

Seattle Center 2024

COMMUNITY IMPACT REPORT

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



**WHERE
SEATTLE
COMES
TOGETHER**



seattlecenter

MESSAGE FROM SEATTLE CENTER DIRECTOR MARSHALL FOSTER

2024 was a remarkable year for Seattle Center! This past year we continued to build on our legacy as the region's heart for arts, culture, sports, and entertainment. This Community Impact Report highlights not only our achievements and challenges, but also the increasingly central role Seattle Center plays, along with the arts and culture sector overall, in driving the recovery of Seattle's downtown and surrounding neighborhoods.



In 2024 our three core priorities were:

1. **Build on Recent Success & Work More Sustainably:** Continuing to support both long-standing and new events, providing staff with the resources to manage peak moments, advancing our new role in waterfront operations, and renewing our focus on racial and social equity.
2. **Plan for Seattle Center's Future:** Articulating a 10-Year Vision and Action Plan for, advancing critical projects to the future of campus, and contributing to the Mayor's Downtown Activation Plan.
3. **Expand Into Partnerships:** Finalizing agreements for Memorial Stadium, collaborating with partners on Thomas Street improvements, and determining the next steps for the 5th & Mercer Block.

We saw more than 11.5 million visits in 2024 – a sizable increase from 2023 and an opportunity for us to continue to rebuild our strengths as a host and producer of major city and regional events. We hosted the largest-ever Bite of Seattle, with nearly 350,000 people visiting our campus, and one of the best New Year's Eve shows in our history. We expanded our new waterfront team and supported the opening of the City's new Overlook Walk – bringing our passion and experience for safe, inclusive and engaging public spaces to our downtown waterfront.

We hope this report will help you see the amazing effort of our staff and our partner organizations to steward this incredible place and bring it to life with incredible experiences and events.

Seattle Center's future looks bright – stay tuned for more as we introduce our 10-Year Vision and Action Plan later in 2025.

Marshall Foster
Director, Seattle Center



2024 HIGHLIGHTS

Seattle Center is the top Landmark, Arts & Cultural destination in the Pacific Northwest

- #1 in Seattle
- #1 in WA State
- #22 in the Nation
- \$43.1M Total Gross Revenue
- Expanded BIPOC Engagement 43.7%



In 2024, we welcomed **11.55 million visits** (+3% from 2023), reinforcing our role as the most visited arts and cultural destination in the Pacific Northwest. From world-class concerts at Climate Pledge Arena to the 24 cultural festivals of Festál, from the return of Bite of Seattle to Winterfest's expanded programming, Seattle Center's impact has never been greater.

*Seattle Center is more than a place
– it's where Seattle comes together.*



ATTENDANCE HIGHLIGHTS



Total Visits: 11.55M
(+3%)



Unique Visitors: 5.78M
(+3.2%)



Waterfront Park Visitors: 7.4M



**Climate Pledge Arena
Visitors: 1.94M**



Monorail Ridership: 2.16M



MOPOP Visitors: 596k



McCaw Hall: 288k
(+0.3%)



**Armory Food & Event Hall &
Campus Grounds Visits: 5.8M**



5th Ave & Mercer Garages: 914k
(based on 2.4 people per car)

EVENTS & PROGRAMS KEY TAKEAWAYS



**FIND
YOUR
CENTER.**



**Seattle Center
self-produced
300 events in 2024,
welcoming over
1 million attendees**

- ✓ **Festál Cultural Programming**
drew 300k attendees, celebrating
Seattle's ethnically diverse communities
- ✓ **Winterfest & Christmas Market**
engaged over 1.37M visitors,
reinforcing their place as seasonal
flagship events
- ✓ **New Year's Eve at Seattle Center**
85k attendees on-site and
1B+ global viewers through the broadcast
- ✓ **Accessibility &
Community Programs**
continued to expand, ensuring
inclusive participation for all



EVENTS & ATTENDANCE HIGHLIGHTS



Artists at the Center

4,000 attendees enjoyed free music, dance, and theatre performances



Bite of Seattle

350,000+ attendees at the return of the Bite



Movies at the Mural presented by Prime

3,600 attendees enjoying free outdoor cinema



Festál Cultural Festival Series

24 festivals, 300,000+ attendees, celebrating global traditions and local diversity



Folklife, PrideFest & Bumbershoot

Expanded programming with over 266,000 attendees combined



Summer & Winter Fitness Series presented by Virginia Mason Franciscan Health

2,200 participants promoting wellness on campus



Campus Event Rental Success

Hosted 126 events including concerts like BLASTFEST, consumer shows, benefit events, and fun runs – generating over \$2.3M in revenue and activating spaces across campus



Winterfest presented by Symetra & Seattle Christmas Market

1.37M attendees, including 600+ families receiving free access via the Merry Moments Program



New Year's Eve at Seattle Center/ Alaska Airlines New Year's at the Needle

85,000 attendees with 1B+ global views of the broadcast

Public programs played a key role in fostering engagement and inclusivity in 2024.

MARION OLIVER MCCAW HALL

Marion Oliver McCaw Hall

- **2024 Total Guests: 287,922**
- **2024 Total Events: 232**
- **Year-over-Year Change: +0.26% increase**



Pacific Northwest Ballet and Seattle Opera saw growth in attendance and performances. Commercial event attendance declined, which could signal the need for strategic adjustments. Opportunities exist to expand programming and drive business development efforts to maintain and grow attendance.



Seattle Opera

- Total Guests: 55,908
- Events: 35
- Opera Performances: 29

Pacific Northwest Ballet (PNB)

- Total Guests: 164,942
- Events: 110
- Ballet Performances: 97

Commercial Events

- Total Guests: 57,778
- Events: 54



PARTNER EVENTS AND ORGANIZATIONS



Seattle Center remains a critical driver of economic activity and social good.



Seattle/King County Clinic

Provided \$2.86M in free healthcare services to thousands of people in need.



Trade Partnerships

Generated \$586k in community impact, including collaborations with KEXP, Space Needle, Climate Pledge Arena and the Christmas Market.



Resident Organizations

Exceeded public benefit commitments from five resident organizations, providing discounted tickets, education programs, and accessibility initiatives worth \$4.83M.



Memorial Stadium & Strategic Growth


Seattle Center finalized key partnerships for the stadium redevelopment and long-term planning, ensuring continued investment in the city's future.


SEATTLE/KING COUNTY CLINIC





Seattle/King County Clinic is a community and volunteer-driven project and has helped foster a culture of compassionate care since 2014. In nine years of operation, over a total of **36 clinic days**, we have served **30,000 patients**, saving them more than **\$26 million** in out-of-pocket healthcare costs.


Scope of Services

 **Dental:** cleanings, fillings, extractions, root canals, temporary partial teeth, x-rays


 **Medical:** physical exams, behavioral health, EKGs, laboratory tests, mammograms, ultrasounds, x-rays, and more

 **Vision:** complete dilated eye exams, prescription eyeglasses

 **Healthcare Resource:** social work, health insurance navigation, coordinated care, and more

 **Population:** people who struggle to access or afford care including families, the elderly, immigrants, refugees, low-income wage earners, LGBTQ+, veterans

 **Language Diversity:** patients used 50 primary languages, 59% used a language other than English

 **Additionally:** 36% unemployed, 62% uninsured, 95% housed

Everyone involved in the Clinic understands it is not an ideal form of healthcare or a long-term solution, but if substantial barriers to care persist, we are committed to doing our part to address these needs and build a better future for our community.

This project continues to thrive thanks to the contributions of partners, donors, volunteers, the community, and of course, Seattle Center.

**In 2025
Seattle/King County Clinic
will recognize its
10th Anniversary.**



SEATTLE CENTER AT WATERFRONT PARK



Seattle Center continues to invest in Waterfront Park as a welcoming, safe, and inclusive public space reflecting Seattle's diverse community.

2024 Achievements

Total Visits: 7.5M

Overlook Walk Opened

New elevated park connecting Pike Place Market to the waterfront with panoramic views, creating a new civic destination in partnership with Office of the Waterfront and Civic Projects, Friends of Waterfront Park, the Seattle Aquarium, and Pike Place Market

Public Safety Impact

- Seattle Center Emergency Services Unit conducted 24,000+ visitor interactions
- Only 7% involved park rule violations
- 0 encampments established
- 813 outreach engagements with Evergreen Treatment Services REACH resulted in 11 individuals transitioned into housing

Maintenance & Cleanliness

- Over 1,150 graffiti tags removed as part of Seattle's One Graffiti Team
- Most removals completed within 24-48 hours

Friends of Waterfront Park Seattle

- At Pier 62, 67 activations and events included arts, fitness, and civic engagement
- Promenade pop-ups celebrating local artists
- New Indigenous and contemporary temporary art installations celebrating Seattle's cultural heritage

Enhanced Visitor Amenities

- **Public Restrooms** with concierge service, fresh flowers, and music at Pier 58
- **Cycling Infrastructure:** Completion of a cycle track from King Street to Union Street, improving connectivity
- **Public Art Expansion:** New Indigenous and contemporary permanent art installations by George Tsutakawa Water Fountain celebrating Seattle's cultural heritage

seattlecenter
— AT WATERFRONT PARK

MARKETING & SOCIAL MEDIA IMPACT

Through seasonal marketing campaigns and partnerships with festival and event producers like Bite of Seattle, Christmas Market and leveraging our own produced events including Winterfest presented by Symetra we garnered significant reach. Exposure and attendance exceeded expectations and helped create a vibrant experience for our community.



Email Newsletter

5.5M+ Emails Sent
4.3M+ Emails Opened
That's 78% open rate!



8.4M Social Media Impressions

(+12% increase)



\$4.73M Digital Signage Value

365 Total Unique Digital Campaigns supporting events producers, resident orgs and sponsors



3M Website Page Views

PLANNING & CAPITAL PROJECTS

Seattle Center continues to invest in redevelopment and infrastructure improvements with \$8.5M in CIP funds invested in 2024. These projects focused on accessibility, sustainability, safety, and long-term facility improvements, ensuring that Seattle Center remains a vibrant and welcoming destination for residents, visitors, and partners.



2024 Major Projects

- **Campus-wide accessibility upgrades** including new elevators at Mercer and 5th Ave N Garages and ADA improvements at key venues
- **Enhanced safety and emergency systems** with a new generator at Cornish Playhouse, upgraded fire alarms, security fencing, and better tunnel ventilation
- **Fisher Pavilion Rooftop restored** and reopened as a public gathering space; Artists at Play Playground improved with new turf and swings for families.
- **Armory entrances upgraded** and new façade lighting installed to improve access, safety, and the visitor experience day and night
- **McCaw Hall sound system replaced** for world-class audio; Seattle Children's Theatre modernized with refreshed lobby, seating, and circulation
- **Seattle Rep and Bagley Wright Theatre roofs**, lighting, and exterior upgrades ensure long-term care of this iconic arts venue
- **Planning for the redevelopment of Memorial Stadium**

ABOUT SEATTLE CENTER

Connect to the extraordinary at Seattle Center, an active civic, arts, and family gathering place in the core of our city and region. Seattle Center's 74-acre campus, centered around the International Fountain, is part of the Uptown Arts & Cultural District and home to Climate Pledge Arena; more than 30 cultural, educational, sports, and entertainment organizations; and a broad range of public and community programs. In everything it does, Seattle Center's mission is to create exceptional events, experiences, and environments which delight and inspire the human spirit to build stronger communities.

Seattle Center has expanded its role to provide maintenance and public safety services for Seattle's new Waterfront Park, a series of new public spaces on Seattle's downtown waterfront between Pioneer Square and the Seattle Aquarium. Seattle Center supports managing these new waterfront public spaces in partnership with the non-profit Friends of Waterfront Seattle, which offers the community a range of recreational and cultural programming.

Thanks to the support of Official Seattle Center Partners – Alaska Airlines, The Climate Pledge, Coors Light, Pepsi, Premera Blue Cross, Symetra, T-Mobile, and WaFd Bank – Seattle Center is the #1 arts and entertainment destination in the Pacific Northwest with around 12 million annual visitors, generating \$1.864 billion in business activity and more than \$631 million in labor income annually.



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Seattle Center is where our city comes together for arts, culture, community, and connection.



