



WHERE  
SEATTLE  
COMES  
TOGETHER.



seattlecenter

2023 HIGHLIGHTS

# OVERALL YEAR HIGHLIGHTS



## RESOUNDING RETURN OF MAJOR PROGRAMMING

**315 COMMERCIAL AND CULTURAL EVENTS + 35 FESTIVALS / +2M VISITORS**

Successful revival of all major public programming, including Festál our cultural series and festivals like Bumbershoot, Bite of Seattle, Day In and Day Out, and the addition of Seattle Christmas Market during Winterfest.



### CLIMATE PLEDGE ARENA'S RECORD YEAR

**2.8 MILLION VISITORS**

hosted in 2023, 4 million visitors since opening Oct. 21, 2021.



### MONORAIL TRIUMPH

**+2,134,970 MILLION RIDERS**

Monorail ridership broke pre-pandemic numbers from 2019 (1.9m) and emphasizes its iconic role at Seattle Center.



### RECORD-BREAKING ATTENDANCE

**25% YOY INCREASE / 10 MILLION VISITS**

Preliminary data indicates a remarkable increase, approaching a return to the number of visits estimated in our 2016 economic impact study.

## PR & MEDIA RESULTS

**17,895 TOTAL MEDIA MENTIONS**  
**31.87 BILLION VIEWERS**

Seattle Center and/or our events had excellent visibility in 2023, equaling out to \$60.41 million in media.



## FINANCIAL MILESTONES

**+20-25%**

Noteworthy increase in revenues across Armory, Parking, and Sponsorship sectors, reflecting economic recovery and strong support.

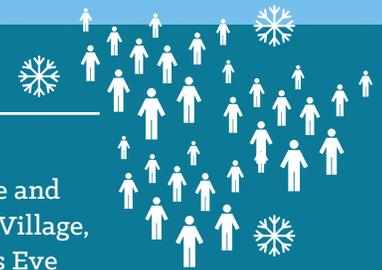


# WINTERFEST/ HOLIDAYS HIGHLIGHTS

## WINTERFEST ATTENDANCE

~1.4 MILLION VISITORS

Over the six weeks, Winterfest offered thousands of hours of free and affordable fun with festive decor, an enchanting Winter Train & Village, weekend entertainment on the Armory Stage, a lively New Year's Eve celebration, and a diverse World Bazaar Market for holiday shopping.



### MONORAIL RIDERSHIP SURGE DURING HOLIDAYS

**247,272 TOTAL RIDES**

Thanksgiving-New Year's Eve period in 2023 saw Monorail ridership soared, surpassing 200,000 for the first time since 2018.



### MCCA W HALL SUCCESS

**42 NUTCRACKER  
PERFORMANCES /  
104,876 VISITORS**

Various events, including the Nutcracker and other cultural experiences, attracted thousands in Nov/Dec.



### CLIMATE PLEDGE ARENA'S BLOCKBUSTER HOLIDAY SEASON

**17 SOLD-OUT EVENTS /  
210,000 VISITORS**

CPA hosted several events, contributing to on campus traffic and enhancing SC's vibrant atmosphere.



### ARMORY MERCHANT SUCCESS

**50-75%+ OPENING  
WEEKEND**

Outstanding sales reported during Winterfest opening weekend, with a significant increase over 2022.



### CHRISTMAS MARKET 185K+ TICKETS SOLD

This year Seattle Center welcomed a new holiday tradition to campus. The Seattle Christmas Market had 7.3M impressions on digital ads, and 1.9M impression on Instagram. The average age of attendees was 42 with an average income of \$105K.

## MARKETING & SOCIAL MEDIA IMPACT

**357,000 SOCIAL MEDIA IMPRESSIONS /  
933,003 EMAIL OPENS / 750,000+ WEBSITE INTERACTIONS**

Comprehensive Winterfest promotional strategy resulted in impressive interactions and reach.



## TOTAL IMPACT 2,040,003+ IMPRESSIONS

Through partnership with the Christmas Market, Winterfest presented by Symetra garnered significant reach. Exposure and attendance exceeded expectations and helped create a vibrant experience for our community as we wrapped-up a spectacular year.

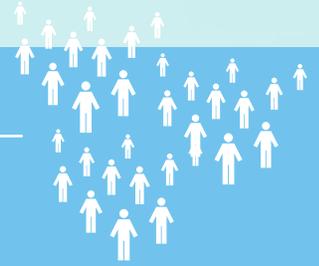
# WATERFRONT MANAGEMENT

## TOTAL VISITS TO WATERFRONT PARK

**6.4 MILLION / 21.3% INCREASE**

year over year from last year.

(Excludes international visitors and workers in the area.)



## SEATTLE CENTER'S ROLE:



Seattle Center became the lead city department for Waterfront Park Operations in 2023.



A dedicated Waterfront team has been hired for public safety and maintenance and will continue to expand as the park is completed and opened to the public through 2025.



Our key non-profit partner, Friends of Waterfront Seattle, provides programming and activation of the park as well as public safety coordination and resources.



seattlecenter  
— AT WATERFRONT PARK

# CELL DATA COLLECTED FROM MILLIONS OF SEATTLE CENTER VISITORS



## MOST VISITED ARTS AND CULTURAL ATTRACTION



#1 in Washington State



#1 within 15 miles



18TH in the Nation



**100.6K**  
median household  
income



**52.8%**  
bachelor degree  
or higher



**36**  
median  
age



**33%**  
of visitors  
are BIPOC

# MARION OLIVER MCCAW HALL

As of December 2023, McCaw Hall has been operating for a total of 247 months, welcoming a total of **7,042,228 GUESTS TO 8,376 EVENTS SINCE OPENING IN JUNE 2003**

**IN 2023, 287,179 TOTAL GUESTS ATTENDED EVENTS IN MCCAW HALL**



## PACIFIC NORTHWEST BALLET

**AVERAGE ATTENDANCE:  
1,607 PER PERFORMANCE**

- 157,795 total guests
- 110 events
- 97 performances



## SEATTLE OPERA

**AVERAGE ATTENDANCE:  
1,722 PER PERFORMANCE**

- 48,206 guests
- 33 events
- 27 performances



## COMMERCIAL EVENTS

**81,178 GUESTS**

- 99 events
- 40 events held in the auditorium

# EVENTS



A TOTAL OF 315 COMMERCIAL & COMMUNITY EVENTS HELD ON CAMPUS DREW OVER 2+ MILLION PATRONS TO CAMPUS.



## ATTENDANCE BY EVENT:

- Artists at the Center: 5K
- Bite of Seattle: 300K
- Blastfest: 3.2K
- Bumbershoot: 40K
- Carnival of Cocktails: 4K
- Festál: 250K
- Day In Day Out: 16K
- Fourth at the Mural: 3K
- Great Pumpkin Beer Festival: 5.5K
- Higher Ground: 4.5K
- Hot Chocolate Run: 11.5K
- KEXP Concerts at the Mural: 3.25K
- Kraken Pre-Game events: 11.2K
- Movies at the Mural: 4.4K
- Naturalization Ceremony: 300
- Northwest Folklife: 160K
- Puget Sound Heart Walk: 3K
- Pride: 80K
- Tattoo Expo: 4.5K
- Summer Fitness: 1K
- Sculpture Walk: 5K
- Winter Fitness: 1.1K
- Winterfest: Over 1.2M  
*(including the Seattle Christmas Market, New Year's Eve Celebration, Symetra Ice Spectacle, Armory performances, and the Winter Train & Village.)*

# MARKETING & COMMUNICATIONS (MARCOM)

## MARCOM 2023 HIGHLIGHTS & RESULTS

In 2023, our comprehensive communication strategy yielded impressive results across various platforms, including PR outreach, social media, digital signage campaigns, trade marketing initiatives, website and eblast impressions of over 31B.



### PUBLIC RELATIONS – COMMUNICATIONS – OUTREACH – CUSTOM PRESS & OUTREACH

#### 50 PLUS TARGETED RELEASES/PITCHES A YEAR

- Media mentions: 17,895
- Views: 31.87B
- Media value: \$360.41M

### SOCIAL MEDIA

3,739,200 - IMPRESSIONS

- Channels include:



### DIGITAL SIGNAGE CAMPAIGNS

- 400 digital content campaigns running on Seattle Center digital signage \$2M OOH value
- Digital Displays: Monorail platforms, KEXP, Armory Customer Service

### TRADE MARKETING PARTNERSHIPS

- \$245,480 in KEXP Radio trade Radio spots and tags
- \$150,000 trade advertising from the Seattle Christmas Market



# SEATTLE CENTER FESTÁL

## 2023 FESTÁL CULTURAL FESTIVALS HIGHLIGHTS

In partnership with Seattle Center, Festál producers showcased performances, visual and literary artists, cuisines, craftspeople, merchants, children's activities and more to showcase each festival's unique cultural focus and identity.



**FESTÁL ATTENDANCE  
OVER 250,000  
VISITORS ATTENDED  
24 FESTÁL CULTURAL  
FESTIVALS**

Attendees came from King, Pierce, and Snohomish County, as well as Eastern Washington, as well as national and international tourists.

### EBLASTS

- 26 eblasts between Jan–Nov '23
- Targeted email lists with an average unique open rate from 50–82%

### SOCIAL MEDIA

- 267 posts promoting overall Festál series and 24 festivals across Facebook, Twitter and Instagram, reaching over 592k people.

### OTHER TACTICS

- Distribution of 15,000 rack cards
- Digital signage across campus, surrounding Climate Pledge Arena, inside the Armory, on the Seattle Center and Westlake Center Monorail Platforms, and inside the KEXP Gathering Space to promote the overall Festál series, plus signage to promote individual festivals on campus digital pylons
- 26 press releases and/or media advisories

### RADIO

- Ads to promote overall Festál series ads:
  - Classical KING radio, reaching more than 250,000 listeners each week
  - KEXP radio, with an estimated weekly listenership of 180,000
  - KUOW radio, with a weekly audience of 500,000 listeners
- Calendar postings for individual festivals on websites for KNKX radio



# SEATTLE/KING COUNTY CLINIC

## SEATTLE/KING COUNTY CLINIC OVERVIEW

Over 8 years the clinic has provided  
\$22M in direct services to  
27,000 PEOPLE IN NEED



## 2023 CLINIC DATES: APRIL 27-30

Provided dental, medical, vision, and social services to more than 3,000 individuals who struggled to access and/or afford healthcare.



### 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

### PATIENT DEMOGRAPHICS



- **Population:** families, the elderly, immigrants, refugees, wage earners, people experiencing homelessness, veterans



- **Language Diversity:** patients used 51 primary languages, 57% used a language other than English



- **Additionally:** 34% unemployed, 52% uninsured, 96% housed