

ANNUAL REPORT 2022



one center



two buildings

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.seattleconventioncenter.com

The Washington State Convention Center is a King County public facilities district doing business as Seattle Convention Center.

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OUR VISION:

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

A MESSAGE FROM WASHINGTON STATE GOVERNOR JAY INSLEE



Congratulations to the board and staff on successfully opening the doors of Summit. The expanded Seattle Convention Center will have an enhanced capacity to welcome both new and returning businesses from outside Washington, which is vital to the state's trade with the world and our economic prosperity. Visitors to Washington foster new partnerships and innovation in all sectors, including aerospace, agriculture, clean technology, information technology, life science, maritime and forestry.

As the Center reflects on 2022 and looks to the future, I am proud to report we are improving the quality of life of Washingtonians by investing in our people and communities. We have created jobs, enacted paid family leave, and provided critical support to over 400,000 Washington families through the Working Families Tax Credit. We have opened more behavioral health facilities, streamlined the process to create supportive housing, and enacted transformational climate policies that will help give future generations a livable world. Thanks to the hard work of so many dedicated public servants, these accomplishments will benefit our state for generations to come.

My administration remains focused on growing our state's economy and giving the next generation of workers the skills they need

to thrive. The Summit construction project achieved over one million apprenticeship hours for a diverse group of participants, with 34 percent of apprentices identifying as people of color and 12 percent identifying as female. The knowledge gained from this hands-on training opportunity will help ensure the continued strength of Washington's workforce.

The Center's commitment to sustainability is showcased in the original Arch building and the new Summit construction. The use of recycled building materials and wood, including the 3,900 wood planks made from log-booms salvaged on the Kitsap Peninsula now hanging from the Summit ballroom ceiling, is a testament to Washington's leading role in environmental stewardship.

Thank you all for your excellent work on behalf of the people of our state. Please accept my best wishes for a productive year ahead.

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



Congratulations to the Seattle Convention Center on the successful completion of the Summit building! It's clearly going to be our region's best place to gather and a favorite destination among event and meeting planners.

King County provided years of support and navigated sustained headwinds to ensure that this building opened – and for good reason: Since 1988, event attendees from outside Washington have spent more than \$7 billion in the community, boosting the economic health of our region. The construction itself also benefited the community by awarding \$150 million in work to Minority and Women-Owned Business Enterprises (MWBE), nearly doubling the original goal of \$80 million set by the Center Board.

We appreciate the Center's longstanding commitment to sustainability practices, and Summit's architectural features that prioritize green building standards that help bring a unifying thread to our community's broader actions against the climate crisis. At King County, we too are working hard to leave a legacy of care, including taking decisive and urgent action to preserve and restore the last, best places of this region. Also in 2022, King County Parks became the nation's largest park agency to earn Salmon-Safe certification for its maintenance and operations practices, an honor we're excited to share alongside the Summit building.

As we anticipate a bright future of additional convention business, we continue our investments in genuine public safety, both across the county and in downtown Seattle. That includes a major new investment in crisis care and behavioral health treatment for those in need. By taking down silos across local government and working with the community we are deploying options that keep residents and visitors safe, get to root causes, and provide accountability.

On behalf of the residents of King County, I applaud the work of the board of directors and staff of the Center in achieving the critical goal of more than doubling the available event space at SCC, and I look forward to welcoming many more event attendees to our region.

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



One of the early highlights of my administration is the opening of Summit. From its ribbon cutting to the multiple events we've already attended there so far, it's clear this magnificent building is expanding to the fabric of our dynamic city by creating an ideal destination package for meetings and conventions. We're proud to be home to the *Seattle* Convention Center and excited to welcome more event attendees to Seattle, recognizing the critical roles hospitality and tourism play in our economic recovery.

Our administration has been hard at work showing what we can accomplish when we put our **One Seattle** approach into action – working together toward common goals with shared values. In just one year in office, we're seeing progress. Through collaboration and the work of our Unified Care Team, tents and encampments downtown and citywide have been significantly reduced at the same time we've made record progress helping people move indoors with connections to services and a pathway to recovery.

We're leading a comprehensive approach to drive public safety and reduce crime by coordinating law enforcement efforts, addressing police staffing issues, and better connecting individuals with appropriate care and services. There are significant improvements in the data around public

safety, and while there's still more work to do, activations of the Convention Center – and the influx of people that come with them – are an integral part of the solution, once again helping showcase a vibrant Seattle to the region, country, and world.

Summit and the entire Convention Center is a cornerstone in our vision for a revitalized downtown through our Downtown Activation Plan. We should all be grateful for the Center's continued legacy of tying building construction to public benefits that include affordable housing, bicycle infrastructure, public art, and so much more – helping drive equitable opportunity and an economy that works for everyone by hiring 30 percent of its workers from Priority Hire ZIP codes, exceeding a 19 percent goal.

From the City of Seattle, congratulations on the rebrand to Seattle Convention Center and the new building! Our sincere gratitude to the board of directors and staff for all you do for our city.

Sincerely,

A handwritten signature in black ink that reads "Bruce C. Harrell". The signature is written in a cursive, flowing style.

Bruce Harrell
Mayor of Seattle

Working together to build **One Seattle**.



Frank K. Finneran
Chair, Board of Directors



Jeffrey A. Blosser
President and Chief Executive Officer

This report outlines the activities and results of the 2022 fiscal year, including the successful launch of the Summit building!

An undercurrent of uncertainty persisted as yet another wave of the pandemic impacted business and we awaited the green light to take possession of the new building.

First quarter event cancellations tapered with the arrival of vaccinations and boosters, and business increased starting in April. The Center worked to foster a comfortable event environment with client safety and public safety guidance top of mind.

The Center hosted 114 events and welcomed 240,930 attendees to Arch in 2022, a big improvement over 32 events in 2021. The client event mix included technical, medical, scientific, legal, real estate, labor, commercial, housing, gaming, and careers. Downtown's hotel occupancy was 64.8% and King County's was 66.2%, a sizable leap over the previous two years.

Our board continues to provide crucial strategies to guide our future. We thank Directors Denise Moriguchi and Nicole Grant for their stewardship and service through 2021, and Jerry Hillis serving through 2022. Additionally, we recognize the service partnership Becky Bogard provided the board in legislative actions for considerable years. Directors Katie Garrow and Taylor Hoang joined the board in April.

We appreciate the strong support of Governor Jay Inslee, King County Executive Dow Constantine, and Mayor Bruce Harrell who repeatedly appoint exemplary individuals to our nine-member Board of Directors.

Washington State Convention Center rebranded to Seattle Convention Center in April, giving a nod to our hometown, but our legal name remains Washington State Convention Center Public Facilities District. As a public facilities district, the Center is solely responsible for its own operations.

A combination of cost reduction, downsized capital projects, scrutinized spending, care in hiring, sensible procurement for outfitting the Summit building, and sourcing non-traditional revenue generation enabled us to survive. The Center received a Coronavirus Relief Funds (American Rescue Plan) grant of \$19.9 million in January 2023; SCC directed \$17 million to the Summit Addition project and \$2.9 million to Operations.

We're proud to report the state's auditor's review provided the 34th consecutive year of audits with no findings.

The marketing and sales of Arch and Summit are accomplished through the joint efforts of Visit Seattle and the Center, enticing attendees, residents, and tourists back to Seattle. Visit Seattle, with additional support from the Center in 2022, promoted our premier destination with engagement from hotels, businesses,

A MESSAGE FROM CHAIRMAN AND PRESIDENT/CEO

hospitality industry organizations, labor and other agencies. Tom Norwalk, Visit Seattle's President and CEO announced his retirement in March, and in May we welcomed Tammy Blount-Canavan into the role.

Sales leads increased as the opening of Summit approached and interested clients toured Summit and Arch to learn about space offerings, design, sustainability, and unique, new possibilities for their events. The Event Services department staff quickly became subject matter experts in Summit layout, event flow and functionality to guide the first event planners through preparation and execution of their events.

The Temporary Certificate of Occupancy permit for Summit was finally granted on January 9, 2023, with the first client event just days later. There was still much to learn about the new building and its operations, but our seasoned and dedicated staff moved confidently ahead.

Four Summit grand opening events spanned three days in late January 2023. The celebrations included a civic ribbon cutting ceremony, an open house for the hospitality industry, the ballroom dedication, and an afternoon for the public to tour the building. We appreciate our neighbors for their support, patience and cooperation during Summit construction.

The opening of Summit drew considerable attention across print, digital, radio, and

broadcast outlets for national and local media coverage, including more than 17.9 billion impressions and 13.6 million total views across digital and social media.

The board is proud of the operational performance to service a full schedule of Arch events while readying Summit for opening. It demonstrates the grit, resilience, and determination of staff, under the leadership of an executive team, that can only come from years of experience in running a successful operation.

We also appreciate the onsite staff of our service partners Aramark, LMG, Edlen, and Smart City and the support they receive from their organizational management.

With remote work still an option for many downtown companies post-pandemic, street-level businesses struggled and sidewalks remained relatively quiet. And, although SCC's badged attendees provided a welcome indication of an uptick in business, it's been a slow recovery to important arts, culture, museums, restaurants and small retailers. Appreciation goes to the various agencies that supported those in need and kept our sidewalks hospitable.

We pride ourselves in enriching the community around us. Our impressive public art galleries in Arch have been a point of interest for the neighborhood and event attendees for years. We're adding to this collection with artworks at

Summit, including many accessible streetside for the enjoyment of passersby. In addition, donations of 6,134 pounds of surplus food from our kitchens was shared with FareStart to supply social service programs and schools, and we facilitated the donation of nearly 2,000 tote bags left behind from client events to Pike Street Food Bank.

We close 2022 excited for Seattle's future, our role as an economic catalyst for the region, and continuing our efforts to help revitalize the neighborhood and downtown core.

Sincerely,



Frank K. Finneran
Chair, Board of Directors



Jeffrey A. Blosser
President and Chief Executive Officer

Operations at a Glance

	2022	2021	2020
Financial Performance*			
Revenues	\$26,525,616	\$7,432,885	\$9,279,237
Expenses	\$38,249,879*	\$14,308,953	\$16,459,564
Operating Income/(Loss)	(\$11,724,263)	(\$6,876,068)	(\$7,180,327)
Number of Events**			
National / International	34	9	7
Local / Regional	80	23	25
Event Attendance**			
National / International	66,695	56,037	26,960
Local / Regional	174,235	13,669	68,335
Economic Benefits			
Total Room Nights	202,542	45,269	84,709
Attendee Spending***	\$206,122,919	\$94,173,574	\$65,647,808
Sales Taxes Generated***	\$16,275,067	\$7,391,619	\$5,094,909

Attendee spending, and the resulting sales taxes generated, **more than doubled in 2022** compared to 2021. This remarkable increase in economic impact reflects the success of the SCC and its hospitality partners in the **continuing recovery** from the COVID pandemic.

* Effective for 2022, marketing costs for both Visit Seattle and the in-house SCC marketing team are included as operating expenses, rather than as nonoperating expenses. As has been done in prior years, depreciation from assets purchased in prior years is excluded from the operating expenses total.

** Starting in 2022, the Emerald City Comic Con and PAX WEST events were reclassified from “National” to “Regional”, in keeping with their respective current demographic profiles. This change increased the Local / Regional attendance total by 43,233 and reduced the National / International total by the same amount.

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

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.

Economic Benefits from SCC Events

One of the primary purposes of the SCC 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.

SPENDING BY OUT-OF-STATE ATTENDEES, 2022 SCC EVENTS – estimated, in millions

 Lodging	\$86.4
 Food & Beverage	\$48.9
 Entertainment (including tours, recreation, sporting events)	\$4.5
 General Retail	\$14.5
 Transportation	\$15.8
 Meeting Services (including equipment, advertising, technology)	\$36.1
 Total Spending	\$206.1*

Since our opening in 1988, people from outside Washington have spent over

\$7.3 billion

locally as part of SCC events.

Even with our normal event schedule not completely recovered from the COVID pandemic, this spending added an average of

\$564,720

per day
to Washington's economy during 2022.

2022 SALES TAX RECEIPTS - estimated, in millions

Sales taxes generated from the spending by SCC event-goers from outside Washington added up to an estimated **\$16.3 million**.

(This number does not include lodging tax receipts, collected on hotel/motel room charges to defray the cost of building the Center and marketing Seattle and King County as a convention destination.)

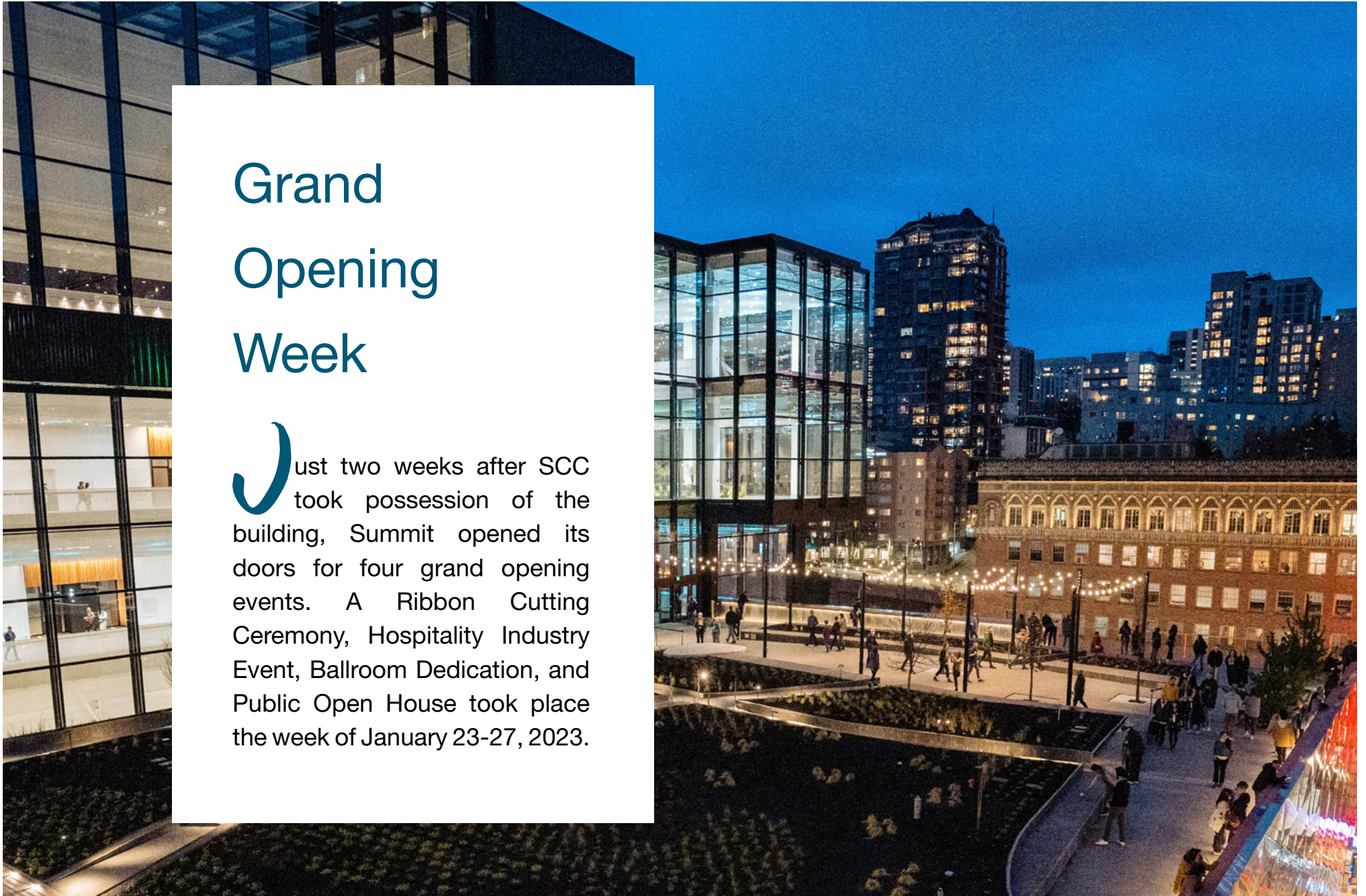
Washington State	King County	City of Seattle	Metro Transit	Sound Transit	Total \$
\$11.2	\$0.6	\$1.6	\$1.5	\$1.3	\$16.3*

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

Excellence in Operations: Launching Summit

Grand Opening Week

Just two weeks after SCC took possession of the building, Summit opened its doors for four grand opening events. A Ribbon Cutting Ceremony, Hospitality Industry Event, Ballroom Dedication, and Public Open House took place the week of January 23-27, 2023.



Excellence in Operations: Launching Summit, continued



In photo, left to right: Chris Eseman, Mark Reddington, Tammy Canavan, Jeff Blosser, Monty Anderson, Jerry Hillis, Matt Griffin, Mayor Bruce Harrell, Executive Dow Constantine, Treasurer Mike Pellicciotti, Governor Jay Inslee, Frank Finneran, Deryl Brown-Archie, Taylor Hoang, Terry McLaughlin, Craig Schafer, Tom Norwalk, Susana Gonzalez-Murillo, Katie Garrow, Becky Bogard, Stacey Lewis, and Gerry Johnson. Not in attendance: Robert Flowers.

Summit Wins Awards

Summit was awarded the prestigious 2022 World Design Award by The Architecture Community, the leading international architecture awards platform. This award celebrates outstanding ideas that redefine architecture design through the implementation of novel technologies, materials, programs, aesthetics, and spatial organizations along with studies on globalization, flexibility, adaptability, and the digital revolution.

Summit was also chosen as the winner of the 2021 Visionary Vision Award for Water, as selected by the Seattle 2030 District. Per the Seattle 2030 District, the design of the building prioritizes efficiency, connections with the surrounding neighborhood, open and engaging public spaces, and a unique experience that embodies Seattle's special qualities. The Seattle 2030 District works to break down market barriers to building efficiency in an effort to make Seattle and the surrounding communities more sustainable, and contribute to the region's environmental resilience, livability, and affordability.

Opening Events

The Ribbon Cutting ceremony on Wednesday, January 25, featured speeches by local government officials. Following the speeches, 22 people, including the Seattle Convention Center Board of Directors, cut the ribbon signaling the opening of Summit. The Sales team led tours through the building for interested attendees.

Excellence in Operations: Launching Summit, continued



Hospitality Night attendees gathered in the Frank K. Finneran Ballroom.

Later Wednesday afternoon, over 600 people attended the Hospitality Industry Event, wandering the walking tour route and coming together in the Ballroom to hear from Jeff Blosser, SCC President & CEO, Tammy Blount-Canavan, Visit Seattle President & CEO, and Zahoor Ahmed, CFO & VP of Hotel Operations at R.C. Hedreen Co and Chair of the Visit Seattle Board.

The Frank K. Finneran Ballroom Dedication on Thursday was a smaller, more intimate event honoring the Board Chair.

The final event of the Summit grand opening week was the Public Open House on January 27. It was an opportunity for the community to tour the new building, now a part of the city skyline, and learn about SCC's contributions to the Seattle area. More than 3,800 people explored Summit, sampled the results of catering's hard work, and took in the sweeping views of Seattle.



Aramark food stations included a dessert display in the Exhibit Hall.



Event attendees mingled throughout the building.

Excellence in Operations: Launching Summit, continued



Many SCC staff were involved in planning and executing the opening events, including this Set-up crew.



In December, prior to taking temporary certificate of occupancy, SCC staff and SCC service partners toured Summit. For many, this was their first opportunity to walk through and become acquainted with the building before client event activity started.

Excellence In Operations: Events

AAN Annual Meeting

The American Academy of Neurology, the world's largest association of neurologists and neuroscientist professionals, brought its annual meeting to the Center in April of 2022. The event and its 8,344 attendees, including 14% from outside the United States, brought an estimated economic impact of \$23,340,328 to Seattle.



Building the Beloved Community Gala

The Center was honored to host El Centro de la Raza's (The Center for People of All Races) Building the Beloved Community Gala in October of 2022. The gala raises funds for 43 programs and services that benefit more than 22,000 individuals and families across the region. This local non-profit, which held their first event here in 1997 and returned frequently over the years, was celebrating its 50th year as an organization.



(L) El Centro de la Raza Executive Director Estela Ortega
(R) SCC Regional Sales Manager Susan Newcomb

Excellence In Operations: Events, continued



Norm Wong, SCC Event Logistics Manager, led the move-in/move-out coordination of 235 vehicles.

Wekfest

In 2022, the Center hosted its first automotive event, Wekfest. This show presented unique logistics challenges, including coordinating the move-in/move-out of 235 vehicles from street level to Level Four in the Arch building. Wekfest hosts eight annual events across the United States and Japan, bringing together automotive enthusiasts and top car builders.



L-R: SCC staff, including Loading Dock Lead Robert Williams, Transportation Lead Brett Paracy, and Transportation Attendant Blanchard Lewis, ensured a smooth entry and exit from street level to Hall EF on Level 4 of Arch.



Excellence in Operations: Innovating and Adapting

Logo & Expansion Timeline

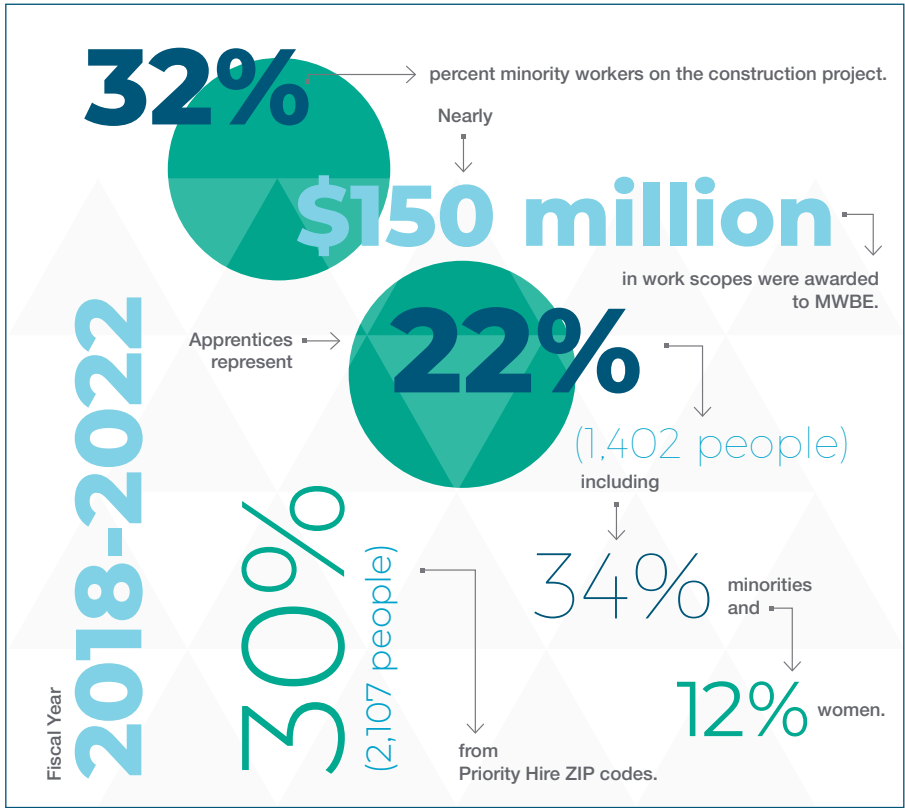


2022 HIRING STATISTICS

American Indian or Alaska Native	1
Asian	4
Black or African American	13
Hispanic or Latino	7
White (not Hispanic)	21
Unidentified race/gender	4
TOTAL	50

A large Center needs talented people to operate it and Human Resources worked tirelessly through recruitment challenges. A labor shortage, changing labor market, cost of living/inflation pushed the team to accelerate recruiting, reduce hiring time, and improve the candidate experience. Despite these efforts, many offers were lost to other companies. Our hiring target was 80 new employees; we achieved 50.

Public Benefits from Summit Construction



The Summit construction project provided thousands of family-wage jobs, and continued the legacy of the Center’s commitment to providing equitable opportunity. The Seattle 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.

Light Activations for Worthy Causes



The Center routinely participates in lighting campaigns to raise awareness for or in support of worthy causes. This year, among our many activations, we illuminated in support of Ukraine (blue and yellow) and to raise awareness of National Injury Prevention day, at the request of Seattle’s Harborview Injury Prevention & Research Center (green).

WASTE MINIMIZATION - total amounts in tons

The Center’s sustainability mission guides us to continually look for ways to be environmentally prudent in how we run all facets of our operations. These efforts date back to when we opened Arch in 1988. We’re proud to have a waste diversion rate, the portion of waste not sent to the landfill, that ranks high nationally.

Quarter	Trash	Cardboard	Mixed Recycling	Metal	Wood	Compost	Total Waste	% Diverted (total waste minus trash)
1	21.61	12.57	10.86	0	0	45.5	90.54	76.13%
2	35.36	13.08	23.54	0	0	67.9	139.88	74.72%
3	44.76	22.84	51.61	0	2.85	99.73	221.79	79.82%
4	36.41	20.27	30.26	0	0	88.2	175.14	79.21%
Year Total	138.14	68.76	116.27	0	2.85	301.33	627.35	77.47%

About the SCC 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



Katie Garrow



Susana Gonzalez-Murillo



Jerome L. Hillis



Taylor Huang



J. Terry McLaughlin



Craig Schafer



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*



Derek Forare
*Director of Public Safety
and Security*



Sam Hecker
*Director of Finance/
Chief Financial Officer*



Michael McQuade
Director of Sales



Melina Bermudez
*Director of Human
Resources*



Tony Sheehan
*Director of Information
Services*



Loni Syltebo
*Director of
Communications*



Earl J. Taylor
Director of Operations



Northwest carver and artist Andrea Wilbur-Sigo oversees the installation of Mowitch Man in the Pine Street Plaza.



The Ribbon Cutting Ceremony speaker line-up included Governor Jay Inslee, Executive Dow Constantine and Board Vice Chair Deryl Brown-Archie, among others.



The Summit Ballroom was dedicated to Frank Finneran, shown here with his wife, Susan.



Jeff Blosser welcomed Redfin's Leigh Yates, Senior Special Event Manager, and Courtney Schellhardt, Redfin Event Support, to Summit just days after taking Temporary Certificate of Occupancy.