

# SEATTLE CENTER COMMUNITY IMPACT 2025 REPORT



**CONNECT  
AT THE  
CENTER**

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# INTRODUCTION

In 2025, Seattle Center welcomed 11.34 million visitors, reaffirming its role as one of the West Coast’s most vibrant and inclusive public spaces. From free cultural festivals to world-class performances, daily neighborhood activity, and international tourism, Seattle Center continues to be a place where people come together to learn, celebrate, and connect.

This year reflected both strength and transition. Visitation remained high, visitor behaviors continued to evolve, and demands on campus infrastructure grew as we introduced our Strategic Vision and 10-Year Action Plan and navigated leadership changes. Seattle Center also continued stewardship of Waterfront Park, which welcomed more than 9 million visitors, expanding our civic impact across the broader public realm.

Seattle Center is unique in its scale and responsibility. Few public spaces welcome millions annually while supporting cultural expression, economic activity, free public access, and major civic events—all while maintaining aging infrastructure. We balance these needs by prioritizing financial sustainability, public service, and equitable access.

In 2025, we strengthened partnerships, elevated diverse voices, and invested in long-term sustainability to keep Seattle Center welcoming for generations to come. These achievements reflect the contributions of our artists, volunteers, partners, and visitors.

Looking ahead, our focus remains on equity, innovation, and resilience. Thank you for helping make Seattle Center a beacon of community life and creative energy where culture thrives, ideas grow, and Seattle comes together.

*Seattle Center stands at the intersection of culture, community, and civic life.*



# 2025 YEAR IN REVIEW

## 2025 BY THE NUMBERS

- 11.34M Seattle Center visits
- 9M Waterfront Park visits
- 20M+ combined civic visits
- 362 campus events; 1.2M+ attendees
- 1.7M Climate Pledge Arena attendees
- 308,621 McCaw Hall guests
- 25 Festál festivals, 400K+ attendees
- 1.3M+ Winterfest/Christmas Market visits
- 2.29M Monorail riders (+6.2%)
- 361,497 parking transactions

## COMMUNITY

- Seattle/King County Clinic: 33K patients served, \$30M+ donated services

## VISITOR ORIGINS

- Seattle: 30.9%
- King County: 16.3%
- WA State (outside Seattle/King): 26.8%
- Out of state: 26.0% (International: ~5%)

## ENGAGEMENT & TRENDS

- Average dwell time: 145 minutes
- Visitation stable -3% year-over-year; still 17.5% above pre-recovery norms
- More transit use because of Link light rail expansion and monorail incentives
- Slight decrease in per-capita spending across food, beverage, parking

*Seattle Center is the cultural heart of the Pacific Northwest.*



# 2025 PLANNING & CAPITAL PROJECTS

Seattle Center continues to invest in redevelopment and infrastructure renovations and repairs with \$12M in Capital Improvement Program funds invested in 2025, bolstered by federal and state grants, as well as a \$9M City contribution for Memorial Stadium redevelopment.

- The Seattle Public Schools' Memorial Stadium at Seattle Center redevelopment project broke ground and is on schedule to welcome students and the community in Fall 2027
- International Fountain infrastructure renovations restored non-functioning elements
- Artists at Play Playground equipment and artwork repaired and refreshed, with improvements to the slide, labyrinth, sound fence, letter tree, and carousel
- Seattle Center Monorail Station renovation planning and design work proceeding, with construction slated to begin in August 2026
- 5th Ave Garage south elevators modernized for safety and accessibility
- Seattle Rep major cladding and roofing upgrades nearing completion, and expected to be revealed in April 2026
- Armory Food & Event Hall HVAC system repairs and renovations



# MARKETING & SOCIAL MEDIA IMPACTS



In 2025, Seattle Center expanded digital engagement through targeted email campaigns, dynamic digital signage, and an updated website that made it easier for people to discover and attend programs and events. These tools also helped amplify partner programming and support major cultural, sports, and community moments across the city.

Seattle Center also generated strong media visibility across print, broadcast, and digital outlets. Coverage throughout the year, both directly secured and organically referenced, demonstrated substantial earned media exposure and reinforced Seattle Center's role as one of the region's most visible civic and cultural destinations.

## DIGITAL ENGAGEMENT



### Email Newsletter

4.8M emails sent | 85% open rate  
4.1M+ Emails opened  
90K+ clicks



### Social Media Impressions

4.4M



### Website Page Views

4.2M



### Digital Signage Campaigns

275

supporting events, producers, resident organizations, and sponsors

## MEDIA REACH



### Total Print Publication Viewership

16.9M



### Total Broadcast (TV & Radio) Audience

332.6M



### Online Publication Reach

5.89B



### Total Advertising Value Equivalent

\$58.6M

# PUBLIC PROGRAMS OVERVIEW

Public programs fulfill Seattle Center’s vision to bring community together and delight and inspire the human spirit through four key initiatives:

## ARTS & CULTURAL PROGRAMMING

- Signature programs: Winterfest, Festál, Movies at the Mural, Artists at the Center
- Supports emerging and professional artists
- Provides production resources + audience access
- Strengthens cultural expression across the campus

*“As someone who grew up in this area, with countless memories in The Armory as a kid, it was so special to hear my music resonating across the space. I reached 100 new listeners. Strangers even donated towards my album. This was one of my favorite shows I have ever played.” ~ Jahnvi Madan, Artists at the Center 2024–25*

## HEALTH & WELLNESS

- Free, year-round fitness programming
- Critical medical, dental, and vision care via Seattle/King County Clinic (SKCC)
- Emergency sheltering and services for unhoused neighbors
- Mental well-being supported through arts and cultural engagement

*“My heartfelt thanks to the Seattle community for a life changing experience. I walked away feeling a greater sense of community. Simple words of thanks seem like an understatement compared to walking away knowing that I have to pay this forward.” - Anonymous patient at SKCC*

## SERVICE & SOCIAL IMPACT

- Stewardship of public space for urgent community needs
- Emergency weather shelters (with Salvation Army + King County Regional Homelessness Authority)
- Facilitation of protected speech events
- Space for community to gather, protest, mourn, celebrate, and connect

*“I feel like this is my land, that I was born here, and I’m happy to officially be part of the United States” - Evelia Castro, newly Naturalized Citizen 2025*

## PARTNERSHIPS

- Collaborations with City departments: Arts & Culture, Economic Development, Immigrant & Refugee Affairs, Civil Rights
- 25 Festál community partners
- Campus resident organizations
- Healthcare partners supporting SKCC to support and operate Seattle/King County Clinic

*“Overall, the festival doesn’t just entertain - it builds connection, pride, learning, and mutual respect, making its impact both personal and lasting for everyone involved.” - Indigenous People Festival/Seattle Indian Health Board*

# COMMUNITY PROGRAMS & EQUITY

## ATTENDANCE AND IMPACT OVERVIEW

### MAJOR YEAR-ROUND PROGRAMS

- Artists at the Center: 3,725 attendees
- Kraken/Climate Pledge Arena
  - Pre-Games: 13 events
  - 6,500 attendees

### CULTURAL FESTIVALS & CELEBRATIONS

- Festál Cultural Festival Series: 25 festivals, 400,000 attendees
- Naturalization Ceremony: 501 new U.S. citizens

### LARGE-SCALE ANNUAL FESTIVALS

- Northwest Folklife: 136,000
- Bite of Seattle: 282,000
- PrideFest: 80,000
- Bumbershoot: 16,000

### COMMUNITY HEALTH & WELLNESS

- Seattle/King County Clinic: 10,000+ participants (patients and volunteers)

### PUBLIC-FACING EVENTS (overall)

- 186 events, 1.2M+ attendees
- Commercial Events:
  - 91 events
  - 370,866 attendees



# SEASONAL & HOLIDAY HIGHLIGHTS

## ATTENDANCE

### HOLIDAYS AT THE CENTER

- Total Holiday Attendance: 1.3M
- Winterfest (overall): 600,000
- Winter Train & Village:
  - 33,000 viewers
  - 4,571 train operators
  - ~3,500 scavenger hunt submissions
- Holiday Entertainment:
  - 25 acts
  - 4,600 viewers
- Ice Sculpting: 5,000 attendees
- Symetra Movie Nights: 675 (4 days)
- Christmas Market: 152,000
- New Year's Eve Celebration: 54,000

### SIGNATURE EVENTS

- Seattle Hot Air Balloon Glow Up: 10,000
- Movies at the Mural: 6,025



# ABOUT SEATTLE CENTER FESTÁL

Seattle Center Festál is a unique public program series of 25 free cultural festivals, each offering its own celebration of heritage and identity. These community-produced events provide a wide range of engaging programs and activities that cultivate a deeper understanding of our region's diversity through immersive performances, food, arts, and educational programming.

Collectively, the festivals welcome approximately 400,000 annual attendees, generate an estimated \$30 million in economic activity, support more than 250 jobs, and engage thousands of volunteers, artists, and small business vendors.

Seattle Center Festál is presented in partnership between Seattle Center and 25 community-based organizations, with support from the City of Seattle, Seattle Center Foundation, and 4Culture's Arts Sustained Support and Free/Reduced Access programs. Additional support for Festál 2026 is provided by 2025 charitable donations from the Snoqualmie Tribe and ArtsFund's Community Accelerator Grant.



# 2025 SEATTLE/KING COUNTY CLINIC

Founded and produced by Seattle Center & Seattle Center Foundation

## ABOUT

Held April 24–27, 2025, at Seattle Center, the clinic united 113 organizations and 4,529 volunteers to provide free dental, vision, and medical care to 3,319 people—valued at nearly \$3.1 million. Services were offered first-come, first-served, with a focus on racially diverse and economically disadvantaged patients. Organizers and participants praised the event’s smooth execution and continued commitment to quality, marking its best year in a decade.



**DENTAL / MEDICAL / VISION / SOCIAL SERVICES**

All services are provided at **no cost** to patients.

## PATIENT POPULATION

While some patients are unhoused or uninsured, many belong to the “missing middle” working individuals earning too much for subsidized care yet unable to afford private costs. Others face barriers like language, transportation, or navigating healthcare systems. Each patient’s story differs, but all share a need for care.

This year’s clinic reaffirmed the power of collaboration and compassion in bridging critical gaps in healthcare access for thousands in our community.

### Patients Seen

- Dental: 1,642
- Medical: 1,456
- Vision: 1,048

### Uninsured

- 53.4%

### Cannot Afford Healthcare

- 42.8%

### Patient Out-of-Pocket Savings

- Medical: \$964,497
- Dental: \$1,487,738
- Vision: \$643,910

### Average Age

- 47

### Languages

- 54
- 51.4% of patients used a language other than English

### Housing Status

- Housed: 95%,
- Renters: 60.5%
- 5% reported living in shelters, on the street, or in vehicles

### Employment

- Full-time or part-time jobs: 43%
- Unemployed: 33%
- Retired: 9.1%
- Minors or students: 4.1%
- On disability: 3.3%



3,319  
Patients Served



Patients saved  
\$3M+  
in out-of-pocket  
costs



4,529  
Volunteers



113  
Participating  
Organizations

# MARION OLIVER MCCAW HALL

Since opening in June of 2003, McCaw Hall has welcomed a total of 7,638,771 guests across 8,838 events.

## MARION OLIVER MCCAW HALL

Overall Attendance: 308,621

Total Event Days: 172

Total Attendance Average: 1,342

## SEATTLE OPERA

Attendance: 55,052

Events: 29

Total Attendance Average: 1,898

## PACIFIC NORTHWEST BALLET

Attendance: 164,240

Events: 108

Total Attendance Average: 1,521

## OTHER EVENTS

Attendance: 89,329

Events: 93

Total Attendance Average: 961



**NO TWO VISITS ARE ALIKE.**



# SEATTLE CENTER AT WATERFRONT PARK

In partnership with Friends of Waterfront Park, Seattle Center also provides operations, maintenance, and public safety services for Waterfront Park, while Friends leads park experience, programming, and stewardship along Seattle’s downtown waterfront.

2025 was a landmark year for Seattle’s Waterfront Park, attracting 9 million visitors and celebrating major openings, including Pier 58, new amenities, and the full park grand opening with 41,000 attendees. The waterfront hosted signature events like the Seafair Torchlight Parade (35,000 attendees) and the inaugural Waterfront 5K Run (4,700 participants), while Friends of Waterfront Park delivered 80 free programs for nearly 95,000 attendees.

Cultural enhancements included permanent art installations by Shawn Peterson and Ann Hamilton, honoring Coast Salish heritage and enriching the visitor experience. Strong operations ensured safety and cleanliness, with 43,000 park interactions, zero encampments, and 622 graffiti removals, most within 24 hours.

2025 showcased the success of a public/private partnership model, creating a vibrant, safe, and culturally rich waterfront destination.

seattlecenter  
— AT WATERFRONT PARK



# SEATTLE CENTER AT WATERFRONT PARK



## WATERFRONT PARK - 2025 HIGHLIGHTS

### Visitors

- 9M

### Key Openings

- Pier 58 Restroom (March)
- Molly Moon's Ice Cream (May)
- Pier 58 (July)
- Full Park Opening (Sept. 6)
  - 41,000 attendees
  - 140+ local artists

### Partnership Model

- Public/Private with Friends of Waterfront Park

### Usage Since Full Opening

- 324,238 users
- Max capacity: 4,178/day

### Pier 58 Restroom Impact

- Opened: March 2025

### Operations & Safety

- 96 emergency maintenance calls
- 23 public safety incidents

### Key Insight

- Active presence deters rule violations

### Art & Cultural Enhancements

#### Permanent Art Installations

- *Sculptures on Park Promenade* by Shawn Peterson | Honors Coast Salish heritage
- *Guests* by Ann Hamilton | Perforated screen wall under Overlook Walk

### Community Impact

- Strengthened cultural identity
- Enhanced visitor experience

### Events & Community Engagement

- Meet Me at Waterfront Park 5K Run (May)
  - 2,032 sign-ups, 1,682 finishers
  - 4,700 total attendees
  - 883 new email subscribers
- Seafair Torchlight Parade
  - Moved to Waterfront (July)
  - 100+ floats, performances, Torchlight Run
  - 35,000 attendees
- Salmon Homecoming: 18,200
- Africatown Soul on the Water: 6,376
- Indigiqueer Festival: 3,397
- Seattle Disability Arts Festival: 4,006

### Friends of Waterfront Park Programs

- 80 free public programs
- 94,828 attendees

# RESIDENT ORGANIZATIONS & PARTNERSHIPS

Seattle Center's network of resident organizations, nonprofit partners, and corporate sponsors forms a powerful civic ecosystem that drives cultural access, economic activity, and public benefit for Seattle and the Puget Sound region.



## RESIDENT ORGANIZATIONS

- 30+ cultural, educational, and civic organizations operate year-round at Seattle Center, including Climate Pledge Arena, MOPOP, Pacific Northwest Ballet, Seattle Opera, Pacific Science Center, SIFF, KEXP, and many others.
- Collectively, Seattle Center's resident organizations welcome millions of visitors annually and help strengthen Seattle's arts, tourism, and creative economy.
- Seattle Center partner organizations provide more than \$2.8M annually in public benefits, including:
  - free or reduced admissions
  - youth education and scholarships
  - community outreach programs
  - complimentary civic and nonprofit use of space

These programs expand access to arts, culture, science, and education for residents across the region.

## STRATEGIC PARTNERSHIPS

- Seattle Center collaborates with major civic and private partners including Space Needle, Climate Pledge Arena, Friends of Waterfront Park, and regional arts institutions to strengthen Seattle's cultural ecosystem.
- Corporate sponsorships and brand partnerships support campus programming, events, and public space activation.
- Seattle Center's sponsorship program is now around \$4M annually in corporate partnership revenue, helping fund:
  - free community festivals
  - cultural programming
  - campus activations
  - visitor services and amenities
- These partnerships allow Seattle Center to expand free and low-cost programming while strengthening the campus as the region's premier arts and cultural destination.

# LOOKING AHEAD TO 2026

Seattle Center continues to evolve as one of the Pacific Northwest's most important civic, cultural, and economic destinations.

As Seattle prepares to welcome the world for global soccer in 2026 - including matches associated with the FIFA World Cup 2026™ - Seattle Center will serve as a central hub for world soccer fan celebrations, creating inclusive, high-energy experiences that bring communities together while welcoming visitors from around the globe.

Building on nearly 12 million annual visits and \$3.3 billion in regional economic impact, Seattle Center is advancing strategic investments that strengthen the campus as a dynamic hub for arts, culture, sports, science, and civic life. These efforts reflect a continued commitment to access, innovation, and community connection - while positioning the campus for its next era of growth.

## LEADERSHIP TRANSITION

Seattle Center is pleased to welcome Randy Engstrom as Acting Director.

Randy brings decades of experience at the intersection of arts, culture, and public service, along with deep relationships across Seattle's creative and civic communities. His leadership is grounded in a belief that public spaces should foster belonging, creativity, and opportunity for all.

Seattle Center also recognizes the leadership that has guided the campus through this period of growth and transition, along with the dedicated staff whose daily work ensures the campus remains welcoming, safe, and vibrant for all.



Randy Engstrom, Acting Director

*“Seattle Center is where our city comes together, across cultures, generations, and experiences. As we look ahead, we have an opportunity to build on that foundation in ways that are more inclusive, more creative, and more connected than ever before. From celebrating the global game and welcoming the world, to strengthening the everyday experiences that make this campus special, our focus is on partnership, access, and community. I’m honored and humbled to step into this role and work alongside an incredible team to help shape what comes next for Seattle Center.”*

# LOOKING AHEAD TO 2026

## STRATEGIC PRIORITIES

Seattle Center remains focused on driving continued progress through:

- Expanding partnerships and programming that connect residents and visitors to arts, culture, sports, and community experiences.
- Enhancing campus infrastructure and public spaces to support both large-scale global events and everyday use.
- Strengthening collaborations with cultural organizations, civic partners, and corporate sponsors to sustain free and affordable programming.
- Advancing sustainability initiatives that position Seattle Center as a national model for a zero-waste civic campus.
- Driving new revenue strategies and business models to support long-term financial sustainability and reinvestment in the campus.
- Accelerating capital investment planning to modernize facilities, improve access, and unlock future development opportunities.

## KEY INITIATIVES AHEAD

- World soccer fan celebrations and global visitor experiences across the campus
- Continued construction and transformation of Memorial Stadium into a next-generation civic and event venue
- Ongoing discussions and potential decision-making around the return of the Seattle SuperSonics, reinforcing Seattle Center's role as a premier sports and entertainment anchor
- Pacific Science Center campus renewal and expanded partnership opportunities
- Expanded integration and programming alignment with Waterfront Park
- Pilot of Seattle Center's zero-waste campus strategy
- Growth in global tourism, audience development, and year-round activation

Together, these efforts ensure Seattle Center will continue to serve as the cultural heart of the Pacific Northwest and one of the region's most important civic gathering places for generations to come while advancing a bold vision for its future grounded in partnership, sustainability, and shared community impact.



# VISITOR DEMOGRAPHICS



## AGE COMPOSITION

- Median age ~36
- 25-44 cohort: ~45%
- 65+: ~15-16%



## HOUSEHOLD COMPOSITION

- 2.3-2.35 average household size
- 67-70% are 1-2 person households



## ETHNIC & CULTURAL DIVERSITY

- 52.9% White
- 47.1% BIPOC
  - 19.5% Asian
  - 11.5% Hispanic/Latino
  - 7.3% Black
  - 7.1% Two or more races



## EDUCATION & INCOME

- 55-58% bachelor's degree or higher
- Median income:
  - \$113,700 - \$117,000
  - 37-39% earn \$150,000+ annually



# SEATTLE CENTER ECONOMIC IMPACT

Seattle Center fuels tourism, keeps the urban environment vibrant, and collaborates with nonprofit partners to make it all happen.

Seattle Center welcomes nearly 12 million visitors a year and generates nearly \$3.3 billion in economic activity through ticket sales, tourism spending, jobs, and wages, supporting 19,400 jobs.

## ADDITIONAL HIGHLIGHTS

- The Seattle Center campus and surrounding neighborhoods function as a cohesive urban ecosystem in which Seattle Center visitors spent nearly \$1.5 billion in 2024.
- Seattle Center activity generated more than \$37 million in local tax revenues for the City of Seattle.
- Seattle Center nonprofit partner organizations alone supported nearly \$80 million in business output and nearly 1,200 jobs.



# ABOUT SEATTLE CENTER

## VISION

Seattle Center is where community comes together – an iconic, inclusive destination that delights and inspires the human spirit.

## MISSION

Seattle Center operates vibrant gathering places and venues, creates exceptional events and experiences, and anchors our arts and cultural community.

Seattle Center achieves this by:

- Bringing our region’s many communities together in a safe, welcoming, and inclusive place
- Maintaining, operating and reinvesting in public spaces and venues that are beautiful, state-of-the-art, environmentally sustainable, and resilient
- Enabling our arts, culture, sports and entertainment organizations to thrive, innovate, and better serve our communities
- Deliver uplifting and professional service to our guests, clients, partners and each other

Seattle Center is a 74-acre civic, arts, and cultural gathering place in the heart of Seattle and home to more than 30 partner organizations, including Climate Pledge Arena, KEXP, MOPOP, Pacific Northwest Ballet, Seattle Opera, Pacific Science Center, SIFF, and many others. Anchored by world-class attractions, historic venues, public art, and a dynamic calendar of free and affordable events centered around the iconic International Fountain, Seattle Center serves residents and visitors of all ages year-round.

As a department of the City of Seattle and anchor of the Uptown Arts and Cultural District, Seattle Center is an inclusive destination where community comes together through arts, culture, and public life—serving residents from across Seattle and the Puget Sound region alongside visitors from around the world. In partnership with Friends of Waterfront Park, Seattle Center also provides operations, maintenance, and public safety services for Waterfront Park, while Friends leads park experience, programming, and stewardship along Seattle’s downtown waterfront.

With the support of our Official Partners: Alaska Airlines, The Climate Pledge, Coors Light, Pepsi, Symetra, T-Mobile, and WaFd Bank - Seattle Center is the #1 most-visited arts and cultural destination in the Pacific Northwest.



# SEATTLE CENTER CAMPUS

## ARTS/VENUES

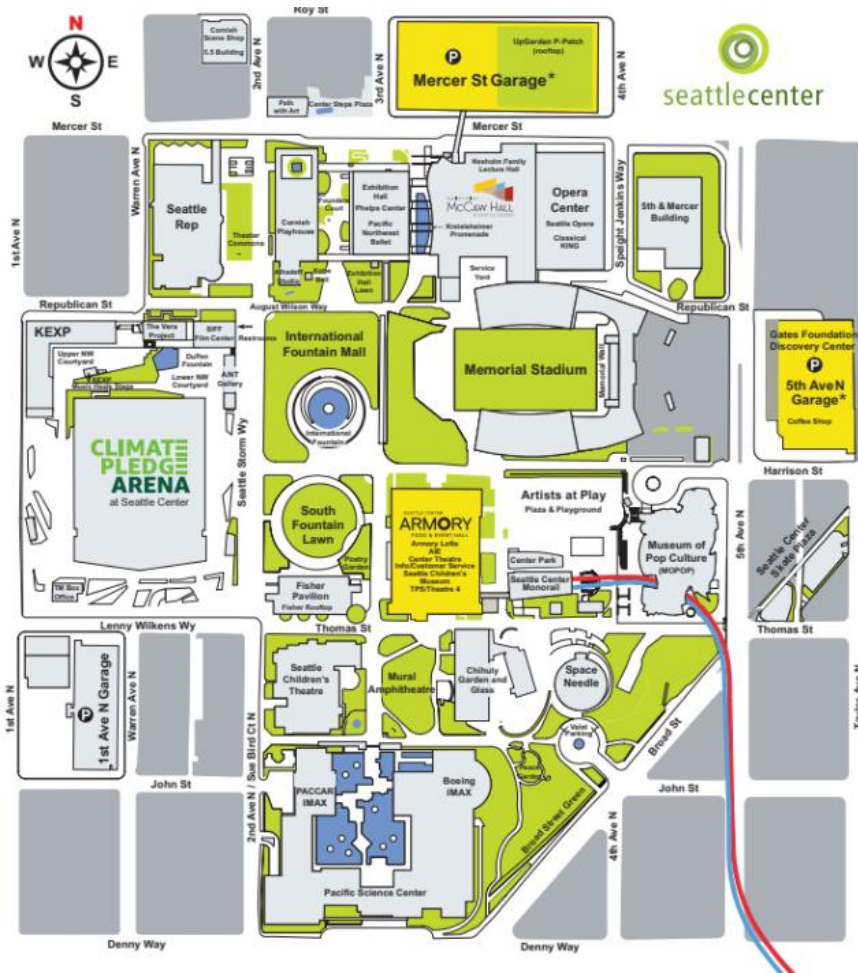
5<sup>th</sup> & Mercer Building  
 Classical KING  
 KEXP  
 Pacific Northwest Ballet  
 Seattle Children's Theatre  
 Seattle Opera  
 Seattle Rep  
 SIFF Film Center  
 TeenTix  
 Theatre Puget Sound  
 The Vera Project

## ATTRACTIONS / VENUES

Armory/Food & Event Hall  
 Artists at Play Playground & Plaza  
 Gates Foundation - Discovery Center  
 Chihuly Garden and Glass  
 Climate Pledge Arena  
 Cornish Playhouse  
 International Fountain  
 Marion Oliver McCaw Hall  
 MOPOP  
 Opera Center  
 Pacific Science Center  
 Seattle Center Monorail  
 Seattle Center Skate Park  
 Seattle Children's Museum  
 Space Needle  
 Waterfront Park

## EDUCATION

Academy of Interactive  
 Entertainment  
 The Center School  
 Cornish College of the Arts  
 at Seattle University



## PROGRAMS & EVENTS

Artists at the Center  
 Bite of Seattle  
 Bumbershoot®  
 Festál Cultural Festivals  
 Fitness Programs  
 Movies at the Mural  
 Northwest Folklife Festival  
 Seattle/King County Clinic  
 Seattle Pridefest  
 Winterfest

## SPORTS

Seattle Kraken (NHL)  
 Seattle Storm (WNBA)  
 Seattle Torrent (PWLH)  
 Seattle U Men's Basketball

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 Construction); @Google Earth;  
 @Seattle Center

Seattle Center will  
remain Seattle's  
cultural heart - where  
everyone can connect,  
create, and belong.



**FIND  
YOUR  
CENTER.**