



JANUARY 1 - DECEMBER 31 2024
SEATTLE CONVENTION CENTER | PUBLIC FACILITIES DISTRICT

ANNUAL REPORT





OUR MISSION

Seattle Convention Center elevates and enhances Seattle's global brand and reputation. Driving economic benefits through the power of meetings and conventions, the Center plays a major role as a catalyst for revitalizing and reconnecting downtown Seattle and its neighborhoods. SCC will lead with industry partners a commitment to workforce development and diversity, creating a distinct level of customer service excellence, sustainable operations, financial stability contributing significant civic benefits for the people of the City, County and State.



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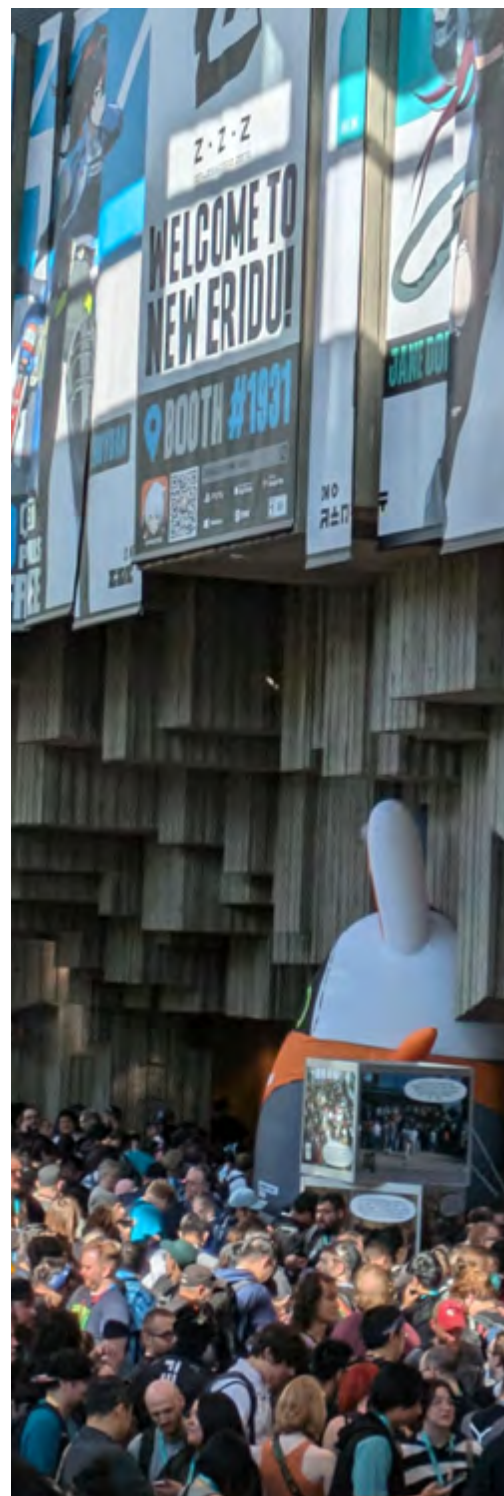
VISION STATEMENT

Creating extraordinary space to connect, collaborate, and innovate.

SERVICE PROMISE

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

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





A MESSAGE FROM OUR BOARD CHAIRMAN

WE ARE PLEASED TO PRESENT TO YOU THE WASHINGTON STATE PUBLIC FACILITIES DISTRICT'S ANNUAL REPORT FOR 2024.

With reflection, we are filled with a sense of pride for what our team members, partners and stakeholders have accomplished together. This report highlights the outcomes of the 2024 fiscal year, including a successful second year of operations with Arch and Summit fully activated.

This year brought significant shifts in the event business landscape and opportunities for growth. Our organization responded with resilience, adaptability, and a renewed sense of purpose and stability.

The District experienced strong financial growth in 2024, marking a return to more normalized operations. We're proud to report the state's auditor's review delivered the 36th consecutive year of audits with no findings.

The year of operations was strong and Summit continues to be viewed very positively, garnering awards within the hospitality, architecture, and sustainability industries.

In 2024, the Center welcomed approximately 444,202 event attendees, and hosted 171 events; 93 events in Arch, 71 in Summit, and 7 campus wide. These events contributed to a positive trend in the downtown's hotel occupancy and King County's. We continue to be encouraged by this growth.

We appreciate the strong support of our Governor and King County Executive, and Mayor of Seattle who repeatedly appoint exemplary individuals to our nine-member Board of Directors.

We honor the civic leadership of retiring Board Directors Susana Gonzalez-Murillo and J. Terry McLaughlin, whose years of service delivered lasting value. In late

2023, former President & CEO Jeff Blosser announced his retirement. Following a rigorous national search, the Board welcomed Jennifer LeMaster as our new President & CEO in September.

Recognizing that downtown Seattle was undergoing a pivotal transition, the Board sought a visionary leader to guide a renewed mission: to position the District as a catalyst for revitalizing and reconnecting downtown Seattle and its neighborhoods. With the 14-acre campus fully open, strong operational leadership, and key partnerships with Downtown Seattle Association's MID and other government services were essential to making downtown as a civil, safe, and welcoming space for all.

We understand the importance of supporting and connecting with the community, and we do this in a variety of ways. From donating client surplus items, and giving public tours to sourcing our food products locally, we aim to build bridges across the region.

Furthermore, the District is proud to support the community as a small business landlord. At the close of 2024, SCC was landlord to 15 retailers, most of which are local sole proprietaries or small chains. These outlets serve the needs of the community and event attendees in addition to enlivening our 18 urban pedestrian sidewalk experiences.

We continue to strengthen bonds with government partners, local organizations, downtown's hospitality industry, and Visit Seattle to dream big for Seattle and District. Together, we are primed for what's next.

Sincerely,

Frank K. Finneran
Chair, Board of Directors

OPERATIONS AT A GLANCE

	2024	2023	2022
<i>Financial Performance</i>	Arch & Summit	Arch & Summit	Arch
Operating Revenues	\$58,608,665	\$47,057,823	\$26,525,616
Operating Expenses	\$75,043,510	\$70,273,385*	\$38,249,879*
Operating Income/(Loss)	(\$16,434,845)	(\$23,215,562)	(\$11,724,263)
<i>Number of Events**</i>			
National/International	53	54	34
Local/Regional	118	106	80
<i>Event Attendance**</i>			
National/International	217,571	111,001	66,695
Local/Regional	226,631	239,836	174,235
<i>Economic Benefits</i>			
Total Room Nights	367,375	263,048	202,542
Attendee Spending***	\$621,462,031	\$326,399,334	\$206,122,919
Sales Taxes Generated***	\$49,023,239	\$25,749,052	\$16,275,067

**SALES TAXES
GENERATED
FROM THE
SPENDING BY
SCC EVENT-
GOERS FROM
OUTSIDE
WASHINGTON
NEARLY
DOUBLED IN
2024.**

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.

*** 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 Seattle Convention Center 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 OPENING IN
1988, PEOPLE FROM
OUTSIDE WASHINGTON
HAVE SPENT OVER

\$8.2B

LOCALLY AS PART OF
SCC EVENTS.

THIS SPENDING ADDED
AN AVERAGE OF

\$1.7M

PER DAY
TO WASHINGTON'S
ECONOMY DURING
2024.

SPENDING BY OUT-OF-STATE ATTENDEES, 2024 SCC EVENTS AT ARCH AND SUMMIT

ESTIMATED, IN MILLIONS

\$272.6 LODGING

\$145.9 FOOD & BEVERAGE

\$11.7 ENTERTAINMENT
(INCLUDING TOURS, RECREATION, SPORTING EVENTS)

\$38.9 GENERAL RETAIL

\$42.7 TRANSPORTATION

\$109.6 MEETING SERVICES
(INCLUDING EQUIPMENT, ADVERTISING, TECHNOLOGY)

\$621.4 TOTAL SPENDING

2024 SALES TAX RECEIPTS – ESTIMATED, IN MILLIONS

Sales taxes generated from the spending by SCC event-goers from outside Washington added up to an estimated \$49.0 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 King County and Seattle as a convention destination)



EXCELLENCE IN OPERATIONS



L to R. Desirée Knight, Head of Meetings & Events, American Psychological Association
Kenneth Yu, Event Manager, Seattle Convention Center

CLIENT SPOTLIGHT

In August, the Arch building hosted the American Psychological Association Annual Meeting with 7,500 attendees, including students, clinicians, researchers, professors, and international affiliates. The association objective is to advance and apply psychological science for societal benefit.

In addition to meeting at the Center, attendees traveled by Seattle Center Monorail to an offsite evening event at the Museum of Pop Culture and participated in a 5K run and walk at Lake Union Park. It is estimated that this event generated \$16.7 million in economic impact for our region.



"The Meetings and Events Team of the American Psychological Association cannot thank you enough for your collaboration to ensure a successful APA 2024 Convention, August 8-11, 2024. Your partnership, participation and patience assisted in the effective execution of APA's annual convention. We couldn't have been successful without the work and commitment of you and your team. From the pre-planning, to the onsite and now in the post-con stage, we appreciate your commitment to excellence."



MAINTAINING SUSTAINABILITY AT THE CENTER

The Seattle Convention Center has long positioned itself as a leader in environmentally responsible operations, and its commitment to waste minimization is evident in every aspect of its venue management. With a remarkable waste diversion rate over 77 percent, the Center employs a range of innovative strategies to keep recyclables and compostables out of landfills. This includes convenient recycling and composting stations throughout the venue, the extensive use of 100 percent compostable serviceware, and a partnership with a local composting firm that transforms food scraps and landscaping trimmings into nutrient-rich soil for the center's gardens.

Central to the Center's ongoing success is its dedication to integrating advanced technology and sustainable materials into its daily operations. The Summit and Arch buildings have both achieved LEED certifications—Platinum and Silver respectively—by deploying high-efficiency plumbing fixtures that reduce water usage by up to 80 percent, installing Energy Star-certified equipment and photovoltaic panels, and utilizing LED lighting, which saves millions of kilowatt hours each year. Summit also boasts a sophisticated water collection and reuse system, with massive storage tanks capturing both stormwater and filtered runoff for irrigation and toilet flushing, further reducing the Center's environmental footprint.

Through these efforts, the Center not only continues to achieve its ambitious sustainability goals but also sets a standard for green operations in the meeting and events industry.

A COMMITMENT TO THE COMMUNITY

We understand the importance and benefits of giving back, and we create opportunities to interact with and enrich the community.

DONATIONS

Facilitating the donation of surplus items from events is a longstanding community outreach activity for the Center. If a client determines they will have useful surplus items, SCC finds a local nonprofit that can use them. This year, retired uniforms, six pallets of water, 220 shirts, 280 cups, and 360 bottles of body wash went to the Union Gospel Mission; Northwest Harvest received eight pallets of water; art supplies went to Mary's Place; the Pike Market Food Bank provided their clients with a variety of dry goods; Habitat for Humanity found a use for 400 bath bombs; notebooks were given to the Downtown Emergency Services Center clients; shelving units and plastic plants went to Goodwill; and vinyl banners were made into tote bags by the talented staff at the Refugee Arts Initiative.



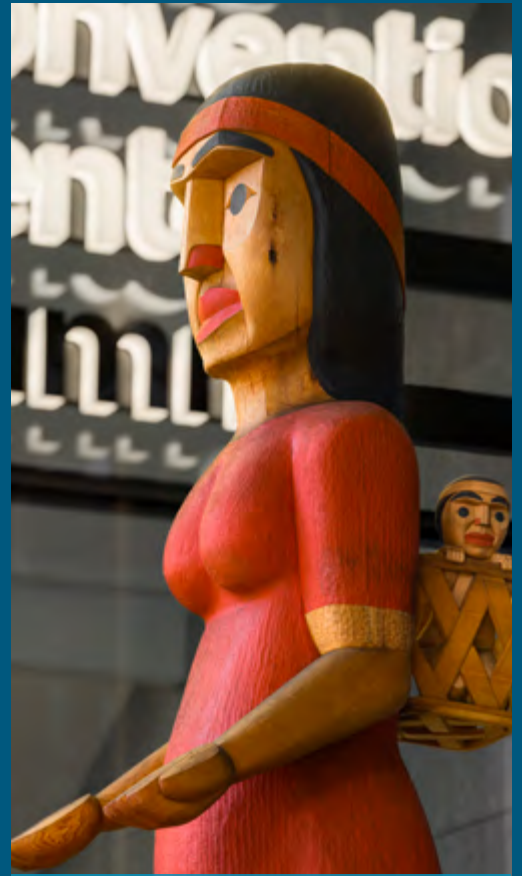
LED ACTIVATIONS

We're pleased to support awareness-building campaigns by illuminating one of Seattle's iconic landmarks, the Arch building's arch. This year, the arch was activated 17 times to raise awareness about everything from medical conditions and social causes to Seattle sports team opening games.



ART FOR THE PUBLIC

The Center's public art program, a point of pride for the District, enhances the campus experience for attendees and those passing through. The Arch building collection consists of long-term works and rotating art exhibits featuring local and regional artists, creating an opportunity for emerging and diverse art groups. The Summit building collection draws inspiration from the Pacific Northwest's diverse cultures and extends outdoors; almost 20 works can be seen and experienced as you walk around the exterior. In addition, we partnered with Visit Seattle and the Downtown Seattle Association to host temporary community-based art exhibits which featured Seattle-based book dioramas and giant skulls celebrating Dia de los Muertos (Day of the Dead). The permanent art collection can be viewed on the [Seattle Convention Center website](#).



The 16' tall Creator, by local artist Andrea M. Wilbur-Sigo, welcomes visitors to the Summit building on Olive Way.
Photo credit: @Joseph Allen Freeman Jr.

TOURS

We build connections with the community through free building tours of Summit and art tours of both buildings. In 2024, we conducted 14 public tours of Summit and seven art tours of Summit and Arch. People learn about the tours through an online community event platform and social media, and they are offered on the rare days when there is no event activity.

SOURCING LOCALLY

The Center's in-house kitchens source local, sustainable food and beverage items to reduce its carbon footprint. In-season fruits and vegetables come from regional growers, and more than 98% of the wines served are from Washington's award-winning wineries. When viable, surplus food is donated to local food kitchens.

**SCC PURCHASED
NEARLY 17,000
POUNDS OF PACIFIC
NORTHWEST SALMON
IN 2024.**



DAY OF SERVICE

In May, SCC team members participated in Mayor Harrell's One Seattle Day of Service, a day of volunteerism in the community. The SCC volunteers, joined by a group of Visit Seattle staff, cleaned and beautified the downtown convention core, including the crosswalks between SCC buildings and surrounding hotels.

INTERNS

The Center's summer internship program aims to expose college students to every aspect of the convention center business while helping them develop the essential technical and interpersonal skills for a career in the hospitality industry. In 2024, we were fortunate to have three interns with us for the summer.

ABOUT THE SCC BOARD OF DIRECTORS

The Board is composed of nine members who serve four-year terms of office. Three members are appointed by the Governor; three members are nominated by the King County Executive, subject to confirmation by the King County legislative authority; and three members are nominated by the Mayor of Seattle, subject to confirmation by the Seattle legislative authority. 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.



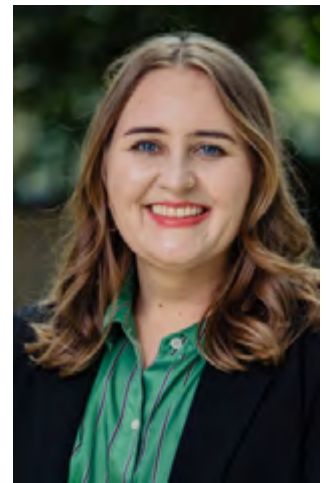
Frank K. Finneran
Chair



Deryl Brown-Archie
Vice Chair



Robert J. Flowers



Katie Garrow



Susana Gonzalez-Murillo



Taylor Huang



Tom Norwalk



Craig Schafer

SCC EXECUTIVE TEAM



L to R: Renee Wasisco, Director of Accounting; Michael McQuade, Director of Sales; Melina Bermudez, Director of Human Resources; Tony Sheehan, Director of Information Services; Linda Willanger, Chief Administrative Officer/Chief of Staff; Jon Houg, Chief Operating Officer; Jennifer LeMaster, President & CEO; David Cononetz, Director of Facilities; Erwin Vidallon, Chief Finance Officer; Krista Daniel, Director of Event Services; Loni Syltebo, Director of Communications; Derek Forare, Director of Public Safety & Security; Earl J. Taylor, Director of Operations.



Project Manager: Loni Syltebo
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www.seattleconventioncenter.com

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