

President's Letter

Happy new year, everyone! I hope you had a wonderful holiday season with family and friends.

A look back at 2023 shows marked improvement in the areas of event attendance and spending over the previous few years, and more groups are looking to come to Seattle and host their events at SCC's expanded campus. Sales processed a record number of RFPs and requests for space, eclipsing any other year including 2019, which was our previous record year. It is satisfying to see so many show managers and event attendees appreciating the new spaces we have to offer.

2024 is trending to be pretty steady every month. March and April may be our new "Rocktobers" and the event calendar has filled in nicely. There is more optimism about the economy than there was in 2023, and I'm hopeful that it stays positive for this whole year. Having a year of operations under our belt should be helpful as we fine tune the way we manage two buildings simultaneously. I appreciate everyone's hard work last year, as we beat both revenue projections and expenditures projections in the budget. This happens when everyone understands the goals and works together. 2023 showed that effort. Nicely done, team!

As many of you know, SCC's original building has long been certified LEED (Leadership in Energy and Environmental Design) Silver — Arch at 705 Pike for Operations and Maintenance, and Arch at 800 Pike for Sustainable Construction Practices, Furnishings and Equipment. These designations show the commitments we make to run our facility as sustainably and environmentally sound as possible. I'm excited to share that the Summit building just achieved LEED Platinum, the highest certification awarded by the USGBC (United States Green Building Council), the organization that certifies buildings for their environmental efficiency! We are so proud to have this designation, as it means we care about operating our building as sustainably as possible to protect our environment.

The University of Washington football team had a fun and exciting season, but that came to a disappointing end at the NCAA College Football Championship on Monday night against Michigan. They played tough and have a lot to be proud of.

Many people are fighting colds and other viruses right now. Do what you can to stay healthy and take care of each other when needed.



Jeffrey A. Blosser
President & CEO



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Celebrating Employees

Featured Employee | Doc Maynard, Exhibitor Services Manager



Many folks on staff are aware of Doc Maynard's volunteer role in planning and producing Sakura-Con since 2006. Doc loved organizing and attending the event at the Center, and the experience made him want to pursue a career in the events industry. He especially admired Bruce Gyger (former SCC employee) and Sun Kim for their attention to detail and calm approach to problem solving and every aspect of the Sakura-Con event.

Doc landed the Exhibitor Services Manager job after the pandemic. He uses all the skills he learned volunteering for Sakura-Con while doing the same work that enabled Sakura-Con to become the event it is today. Having been a client, he knows the questions exhibitors need answered. He helps reduce and prevent misunderstandings that can derail an exhibitor's experience. Doc has a natural drive to understand the logic behind processes; he analyzes the cause of problems in order to prevent them. One of his greatest rewards is the notes of thanks that accompany the payments.

The Exhibitor Services team is a relatively recent addition to the Center, and its presence here is a huge asset to the customer service experience. When exhibitors participate in events at most venues, they order their services separately, and can have as many as four separate service providers with four separate billing systems to navigate. At SCC, Doc and his co-workers reach out to exhibitors and provide all the services in one transaction. The exhibitors appreciate having one contact who can answer all their questions and manage their electrical hook-ups, network connections, AV, and catering, followed by one invoice.

Doc describes himself as a nerd and a gamer. In his office you will find shelves of Gundam models and tabletop miniature games. He runs a Dungeons & Dragons game for his wife and friends. To top it all off, he plays the trombone!

Finally, for those of us who are puzzled by his name, it is true that he is not the Doc Maynard, but he is *our* Doc Maynard.

Half-a-Dozen Questions | Tommy Krause, Event Manager

Q What's your favorite vehicle?

A *My tuned-up 1999 Honda Civic hatchback stick shift named "Zippy."*

Q What do you like about your job?

A *How each client sees the space differently.*

Q What song do you listen to most?

A *Every morning coming down the mountain I listen to "30,000 Pounds of Bananas" by Harry Chapin.*

Q What's the one word you would choose to describe yourself?

A *Respectful.*

Q What is the best dish you cook?

A *Early morning frittata with cheddar cheese, bacon, and a good cup of coffee.*

Q If you could live anywhere in the world, where would it be and why?

A *I will be living a nomadic life once my girls are off to college because the world's a big place with a lot of people to meet.*



Event Calendar

EVENT	VENUE	ATTENDANCE	DATES
American Seafoods Company 2024 Crew Up Orientation (#1)	Arch	600	1/8-1/11
KCBA 2024 Reverend Dr. Martin Luther King, Jr. Luncheon — King County Bar Association	Arch	600	1/12
American Seafoods Company 2024 Crew Up Orientation (#2)	Arch	100	16-Jan
PSBJ Economic Outlook 2024 — Puget Sound Business Journal	Summit	400	1/18
USI Holiday Party — USI Insurance Services	Arch	400	1/19
Ethiopian Orthodox Church Annual Epiphany Celebration 2024	Arch	1,000	1/20-1/21
Sakura-Con General Meeting	Arch	50	1/21
Tango Company All-Hands	Summit	225	1/22-1/24
Seattle Wedding Show 2024	Arch	8,000	1/25-1/28
Palooza 2024	Summit	3,025	1/26-2/3
India Republic Day Reception (No signed contract at this time.)	Summit	400	1/26
Northwest Remodeling Expo 2024	Arch	4,000	1/31-2/5
NCTM 2024 Regional Conference & Exposition — National Council of Teachers of Mathematics	Arch	3,000	2/6-2/9
NW Flower & Garden Festival 2024	Arch	60,000	2/9-2/20

Client Compliments



I just wanted to thank all of you for your assistance in making our job go smoothly last weekend. We love working with all of you and appreciate all the staff there.

Have a wonderful holiday season and we always look forward to working there!

My best,

Judi and the Fena staff,
The Finest Fena Flowers



Hi Brent!

Thank you so much for all of your help with our holiday party! You were a great addition to our planning team! The feedback from attendees has been wonderful. 😊

Happy holidays!

Cori Taniguchi | Director of Operations

Uniform donation

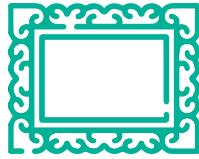
Old Seattle Convention Center uniforms found a home with the Seattle Union Gospel Mission when they were picked up for donation on Wednesday, December 13. The three-piece suit separates and other items were organized and packed by SCC staff and loaded onto a truck with Anthony from the Union Gospel Mission. The clothing items, over 480 articles in total, will go on to be used by those in need of formal attire for events like job interviews.



Racks of clothes were wheeled from the old Admin offices to Convention Place and into the Union Gospel Mission truck.



Anthony, driver for the Union Gospel Mission, holds some of the donated items.



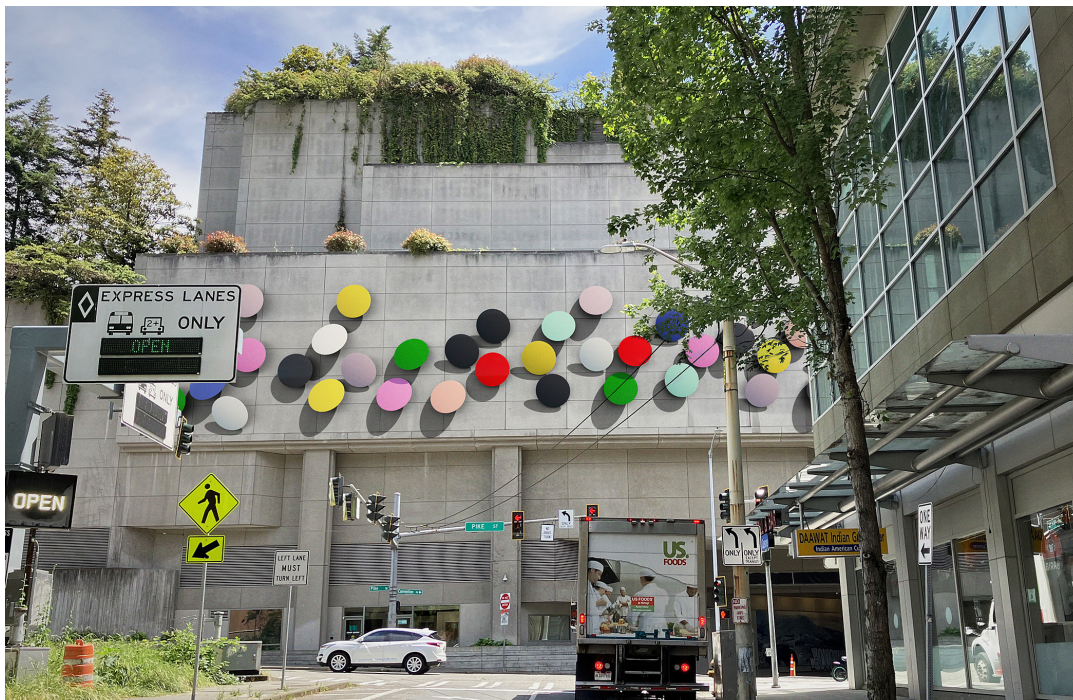
Pins by Christian Moeller

Artist Christian Moeller proposed an 18,000-pound red pendulum to adorn the expansive exterior concrete wall of Arch. The project, too heavy for the building to support, morphed into an array of giant thumb tacks, titled *Pins*. Each of the 41 pins weights about 200 lbs. The concrete wall of the Seattle Convention Center along Pike Street was chosen as a public benefit artwork site to create a memorable and dynamic connection between the Arch building and Summit. This location is an important one in the context of the city's Pike | Pine Renaissance initiative. The 41 aluminum and stainless-steel convex disks are 70" in diameter, covered in colorful epoxy paints, and arranged as if thrown in a random scatter. The individual disks are set at subtle angles which affects the play of light across the surface of the pins and creates a sense of movement. Their random placement is intended to evoke the nature of impromptu groups that gather at the Convention Center or Freeway Park.

Because of Seattle's reputation for rainy weather, some might see a parade of umbrella-wielding visitors. Capitalizing on the extraordinary sight lines and long views to and from the freeway, Capitol Hill, and Pine and Pike Streets, the art looks like a splash of colorful confetti on the downtown core.



Samples of color options used for Pins.



Pins, the art piece installed on Arch, both enhance the environment and serve as a landmark when navigating between SCC buildings.