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**Mayor's Task Force for Seattle Center Sustainability Releases  
Recommendations for Future of Seattle Center  
Public and Private Support Crucial to Sustaining Seattle Center Vibrancy**

**SEATTLE – May 16** – The Mayor's Task Force for Seattle Center Sustainability wasted no time in recommending that Seattle leaders – and voters – need to keep pace with the Center's basic needs as well as the needs of the future generations who will use this unique resource. Mayor Greg Nickel's Task Force for Seattle Center Sustainability announced its findings today after an eight-month examination of every facet of Seattle Center's business planning and operations. The Task Force unanimously recommended unified and vigorous support for Seattle Center and specific solutions of how to keep the Center economically viable in addition to building its potential as a major Seattle attraction.

The Task Force embarked on an extensive evaluation of Seattle Center including a thorough review of 14 business plans and the Seattle Center Economic Impact Assessment.

In approaching the complex issue of Seattle Center sustainability, the Task Force first acknowledged three Guiding Principles as a foundation that should lead any course of action to achieve sustainability.

**Task Force Guiding Principles:**

- A significant, ongoing contribution of public funds to the Seattle Center is not just critical for its sustainability, but appropriate public policy that recognizes the public benefits the Center provides.
- Seattle Center succeeds because it has struck a balance between its public and commercial programs and its financing. This balance must be maintained and continually reviewed.
- Every asset of Seattle Center should reach its maximum potential in achieving the Center's mission, while meeting the changing demands of the city and region.

Following the Guiding Principles, the task force detailed six recommendations aimed at rejuvenating the Center's potential and ensuring its sustainability and position as a local and tourist attraction. The Task Force was quick to point out that the Center was at a pivotal juncture in defining how it will meet the needs of our region's diverse community and meet its potential as a premiere modern urban park.

**The Six Recommended Steps of Action:**

- Remove the remaining Key Arena renovation capital debt from the Seattle Center's operating budget. This single move will allow the Center to face its future without an ongoing deficit, thus making the greatest contribution to Seattle Center's financial sustainability.
- Restore some of the cuts made to Seattle Center's operating budget in the past five years and work to preserve all of the Center's assets, including its people, its programs and its image.
- Maintain and improve transportation access to Seattle Center.
- Make sufficient capital investments to allow Seattle Center to "reinvent" aging facilities to stay current with changing market demands and provide ongoing maintenance for facilities to retain their productive value.
- Invest in major initiatives to brand and market Seattle Center, its programs and facilities, and invest in the asset of Seattle Center community programs.
- Invest in KeyArena.

The Task Force acknowledged Seattle Center as the precious asset it is – 74 acres in the heart of the city, 24 of which are currently open space. It's the focal point of many of the region's most dynamic arts and cultural organizations and site to four of the top ten most visited tourist destinations in the state.

For additional information the full report can be downloaded at <http://www.seattlecenter.com/media>.

*Seattle Center is the nation's best gathering place. Supported by the people of Seattle, Seattle Center is home to the finest cultural and educational organizations, sports teams, festivals, community programs and entertainment facilities. Seattle Center exists to delight and inspire the human spirit in each person and bring us together as a rich and varied community.*

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