



ANNUAL REPORT

2020

WASHINGTON STATE
CONVENTION CENTER 
PUBLIC FACILITIES DISTRICT

January 1 – December 31, 2020

OUR MISSION

Through the professional actions of our staff, we will provide our guests with a distinctive level of service excellence while maintaining a fiscally responsible, self-sustaining operation that contributes economic and other civic benefits for the people of the city, county and Washington State.

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www.wsc.com

OUR VISION:

By doing ordinary things in an extraordinary manner we will earn the privilege of serving our guests again.

An Unusual Year in Review

The Convention Center entered 2020 with high hopes of another banner year, filled with events and attendees, progress on the construction of our second facility, and service to the community. That was quickly followed by the evolving realization that the COVID-19 pandemic would dramatically change the course of the year. As COVID-19 forced the closure of nearly all economic and social activity, the Center was faced with the reality of canceled events, plummeting lodging tax collections, and staff layoffs and furloughs.

Through the uncertainty about how the pandemic and the other major disruptions of the year would play out, the WSCC Board and staff took decisive steps to secure the facilities, conserve resources, continue the vital Summit building construction, and prepare for the inevitable return of conventions and meetings to Seattle. This 2020 Annual Report tells the story of the Convention Center facing adversity and confidently moving forward to fulfill its mission of providing economic and civic benefits to the people of the local community, the region and the state.

2020 Milestones

Jan 21

First U.S. COVID-19 case detected in Snohomish County man.

The first known domestic case of COVID-19 is detected in Snohomish County, just north of Seattle.

Mar 6

Sense of foreboding

Prominent events begin to issue cancellations or postpone their events.

Mar 11

Global pandemic declared

The World Health Organization declares COVID-19 a global pandemic.

Mar 13

Governor Inslee bans large events as COVID-19 spreads

After a February that began to see cases climb, Gov. Jay Inslee enacted a ban on events larger than 250 people in early March to help slow the spread of the coronavirus.

Mar 25

Washington's first stay-home order goes into effect

Amid a rising number of cases, Inslee enacted a "Stay Home, Stay Healthy" order to help slow the spread of the virus and ensure the state's healthcare system was not overwhelmed.

Under the statewide order, all nonessential businesses were forced to close.

May 29

Protests over systemic racism

George Floyd's death on May 25 rocked the nation, setting off protests in almost every major city. By June 8, there had been eleven straight days with major protests in Seattle. While many gatherings and marches in the city were peaceful and included thousands of residents, some resulted in property damage and looting in downtown Seattle.

Sep 11

Wildfire smoke blankets Puget Sound region

Wildfire smoke from nearby blazes choked the region in September. Air quality reached "hazardous" levels for several weeks and residents were advised to stay indoors with the windows closed.

Nov 7

The nation takes a deep post-election breath

Seattleites woke up on Nov. 7 with emotions ranging from relief to chagrin as news outlets declared Joe Biden and Kamala Harris the projected winner of the 2020 federal election.

Dec 15

First COVID-19 vaccine administered in Seattle

In a small glimmer of light at the end of the pandemic tunnel, the first COVID-19 vaccines were administered to healthcare workers in Seattle just before the holiday season.

IMPACTS OF THE PANDEMIC ON REGIONAL HOSPITALITY

The pandemic had a devastating impact on the convention, tourism, and hospitality industries nationwide, but Seattle was hit particularly hard because of its early and sustained lockdown.

Washington State Convention Center Event Cancellations*	Groups	Attendees	Total Room Nights	Estimated Economic Impact	Rent & F&B Revenue
Cancellations Total for 2020	41	184,400	251,234	\$283.2M	\$19.8M
Cancellations Total for 2021	30	115,145	187,530	\$192.8M	\$13.5M
Cancellations Total for 2022	3	9,000	10,746	\$19.1M	\$936K
CANCELLATIONS GRAND TOTAL	77	323,045	482,636	\$528.6M	\$36.8M

Source: Visit Seattle

*National and international events



SEA-TAC PASSENGER TRAFFIC FELL TO 26-YEAR LOW

Passenger traffic at Seattle-Tacoma International Airport fell by 61 percent in 2020 as airlines and businesses at the Port of Seattle-owned facility suffered for most of the year.

Just 20 million total passengers went through the security turnstiles at Washington's premier airport last year, according to the port's annual statistical review. By comparison, 51,829,239 passengers came through the airport in 2019.



SEATTLE'S CRUISE SHIP SEASON DEVASTATED

With the Centers for Disease Control and Prevention's "No Sail" order, the region was left reeling from lost cruise ship business, a \$900 million hit to the economy. A year prior, in 2019, the Port of Seattle hosted 10 cruise lines and 18 ships delivered roughly 1.2 million passengers to Seattle's downtown.



HOTEL OCCUPANCY WORST ON RECORD

This was the worst year on record for the hotel industry in Downtown Seattle, with an occupancy rate of 26.3 percent. In contrast, occupancy rates over the last few years have ranged from 80 to 84 percent. Collectively for the period from March-December, occupancy was just under 16 percent with a bottom of 10 percent in April. Occupancy for the nation finished at 44 percent for the year.

A MESSAGE FROM WASHINGTON STATE GOVERNOR JAY INSLEE



This last year was challenging in ways we have never experienced. We were called upon to dig deep, to work together and to be resourceful like never before. Washingtonians answered that call.

Washington state has continued to lead during the COVID-19 pandemic. Together, we have listened to public health experts, masked up, and practiced responsible social distancing. We know our efforts have allowed us to bend down the curve of this deadly virus.

We are in solidarity with our healthcare workers who responded with their hearts and intelligence long before we had answers around the virus. We appreciate the fortitude of our frontline and essential workers who have also proven to be heroes — grocery clerks, bus drivers, educators who have shown tremendous innovation in remote teaching and learning, and construction workers who have persevered to keep projects with profound economic impact like the Washington State Convention Center's Addition, moving forward.

Surviving a year like 2020 required teamwork. It took many expert agencies working in unison to develop the tools and programs necessary to keep Washingtonians informed and safe as we drove toward rebuilding the economy. We are also grateful for our strong partnerships with the City of Seattle, King County and Public Health – Seattle & King County, who provided leadership and mustered resources at the local level.

In the midst of navigating the pandemic, the WSCC has done an incredible amount of work preparing to reopen stronger and safer. From developing plans and protocols aligned with CDC guidance, to achieving the Global Biorisk Advisory Council (GBAC) STAR accreditation on outbreak prevention, response and recovery, the WSCC is leading the way to ensure all patrons have a safe and enjoyable event experience.

We look forward to the day when we can meet there again!

Very truly yours,

A handwritten signature in black ink, which appears to read "Jay Inslee". The signature is fluid and cursive, written in a professional style.

Jay Inslee
Washington State Governor

A MESSAGE FROM KING COUNTY EXECUTIVE DOW CONSTANTINE



King County has long been known for its innovation, resilience, and resolve. Little did we know how heavily our community would lean into these traits to get us through 2020.

We led the response to the nation's first outbreak of COVID-19. Our efforts included setting up our medical command center, establishing isolation and quarantine recovery facilities, distributing millions of masks to County residents, and providing sound health and safety guidance to the public. We've also led the nation's large counties with our successful vaccination efforts. While this challenge is not over, we have shown we have the fortitude to both overcome and learn from it.

Our community is also looking ahead and investing for a better future. In 2020, County voters approved a \$1.74 billion bond to modernize and expand Harborview Medical Center, including crucial seismic upgrades. The King County Council approved my proposed biennial budget with allocations for anti-racism work, regional trails, and economic recovery assistance for small business. It also included funds to support our valued arts and culture sector.

King County considers the Summit building to be a major catalyst for economic growth and recovery as we emerge from the pandemic. We are glad to see the construction project continue as planned, providing thousands of family-wage jobs today, and ensuring convention and tourism business will benefit from this state-of-the-art facility when the project is completed next year.

On behalf of the residents of King County, I appreciate the efforts of the board of directors and staff of the Washington State Convention Center to navigate a most difficult year, and we look forward to a robust recovery in 2021 and beyond.

Sincerely,

A handwritten signature in black ink that reads "Dow Constantine". The signature is written in a cursive, flowing style.

Dow Constantine
King County Executive

A MESSAGE FROM SEATTLE MAYOR JENNY A. DURKAN



2020 was an unprecedented year. During one of the most challenging moments in our city's history, Seattle residents and workers experienced the deep health and economic impacts from the COVID-19 pandemic. The impacts of COVID-19 are stark: hundreds of storefronts were boarded up and businesses closed permanently, limited tourism and conferences left the Washington State Convention Center sit empty, and arts and cultural venues have been shuttered with tens of thousands losing their jobs and livelihoods.

Yet in the darkest days of 2020, Seattle listened to science. We have the lowest cases of COVID-19, hospitalizations and deaths of any major city. Our actions as a community saved lives. In 2021, hope is on the horizon. Seattle became the first city to fully vaccinate over 70 percent of residents, and we are working towards solutions to build back better, and more equitably – especially in Downtown.

2021 will be a year of new opportunity, especially for the Convention Center, and a time to come together as a community. The Convention Center shares our civic vision through their legacy efforts in

funding affordable housing, incorporating apprenticeships into the construction of the Summit building, recruiting from local community college hospitality programs, and acting as a valuable partner as Seattle builds back from the COVID-19 pandemic and focuses on reopening and reactivation.

After a year of great challenges and social distancing, Seattle has demonstrated how people can come together for the common good. We realize the value of inclusivity in our gatherings to share, learn, and create. The Center has brought people together for more than three decades, and we look forward to meeting again when it is safe to do so.

From the City of Seattle, a hearty thank you to the board of directors and staff for all you do!

Sincerely,

A handwritten signature in black ink that reads "Jenny A. Durkan". The signature is fluid and cursive.

Jenny A. Durkan
Mayor of Seattle

A MESSAGE FROM CHAIRMAN AND PRESIDENT/CEO



Frank K. Finneran
Chair, Board of Directors



Jeffrey A. Blosser
President and Chief Executive Officer

Although this 2020 Annual Report does not reflect the financial performance numbers of a typical year of operations, we are proud to present the story of our team's passionate work, customer care, and determination to deliver on our mission of generating both economic and civic benefits to Washingtonians. It is a narrative of our journey through 2020 and the many ways we persevered through one of the most difficult years in memory.

As we reflect on this fiscal year, the board and staff are to be commended for their creativity and fortitude to rapidly shift our operations into survival mode while driving the critical work to respond to the pandemic. It is clear they continue to espouse improving performance and enabling innovation as key objectives.

This Public Facility District is solely responsible for its operations, capital improvements and profitability. As evidence of its superior governance and administration, the state auditor's examination for fiscal 2020 provided the 32nd consecutive year of audits with no findings. We appreciate the active support of Governor Jay Inslee, King County Executive Dow Constantine, and Seattle Mayor Jenny Durkan in appointing exemplary individuals to our nine-member board.

The year began as an especially healthy tourism and convention year for Seattle.

Events came to a grinding halt, however, with the March 13 news that Governor Inslee was enacting a ban on events larger than 250 people to help slow the spread of the coronavirus. Then, on March 25, the Governor enacted the first statewide stay-home order. Along with the Center's small business retailers, we joined countless other venues and industries in abruptly ceasing operations.

With the building shuttered, events on pause and lingering uncertainty of how and when the pandemic would end, the Center's pared-down staff worked tirelessly in the interim months to carry on their normal work duties in addition to handling issues created by the pandemic. We started 2020 with 221 staff and closed with 63 individuals working both remote and onsite. Leaders from Human Resources, Finance, Administration, Information Services, Parking, Events and Sales, Security, Facilities and Operations, in addition to our service partners at Aramark, LMG, Edlen and Smart City, met weekly to reimagine every step forward, including safely welcoming customers back in 2021 and launching Summit in 2022.

Community needs surfaced, and we did our best to help. FareStart welcomed 2,859 pounds of donated food from our kitchens to feed vulnerable groups. Health care volunteers and staff received discounted parking to aid their efforts as essential

A MESSAGE FROM CHAIRMAN AND PRESIDENT/CEO, CONTINUED

frontline workers. Brilliant Skybridge lights illuminated a dark downtown in support of health care workers, pancreatic cancer awareness, Pride Month, the hospitality industry and other significant accolades.

The summer's civic unrest over systemic racism emphatically brought to light a challenge we face as a nation and locally. Our responsibility is to take action toward creating a world in which diversity, equity and inclusion is a matter of course. The Center is steadfast in holding itself accountable to continue creating a diverse and inclusive workforce.

The riots in downtown Seattle were some of the darkest times this board has witnessed for Seattle, yet neighbors silently appeared the mornings after the disruptions to clean up our beloved downtown. We appreciate the efforts of our community, the City of Seattle Office of Emergency Management, and WSCC Security team to protect our venue during these turbulent times.

With an eye on reopening, we played a key role in forming the Washington Safe Meetings and Convention Coalition that produced a written plan of safety guidelines for the state's convention industry operating in a post-pandemic environment. We were also one of the early west coast convention centers to achieve the prestigious Global Biorisk Advisory Council (GBAC) Star™

facility accreditation, a program of stringent protocols for cleaning, disinfection, and infectious disease prevention.

Working together, the Center's and Visit Seattle's sales teams have forged customer relationships to outlast the pandemic. They coordinated event scheduling and provided health and safety guideline updates, stabilizing future bookings at a time when we were uncertain of how fast our industry would return to business.

Construction of the Summit building weathered many financial, schedule and COVID-19 setbacks in 2020, but the development team was able to continue construction with enhanced safety protocols. Diligent work by many people and high confidence in our goal to add event capacity in Seattle kept the project on track to success. The voluntary goal of \$80 million for diversity participation on the project grew to an actual commitment of over \$128 million in December. Expanding work and economic opportunity to disadvantaged persons and to minority- and women-owned business enterprises strengthens our community and helps fulfill our mission of providing civic benefits.

While we close 2020 as one of the most devastating years in our lifetimes, the road ahead has promise for each of us. Let us reflect on what we have learned so

we rebuild a strong healthy, vibrant, and inclusive community. The meetings industry is attracted to great destination cities, and we will emerge stronger together.

The Board is very proud of the operational performance achieved by the Center staff, across all departments, under the leadership of the executive team. The promise of a second building, with the potential to significantly increase our economic and civic contribution, portends very well for Washington's future.

Sincerely,



Frank K. Finneran
Chair, Board of Directors



Jeffrey A. Blosser
President and Chief Executive Officer

OPERATIONS AT A GLANCE

	2020	2019***	2018
Financial Performance*			
Revenues	\$9,279,237	\$37,098,776	\$40,393,372
Expenses	\$16,459,564	\$37,239,666	\$36,973,254
Operating Income	(\$7,180,327)	(\$140,890)	\$3,420,118
Number of Events			
National / International	7	45	58
Local / Regional	25	167	187
Event Attendance			
National / International	26,960	170,740	209,943
Local / Regional	68,335	198,464	200,837
Economic Benefits			
Total Room Nights	84,709	317,743	350,172
Attendee Spending**	\$65,647,808	\$359,912,847	\$438,423,792
Sales Taxes Generated**	\$5,094,909	\$27,952,382	\$34,027,253

Fiscal 2020 was a year like none other, which is reflected in our operational results. If the year had progressed as it started out, however, we would have had well over 40 national/international events, with an estimated economic impact in the hundreds of millions of dollars.

* Effective for 2016, lodging tax revenues allocated to marketing and the associated marketing expenses are not included in the operations financials. The WSCC board made this change so that the actual financial operations of the facility could be more easily budgeted and reviewed. Depreciation from assets purchased in prior years is also not included.

** These estimates relate to out-of-state attendance only.

*** 2019 results have been restated, reflecting 1) a reclassification of \$451 to Other Revenue from an offset to loss on asset disposal, and 2) a reclassification of \$215,462 to Operations Expense from Marketing Expense.

Note: In general, **National / International** events attract visitors from across the country and around the world to conventions, conferences and trade shows. **Local / Regional** events attract visitors from the greater Seattle area and from the Pacific Northwest region to consumer shows, conferences, banquets and meetings.

THE JOURNEY TOWARD A PANDEMIC

The Center was anticipating a very good year for 2020. The venue was scheduled to be bustling with meetings and conventions on topics ranging from the advancement of science, software platforms and yoga to computer education and insurance law. In February, the annual Northwest Flower & Garden Festival once again helped green-thumbed crowds from across the region see beyond the gloomy winter weather and toward the promise of spring. And tens of thousands of creators and fans of comic books and similar forms of science fiction art were looking forward to “nerding out” at Emerald City Comic Con in early March.

WSSC staff was ramping up for a busy spring and looking forward to the employee appreciation event, an ice cream social, in March. Also, Administration had started projecting staffing and supply needs for operating two buildings following Summit’s opening in mid-2022.

THE IMPACT

A suburb of Seattle was the first U.S. epicenter in February. Within weeks, the swiftly evolving and tragic reality of what this pandemic meant to the world and to the convention center set in.

Near-term events canceled first, including Emerald City Comic Con. Others postponed for a few months, and then a few more months as the pandemic unfolded. Ultimately, of the events set to occur in 2020, 41 national groups and 126 regional/local groups canceled.

Government agencies instituted the first stay-home order on March 25 and the building was closed to the public.

The Center’s kitchen had already stocked up on fresh food in anticipation of welcoming thousands of guests over the next few weeks. Large quantities of

perishable items were at risk of going to waste. Farestart, a local nonprofit whose primary activity in 2020 was serving the homeless, was the recipient of 2,859 pounds of surplus food. They recognized that as the number of vulnerable groups impacted by the crisis increased, so would the need for emergency meals. FareStart scaled up to produce 15,000 meals a day across FareStart kitchens and up to 50,000 meals in collaboration with foodservice partners.

The Center made the difficult decision to drastically reduce its staff, with additional reductions as the crisis wore on; the remaining staff was furloughed part time. Anyone not essential to the security and upkeep of the facility worked from home for much of the year. Between January 2020 and January 2021, staff numbers were reduced from 221 active to 63 active.



The Northwest Flower & Garden Festival was the last major event at the Center before large events were banned to slow the spread of the virus.

EXCELLENCE IN OPERATIONS

MANAGING UNCERTAINTY

While there were hopeful projections of when and how the pandemic might end, no one really knew. What we did know was that preventing the spread of the virus was important and within our control, which meant no in-person events for the foreseeable future.

The sales team reached out to each client and worked through the process of postponing, canceling or rescheduling events. The Center has longstanding relationships with many of these individuals and organizations, and there was a shared understanding of doing what was needed to reach a positive outcome. Conventions, which typically book years out, were looking at 2023 and beyond, while regional and local events were considering more near-term possibilities. Overall, as of this publication, 12 groups have rebooked, not including groups who return annually, with others waiting for pandemic restrictions to be lifted entirely before rebooking.

The facility remained closed to the public for the remainder of 2020, with the security and operations teams tasked with the vital work of maintaining the building. Internally,



The Center converted over 1,000 bulbs from metal halide to LED in exhibit halls and the Skybridge, saving energy and lowering expenses.



Pri-Med has been partnering with the Washington State Convention Center for over ten years. While 2020 was certainly not the year anyone had planned for due to COVID-19, we are grateful the helpful sales team worked with us to reschedule our program multiple times as the pandemic wore on, ultimately finding a date pattern in our preferred space for next year. Pri-Med is looking forward to returning to the Center in 2022!”

Kristin Sullivan, Sr. Event Planner, DBC Pri-Med, LLC

necessary upkeep and capital projects continued, including applying fresh paint, implementing disinfection protocols, and upgrading door lock mechanisms and the HVAC system. In addition, the Center converted over 1,000 bulbs from metal halide to LED in exhibit halls and the Skybridge, saving 244,611 kWh and nearly \$20,000 per year. Facilities staff set systems into hibernation mode where possible. Monthly averaged reductions were significant: 70 percent natural gas, 58 percent steam, 58 percent water (all sources), 49 percent electrical (all sources). This generated an average monthly financial expense savings of over \$111,426 at a crucial time when no event-based revenues or hotel/motel taxes could be generated.



Washington State
Convention Center



**Temporarily Closed
to the Public
Due to COVID-19**

Event attendees with
credentials access at
8th Avenue and Pike Street.

Signage was developed to inform, guide and remind attendees as events returned to the Center.



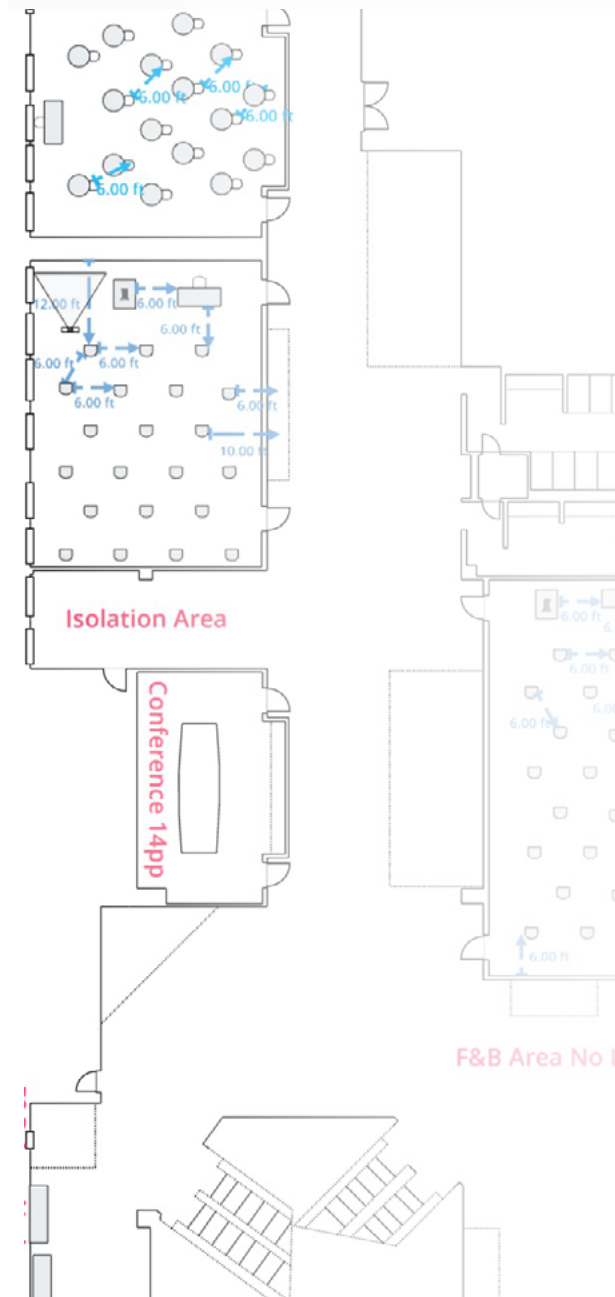
By June 8, there had been eleven straight days with major protests in Seattle. While many gatherings and marches in the city were peaceful, some resulted in property destruction and looting downtown.

Externally, the building was the site of homeless encampments and subject to frequent acts of vandalism, including attempted break-ins and graffiti. Relations were strengthened between the Center and City of Seattle as they collaborated to address these issues.



Citizens arrived in the early morning hours to clean up the aftermath of the previous night's riots and looting.

EXCELLENCE IN OPERATIONS



PREPARING TO REOPEN

The state of the pandemic continuously evolved. The Center was allowed to reopen with tight restrictions in the fall, although no clients were inclined to bring people together during a second wave of COVID cases. Cases spiked again early in 2021, delaying further relaxation of restrictions.

In the meantime, under guidance provided by the Centers for Disease Control and Prevention, Washington State Department of Health, Public Health – Seattle & King County, and industry best practices, the Center developed plans for what to expect when returning to the building. The document for clients outlined guidelines and protocols for mask requirements, limits on gathering, personal hygiene, food and beverage service,

physical distancing, contact tracing and disinfecting. A similar but more detailed document was developed specifically for staff and service partners.

The Center also underwent the rigorous process of achieving Global Biorisk Advisory Council® (GBAC) STAR™ accreditation on outbreak prevention, response, and recovery. Facilities gain accreditation when they show they are implementing the industry's highest standards of cleaning for COVID-19 and are safe to welcome guests and hold events. The GBAC standards and protocols have been incorporated throughout Center operations, with the firm commitment of remaining prepared to address issues of this kind at any time in the future.

LOOKING FORWARD

The pandemic brought to light the ability to effectively conduct some business virtually. While all indications point to a healthy return of in-person meetings, surveys show more event planners intend to add a virtual component to their program. In response to this trend, the Center launched Studio Connect, enabling and facilitating hybrid events.

As of late spring 2021, a large proportion of people in the United States have been vaccinated for the COVID-19 virus. The Center has safely and successfully hosted small events with health and safety restrictions, but remains temporarily closed to the public.







Modified floor plans showed clients how social distancing could be achieved in seating arrangements.

ECONOMIC BENEFITS FROM WSCC EVENTS

One of the primary purposes of the WSCC is to attract high-value national/international conventions and conferences, whose attendees, event producers and exhibitors spend money in Washington on lodging, restaurants, transportation, souvenirs, and goods and services related to their events.

Since our opening in 1988, people from outside Washington have spent over **\$7.0 billion** locally as part of WSCC events. In 2020, this spending added an average of **\$1,112,645** per day to Washington’s economy during the two-month period (January and February) that the Center was active with events.

SPENDING BY OUT-OF-STATE ATTENDEES, 2019 WSCC EVENTS – estimated, in millions

 Lodging	\$28.7
 Food & Beverage	\$15.3
 Entertainment (including tours, recreation, sporting events)	\$1.3
 General Retail	\$4.1
 Transportation	\$4.7
 Meeting Services (including equipment, advertising, technology)	\$11.5
 Total Spending	\$65.6*

2020 SALES TAX RECEIPTS - estimated, in millions

Sales taxes generated from the spending by WSCC event-goers from outside Washington added up to an estimated **\$5.1 million**. (This number does not include lodging tax receipts, collected on hotel/motel room charges to defray the cost of building the Convention Center and marketing Seattle and King County as a convention destination.) The contrast to recent years is striking – comparable sales tax receipts for 2019 totaled nearly \$28 million.

Washington State	King County	City of Seattle	Metro Transit	Sound Transit	Total \$
\$3.6	\$.1	\$.5	\$.4	\$.5	\$5.1*

* Individual statistics may not add up to total due to rounding.

DELIVERING ON THE CIVIC MISSION

Many people are familiar with the Washington State Convention Center because it hosts a large variety of meetings, events and conventions. That is the primary role it plays – the Center provides a venue in which people gather from around the region, the nation and the world to share ideas, celebrate and learn.

But its role goes well beyond that. The Center has a responsibility to positively impact the lives of those in our region and beyond, advancing the common good.

The legacy of our civic actions for the community held true this year – slightly different but just as passionate – as it began 32 years ago. Although every facet of the organization was faced with accepting, adapting and growing through a prolonged stretch of uncertainty, the budget-strapped Center and its board of directors continued to contribute in a variety of ways.

With operations shuttered due to the pandemic, minority- and women-owned business enterprises (MWBE) received 5.3 percent of the overall operational spend for Arch building services, with MBE at 2.1 percent and WBE at 3.2 percent. Most funds were spent on resources to preserve and protect the building operations and maintain neighboring grounds and parking areas, which is a priority focus for the benefit of our downtown neighbors, senior centers, businesses, and hospitals. Periodic civic unrest in the downtown area resulted in some damage to the building, and funds were expended to fix large broken windows, paint over graffiti, and repair other damage caused by vandalism.

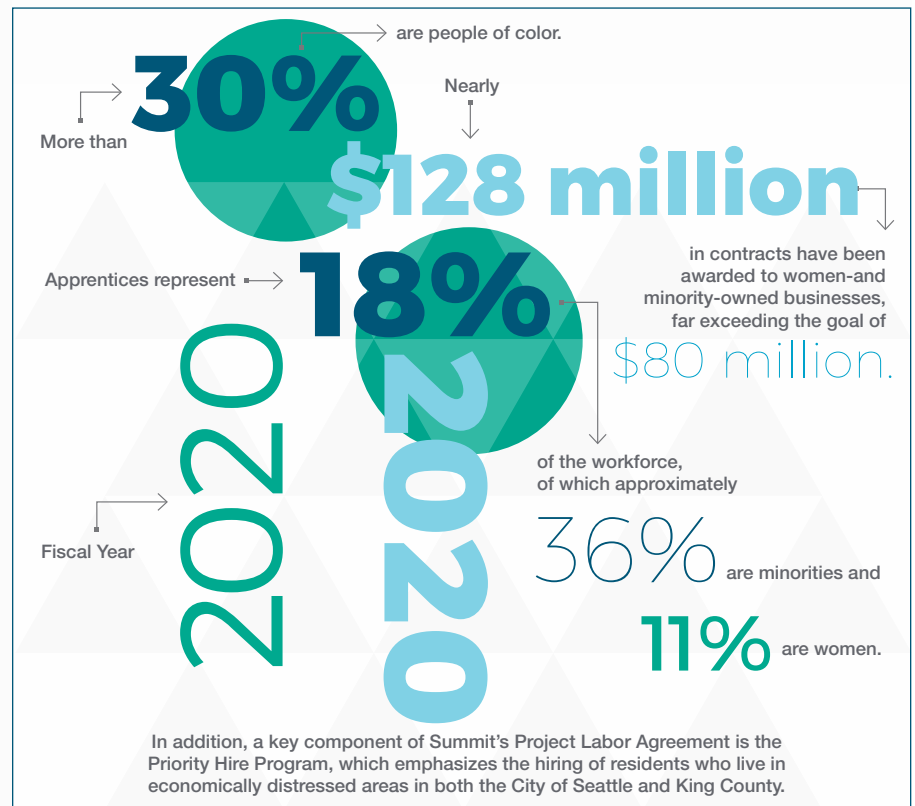
The civic eruptions across our nation and local community around issues of racism and equality spurred the Center's board and staff to share a heartfelt message of commitment:

The District supports actions that propel equality and help to quell injustice in all instances and situations because it is the right thing to do. This includes creating an environment in which any individual or group can be and feel welcomed, respected, supported and valued to fully participate. The Center supports equity for fair treatment, access, opportunity and advancement for all people while at the same time striving to identify and eliminate barriers that have prevented full participation.

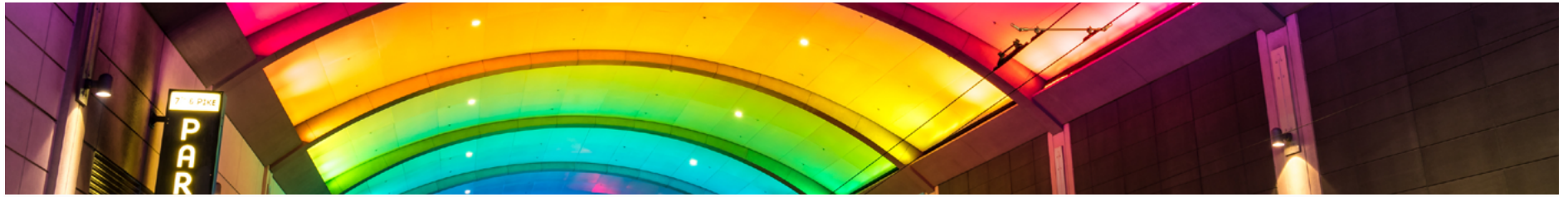
During the pandemic, nonprofits welcomed food donations from our kitchens to help those in need, and the Center's parking programs eased hospital and health care workers' commutes. The Center raised awareness for a variety of charitable causes and public campaigns by illuminating the building and amplifying the accompanying messages on social media.

ADDITION PROJECT

The construction project continued as planned, providing thousands of family-wage jobs.



The Washington State Convention Center is proud of its locality and region. It holds itself accountable for how it does business and how it interacts with its community in order to successfully fulfill its role as a strong civic partner.



Each June we activate the rainbow lights on Pride Day.

LIGHTING TO RAISE AWARENESS FOR A CAUSE

Color is an important lighting design component, but it's also a powerful method of communication and expression. At the Center, in addition to providing clients with a branding opportunity for their event, color is also used to raise awareness for different charitable causes and public campaigns.

Many campaigns have strategically organized themselves around a bold color for identification and contacted venues across the country or around the world to illuminate in support of their cause. The Center is pleased to illuminate the arch above Pike Street, conference center windows and 8th Avenue tunnel in support of appropriate causes when not in use by clients.



On January 19, the arch was illuminated in amber as part of the national moment of unity and remembrance of lives lost to COVID-19.

JIM ELLIS FREEWAY PARK BENEFITS FROM PUBLIC BENEFITS PACKAGE

In July, the Center provided \$10 million in funding to Seattle Parks and Recreation for Freeway Park improvements as the final payment of the \$93 million public benefits package associated with the Convention Center Addition project.

The funding will repair, restore and enhance Freeway Park, which is adjacent to the Center. Of the \$10 million, \$750,000 is for activation within the park and \$9,250,000 is dedicated to capital improvements which include actual construction, as well as design and project management, permitting, sales tax and contingencies.

The park is named in honor of Jim Ellis. Ellis, a community visionary, Seattle civic leader, and former Chairman of the WSCC Board of Directors, led the campaign to establish the park in 1976.

Leaders from the Center, Freeway Park Association and Seattle Parks and Recreation met to celebrate this investment.



L to R: Jeff Blosser from the Washington State Convention Center, Riisa Conklin from Freeway Park Association, Christopher Williams and Kate Bang from Seattle Parks and Recreation, and Tim Holt from Freeway Park Association.

BOARD OF DIRECTORS

ABOUT THE WSCC BOARD OF DIRECTORS

The Board is composed of nine members who serve four-year terms of office. Three members are nominated by the King County Executive, subject to confirmation by the King County legislative authority; three members are nominated by the Mayor of Seattle, subject to confirmation by the Seattle legislative authority; and three members are appointed by the Governor. One of the Governor's appointments and one of the County's appointments must be a representative of the lodging industry in Seattle, and one of the City's appointments must be a representative of organized labor.



Frank K. Finneran
Chair



Deryl Brown-Archie
Vice Chair



Robert J. Flowers



Nicole Grant



Jerome L. Hillis



J. Terry McLaughlin



Denise Moriguchi



Susana Gonzalez-Murillo



Craig Schafer

EXECUTIVE STAFF



Jeffrey A. Blosser
President and CEO



Linda Willanger
VP Administration/AGM



Jon Houg
*Vice President of
Operations*



David Cononetz
Director of Facilities



Krista Daniel
*Director of Event
Services*



Chip Firth
*Director of Finance/
Chief Financial Officer*



Michael McQuade
Director of Sales



Mary Pauly
*Director of Human
Resources*



Paul Smith
*Director of Information
Services*



Loni Syltebo
*Director of
Communications*



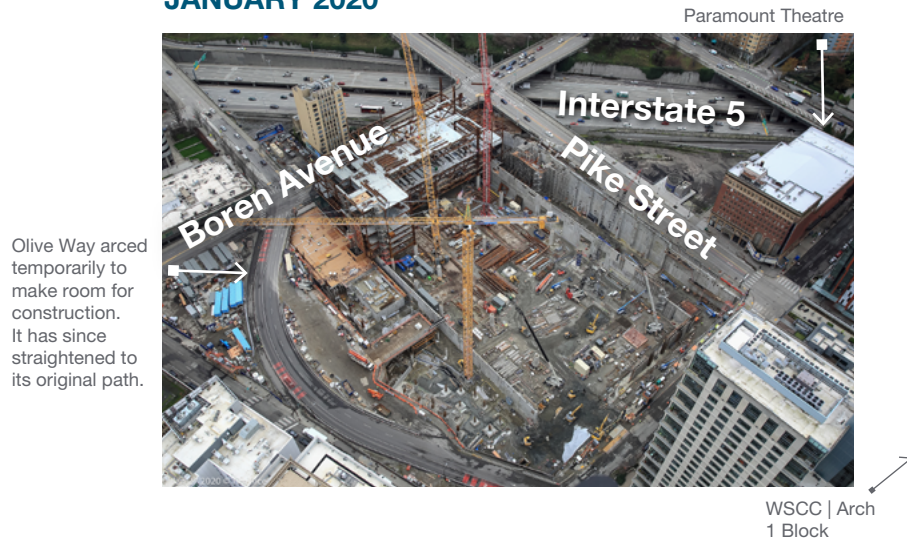
Earl J. Taylor
Director of Operations

SUMMIT CONSTRUCTION UPDATE

Construction on Summit continued throughout 2020, despite financial, schedule and pandemic-related setbacks. Protocols were quickly put in place to prevent the spread of the virus, and any schedule delays were carefully managed by the development team. This saved hundreds of jobs during an economically tenuous time and will allow the launch of the second building in mid-2022. Hundreds of workers are on the site at any time, with apprentices representing 18 percent of the workforce, of which approximately 36 percent are minorities and 11 percent are women.

The uncertainty of the funding to complete the project, as the underlying revenue stream of lodging taxes collapsed with the onset of the pandemic, was a major concern for the WSCC Board of Directors. Various funding avenues were explored, culminating in a successful bond issuance in early 2021 which secured the funds to complete the project.

JANUARY 2020



JANUARY 2021



At the beginning of 2020, Summit was starting to take shape, with the east end's structural steel underway. Located just one block northeast of Arch, the existing building, this addition will double the capacity of the Center's offerings, including:

- 248,250 square feet of exhibition space on two levels
- 58,000 square feet of ballroom space
- 99,620 square feet of meeting rooms
- 250,000 square feet of parking and retail

OPENING MID-2022