

Seattle Center

Seattle Center Director's Report

May 5, 2011



New Initiatives & Partnerships at the Center

the next
FIFTY
SEATTLE 2012

New Initiatives & Partnerships

As the region works through the economic downturn and we see some departures on the campus, new initiatives and opportunities bring renewed vitality to Seattle Center:

- New tenants
- New spaces open for public use
- New collaborations in KeyArena
- New community outreach around The Next Fifty
- Changes to physical spaces

New Tenants & Facilities

SIFF Film Center

- Will host events at its new facility in the Alki Room during the Seattle International Film Festival
- Staff will move in at the end of summer
- SIFF's arrival will create new opportunities for resident organizations, such as the Vera Project, to collaborate

Academy of Interactive Entertainment (AIE)

- Will occupy the vacated Fun Forest administrative office space
- AIE provides vocational training for the digital media industries
- AIE will open its doors to students in June

Center Square Pavilion

- Ride shop and Scoops facility directly north of Monorail station
- 5, 875 sq ft building
- Plan converts most of building into public assembly space for use as rental and The Next Fifty venue

KeyArena New Partnerships & Programming

New partnership with Levy Restaurants announced in Nov. 2010, with local Ivar's newly on site in March 2011

New membership in Green Sports Alliance

New events, including the first ever Professional Bull Riding and Street League Skateboarding this week and Lion's Club International Conference in July

Forecasted event number for 2011 is 118, way over projected target of 100 for the year

Wiring infrastructure upgrades will allow faster credit card purchases for increased concessions revenue

Rat City Roller Girls increased the number of Bouts to 7 in 2011

2010 WNBA Champions Seattle Storm return on June 4



Seattle Center 2012

50th Anniversary of the 1962 Seattle World's Fair

The Next Fifty Quickly Taking Shape

Events and activities are already in the works for 2012, include:

- Over 47 proposals for events and activities over the 6 months
- 19 working committees filled with community volunteers
- Art and sustainable design competitions
- Job Fair of the Future
- Fashion Shows for the future
- Seattle World's Fair book (out in Oct. 2011)
- World's Fair Gallery and store
- Seattle Opera Simulcast
- PNB Mark Morris Commissioned Work
- PBS documentary
- King Tut and Science Exhibits at Pacific Science Center
- Theme of 2012 Northwest Folklife Festival
- Interactive activities at www.theNextFifty.org
- History curriculum for all Washington middle schoolers



The Next Fifty Events of 2011

50th Anniversary of the 1962 Seattle World's Fair

New ***The Next Fifty website*** launched on April 21, 2011, including a dynamic new feature, Share Your Stories in partnership with Intersect, KCTS 9, MOHAI and HistoryLink.org

Party with a Purpose, June 17, McCaw Hall, in partnership with the Washington Global Health Alliance, for young professionals wanting to make an impact on tuberculosis control and prevention

Tots-n-Tunes, Aug. 21, to benefit The Next Fifty

Seattle Marathon 10k Race Presented by The Next Fifty, Aug. 27, in partnership with Seattle Marathon Association

International Artist Call for temporary/permanent artworks to be installed at Seattle Center during TNF

Green Lid International Design Contest for 4-acre lid as envisioned in the Century 21 Master Plan

Monthly "***buzzes***," online and real gift stores, World's Fair Gallery





Participating Organizations

A special thanks to:
The Production Network

206, Inc.
4Culture
Advanced Computer Solutions
AEG Facilities
American Institute of Architects Seattle
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Artist Trust
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The Children's Museum, Seattle
City Arts
City Club
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Hmong Association of Washington
Intiman Theatre
Iranian American Cultural Association
Irish Heritage Club
Jack Straw Productions
Journalism That Matters Pacific Northwest
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Korean-American Art & Cultural Association
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Museum of History & Industry
Native Lens/Longhouse Media
Northwest Folklife Festival
Office of Arts & Culture
Office of Film + Music
One Reel, Inc.
Pacific Northwest Ballet
Pacific Science Center
The Port of Seattle
The Production Network
Pyramid Communications
Ragamala, Inc.
Seafair
Sea Mar Community Health Centers
Seattle Art Museum
Seattle Cherry Blossom and Japanese Cultural Festival Committee
Seattle Children's Theatre
Seattle Convention & Visitor's Bureau
SIFF
Seattle Mariners
Seattle Monorail Services
Seattle Opera
Seattle Public Utilities
Seattle Repertory Theatre
Seattle Shakespeare Company
Seattle Sports Commission
Seattle Storm
Seattle University Athletics
Seattle Youth Commission
ShowBrazil Productions

Sightline Institute
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Special Olympics – Washington
Tabor 100
Taller Mexicano para la Cultura y las Artes
Tet in Seattle
Theatre Puget Sound
Trenchtown Rocks
Turkish American Cultural Association of Washington
Urban Land Institute Seattle
Urban Enterprise Center
The University of Washington
Museology Graduate Program
The Vera Project
Vulcan Sports & Entertainment
Washington Biotechnology & Biomedical Association
Washington Chinese Arts & Culture Committee
Washington Economic Development Commission
Washington Global Health Alliance
Washington State Arts Alliance



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