



CONNECT AT THE CENTER

2016 ECONOMIC IMPACT REPORT



PURPOSE STATEMENT

Seattle Center creates exceptional events, experiences and environments that delight and inspire the human spirit to build stronger communities.

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“Financial success is critical to fulfilling our purpose at Seattle Center. The statistics and stories contained in the Study reveal our reach and impact economically, and ultimately, in how we serve Seattle residents and the region as a whole.”



— **Robert Nellams**
Seattle Center Director

“ Seattle Center Foundation actively inspires broad community engagement to support and promote the evolution of Seattle Center, so we are pleased to have the Economic Impact Study verifying Seattle Center’s role as a strong economic contributor in our region.”



— Jane Zalutsky
Seattle Center Foundation Executive Director

ABOUT SEATTLE CENTER

A home to over 30 arts, cultural and educational organizations, Seattle Center is at once entrepreneur, landlord, custodian, producer and promoter. This City of Seattle department thrives in its diversity, working with numerous community entities to produce a range of outstanding public programs.

Seattle Center sits on 74 acres of land in the core of our city, filled with waterworks and greenery, state-of-the-art performance facilities and outstanding family destinations. Its place and position allow it to serve our residents in remarkable ways - to enhance our quality of life, sustain our arts and cultures, push social change through creative expression and leverage key partnerships that support the region's economy and social well-being.

Seattle Center continues to evolve to meet community needs and desires. As the region's community convener and civic gathering place, it remains focused on sustainability—economically, socially and environmentally—so that it may thrive long into the future.

BY THE NUMBERS

1962 originally built for the 1962 World's Fair

74 ACRE Campus

THE CULTURAL HEART OF THE CITY

30+ cultural, educational, sports & entertainment organizations

12 MILLION annual visits

CONNECT AT THE CENTER

EVENTS 16,000+ held on campus grounds annually

ABOUT ECONOMIC IMPACT STUDY

Conducted in 2016, funded by Seattle Center Foundation, and led by Dr. William Beyers and GMA Research, the study surveyed Seattle Center visitors and businesses to determine the overall economic impact of the campus. Visitors provided detailed information about their expenditures and activities, and businesses provided information on their revenues, expenditures and attendance.

Dr. William Beyers, Professor Emeritus, Department of Geography at the University of Washington, researched and authored the study's report and Don Morgan, Senior Partner at GMA Research, designed the sampling plan and tabulated data from the visitor surveys.

The following pages provide highlights from the economic impact study.



**THE COMBINED SPENDING OF SEATTLE CENTER
VISITORS AND BUSINESSES CREATED**

\$1.864 BILLION

**in business
activity**

\$631 MILLION

**in labor income
in King County**

18,621 jobs

AVERAGE VISITOR SPENDING



KING COUNTY

\$88 / visitor

OTHER WASHINGTON STATE

\$150 / visitor



OUT OF STATE

\$341 / visitor

NEW MONEY IMPACT

“New money” economic impacts are those related to sales or income originating outside King County that would not occur if the activities at Seattle Center were not present.

NEW MONEY SPENDING YIELDED

10,625 jobs

\$381 MILLION labor income

\$1.182 BILLION in business activity

\$65 MILLION in tax revenues

7,446

people are directly employed by businesses, including the many arts and cultural organizations, at Seattle Center.

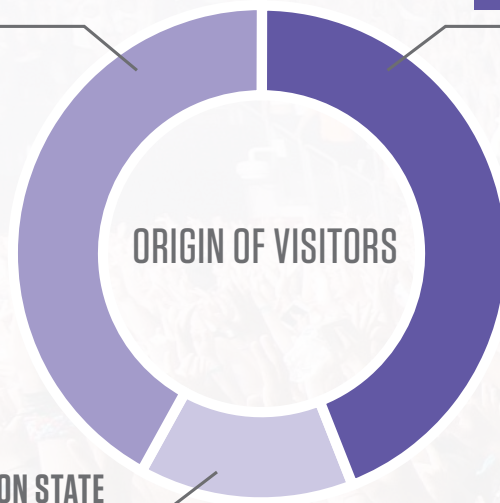
\$90 MILLION



in tax revenues go to state and local governments as a result of the business activity at Seattle Center.

42% KING COUNTY

44% OUT OF STATE



14% OTHER WASHINGTON STATE

Seattle Center is a major regional destination, with about 42% of visitors coming from King County, 14% from other areas of Washington and 44% from out of state.

86%

of visitors to Seattle Center indicated that the primary reason for their trip was to attend a performance, exhibition or event.



\$815
MILLION

spent by visitors in the local economy as a result of their visits to Seattle Center.



\$303
MILLION

in total revenue from business activity among the many non-profit and for-profit businesses on Seattle Center grounds.

“ Seattle Center remains a vital center for cultural activities in the City of Seattle, more than half a century after the 1962 World’s Fair created this campus. The organizations sited there have changed over time, and will change in the future.

It attracts a large cohort of its visitors from outside the local area, contributing to the economic base of the regional economy. It generates jobs and income for thousands of people in King County, and is a major tourist destination.

This legacy of the 1962 World’s Fair is a treasure that continues to provide many kinds of benefits for the citizens of the city of Seattle.”

— **Dr. William B. Beyers**

*Professor Emeritus, Department of Geography, University of Washington
Author of Seattle Center 2016 Economic Impact Report*

STUDY HIGHLIGHTS

1. The combined spending of Seattle Center visitors and businesses created \$1.864 billion in business activity, 18,621 jobs, and \$631 million in labor income in King County.
2. “New money” economic impacts, those related to sales or income originating outside King County that would not occur if the activities at Seattle Center were not present, yielded \$1.182 billion in business activity, 10,625 jobs, \$381 million in labor income and \$65 million in tax revenues.
3. 7,446 people are directly employed by businesses, including the many arts and cultural organizations, at Seattle Center.
4. State and local governments receive \$90 million in tax revenues as a result of the business activity at Seattle Center.
5. Seattle Center is a major regional destination, with about 42% of visitors coming from King County, 14% from other areas of Washington and 44% from out of state.
6. 86% of visitors to Seattle Center indicated that the primary reason for their trip was to attend a performance, exhibition or event.
7. Seattle Center visitors spent \$815 million in relation to their visits to Seattle Center.
8. Business activity among the many non-profit and for-profit businesses on the grounds contributed to total revenue at Seattle Center of \$303 million.



THANK YOU TO ALL OUR STUDY PARTICIPANTS & CONSULTANTS

PARTICIPANTS

Academy of Interactive Entertainment
AEG Facilities
Art/Not Terminal Gallery
Bill & Melinda Gates Foundation
Book-It Repertory Theatre
Bumbershoot®
The Center School
Chihuly Garden and Glass
Cornish College of the Arts
Festivals Inc.
KCTS 9 / Crosscut
KEXP

Levy Restaurants
Museum of Pop Culture (MoPOP)
Northwest Folklife
Pacific Northwest Ballet
Pacific Science Center
Participating Seattle Center Events
Pottery Northwest
SAVOR
Seattle Center Armory Food Vendors
Seattle Children's Museum
Seattle Children's Theatre
Seattle Monorail Services
Seattle Opera
Seattle Repertory Theatre

Seattle Shakespeare Company
Seattle Storm
Seattle University
Space Needle
Teatro ZinZanni
Theatre Puget Sound
The Vera Project

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GMA Research



PHOTO CREDITS

COVER International Fountain, photo by SADDLEBURN MEDIA. **PAGES 2-3** Northwest Folklife, photo by Christopher Nelson. **PAGES 4-5** Pacific Northwest Ballet company dancers in the snow scene from *George Balanchine's The Nutcracker*®, choreography by George Balanchine © The George Balanchine Trust. Pacific Northwest Ballet's production of *The Nutcracker*, featuring sets and costumes designed by Ian Falconer (*Olivia the Pig*) runs November 24–December 28, 2017. Photo by Angela Sterling. **PAGE 7** Bumbershoot®, photo by David Conger. **PAGE 9** Concerts at the Mural, photo by Christopher Nelson; The Color Run, photo courtesy of The Color Run; Seattle's Best Damn Happy Hour, photo by Christopher Nelson; Seattle Center Festál, photo by SADDLEBURN MEDIA. **PAGE 10** Seattle Storm, photo by Neil Enns. **PAGES 12-13** Bumbershoot®, photo courtesy of Bumbershoot®. **PAGES 14-15** Chihuly Garden and Glass, photo courtesy of Chihuly Garden and Glass. **PAGES 16-17** Bumbershoot®, photo by David Conger. **PAGE 18** Seattle's Best Damn Happy Hour, photo by Christopher Nelson. **PAGE 19** Artists at Play, photo by SADDLEBURN MEDIA. **PAGE 22** *Neototems* by Gloria Bornstein, photo by SADDLEBURN MEDIA. **PAGE 23** Seattle Shakespeare Company's *A Midsummer Night's Dream*, photo by Chris Bennion; "SRT A Raisin in the Sun": The company of Seattle Repertory Theatre's *A Raisin in the Sun* (2016), photo by Alan Alabastro; KEXP, photo by Amber Knecht; Seattle Center Festál, photo by SADDLEBURN MEDIA.

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Actively inspiring community
engagement to support and
promote Seattle Center.

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