \$500,000 in revenue and over 5,000 room nights.

DANA NEELY

Convention Center Operations - DEPARTMENTAL REPORTS

PARKING

- Revenue from the two WSCC parking garages came in at **\$3,775,712** in 2013.
- The main garage boasts a steady occupancy rate.
- Popular consumer shows such as the Northwest Flower & Garden Show, Seattle Wedding Show and Emerald City Comicon draw large regional audiences that often fill the garages to capacity.

FACILITY SERVICES

- WSCC contracts with three independent vendors to provide in-house technical services for meeting and tradeshow clients: audio visual; internet & telecommunications connectivity and electrical services.
- Revenues from facility services were **\$2,311,036** in 2013.

FOOD SERVICE

- Food service revenues reached **\$15,693,512** in 2013.
- ARAMARK, the exclusive food service provider since the facility opened in 1988, continues to work closely with WSCC to provide the highest quality products and services to clients.
- A large portion of the food and beverage items served at WSCC is locally sourced and sustainable. ARAMARK's waste-reduction programs are award-winning.

PROCUREMENT

- WSCC has long been committed to using a broad range of businesses in the procurement of its goods, services and equipment. As a member of the State of Washington's purchasing cooperative, WSCC advertises its major solicitations to a diverse set of potential suppliers, and can also take advantage of state-administered contracts. In addition, the Center has relationships with a number of minority- and women-owned business enterprises (MWBE) which are used on a regular basis.

“ In 2013, Macy's downtown Seattle store saw an increase in visitor sales of **13.9%** from last year. This number not only includes leisure travel visitors, but is directly correlated with the **number of convention groups and attendees that were in the area.** ”

Specifically during the Association for Research and Vision and Ophthalmology (May 4-9), The American College of Emergency Physicians (Oct. 13-17) and The American Academy of Ophthalmology (Oct. 23-26), Macy's saw store sales **increase between 3%-18%** overall during the span of the conferences. ”

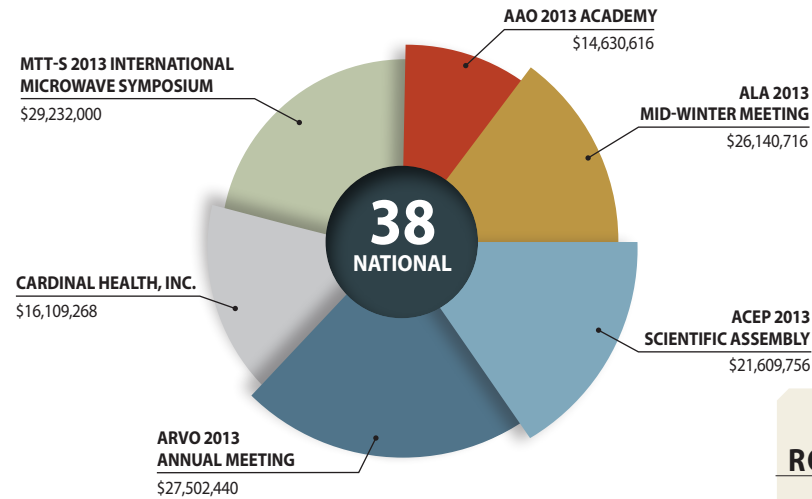
Lesley Makishima,
Manager, NW Region, Tourism Marketing & Development,
Macy's Inc.

National/International & Local/Regional WSCC Events

NATIONAL/INTERNATIONAL: 136,538 ATTENDEES

NATIONAL/INTERNATIONAL = visitors from across the country and around the world attending a convention or conference.

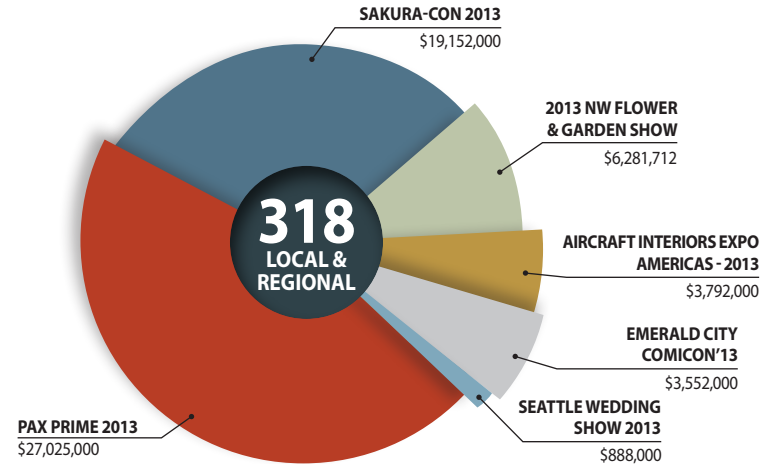
GENERAL ECONOMIC IMPACT OF THE TOP SIX NATIONAL/INTERNATIONAL EVENTS FOR 2013



LOCAL/REGIONAL: 275,275 ATTENDEES

LOCAL/REGIONAL = visitors from across Washington and the Puget Sound region attending a convention, consumer show, banquet or meeting.

GENERAL ECONOMIC IMPACT OF THE TOP SIX LOCAL/REGIONAL EVENTS FOR 2013



2013 ROOM NIGHTS



ROOM NIGHTS ARE THE NUMBER OF HOTEL ROOMS BOOKED

in the city for conventions on a per-attendee basis.








NATIONAL/
INTERNATIONAL
ROOM NIGHTS:
297,623

LOCAL/REGIONAL
ROOM NIGHTS:
44,186

- **NINE NATIONAL CONVENTIONS FILLED THE ENTIRE FACILITY.** Several events chose to reduce their convention size in order to fit into the WSCC facilities.
- **18 OF THE 38 NATIONAL CONVENTIONS** have previously held events at WSCC and **CHOSE TO RETURN IN 2013**, including:
 - **AMERICAN SOCIETY OF TRANSPLANT SURGEONS** (over 4,700 attendees and 13,300 room nights)
 - **THE INTERNATIONAL MICROWAVE SYMPOSIUM** (over 8,500 attendees and 10,000 room nights)
 - **AMERICAN LIBRARY ASSOCIATION** (nearly 11,000 attendees and 19,800 room nights)
 - **CARDINAL HEALTH, INC.** (over 6,600 attendees and 16,400 room nights)
 - **AMERICAN COLLEGE OF EMERGENCY PHYSICIANS** (nearly 9,000 attendees and 18,400 room nights)
- Several groups will not be able to return to Seattle unless a larger WSCC facility is built to accommodate their growing size
- High profile conventions worth noting include:
 - **NATIONAL LEAGUE OF CITIES CONGRESS OF CITIES** (3,500 attendees and over 10,000 room nights)
 - **THE AMERICAN VOLLEYBALL COACHES ASSOCIATION NATIONAL CONVENTION** (nearly 30,000 total room nights)

- **THREE LOCAL/REGIONAL CONVENTIONS FILLED THE ENTIRE FACILITY**, including:
 - **PENNY ARCADE EXPO (PAX) PRIME 2013** (over 25,000 attendees and 17,500 room nights)
 - **EMERALD CITY COMICON** (over 38,364 attendees and 5,000 room nights)
 Both expressed the need for a larger facility in order to continue to hold their event at the WSCC in the long-term.
- **MORE THAN 60% OF THE LOCAL/REGIONAL CLIENTS** chose the WSCC as the **PREFERRED VENUE FOR THEIR ANNUAL EVENTS**, including the Seattle Wedding Show, Teamsters Local 117 Meeting, Alzheimer's Regional Conference, Special Olympics of Washington Breakfast of Champions, and Forterra Annual Awards Breakfast
- Several local/regional events worth noting include:
 - **THE NORTHWEST FLOWER & GARDEN SHOW**, which celebrated its 25th year at the WSCC in 2013 (60,000 attendees, more than 2,500 room nights)
 - **THE MOYER FOUNDATION**, which held its Annual Giving Luncheon at WSCC in 2013 (over 400 guests); the Luncheon will be returning in 2014
 - **THE WASHINGTON BIOTECHNOLOGY AND BIOMEDICAL ASSOCIATION**, which returned to WSCC in 2013 for its annual Life Science Innovation Northwest conference (over 800 attendees)

Economic Benefits from Out-of-State Attendance at WSCC Events

	LODGING _____	\$138.5 MILLION
	FOOD & BEVERAGE _____	\$73.6 MILLION
	ENTERTAINMENT (tours, recreation, sporting events) _____	\$5.6 MILLION
	TRANSPORTATION _____	\$20.7 MILLION
	GENERAL RETAIL _____	\$19.3 MILLION
	MEETING SERVICES (equipment, advertising, technology) _____	\$55.3 MILLION
	TOTAL SPENDING _____	\$313.0 MILLION

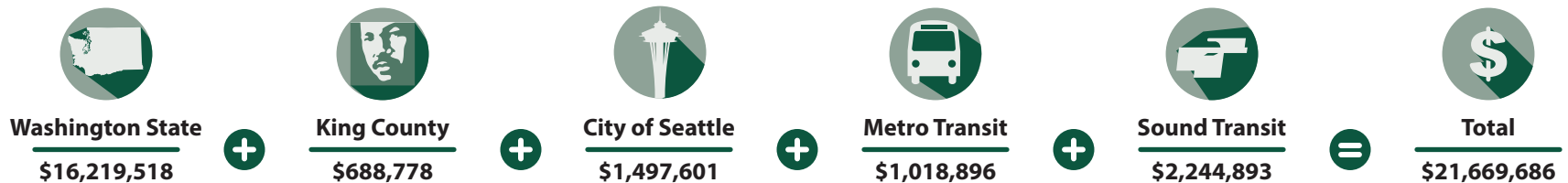
Spending by out-of-state event attendees and exhibitors has been calculated at
\$313,006,926 for 2013.

In a period of tight transit funding and bus route reductions, it is good to know that in 2013...

**out-of-state
 WSCC convention
 attendees paid
 over \$3.2 million
 in sales taxes that directly supported
 King County Metro
 Transit and Sound
 Transit.**

Sales Tax Receipts

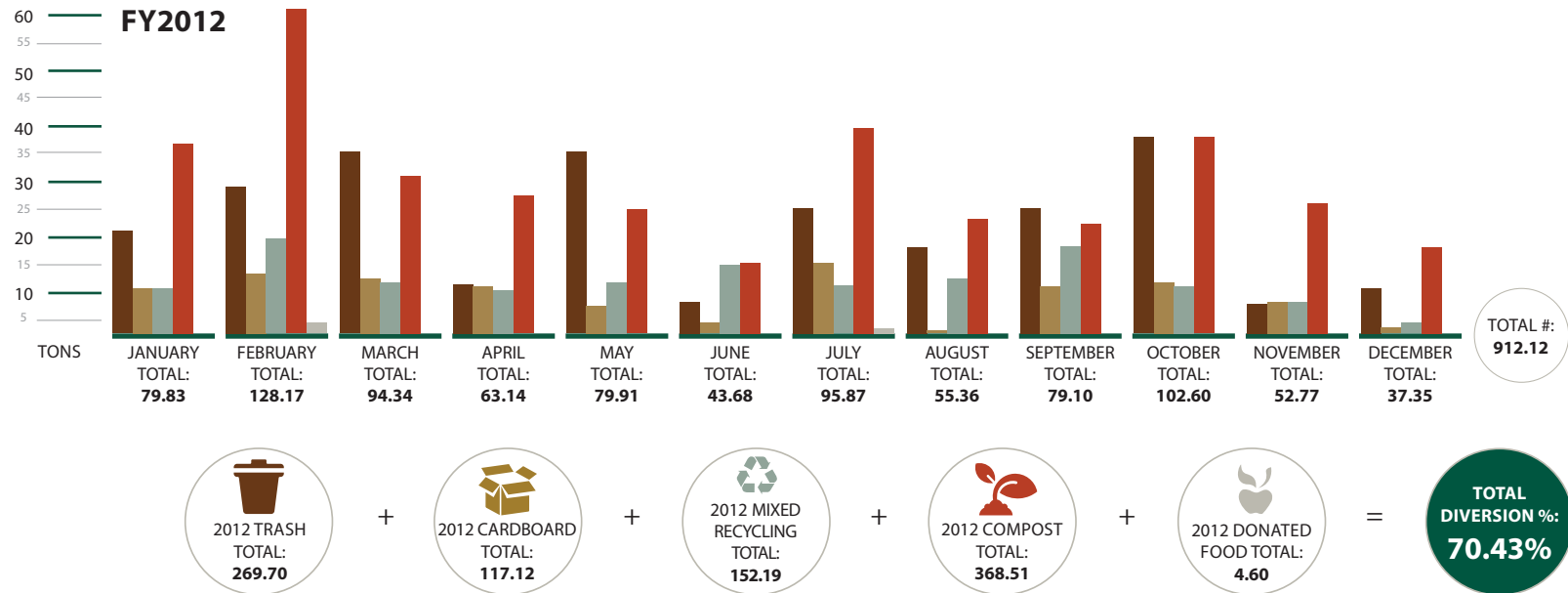
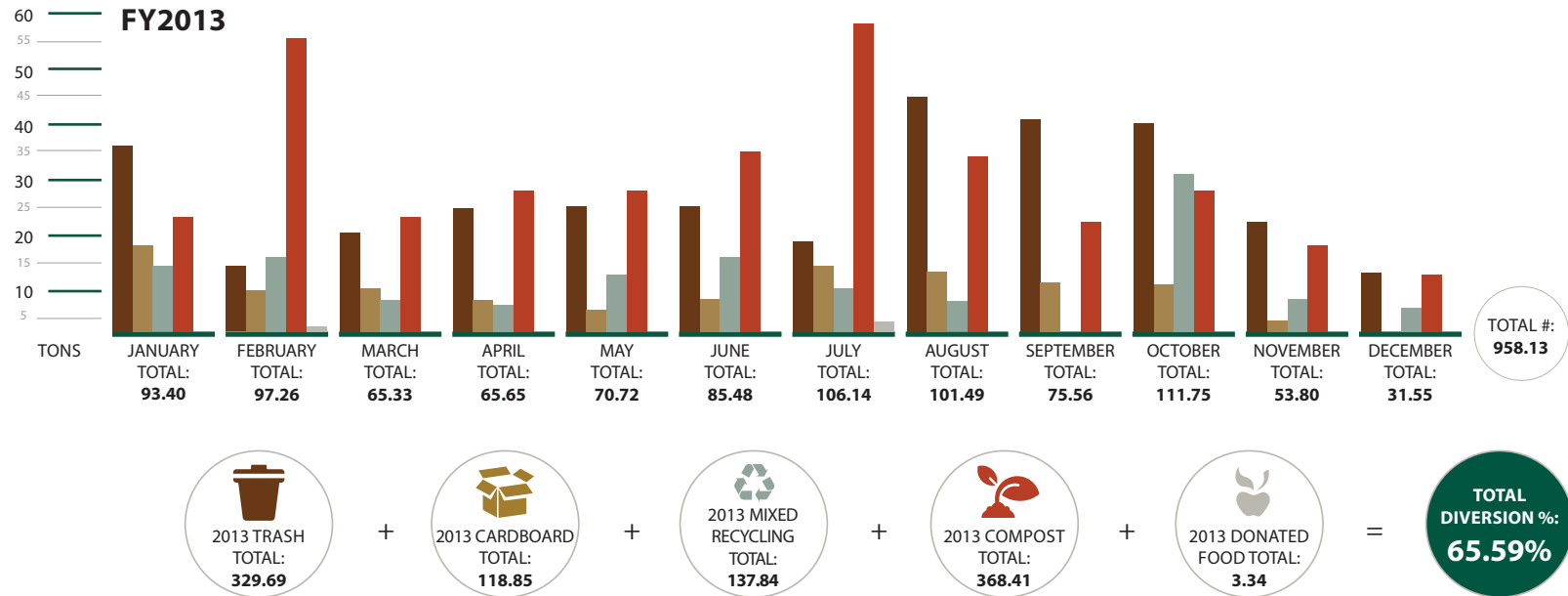
Sales tax receipts generated from the spending by WSCC attendees from outside of Washington added up to over **\$21.6 million during 2013**. This is in addition to the \$9.2 million in lodging taxes generated to defray the costs of building the Convention Center and to market Seattle and Washington State to potential future meetings, tradeshows and conventions.



Economic benefit calculations are based on the ExPact impact model from Destination Marketing Association International.

Waste Diversion

A substantial portion of the waste generated by WSCC was diverted from the King County trash stream to be recycled or composted. The following graphs show diversion amounts in tons.





A sunny afternoon lights up the beautiful, iconic South Lobby which opens onto the Jim Ellis Freeway Park.

Convention Center Operations - **OUTREACH**

Strengthening the state's economic vitality is only one role of WSCC. Civic initiatives have, and always will, remain an important mandate. The WSCC organizational outreach objectives of community, inclusion, marketplace and staff for 2013 are fundamental to the Center.

COMMUNITY

- WSCC received its fifth Washington State Wine **AWARD OF DISTINCTION**. WSCC remains the only convention or meeting facility in the state to receive this award.
- WSCC staff members painted **SIX PIECES OF ARTWORK** in four different designs that were donated to five local non-profit organizations in the Seattle area: Childhaven, the Stewart House at the Pike Place Market Foundation Plymouth Housing Group, Solid Ground and Neighborhood House.
- WSCC's Chef José Chavez participated in **FARESTART'S GUEST CHEF NIGHT**, a weekly event that provides FareStart students the opportunity to work with Seattle's premier chefs. Chef Chavez worked with FareStart's students to create a three-course dinner in the restaurant at 7th & Virginia.
- The Convention Center hosted Cardinal Health's RBC annual meeting for community pharmacists in August. ARAMARK supported the **DONATION OF 430 TREE AND SHRUB SAPLINGS** valued at \$4,000 from Cardinal Health to Mountains to Sound Greenway. The saplings were planted across Western and Central Washington.
- The "**TWINKLE TWINKLE FREEWAY PARK**" celebration took place on December 6th in the Jim Ellis Freeway Park. This ceremonial lighting of trees was sponsored by the Freeway Park Association (FPA), of which the WSCC is an active and dues-paying member. The FPA provided hot chocolate and s'mores, and the Dickens Carolers serenaded attendees with seasonal music. The lights remained active during the dark winter months, providing a bit of visual appeal and security.

INCLUSION

- In Fiscal 2013, **23 NEW EMPLOYEES WERE HIRED AT WSCC**, of which 39% were female and 43% were minorities. Job postings were sent to over 100 community-based organizations and ads were placed in The Seattle Times, The Seattle Medium, International Examiner, El Siete Dias and The Skanner newspapers.
- Overall **MWBE UTILIZATION** by the WSCC for fiscal 2013 is as follows:

YEAR	TOTAL \$	TOTAL %	MBE \$	MBE %	WBE \$	WBE %
2013	\$ 662,238	4.1%	\$ 402,916	2.3%	\$ 259,323	1.8%

" Thank you so much for brightening up our space! "

Miryam Laytner,
Director of Development and Advancement,
Neighborhood House



From Left: DIANA CROSS
Danielle Thompson, Event & Communication Outreach Manager, Childhaven
Carmen Rodriguez, Program Director, Childhaven
Diana Cross, Office Services, WSCC
Dan Johnson, Admin. Services Manager, WSCC
Susan Newcomb, Account Exec. WSCC

Convention Center Operations - **OUTREACH**

MARKETPLACE

- WSCC hosted the **CITY BUSINESS CASUAL** event on May 9th, a monthly informal gathering that provides the Seattle business community with regular direct access to business-focused city officials, including influential leaders and key department heads and representatives.
- On August 14th, staff attended a social networking event sponsored by the **NATIONAL SOCIETY FOR HISPANIC MBAS (NSHMBA)** and **MBA WOMEN INTERNATIONAL (MBAWI)** at the Seattle Marriott Waterfront. Both the NSHMBA and MBAWI focus on increasing the diversity of business leaders and offering professional development, education, recruitment and networking opportunities.
- The Seattle Metropolitan Chamber of Commerce hosted '**TOAST OF SEATTLE**' on June 21st at the Convention Center. WSCC staff attended. We provided an upgraded hot breakfast buffet within the client's budget and from all reports, it was well received.
- **THE HOUSING DEVELOPMENT CONSORTIUM**, a new client in 2013, has expressed interest in returning to WSCC next spring for their annual luncheon.
- In support of charitable organization **NEIGHBORHOOD HOUSE**, the Convention Center provided an executive boardroom to conduct a focus group relative to their annual fundraising breakfast which will take place here once again in May 2014.
- The **ACADEMY OF HOSPITALITY & TOURISM ADVISORY BOARD MEETING** took place Friday, November 1st at the Convention Center. WSCC staff presented.

STAFF

- On Wednesday June 29th, employees, friends and family celebrated the **CONVENTION CENTER'S 25TH ANNIVERSARY**.



Chef José cooks with students at the FareStart Guest Chef Night.

FARESTART



Washington Food Products PURCHASED IN 2013

MEATS/POULTRY/SEAFOOD	TOTALS
Apples, assorted	604 cases
Asparagus	1,068 cases
Beets	31 cases
Berries, assorted	9,997 pounds
Carrots	1,904 pounds
Green Beans	587 cases
Lettuce	331 cases
Mushrooms, assorted	586 cases
Onions, assorted	228 cases
Onions, julienne	1,002 pounds
Pears, assorted	86 cases
Potatoes	254 cases
Potatoes, processed	28,140 pounds
Raspberries	128 cases
Salad, spring mix	1,713 cases
Snap Peas	23 cases
Sprouts, assorted	140 cases
Squash	6,839 pounds
Tomatoes	79 pounds
Vegetables, processed	15,658 pounds

MEATS/POULTRY/SEAFOOD	TOTALS
Beef	10,797 pounds
Chicken	21,095 pounds
Halibut	1,317 pounds
Salmon	8,623 pounds

DAIRY	TOTALS
Butter	12,374 pounds
Cheese	610 pounds
Cream, Half & Half and Milk	8,003 gallons
Yogurt	3,430 cases

ALCOHOLIC BEVERAGES	TOTALS
Beer	15,544 bottles
Wine	7,054 bottles

JUICES/CIDERS	TOTALS
Apple Cider (gallons)	220 gallons
Apple Juice, bottled (gallons)	1,082 gallons

PRO CHEFS AT WSCC

WSCC is the first banquet and meeting facility with an all-Pro Chef certified culinary team. The Pro Chef Certification program was created by the Culinary Institute of America and the American Culinary Federation to provide hands-on skill validation, recognize professional achievement, and provide knowledge and credentials to advance the culinary experience to clients. Their skills were featured in July when Chefs José Chavez and Mayra Melka-Baldwin competed against some of Seattle's best restaurant chefs at FareStart's Guest Chef at the Waterfront event. WSCC won Best Entrée, Best Overall and achieved a tie for the People's Choice award.

Washington State Convention Center's award-winning programs to reduce waste and to purchase and serve locally sourced, sustainable food and beverage items continue to be very popular.

These certified chefs exceed expectations by creating uniquely regional dishes with the freshest ingredients provided by local farmers. In-season fruits and vegetables come

from Northwest growers. The beef is from grain-fed cattle, fish from sustainable sources, and chicken from free-range farms. Breads and pastries are baked in-house daily using flour obtained from no-till farms in eastern Washington, and over 95 percent of the wines served are from the state's outstanding wineries. Receptions are offered featuring wine bars, tastings led by wine makers, and special menu/wine pairings. This commitment has earned WSCC the Washington State Wine Award of Distinction five times – the only meeting and event facility to be so honored.



Executive Chef José Chavez fires up a WSCC signature dish in The Convention Center's 15,000 square foot state-of-the-art kitchen.

AMANDA KOSTER

Art at the Convention Center: **ROTATING ART EXHIBITS**

WSCC's ever changing collection is readily accessible seven days a week at no charge to meeting attendees and the general public.

Q1 YOUNG SOCIAL ENTREPRENEURS - DAVIS FREEMAN

January 24 - April 4, 2013

The Young Social Entrepreneurs project is a portrait installation of young people who are initiating and innovating social change through entrepreneurial skills. The subjects were national and local youth between 16 and 30 years old. The exhibit aimed to inspire positive social change among youth.

EVOLUTIONARY: 5 AFTER 5

January 24 - April 4, 2013

In August of 2007 a group of artists who had never met before moved into the newly built studios in the Annex Section of Building C studios. Five years later, those same five artists have remained in the Annex.

Q2 SEATTLE METALS GUILD BIENNIAL EXHIBITION

April 11 - July 7, 2013

Founded in 1989, the Seattle Metals Guild is a non-profit community of jewelers and metal smiths who specialize in metals of all tempers, gauges and alloys and transform them into art.

PASSING THE TORCH

April 11 - June 9, 2013

Passing the Torch is Seattle Metals Guild's annual statewide jewelry and metal arts competition and exhibition for Washington State high school students. It also provides professional development opportunities for teachers.



TOP:
Louise Durocher, Ginger, Plexiglass sculpture, 2011
BOTTOM:
Ben Fitzhugh, Hamata Cupre

Art at the Convention Center: ROTATING ART EXHIBITS

Q3

VISIONS & ENVIRONMENTS LATINO ART EXHIBIT

July 12 – October 6, 2013

"Visions & Environments" featured works by seven of Seattle's premier artists: Alfredo Arreguin, Juan Alonso, Blanca Santander, Fulgencio Lazo, Jose Orantes, Tatiana Garmendia, and Marcio Diaz.

CONTEMPORARY ARTS OF THE PACIFIC NORTHWEST COAST

July 12 – October 6, 2013

Stonington Gallery presented a survey of tribal art forms ranging from Northern Alaska to Northern Oregon. This region-by-region exhibit explored the striking differences between styles and subjects. Each region was represented by traditional arts – such as weaving and carving – to modern interpretations in blown glass, bronze, steel and mixed media.



TOP:
Marvin Oliver
BOTTOM:
Anne Bellov

Q4

PALIMPSESTS II

Through January 8, 2014

Palimpsests II was a Shift Collaborative exhibit curated by Liz Patterson. Shift is an artist-run gallery in Pioneer Square that is committed to celebrating art of diverse media and content.

CHILDREN'S WRITERS AND ILLUSTRATORS OF WESTERN WASHINGTON

Through January 8, 2014

A member-based juried exhibit featuring about 65 illustrators showcased their remarkable talent and presented children's book illustration as a unique art form.

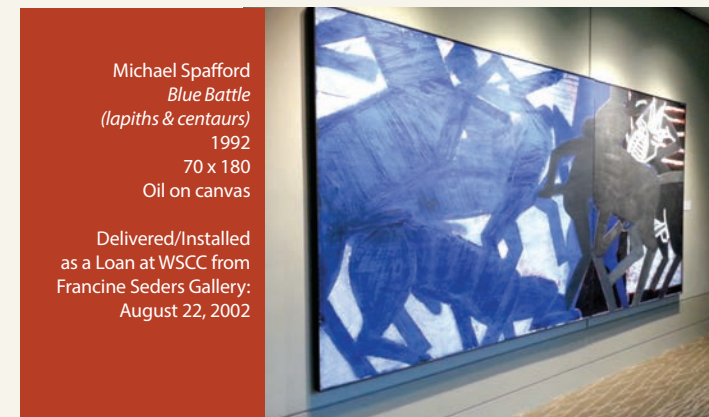
Michael Spafford:

BLUE BATTLE (lapiths & centaurs)

Michael C. Spafford, a noted Seattle painter, printmaker and professor emeritus from the University of Washington, donated his work *Blue Battle (lapiths & centaurs)* to the Washington State Convention Center at the end of 2013. This recognizable and well-loved piece has been on loan from Francine Seders Gallery for over 11 years.

After receiving an M.A. in art history at Harvard, Spafford spent three years in Mexico City where he painted full-time and exhibited. During these years he explored certain classic Greek mythological themes. His interest in mythology as a visual framework for thought and feeling was intensified by the two years he spent as a Fellow of the American Academy in Rome, from 1967 to 1969.

Members of the Art Foundation at WSCC and the Center's art advisors enthusiastically support the gifting of this work to the Foundation and its display at the Convention Center.



Michael Spafford
Blue Battle
(lapiths & centaurs)
1992
70 x 180
Oil on canvas

Delivered/Installed
as a Loan at WSCC from
Francine Seders Gallery:
August 22, 2002

BLUE BATTLE (lapiths & centaurs)

Convention Center CAPITAL IMPROVEMENT PROJECTS



IN 2013...

- 16 restrooms were completely renovated and updated with premium materials and fixtures
- Operable wall finishes were replaced in all ballroom spaces and level 6 meeting rooms
- All exterior signage was replaced & lighted signs were converted to LED
- 15,000 new meeting room chairs were installed and over 20 lounge areas were created with leather & high-end upholstery
- All lighted art displays and level 2 and 3 meeting rooms were retrofitted with LED
- Digital signage was installed throughout the center
- Level 6 lobby spaces received an updated ceiling tile grid

Convention Center CAPITAL IMPROVEMENT PROJECTS



This meeting room in The Conference Center features a table made from slabs of reclaimed old-growth Douglas Fir.

WALTER HODGES

2013 was a big year for Washington State Convention Center building upgrades. All meeting rooms, ballrooms, boardrooms and exhibit halls were tastefully updated with features inspired by elegant Pacific Northwest ambience. 15,000 new meeting room chairs were installed, and over 20 new lounge areas were created using high-end leather and upholstery. The Level 6 lobby spaces received a brighter, more reflective ceiling tile grid to accent the newly created lounge spaces. Executive conference rooms received new tables and chairs. Sixteen restrooms underwent complete demolition and were updated with premium materials. New state-of-the-art public restrooms

were installed on level one to better serve our retail partners. Wall finishes in all ballroom spaces and level 6 meeting rooms were replaced with new fabric. Clean, easy-to-read digital signage was

“ We are putting in a lot of higher-end finishes, such as furniture and fireplaces in our lobbies to improve the facility’s look and feel for our clients. ”

Jeffrey Blosser,
President and CEO

installed at all meeting room locations and at dozens of elevator, lobby and entry locations. All lighted art displays on Levels 2 and 3 were retrofitted with high efficiency LED fixtures and lamps. The main parking garage was also retrofitted with a motion-sensor controlled LED system. Finally, all exterior signage was replaced with a more easily readable configuration and font style, and all lighted signs were converted to LED lights.

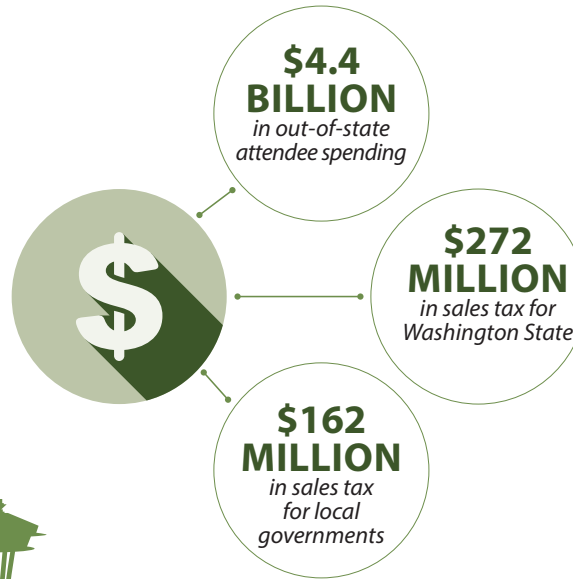
Convention Center FACILITY EXPANSION

Over the past year, the Washington State Convention Center has been studying the feasibility of building a new convention and meeting facility. The “sister” facility will potential add up to 60,000 square feet of ballroom space, 100,000 square feet of meeting space, and 310,000 of exhibit space. The potential site for the proposed new facility includes the King County-owned Metro Transit station, one block from the existing WSCC facility and some neighboring properties.

The WSCC has taken a collaborative approach to planning the expansion, partnering with the city of Seattle, King County Metro, local businesses, and government officials to provide mutually beneficial solutions. Feasibility studies have indicated that an expanded facility could potentially bring 22 additional national conventions to Seattle.

ECONOMICS AT WORK

Since 1988, direct visitor spending from WSCC events has generated:



EXPANDED WSCC FACILITIES

An expansion will add jobs and new revenues to Washington State.

A SECOND LARGER FACILITY WILL:



PROVIDE OPPORTUNITY

for Washington to attract larger conventions to Seattle



PROVIDE SPACE

for local and regional events to grow and meet in Seattle



ALLOW FOR MORE CONVENTIONS AND EVENTS

to increase economic benefits to the region

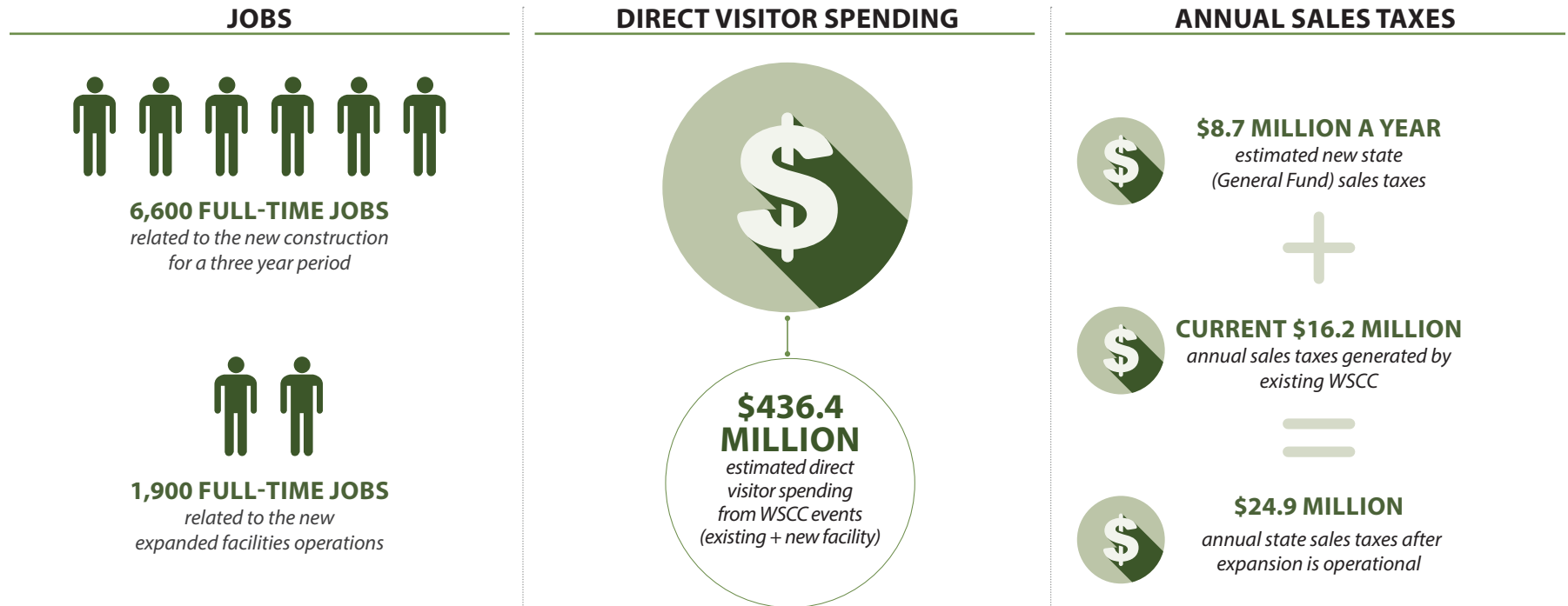


EXPANDING OUR VISION TO SUPPORT AN **AWESOME** COMMUNITY.

The sooner a second facility is built, the sooner the State of Washington will benefit from the additional revenues an expansion will bring in.

Convention Center FACILITY EXPANSION

A Washington State Convention Center expansion will provide long-term economic benefits to Washington with projected:



<p>\$4 million</p>	<p>25</p>		<p>\$0</p>
<p>A first-class public facility, with \$4 million dedicated annually to maintenance and capital improvements, has proven successful to protect the existing facility known nationally by convention planners as a quality venue in Washington.</p>	<p>The WSCC continues to operate on a solid financial basis throughout all economic cycles in 25 years.</p>	<p>WSCC leadership provides responsible operational management, collaboration with WSDOT, recognition by State Auditor for exemplary records and has a solid track record of facility construction management for public expansion projects.</p>	<p>WSCC operates with a direct cost to taxpayers of \$0.</p>

WSSC BOARD OF DIRECTORS



Frank K. Finneran
Chairman

Appointed to the WSSC board of directors in 1988, Finneran served as board treasurer from 1995 until becoming chairman in 2003. He is president and chief executive officer of Frank K. Finneran & Co., consultants to the hospitality industry. Finneran has over 40 years experience in hotel management, development and consulting. He has served as manager of the Olympic and Westin hotels in Seattle, the Plaza in New York, as developer of the Seattle Waterfront Marriott and the Monterey Marriott hotels, as managing director for the developer of the Seattle Sheraton and as chief operating officer of the Space Needle Corporation.



Robert J. Flowers

Flowers had a 34-year career in banking which began as a loan representative and ended with his retirement as Senior Vice President of Community Lending and Investment with Washington Mutual in January 2005. He has been extremely active in public and community affairs on a national, regional and local basis. Flowers is currently Chair of Seattle Children's Hospital Board, serves as Vice Chair of AAA of Washington's Board, and is President of the African American Heritage Foundation.



J. Terry McLaughlin

Governor Locke appointed McLaughlin to the WSSC board in March 2004. He served as Executive Vice President with the Basketball Club of Seattle for twelve years, before retiring in 2008. McLaughlin's duties with the club included managing administrative functions, government relations, human resources, information technology, Key Arena operations, concessions and retail.



Deryl Brown-Archie
Vice Chair

Brown-Archie joined the WSSC board in 2000 and became vice chair in 2003. She is a tribal attorney for the Muckleshoot Indian Tribe, focusing on business operations. She spent several years as corporate counsel in the insurance industry including serving as General Counsel for KPS Health Plans and Deputy General Counsel for Premera. Her civic involvement has included the Municipal League of King County, service as past president of the Seattle Women's Commission, and past president of the Loren Miller Bar Association.



Susana Gonzalez-Murillo

Appointed to the WSSC board in 2003, Gonzalez-Murillo is a vice president at U.S. Bank, serving as country manager for Latin America, Canada, Spain and Portugal. She has worked in the local banking industry since 1979, joining U.S. Bank's International Banking Division in 1993. She was Past President of the U.S./Mexico Chamber of Commerce, the Canadian American Society and other boards relating to her field of business. She is also on the Seattle Art Museum Education and Outreach Board.



Craig Schafer

Governor Inslee appointed Schafer to the WSSC board in October 2013. Schafer began his career with Westin Hotels and Resorts in 1976, and currently is the owner of the Hotel Andra located in downtown Seattle and the Red Lion Hotel in Portland, Oregon. He served as founder and President of Colliers International Hotel Realty, establishing the first of its kind hotel brokerage company throughout the U.S. and Canada.



Rick S. Bender

Bender retired as President of the Washington State Labor Council at the end of 2010 and is currently working as a consultant. Bender took the position as President in March of 1993 and held the position for nearly 18 years. He previously served as a WSLC Vice President, as Executive Secretary of the King County Labor Council and was Executive Secretary of the Seattle Building and Construction Trades Council. Bender was a State Legislator from 1973 to 1991, serving ten years in the House and eight years in the Senate.



Jerome L. Hillis

Hillis began his career in Washington D.C. with the United States Justice Department. In January 1969, he started his own law firm and began focusing his practice on real estate, land use and environmental law. Hillis has coordinated real estate and land use issues involving numerous large development projects. He received recognition as one of the "Super Lawyers" in Washington by the publication Washington Law and Politics.



Karen Wong

Wong joined the WSSC board in 2000. She is a retired general counsel for United Savings and Loan Bank. She is a co-founder of the Asian Bar Association of Washington. Wong is active in the community at large and in Seattle's Asian community. She is the founder and president of the Robert Chinn Foundation, a community nonprofit. She is co-founder of the Asian Hall of Fame which honors prominent Asians in a celebration of cultural heritage and accomplishment each year.

WSCC BOARD OF DIRECTORS & EXECUTIVE STAFF



Washington State Convention Center - Board of Directors

FROM LEFT TO RIGHT:

Jerome L. Hillis
Susana Gonzalez-Murillo (standing)
Frank K. Finneran - Chairman
Rick S. Bender (standing)
Deryl Brown-Archie - Vice Chair
Craig Schafer (standing)
J. Terry McLaughlin
Karen Wong (standing)
Robert J. Flowers



Washington State Convention Center - Executive Staff

BACK ROW:

Ron Yorita - Director of Operations
Chip Firth - Director of Finance and Administration
and Chief Financial Officer
Marsha Engelsberg - Director of Marketing & Communications
Ed Barnes - Vice President of Operations
Michael McQuade - Director of Sales

FRONT ROW:

Linda Willanger - Vice President of Administration
and Assistant General Manager
Jeffrey A. Blosser - President and Chief Executive Officer
Krista Daniel - Director of Event Services



WASHINGTON STATE CONVENTION CENTER

800 CONVENTION PLACE | SEATTLE WA 98101-2350 USA | 206-694-5000 | WWW.WSCC.COM