



June 4, 2010

Dear Members of the Selection Committee:

We are delighted to submit a proposal for the redevelopment of the South Fun Forest area on the Seattle Center Campus. We believe our concept supports Seattle Center's vision of being the nation's best gathering place and the cultural and community heart of the City.

We propose a comprehensive exhibition featuring the work of Dale Chihuly, a renowned artist from our own community. As you will find detailed in our proposal, we feel strongly that this exhibition is consistent with the guiding principles of the Century 21 Master Plan. Our proposal is not to create a permanent exhibition – we propose an initial five year lease with three additional five year extension options and we will return the area better than we found it.

Based on public response to Chihuly exhibitions in museums and gardens around the world during the last decade, we are confident that our project and its programs will attract a great number of local residents as well as new visitors to Seattle Center.

We sought advice from community leaders and art groups, listened to comments from our neighbors, and reflected on the public discussion. We updated our project to address this input. As you will see in this proposal, our project has been refined to include the following:

- Funds for the development of Green/Open Space
- Creation of a Free Art Playground on the Seattle Center campus for kids and families
- Inclusion and support of art groups and artists
- Establishing Community Partner relationships for educational programming and to support local arts organizations

As noted above, we have enhanced our partnerships, and now, in addition to Chihuly Studio, welcome new partnering relationships with ArtsFund, Pratt Fine Arts Center, Pilchuck Glass School and Seattle Public Schools. We are working together to build programs in support of Seattle arts, artists and education.

Dale has summed up our shared intent when he said,

I'm honored to have been invited by the Wright family to exhibit my artwork at Seattle Center. My last exhibition here in Seattle was in 1992, when the Seattle Art Museum opened the Venturi building. I've never had the opportunity to present a public exhibition in a garden in Seattle. The vision of this project is to create an aesthetically pleasing indoor/outdoor exhibit that adds color and vibrancy in green, garden space, while providing a point of entry to the visual arts that appeals to all ages. I'm very humbled by

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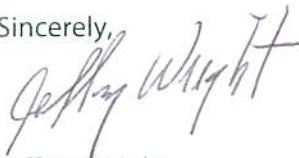
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the opportunity to bring this exhibit to Seattle Center and join the myriad of other arts organizations at Seattle Center. I'm proud that this exhibit will provide a venue for arts education, community gatherings, and family outings.

We are proud of our work with Chihuly Studio and other partners to develop this proposal for a truly stunning use of this space at Seattle Center. Thank you for considering our proposal. We look forward to meeting with you to discuss it in greater detail.

Sincerely,

A handwritten signature in dark ink, appearing to read "Jeffrey Wright". The signature is fluid and cursive, with the first name "Jeffrey" written in a larger, more prominent script than the last name "Wright".

Jeffrey Wright
Chairman
Space Needle LLC

Request for Proposals
Redevelopment of Seattle Center South Fun Forest Area

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7A. *Provide a general overview of your organization including the organization's structure and purpose.*

Project

Our proposed project is a comprehensive exhibition of the art of Dale Chihuly, funded and operated by the Space Needle. Key to the exhibition is the opportunity to also showcase arts education and encourage artistic exploration, and as such our project also engages Seattle Public Schools, the Pilchuck Glass School, the Pratt Fine Arts Center and ArtsFund as key community partners in programming. This project will also assist in the specific missions of these organizations and support their efforts on behalf of artists and students. Our goal is to provide a unique new experience at Seattle Center that will beautify the existing site, increase the number of visitors to the campus each year, and engage the public in art, all while adhering to the principles of the Seattle Center Century 21 Master Plan.

Space Needle

As the most visible icon in the Pacific Northwest, the Space Needle has become a symbol of our City around the world. Privately-owned by the family of its builder, Howard S. Wright, the Space Needle is a reflection of Seattle and is operated and maintained as a world-class attraction.

The Space Needle has been a significant attraction and tourism driver for more than 48 years. The Space Needle is well experienced in the profitable operation of an attraction, restaurant and retail business having served over 40 million guests since it opened in 1962. We have over 300 team members and our average team member has worked seven years for us with several surpassing 25 years of service. We have a solid management team with varying years of Space Needle history coupled with experience from some of the most recognizable and respected names in our industry.

As a cornerstone of Seattle Center, we have joined in the celebrations of our region's success in government, sports, education and the arts. When the 2008 Century 21 Committee was formed, Space Needle board member Jeff Wright was named as co-chair of the Committee that created the Century 21 Master Plan to make Seattle Center a more vibrant and exciting part of our community.

The Space Needle has played a role in our City's growth through support of local businesses and non-profit organizations. The Space Needle has been used as an inspirational symbol and our facilities have been made available at no cost to numerous non-profit organizations for fundraising opportunities. We are now focusing on our role in the City's development for the next 50 years. We strive to nurture and maintain this world-class status as we move ahead into the next half century.

The family-owned Space Needle is a proud neighbor and supporter of the development of Seattle Center for the best interests of our community. As the 2008 Century 21 Committee's report was released, the Space Needle's board and management were actively exploring the

possibilities in and around the Needle to add vitality to the Seattle Center and draw additional visitors to the campus.

When it was made public that the site of the south Fun Forest location was being vacated, we felt strongly that the site could be greatly enhanced and be made into a dynamic space that would create excitement and become an amazing new experience that would benefit the entire Seattle Center campus. We then approached one of the world's premier artists who is a native of our region, Dale Chihuly, with the prospect of presenting a comprehensive exhibition of his artwork on the Center grounds. Our intention is to transform what is now a large asphalt space into a lush garden and a unique gathering place for community residents and visitors.

The Master Plan specifically recognizes that ***“new ideas and opportunities, which can't be imagined or planned for now, are likely to be presented to Seattle Center sometime in the years ahead.”*** Our exhibition proposal aligns with the spirit and design of the Century 21 Master Plan to develop a new concept that draws our community, families and tourists to Seattle Center.

Our project increases green space on the campus and enhances our City's artistic and cultural offerings. It is privately funded so there is no cost to the Center or the City, and it will create more than 100 jobs during construction and 75 in long-term operations and generate revenue to the State, County and City through B&O, sales and admission taxes. Further, our project will not compete with the fund-raising efforts of local non-profits.

About Dale Chihuly

Artist Dale Chihuly creates free standing glass sculptures, large-scale artwork installations, drawings, and paintings which have been exhibited at museums, gardens, architectural environments, and galleries throughout the world. Chihuly Studio is a leading art studio with a mission to support the work of Dale Chihuly. A multifaceted organization with facilities in Ballard, Wallingford, and Tacoma, Washington, the Studio employs approximately 100 talented people who facilitate exhibitions of Chihuly artwork, from glass blowing, fabrication to installation, shipping and documentation.

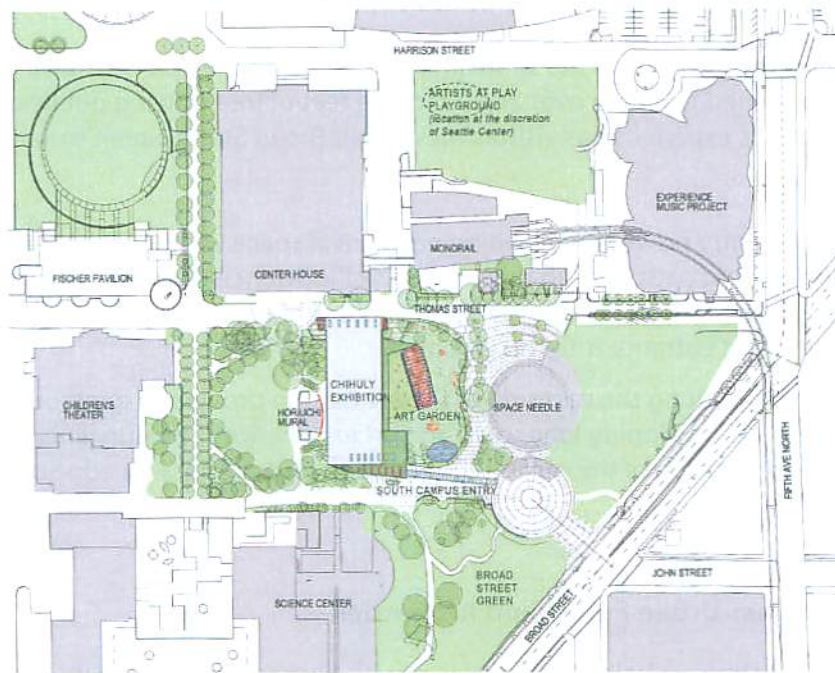
Ninety-seven exhibitions in seven countries have presented Chihuly artworks during the last decade, which have been enjoyed by over 10 million visitors. The Chihuly exhibition would bring this transformative and delightful experience to Seattle residents and visitors.

Chihuly Studio is committed to supporting the Chihuly exhibition by presenting Chihuly artwork on the Seattle Center campus for the duration of the proposed exhibition. The presentation will include an interior exhibition of Dale Chihuly's glass artworks and drawings, a dramatic display of large scale installations in a garden setting, and newly created sculptures within a glass conservatory. Chihuly Studio will provide didactic and historical information about the artist and the artwork. The Studio will support the Space Needle with artwork care and maintenance during the exhibition period. Educational programming, community activities, and exhibition guides will be developed in conjunction with the Space Needle and Community Partners.

7B. Present a detailed plan of your proposed site use and clearly indicate if you are proposing for Site A, B, or C or some combination thereof. Include any pre-concept design available such as sketches or site plan and an estimate of the planned capital investment including and identifying both hard and soft costs. If you are proposing for the Arcade Pavilion, include any details on any proposed alterations and maintenance of the building and describe how you will mitigate impacts to the Horiuchi Mural.

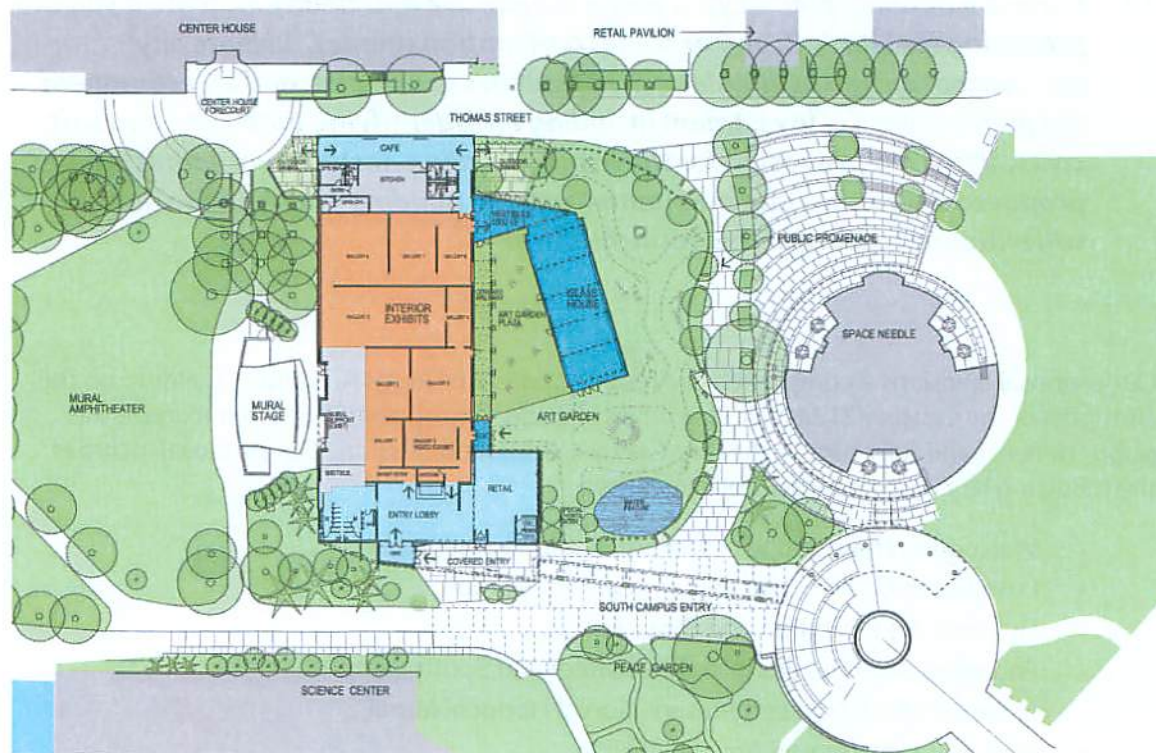
Our proposal envisions a comprehensive redevelopment of Areas A, B and C, building on the strengths of the Century 21 Master Plan while offering new opportunities to maximize the public benefits and fully support Seattle Center's vision and mission. Our proposal includes the following Key Features and Public Benefits

- Welcoming New Campus Entry and Public Promenade
- Lush Green Canvas: Urban Forest and Art Garden
- Dynamic Art Exhibition and Event Spaces
- Engaging Activities along Thomas Street and South Campus Entry
- Enhanced Backdrop and Preservation of Horiuchi Mural
- Radically Transformed Arcade Pavilion
- Northwest Retail Pavilion
- Fully-Funded by Private Investment
- Artists At Play - Children's Playground*



Site Context Plan – enhanced green space, active programming, diverse public benefits

* Exact location of Artist at Play Playground will be at the discretion of Seattle Center



Site Plan

Welcoming New Campus Entry and Public Promenade

The existing narrow sidewalks on the south and east edges of the Fun Forest will be dramatically broadened to create over 24,000 square feet of free-flowing public open space, enhancing the public experience as visitors move from Broad Street Green toward the center of the campus.

The South Campus Entry provides an inviting new arrival space with views to the Art Garden and an open welcoming path leading toward the Pacific Science Center, the Mural Amphitheater, and Center House. A potential covered canopy would provide rain protection and creates an inviting entrance into the Campus.

The Public Promenade along the east side of the Art Garden provides a generously scaled yet intimate pathway - an enveloping landscape and art experience. This curvilinear promenade is conceived as an extension of the meandering pathway along the west edge of Broad Street Green.

Lush Green Canvas: Urban Forest and Art Garden

Over 30,000sf of existing asphalt will be replaced with diverse landscaping integrated with Chihuly artwork, including lush understory plants and rain-gardens, flowering ornamental and canopy trees which align with the Urban Forest concept defined within the Master Plan. The

Art Garden creates an intimate art and landscape experience and complements the feeling of the historically designated Mural Amphitheater as respite from the large open spaces of Broad Street Green and the future redevelopment of the 9 acre Memorial Stadium area. The existing Arcade Pavilion will also be renovated and transformed with landscaping and green-screen walls which will extend the green canvas and actively demonstrate Seattle's continued leadership in sustainable technologies.

Dynamic Art Exhibition and Event Spaces

We are proposing a sequence of highly adaptable spaces that will feature the artwork of Dale Chihuly as well as space for children's educational activities, cultural gatherings, and special events. 12,200sf of Interior Exhibition Space is proposed within the existing Arcade Pavilion space: the existing interior height and open architecture will accommodate large scale artwork. Also included is a flexible media space for changing video exhibits, artist's lectures, special events and educational activities.

The 4,600sf Glass House will feature a dramatic art installation suspended above a completely open floor space allowing the flexibility for special events and temporary art exhibits. The 16,300sf Art Garden will feature a series of iconic art installations integrated within the landscape with special illumination for nighttime viewing. Nestled between the Interior Exhibition Space and the Glass House, the adjoining 4,500sf Art Garden Plaza will provide a flexible space for changing exhibits, special events, and educational programming.

Engaging Activities along Thomas Street and South Campus Entry

Placement of a new indoor/outdoor Café along Thomas Street responds to the desire to activate and complement the Center House Forecourt / South Entry. The visually open interior 1,500sf Café will prominently feature artwork. Over 1,500sf of open-air dining area on the Northeast corner will offer opportunities for diners to view the artwork and garden. The existing picnic space on the Northwest corner of the Arcade Pavilion will be upgraded and maintained by us and will continue to be available for general public use. The existing north façade will be radically transformed with large glass panels and skylights, flooding the Café with natural light.

Adjoining the South Campus Entry, the 4,000sf Exhibition Lobby and Bookstore/Shop spaces will be visually open and accessible to the public, activating this area of the campus, increasing visitation to the adjoining Peace Garden, and creating inviting connections to the Pacific Science Center's north entry.

Enhanced Backdrop and Preservation of Horiuchi Mural

The Horiuchi Mural, recently designated as an Historic Landmark, is one of the most significant artworks at Seattle Center. Our proposal not only avoids any impacts to the Mural, it improves the building that serves as a backdrop to the Mural. We understand that separate funding is

expected to be available for the Mural's restoration, and we will be supportive of the City's efforts to restore the Mural in time for Seattle Center's 50th anniversary celebrations.

By transforming the Pavilion west façade with plantings and green-screen walls, the backdrop for the Mural will be significantly enhanced. The existing Mural support space in the Arcade Pavilion will be retained for programming at the Mural Stage.

Radically Transformed Arcade Pavilion

The existing Arcade Pavilion building will be repurposed and transformed for its new intended use as an exhibition space. The exterior facades will feature intensively planted green-screens and new glazing, and the entire building envelope will be upgraded to meet current energy code. The mechanical, electrical, and interior finishes will also be upgraded. The current plan calls for the renovation to be designed to meet LEED Silver standard, with key features including innovative natural ventilation and day lighting, radiant heating, and energy efficient lighting systems. A new covered walkway and entry will further transform the character of the existing building. The new Bookstore/Shop space at the southeast side of the building is expected to feature a green roof and green-screen walls, operable windows and sliding doors.

Northwest Retail Pavilion: Area C

Our proposal includes the redevelopment of the existing Retail Building (Area C in the RFP) to create an enhanced retail source for products from our region to include objects created by Northwest artists and craftspeople. The space is proposed to be operated by the Space Needle independently of the Chihuly exhibition and will have its own unique character.

Fully-Funded by Private Investment

The estimate of capital investment put forward by the Space Needle for this project is between \$12,000,000 and \$15,000,000 inclusive of all hard and soft costs, with an additional estimated \$200,000 annually through the life of the project budgeted for asset maintenance and facility improvements. This amount does not include the Chihuly Artwork that will reside on the property during the term of the lease. The full capital investment will be from private sources with no funding required from Seattle Center or the City of Seattle.

Artists at Play - Children's Playground

As an additional public benefit referenced in the RFP, Paragraph 6C, we propose to fund and facilitate the creation and installation of a major new Art Playground on the grounds of the Seattle Center Campus. As we listened to the families, neighbors and neighborhoods surrounding Seattle Center, as well as artists, parks advocates and community organizations, it became clear to us that there was a wonderful opportunity for our project to also have substantial impact in delivering a very needed Seattle Center Campus improvement and additional public benefit outside of the project site.

The Artists at Play Foundation would work with local artists to create original designs that are inspired by traditional playground structures. These playground structures would then be fabricated and installed in green space created on the Seattle Center Campus through the funding by the Artists at Play Foundation.

This playground will be fun, safe, creative, family-friendly and accessible at no cost to the public. Moreover, after an initial funding commitment of \$1,000,000 to develop the art playground, we commit to participate in fundraising of \$50,000 annually for additions to and/or maintenance of this playground in ensuing years throughout the life of the lease. We would work closely with Seattle Center and City agencies as appropriate to select and commission regional artists to design unique art playground structures.

When combined with the initial \$1,000,000 funding, the \$50,000 annual commitment could generate \$2,000,000 over the life of the proposed agreement to support the Art Playground through the Artists at Play Foundation. More detail on the Art Playground is included as an addendum to this proposal.

7C. Outline the proposed program, how it will be managed and operated including days and hours of operation, staffing and activity plan and/or event schedule.

Our proposed program is an exhibition of Dale Chihuly's artwork presented in an Interior Exhibition Space, a stand-alone Glass House and an Art Garden with strong community engagement and focused education programs. This unique public experience will dramatically enhance the program mix at Seattle Center. It will expand the cultural offerings at the Seattle Center to include a major visual arts experience. The Chihuly exhibition will create extensive new opportunities for collaboration with existing Seattle Center arts and cultural organizations, as well as new connections with regional arts and education organizations beyond the Seattle Center campus.

Public Open Spaces

The South Campus Entry and Public Promenade are conceived as highly flexible open spaces, allowing for a wide range of public activities. With major views into the Art Garden and Glass House, these open public spaces will offer visually stimulating experiences for all visitors and passersby regardless of whether they enter directly into the exhibition spaces. A proposed covered canopy entryway offers rain protection.



View from Southeast – Open Public Spaces, Engaging Artwork, and Enveloping Landscape

Interior Exhibition Space

Utilizing the existing Arcade Pavilion structure, the Interior Exhibition Space will include a journey through Dale Chihuly's series in a number of unique rooms. The works will reflect many of Chihuly's most popular and enjoyed aesthetics including the historic Mille Fiori, Chandeliers displayed at Chihuly over Venice, the Northwest Room that features Native American baskets, and the Venetian series that shows the connection with Murano glass. Through an audio guide visitors will learn about the artist and the artwork. An audiovisual experience presented in the theater will provide insights into the artist's creative process. The flexible theater room will accommodate lectures by Community Partners, local artists, and arts professionals.

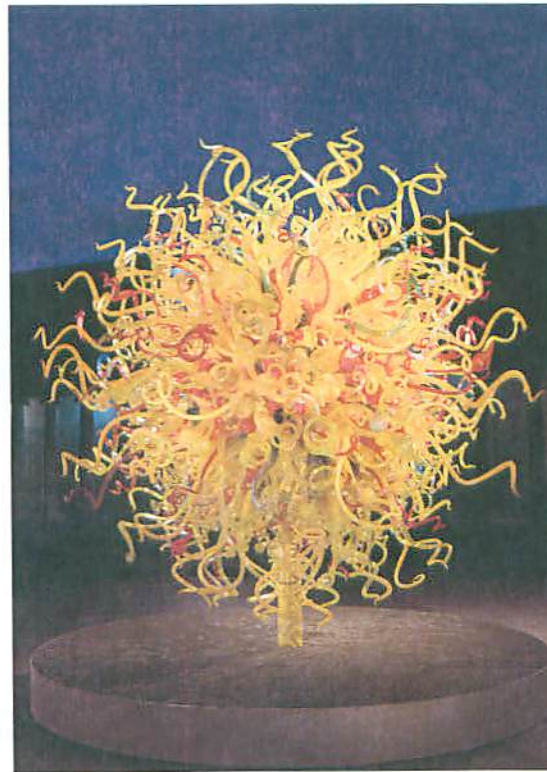


Mille Fiori, de Young Museum, San Francisco, 2008

Art Garden

The Art Garden will be a lush array of Northwest plantings and a water feature in an area presently covered with asphalt. This will be an opportunity to see Chihuly's exploration of glass among thoughtful and varied landscaping. A focal space within the Art Garden will be the Art Garden Plaza, a 4,500sf flexible open space nestled between the Interior Exhibition Space and the Glass House. Potential uses include temporary exhibitions, educational programming, community events, musical performances, and literary readings.

Perimeter landscaping to protect the exhibition spaces is conceived as an integration of plantings and metalwork designed to provide an engaging public experience. Integrating sensitively with the existing environment, the pathways surrounding the site will be widened and enhanced to provide inviting connections into the Seattle Center and to the Peace Garden, along Thomas Street and to the landmark Horiuchi Mural, where it resolves as a green backdrop. These connectors can be enjoyed by visitors and passersby alike.



The Sun, The Legion of Honor, San Francisco, 2008

Glass House

The Glass House is the heart of the Art Garden. It reflects Dale Chihuly's life-long passion for conservatories. Dale's early exposure to glass conservatories at Wright Park in Tacoma and Volunteer Park on Capitol Hill inspired the design of the Glass House. It is designed to accommodate a site-specific installation that would be visible from inside and outside the Art Garden. This dramatic sculpture will change from morning to evening as the sun moves across the sky, with daytime transparency evolving into a beacon from the lighted interior at night. View corridors will offer vistas to visitors from many locations on the Seattle Center campus. The Glass House will also offer a unique new event space for Community Partners and other organizations to present programming such as musical performances. It will also be a new venue for celebrations, fundraisers, weddings, and other social and cultural events. The Glass House will become another iconic structure at the Seattle Center campus.



View from Northeast – Glass House, Gardens and Café activate Campus connectors



Persian Chandelier, Royal Botanic Gardens, Kew, Richmond, England, 2005

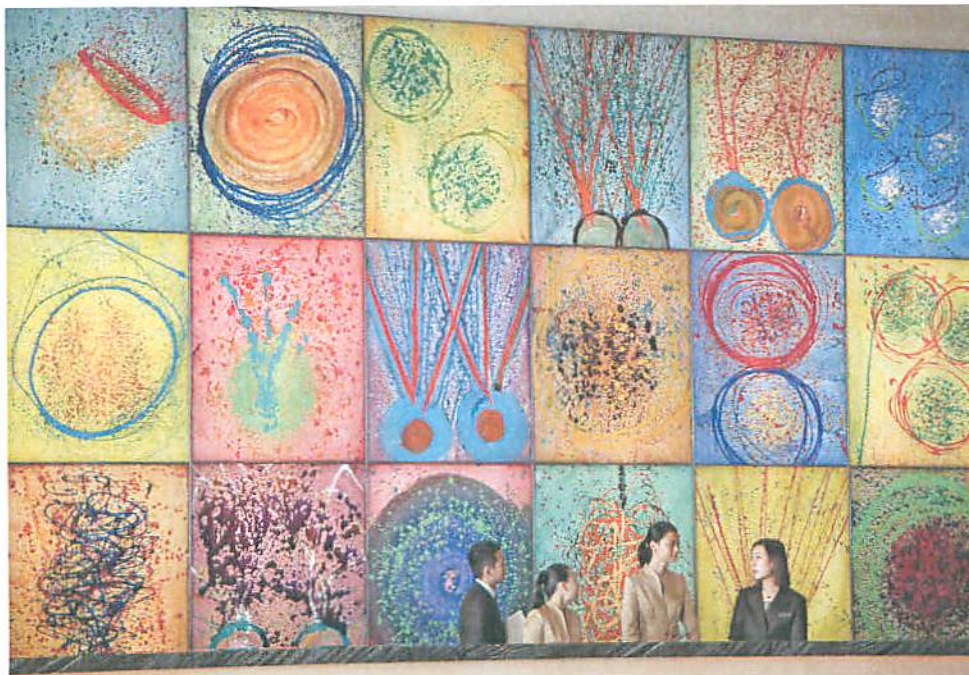
Exhibition Lobby and Bookstore/Shop

The exhibition lobby and Bookstore/Shop will present a welcoming and active presence adjoining the South Campus Entry. The tall, sky-lit 1,500sf Lobby will serve as an orientation space for visitors and will include a visitor information desk, public restrooms, and video presentations. The 2,300sf sky-lit Bookstore/Shop will offer a wide array of publications and merchandise that reflects the Chihuly's aesthetic interests. Products will appeal to the diversity of Seattle Center visitors from young children to seniors, and will accommodate a wide range of price points. Offerings will include art supplies, art books and publications, apparel, and regional and unique gift items.

The Bookstore/Shop and Lobby spaces will also serve as an information center for Community Partners and other visual art organizations and institutions in the greater Seattle area with free brochures and other information.

Café

The Café will be a quality, yet moderately priced dining destination accessible to the general public. The Café will dramatically open up the existing north edge of the Pavilion: glass panels will create a visually engaging public presence along Thomas Street, contributing to the activation of the Center House forecourt. Dramatic artwork will be featured within the tall sky-lit space, and outdoor seating areas on both the east and west sides will provide additional dining alternatives to the general public and exhibition visitors, offering views of the Art Garden and the Horiuchi Amphitheater. The Café is conceived as a community gathering place, comfortable for a leisurely meal or a light snack, and offering live entertainment by local performers. Menu features will include Northwest fare prepared in a creative way.



Fiori di Paradiso Drawing Wall, MGM Grand, Macau, 2007

Thomas Street Retail Space

The Thomas Street Retail Space (Area C) will be upgraded and redeveloped to create a shop to be operated by the Space Needle. This shop will feature objects created by local artists, jewelry designers, and other craftspeople, as well as offering other items reflective of the Northwest, the Seattle area, the World's Fair and the Seattle Center. It is not currently envisioned to carry Chihuly related-products or to be focused on Space Needle items. The inclusion of this location is essential for the Space Needle to generate a return on the overall capital investment of our proposal.

Operation and Staffing Plan

We propose a highly active operation plan for the Interior Exhibition Space, the Glass House and the Art Garden with public hours extending from mid-morning to late evening. During winter, we anticipate opening at 10:00 a.m. and closing at 10:00 p.m. During the shoulder seasons of the late spring and early Fall, we expect to operate generally from 9:30 a.m. – 11:00 p.m. The summer months, generally from Memorial Day to Labor Day, will see operating hours from 9:00 a.m. until midnight. Public hours may be adjusted to align with visitor demand. From time to time for special events and educational activities, we may implement earlier openings or later closings.

We plan to provide 24-hour on-site security and facility support that will coordinate closely with Seattle Center and enhance year-round security in this portion of the campus. Once in operation, we anticipate the exhibition to employ approximately 75 team members in family wage positions.

Activity Plan and Event Schedule

This will be a very active space for special events and public gatherings. Special events will typically be scheduled weeks and months in advance in coordination with the leadership of the Seattle Center. We will work with local performing arts organizations to develop programming presenting local performing artists.

Community Partners

As long-time proud and supporting members of the diverse Seattle community, the Space Needle and Dale Chihuly are committed to furthering arts education and arts engagement for youth and adults. This project currently has four community partners in Seattle Public Schools, Pilchuck Glass School, Pratt Fine Arts Center and ArtsFund, and anticipates other relationships forming in the future.

Anticipated Community Partners:

- **Seattle Public Schools**

Sadly, access to arts education has been in decline throughout our public education system. To bridge that gap, we have a key partner in Seattle Public Schools. In working with SPS, we will develop an eighth-grade student curriculum program that spans visual arts and science and supports all graduation and testing requirements. Students will have guided and self-guided thematic experiences at the Chihuly exhibition coupled with hands-on projects and related classroom activities. This program, which also includes funding for roundtrip transportation from each school to the venue, is fully funded by our project and expects to directly benefit approximately 4,000 Seattle students annually.

- **Pratt Fine Arts Center**

Pratt Fine Arts Center has long had the mission to nurture creativity and be THE place to create art, whether novice or master. Together, we have developed a program that supports Pratt artists throughout the year and culminates in a week-long artist lecture series at the project. Additionally, Pratt Students will have free annual admission to the exhibition. Finally, to help make the educational offering at Pratt more accessible to all regardless of economic circumstance, we will annually host (at our expense) an event to specifically fund their scholarship and tuition assistance program.

- **Pilchuck Glass School**

Pilchuck Glass School was co-founded by Dale Chihuly in 1971, and is a natural partner for the project. Together we have developed an additional artist lecture series that culminates in a celebration of the work of Pilchuck at the Glass House and supports their on-going fundraising efforts. Pilchuck will be celebrating their 40th anniversary in 2011 as well, and we are working collaboratively on programming to honor the Studio Glass Movement, and all glass artists.

- **ArtsFund**

ArtsFund strengthens arts in our region by raising and responsibly allocating funds to promote artistic and organizational excellence and by advocating for all the arts. Our project joins in support of their mission, and, as previously mentioned we have many opportunities in parts of our venue, like the Café, Lobby, Bookstore/Shop, to educate the public on the variety of arts in our region. But, the arts need funding as well, and our project will annually host an event to encourage and support giving to the arts through ArtsFund.

7D. Outline the proposed term and financial return to Seattle Center. If the Proposal includes measurable public benefits include a calculation of the value of those benefits and indicate how those benefits are accounted for in the proposed financial terms.

Proposed Rental Breakdown

- Years 1 through 5: annual base rent of \$350,000.
- Years 6 through 20: annual base rent of \$500,000.
- Base Rent for any renewal time period shall be tied to a CPI formula agreed upon as part of a lease agreement.
- \$1,000,000 up-front funding commitment to Artists at Play Foundation to support development of an Art Playground on Seattle Center Campus (See Artists at Play supporting proposal).
- \$50,000 annual fundraising commitment to Artists at Play upgrades and maintenance for life of lease.
- During Construction Term, tenant shall pay the Center \$10,000 per month.
- The initial term of the Ground Lease shall be five years with tenant right to renew up to 3 additional 5-year terms

Over the life of the intended 20-year agreement, we expect the City to realize over \$10,000,000 in rent payments from the Chihuly exhibition.

We are willing to make reasonable adjustments to this proposal as requested by the City so long as the total economic cost to us is consistent with the above terms.

Public Benefits – Taxes Collected

It is anticipated the Chihuly exhibition will provide significant incremental taxes to the City of Seattle as well as to King County and to Washington State annually and over the intended 20 year term of the land lease agreement.

• **City Tax Revenue**

The estimated annual Seattle City taxes collected from the Chihuly exhibition are greater than \$561,000. At current tax rates this projects the City taxes collected over the life of the preferred 20 year land lease to be nearly \$14,000,000.

One of the largest tax drivers for City taxes received from the Chihuly exhibition is the tax on admissions in the City of Seattle. The 5% tax levied on a ticketed attraction provides considerable incremental revenue to the City. Also included in the estimated tax payments is a 3.0% local Sales and Use tax and a .215% Business License tax.

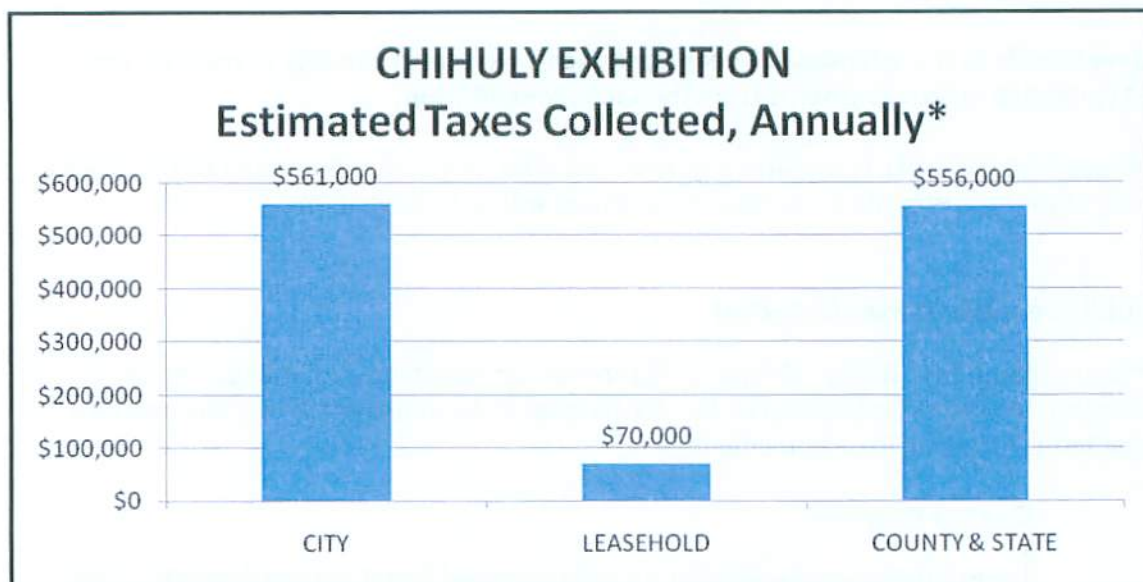
- **Leasehold Excise Tax Income**

The Chihuly exhibition will pay a Leasehold Excise tax of 12.84% on the lease payments made to the City of Seattle. Given the proposed lease arrangement as outlined above, the initial annual leasehold excise tax will be approximately \$45,000 and increase to \$70,000 after year five. Spanning the life of the 20 year land lease agreement, the estimate of the total leasehold taxes paid will be almost \$1,300,000. The 12.84% of excise taxes are split as determined by the State of Washington between the City of Seattle and the State.

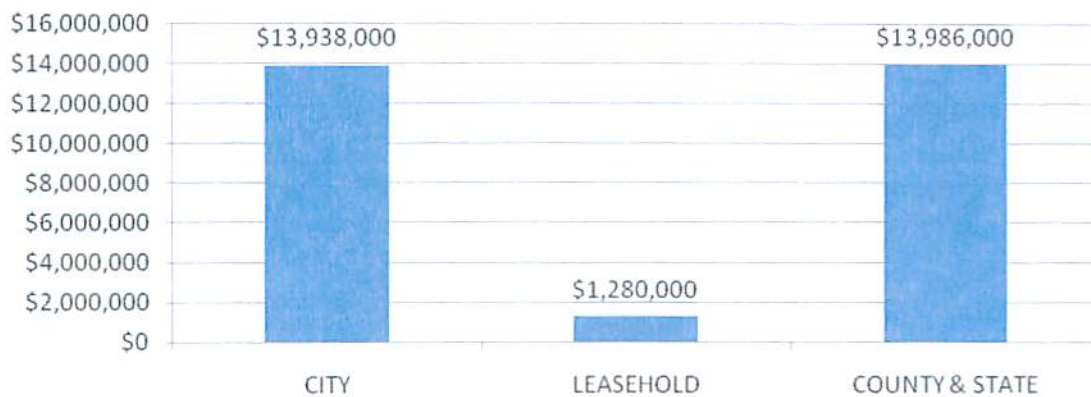
- **County and State Tax Revenue**

In addition to the City of Seattle's direct tax revenues, the Chihuly exhibition will provide additional tax income to both King County and the State of Washington. The estimate of the annual benefit to the County and State is over \$572,000. The combined tax revenues, at current tax rates, over the 20 year span of the project is estimated to be greater than \$14,000,000.

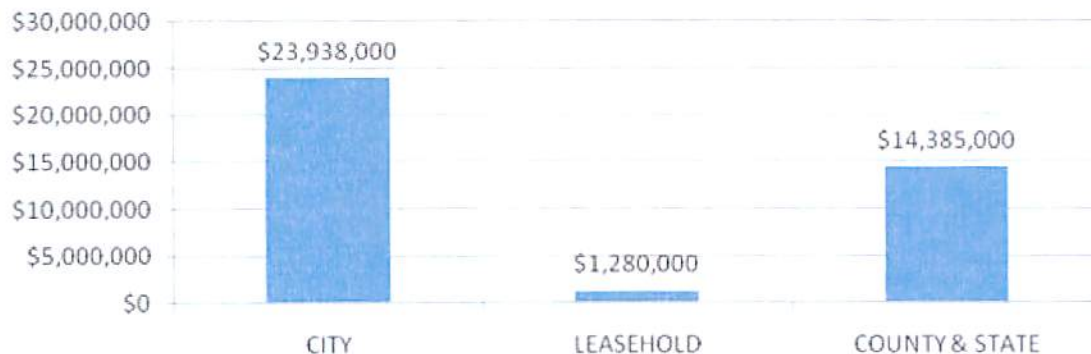
The major relevant tax driver of the Chihuly exhibition to the County is the additional .5% of Sales and Use tax on sales of food and beverages by restaurants. The State of Washington benefits from their 6.5% Sales and Use tax as well as the .471% Business and Occupation tax that will be levied on the Chihuly exhibition.



CHIHULY EXHIBITION Estimated Taxes Collected, 20 yr Term*



CHIHULY EXHIBITION Estimated Direct Revenue, 20 yr Term* Includes Tax & Rent Payments



* Assumes the current tax rates and tax structure over the 20 year term as well as growth in the local Consumer Price Index based on trend.

Please note that additional Public Benefits are included on an addendum to our proposal that includes both additional Non-Financial Public Benefits and Financial Public Benefits.

7E. Explain how your Proposal meets the Seattle Center's mission and vision, and responds to the Century 21 Master Plan Planning and Design Principles. Identify how the Proposal contributes to the unique mix of programs, attractions, and open spaces at Seattle Center.

Mission and Vision

Seattle Center's mission is to be "Our Nation's Best Gathering Place." The Master Plan envisions "a future for Seattle Center which is vibrant with activity, flexible to accommodate change, open and welcoming, and sustainable in design and construction [emphasis added]." Our proposal aligns closely with each of these core aspects of Seattle Center's vision:

Vibrant with Activity: Diverse and dynamic programming is fundamental to Seattle Center's mission and success. Our proposal for a major new visual arts exhibition will significantly broaden the range of arts programming on campus, attracting an estimated 400,000 new visitors from all walks of life, and creating many new opportunities to collaborate with existing Seattle Center programs and organizations.

Flexible: The Master Plan notes that "new ideas and opportunities which can't be imagined or planned for now, are likely to be presented to Seattle Center sometime in the years ahead." Our proposal is such an opportunity, and we have designed the exhibition and garden spaces to accommodate continuing evolution of use and flexible programming into the future.

Open and Welcoming: Our proposal creates an engaging and diverse sequence of publicly accessible open spaces from the welcoming South Campus Entry, the widened and enhanced Public Promenade, to the intimate terraces accessible from the Café, to the preserved and enhanced Mural Amphitheater. Our design welcomes visitors and enhances pedestrian circulation to the center of the campus.

Sustainable: Our design is a bold new expression of environmental sustainability; key features include rain gardens and green roofs, natural ventilation, passive and radiant heating, and adaptive reuse of the existing Arcade Pavilion avoiding wasteful demolition and landfill. As a viable public-private partnership our proposal also is economically sustainable, and provides a significant financial return to the City.

Master Plan Principles

Our proposal draws inspiration directly from the planning and design principles outlined in the Master Plan. On the following pages we explain how our proposal aligns with these key principles:

- Drawn to the Center
- Diverse Open Spaces and Gardens
- Sustainable Design and Operations

- Arrivals and Visual Connections
- Mix of Activities and Amenities for Diverse Populations
- Getting Here
- Green Canvas and Urban Forest
- Public / Private Partnerships



Site Opportunities – Vibrant and Artistic Programs / Welcoming and Activated Open Spaces

Drawn to the Center

The exhibition and garden will offer a vibrant art experience, welcoming and drawing visitors to this vital area of the campus. The new South Campus entry and the Promenade on the east side of the site will be dramatically broadened and landscaped, enhancing visibility and improving the civic quality and access to the center of campus, the Pacific Science Center and the Horiuchi Mural Amphitheater. To maximize connections within the campus, the highly active public spaces in the south and north will be enhanced with a new lobby and entry plaza, and a café with exterior dining facing the Center House.

In addition to drawing many new visitors to the Center throughout the year, the improved public walkways will provide an inviting visitor experience into the evening hours: dramatic illumination of exterior artwork within the Art Garden and Glass House will be seen by all those who visit this portion of the campus.

Diverse Open Spaces and Gardens

Our project adds a substantial amount of green space to the Seattle Center campus, removing 30,000sf of asphalt, and creating a sequence of interwoven green spaces of varying scale and intimacy, from the open South Campus Entry and Public Promenade, to the Art Garden and Café Terraces. The landscaped perimeter of the Art Garden is user-friendly, with lush landscaping, intimate seating areas, views of the artwork, and amenities to be enjoyed by everyone.

Our proposal also preserves and enhances one of the most loved open spaces on campus, the Mural Amphitheater. We are proposing a modest and careful approach to enhancing the existing green space: the west façade of the Pavilion building will be vegetated with a combination of green screen and densely planted vines to create a natural, neutral backdrop to the Horiuchi Mural stage.



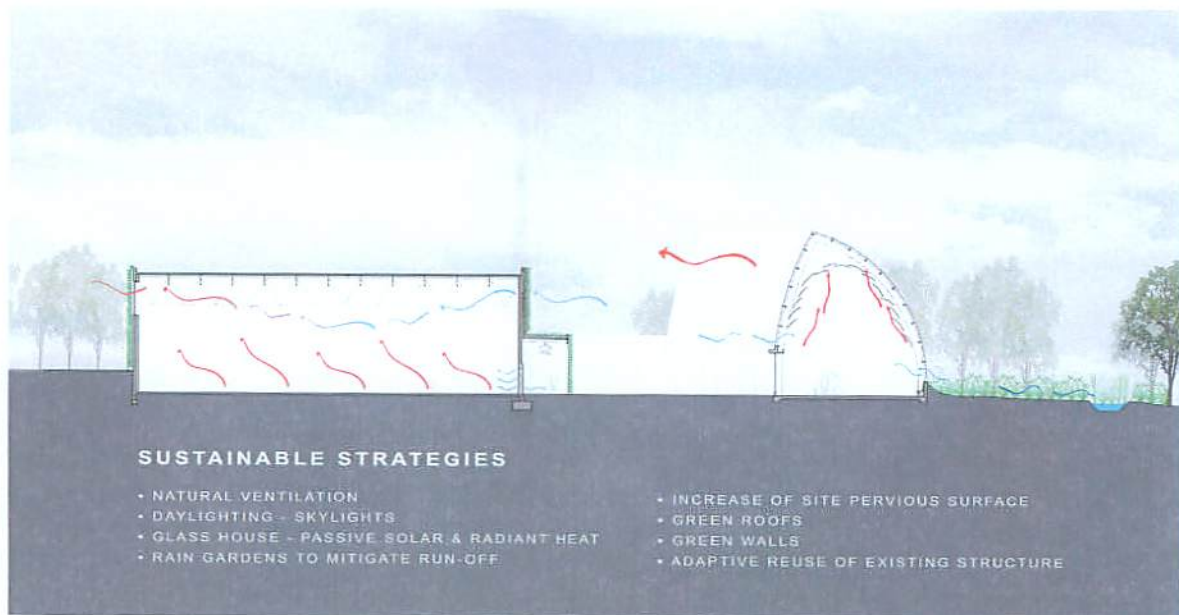
Horiuchi Mural– Greening of the existing Pavilion provides enhanced natural backdrop

Sustainable Design and Operations

The Master Plan emphasizes Seattle Center's commitment to leadership in sustainable design and operations. The Chihuly exhibition represents an ideal opportunity to demonstrate innovative sustainable design strategies, and we are equally committed to ongoing collaboration with Seattle Center to maximize sustainable operations after the project is completed.

The project is designed to LEED Silver criteria, and there are numerous sustainable aspects to the project that go beyond LEED. Key sustainable design features include:

- Natural Ventilation and Day Lighting
- Passive Solar and Radiant Heating
- Extensive Rain Gardens and New Landscaping replace existing Asphalt
- Green Roof and Green Wall Systems
- Adaptive Transformation of Existing Building – Reduced Carbon Footprint



Building Section - Sustainable Design Strategies

Arrivals and Visual Connections

Careful attention has been paid to creating welcoming arrival areas and visual connections. The campus entry at the south edge of the site will be significantly broadened, with enhanced visibility into the campus and clear circulation paths. The sense of orientation and active visitor experience were paramount design criteria for our team. The perimeter of the project site will be designed to give a sense of transparency into the Art Garden. The Public Promenade along the east side of the Art Garden provides a visually engaging path leading from the campus entry toward Thomas Street, with engaging views of the artwork and an enveloping landscape experience.

The opening-up and glazing of the Café along the northern edge of the Arcade Pavilion allows visitors to see through the building to the Center House forecourt and Mural Amphitheater enhancing the visual connections along Thomas Street.



View of Public Promenade – lush and intimate garden spaces offer engaging visual connections



View of Café – artwork and activity enliven the Center House Forecourt

A Mix of Activities and Amenities for Diverse Populations

We have formed partnerships with Seattle Public Schools, Pilchuck Glass School, Pratt Fine Arts Center and ArtsFund, to further enhance our programming and we plan to explore potential synergy with the mix of current cultural and educational organization that already reside on the Seattle Center Campus. Chihuly exhibitions consistently attract diverse audiences ranging in age, ethnic background, gender and those who are visually literate as well as those who are new to the arts.

A special effort has been made to engage with the Seattle Public Schools who identified 8th graders as an ideal target for development of an arts and science curriculum utilizing this exhibition. We will be funding the development of the curriculum as well as round trip transportation for all 8th graders in the SPS district.

To address underserved populations, we have developed a Community Partner relationship with Pratt Fine Arts Center in which we will provide free annual access to the exhibition for their students. In addition, we will host at our expense a fundraiser in support of their scholarship and tuition assistance program.

In addition to discounted tickets for families, seniors, military and students, we will distribute tickets for free admission through non-profit organizations to ensure that they are given to those people with the greatest financial need.

The full facility will be ADA accessible.

Getting Here

Our project reinforces several key commitments of this Master Planning principle:

Encouraging Alternate Modes of Transportation: the broadened South Campus Entry and Public Promenade as well as the enhanced experience along Thomas Street actively encourage increased bicycle and pedestrian movement. Bicycle racks will be provided at appropriate site locations in consultation with Seattle Center to further encourage bicycle usage. By creating a dynamic new visual attraction directly adjoining the Monorail station, our project will strengthen demand for this key alternate mode of transportation.

By utilizing our website, brochures and transportation partners, we're able to guide our Guests to the most efficient and least impactful transportation options including the monorail and other forms of existing public transportation in advance of their visit.

Dispersal of Peak Period Event Impacts: by creating new programs with strong visitor demand throughout the year including evening hours, our project will support increased mass transit use and help distribute parking demands to off peak periods. We expect to utilize timed ticketing and dynamic pricing to spread the exhibition demand throughout the day, week, month and year. As we currently do at the Space Needle, we stay aware of and respond to other Seattle Center Campus events. We are careful when scheduling special events that conflict with peak use of the campus from other events.

Green Canvas & Urban Forest

The Master Plan introduces the concept of a “green canvas” as a means to use landscape to knit the campus together. This concept was a primary inspiration for the design of the project. Plantings fill the site – densely in the gardens and wrapping up the walls of the existing building and onto the roofs of the new construction. The urban forest envisioned in the master plan wraps along the perimeter and into the garden on the north and the east. The use of landscape and trees connect this part of the campus blending the edges between the project site and the Mural Amphitheater to the east and the Peace Garden and Broad Street Green to the south.

sun understory



shade understory



tree canopy



Green Canvas - Proposed Landscape Plantings

Public / Private Partnerships

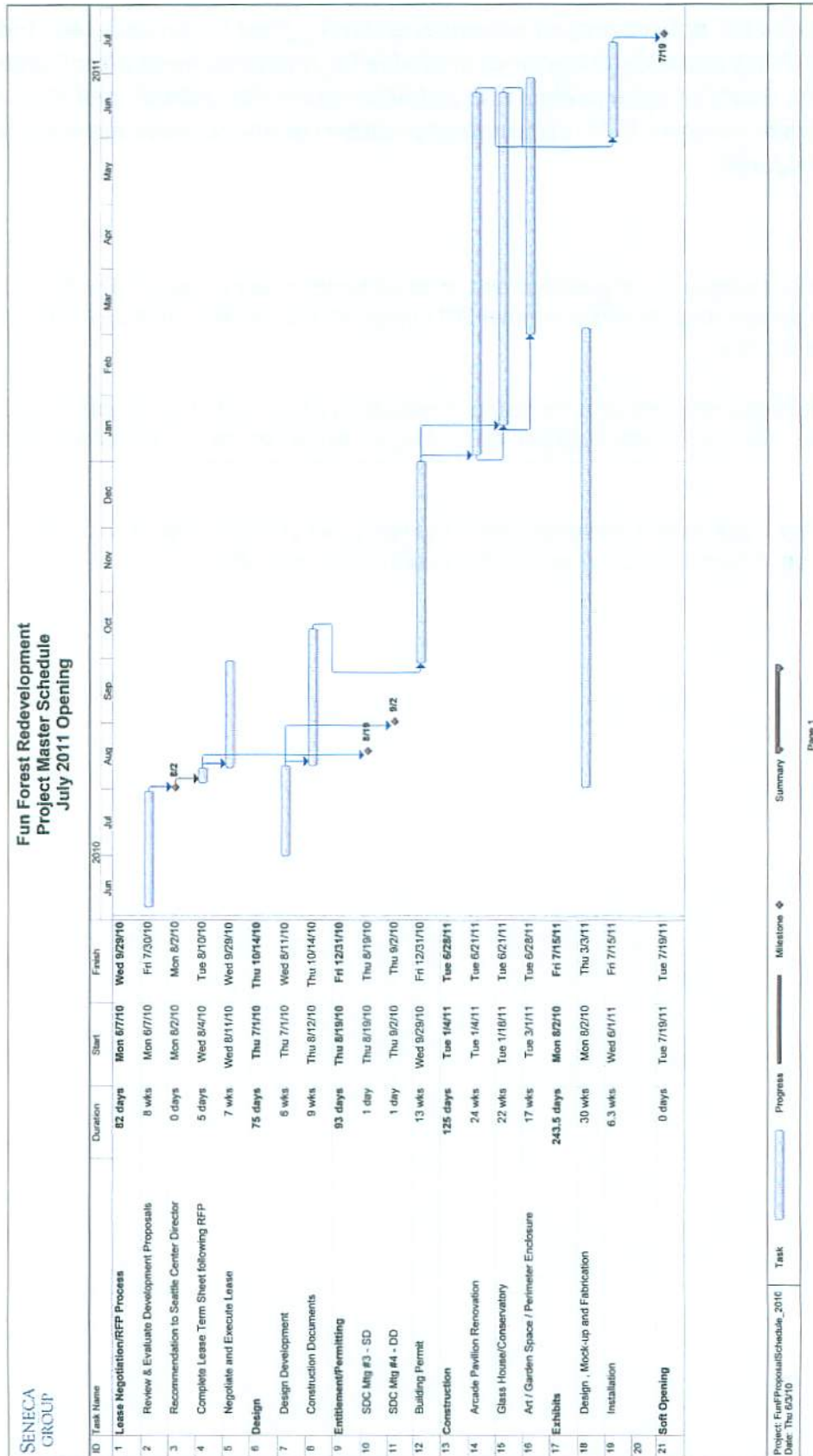
Seattle Center has a long-standing and highly respected history of public / private partnerships that has enabled the Center to continue to evolve and enhance its position as the City's most important gathering place without draining the City of much-needed capital funds. Our proposal builds on this tradition, and we look forward to continuing to work with Seattle Center, the City Council, the Design Commission, and the citizens of Seattle to make this project another great example of innovative public and private collaboration.

7F. *Provide a proposed project schedule, assuming your Proposal is selected in July 2010, and the site becomes available for redevelopment after October 2010. Seattle Center prefers that public access to the redeveloped site would begin by summer 2011, although alternative commencement dates will be considered.*

Two summary schedules are provided on the next 2 pages of our proposal. The first schedule outlines a timeline that reflects a summer 2011 opening; the second schedule anticipates a 2012 opening date.

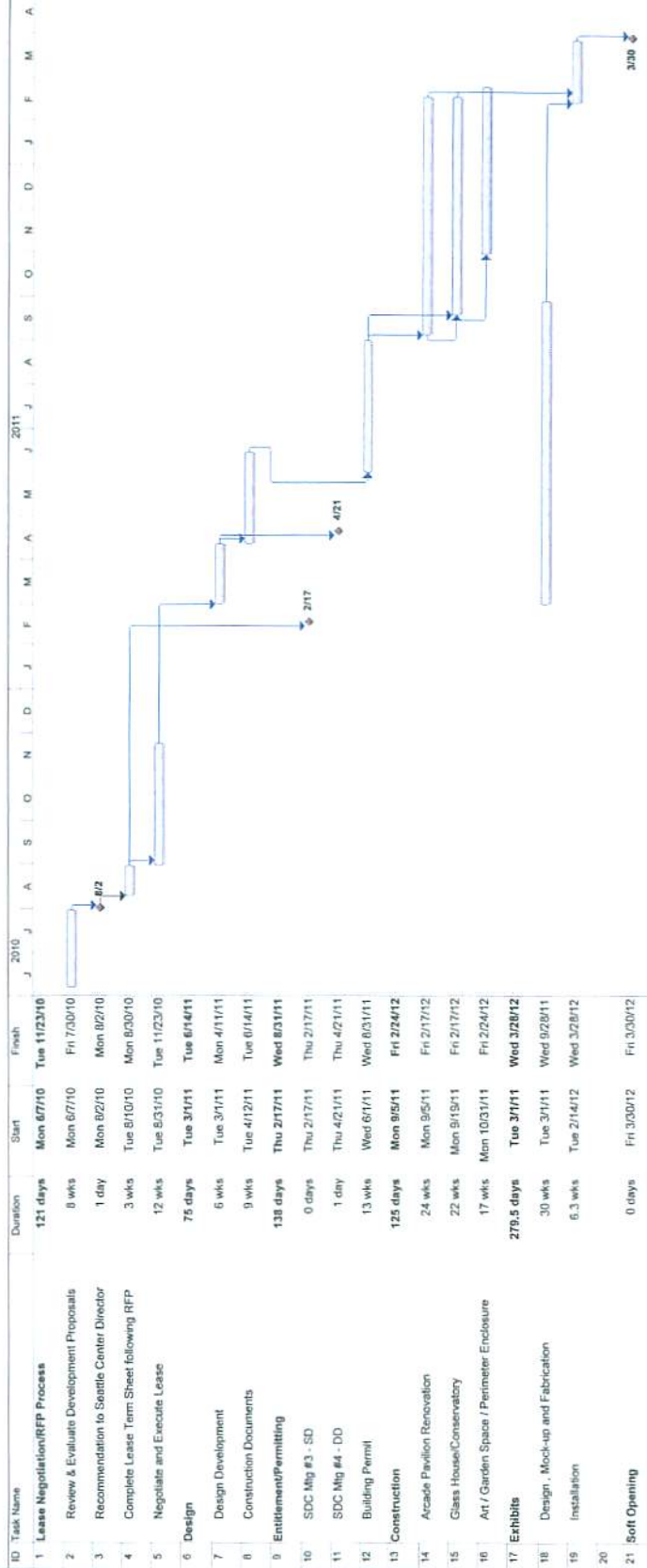
If the evaluation and award process results in executing a lease with us by September 2010, and construction can commence by mid-October, we expect to open in the middle of July 2011.

Alternatively, if the lease is executed later than September 2010, we expect to begin construction in September 2011 and open in the 1st quarter of 2012.



Fun Forest Redevelopment Project Master Schedule April 2012 Opening

SENECA
GROUP



Project: FunForestSchuleV1_20
Date: Thu 6/3/10

Task

Progress

Milestone

Summary

7G. *Identify how your team proposes working with Seattle Center. Elaborate on the roles that you would anticipate Seattle Center and your team playing in communications, decision making, marketing, etc.*

The Space Needle has always worked very closely with the Seattle Center and we anticipate that we will continue to foster and expand that relationship with the addition of this new project to ensure that it has the maximum possible benefit to the Seattle Center. We see several areas in which this Chihuly exhibition provides additional opportunities to work together effectively to support the mission and vision of the Seattle Center:

Public/Media Relations

We anticipate that the regional, national and international press will be very interested in covering this exhibition both before and after the opening. Our experience has shown us that this type of the media focus is an excellent opportunity for the Seattle Center and the City of Seattle to highlight the many wonderful things that our region has to offer. We will work together with Seattle Center's Director of Communications to highlight and maximize media opportunities for Seattle Center, the City of Seattle, and other existing campus resident organizations.

Marketing

The anticipated 400,000 visitors to this exhibition create an opportunity for other campus resident organizations to realize increased visitation, revenues, and achieve increased awareness. We look forward to developing collaborative marketing programs and will provide a distribution outlet on site for the Seattle Center and other resident groups.

Security/Operations

Our Operations and Security departments will continue to work closely with the Seattle Center and the broad range of other relevant authorities on a regular basis sharing information to maximize the security of our exhibition and the campus and make it safe, secure, easy to maneuver, and family-friendly.

Decision Making and Communication

As a 48 year resident of the Seattle Center campus, we have a rich history of open communication with Seattle Center leadership and other campus residents. We continue to be committed to clear and open communication on an ongoing basis through the Resident Director Meetings as well as regular meetings with the senior staff of the Seattle Center.

7H. Provide specific information on your organization's financial condition, including anticipated loans or funding efforts necessary to implement your Proposal. If you have experience with the type of activity/event being proposed, submit related financial data for the past experience. Proposers do not need to submit a complete Proposal pro-forma as part of the initial RFP submittal, but should understand that any proposer whose Proposal is selected for short list interviews must prepare and submit a full pro-forma and proof of financial viability as part of the short list interview.

If our proposal is selected, the Space Needle or an affiliate with the same ownership structure will execute a lease with the City of Seattle to support the Chihuly exhibition. The Space Needle will provide management and oversight to the Chihuly exhibition. If selected in the RFP process, a definitive agreement that aligns with the timing of the property lease and ensures the agreed upon program elements will be in place with Chihuly Studio.

We anticipate that we will need to commit between \$12- \$15 million in capital expenditure to create the environment to house the Chihuly exhibition. This encompasses transforming the Pavilion structure for the interior exhibition center, bookstore/shop and café space as well as creating the Glass House and Art Garden.

It is currently envisioned the project will be funded by the Space Needle owners. The funding scenarios range from 100% equity or a combination of equity and debt. We have had conversations with local banks to address these scenarios and have found the banks supportive of the potential funding needs.

The Space Needle has been a significant attraction and tourism driver for greater than 48 years. The Space Needle is well experienced in the profitable operation of restaurant, attraction and retail businesses having served over 40 million guests since it opened in 1962.

Over four decades of profitability stand behind the organization as well as a history of attendance growth (23% over the last 10 years, 36% over the last 20) and of adding substantial family wage jobs to the local economy. Our average Team Member has worked seven years for us with many surpassing 25 years of service.

Addendum 1

Economic Impact Executive Summary

As part of the analysis of the positive impacts of our project, we engaged the services of AECOM, an internationally respected attraction feasibility consulting company to calculate the expected economic impacts from our proposed development. We have summarized below the findings of this study to reflect the far-reaching impacts of this development that flow from the capital investment, job creation and tourism.

Direct Impacts

The direct economic impacts of the Chihuly exhibition are a combination of one-time and annual benefits.

The one-time direct benefits are a result of the construction spending and jobs created as part of the transformation of the Pavilion structure for the interior exhibition center, Bookstore/Shop and Café space as well as creating the Glass House and Art Garden. It also includes a portion of the materials and labor costs of creating the exhibition art.

The estimation of the one-time direct economic impacts to the region is \$18 million. This encompasses direct material and includes the wages/benefits due to 121 incremental jobs directly created by establishment of the Chihuly exhibition.

Annual direct economic impact flow from the ongoing operations of the Chihuly exhibition as well as the visitor spend within the economic area. The valuation of the annual direct economic impacts to the region is \$20.2 million which includes wages/benefits related to the creation of 142 incremental ongoing jobs in the region.

The combined direct economic impact due to the establishment of the Chihuly exhibition is \$38.2 million in the initial year and \$119 million over the first five years.

Indirect Impacts

The indirect economic impacts driven by the establishment of the Chihuly exhibition represent the impacts caused by the iteration of industries purchasing from other industries resulting from direct final demand changes. There are two components of indirect impacts; one-time due to the construction of the exhibit and annual on-going benefits.

The one-time indirect economic impacts are estimated to be \$5.5 million. This includes wages/benefits to support 34 incremental jobs in the local economy created due to the establishment of the exhibition.

The annual indirect economic impacts are estimated to be \$6.3 million. These ongoing impacts are related to businesses that will indirectly benefit from the Chihuly exhibition. Due to the establishment of the exhibition, there is estimated to be 39 indirect jobs created in the local area.

The combined indirect economic benefit due to the creation of the Chihuly exhibition is \$11.8 million in the first year and \$37 million over the first five years.

Induced Impact

The induced economic benefits of the creation of the Chihuly exhibition represent the impacts on all local industries caused by the expenditures of new household income generated by the direct and indirect effects or direct final demand changes.

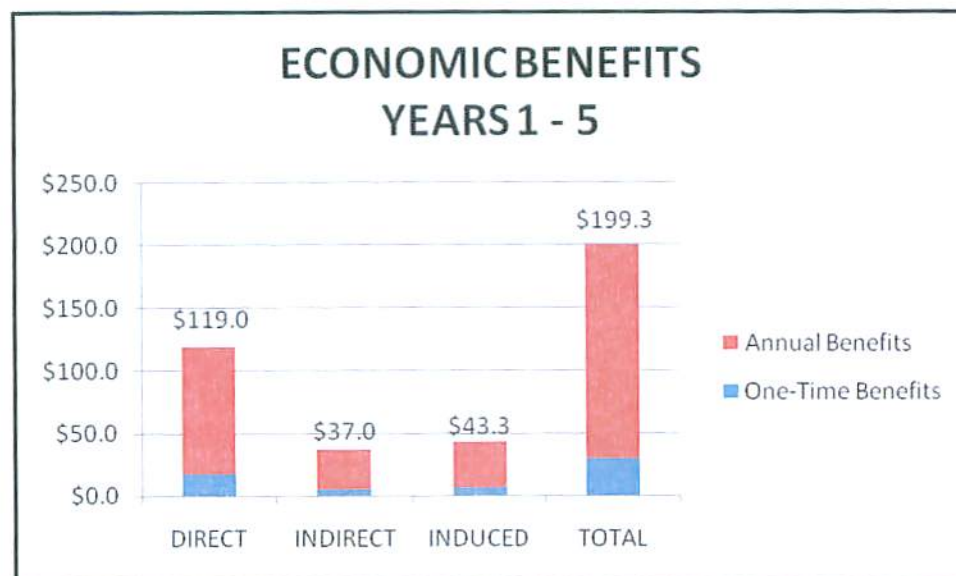
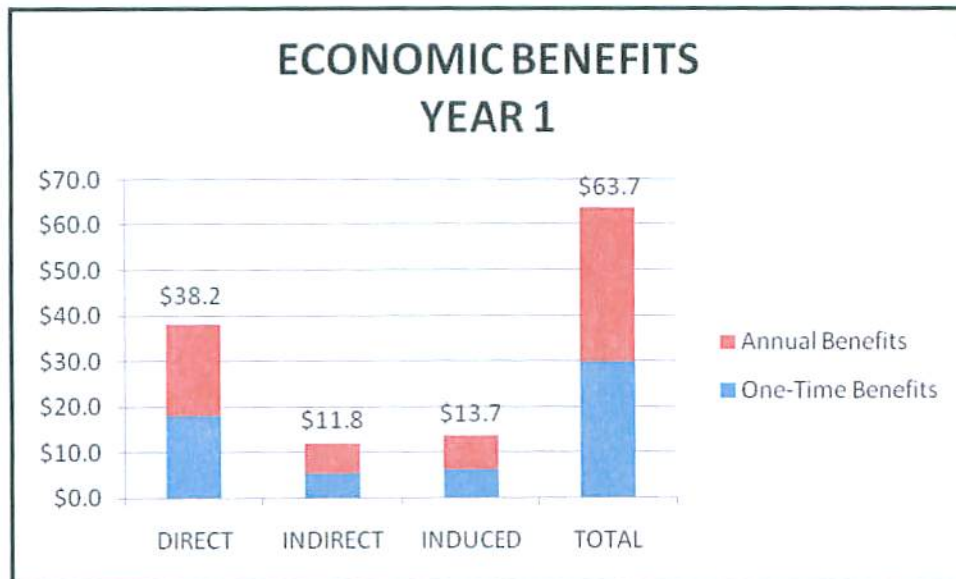
The one-time induced economic benefits are estimated to be \$6.3 million. This includes wages/benefits of 43 incremental jobs that will be created in the local region because of the establishment of the Chihuly exhibition.

The annual induced economic impacts are estimated to be \$7.4 million. These ongoing benefits are related to all local industries as a result of the direct and indirect economic impacts. This includes wages/benefits to sustain 51 incremental induced jobs.

The combined induced economic impact driven by the creation of the Chihuly exhibition is \$13.7 million in the first year and \$43.3 million over the first five years.

Total Economic Impacts

The combined direct, indirect and induced economic impacts in the local economy due to the establishment of the Chihuly exhibition is \$63.7 million in the first year and \$199.3 million over the first five years.



Total New Jobs Created

The total one-time new jobs added to our region as a result of the construction of the Chihuly Exhibit is estimated to be 198. According to AECOM, during the construction phase

there will be 121 incremental jobs directly created with an additional 34 indirect and 43 induced jobs added to the local economy.

In addition, AECOM estimated that there will be 232 new ongoing jobs added to the regional economy due to the establishment of the Chihuly Exhibit. 142 incremental jobs will be directly created with an added 39 indirect jobs and 51 induced new jobs created in the local region.

Addendum 2

Anticipated Public Benefits

New Tax Revenues to the City of Seattle

As outlined in Section D – Financial Returns to the Seattle Center, approximately \$561,000 is expected to be paid to the City of Seattle on an annual basis related to the on-going operation of the Chihuly exhibition in addition to the payment of Leasehold Excise taxes on leased City property. This new City revenue can go far in supporting other initiatives on the Seattle Center Campus and/or throughout the City of Seattle. We project the tax revenues to the City from this exhibition to be nearly \$14,000,000 over the life of the lease.

Increased Rent to Seattle Center

We understand that the Fun Forest South location currently generates approximately \$220,000 in rent on an annual basis and if the property is vacated, that annual rent could be null. Our proposal is estimated to generate \$350,000 in rent for each of the first five years and grow to \$500,000 per year for years 6 through 20 with an expected \$10,000,000 total over the life of the agreement. When combined with the tax benefits, we expect the City to realize over \$24,000,000 over the life of the agreement. Additionally, the City will realize revenue from the Leasehold Excise tax.

Increased Tax Revenue to State and County

As outlined in exhibit 7D, the State of Washington and King County will realize \$572,000 per year in new tax revenues. Over the life of the agreement we expect to generate an incremental \$14,000,000 in new revenues for the County and State.

Improved Campus Pedestrian Flow

The project will improve pedestrian traffic patterns with the addition of new, wider landscaped walkways between the site, the Space Needle and the rest of the campus.

No Use of Public Funds

This project will be fully funded with private funds. The necessary capital investment is expected to be in the \$12-\$15 million range with substantial improvement to public areas. No public funds will be used in the ongoing operation of the exhibition. In addition, the project does not compete for revenue from donors to local non-profit organizations.

Addition of Glass Art and Landscaping to Campus

This exhibition underscores the importance of Seattle to the glass art movement and will be a new and unique destination offering an extraordinary assembly of artworks by Dale Chihuly. Landscaping improvements will be realized 360 degrees around the development site.

Campus Café

The café will be open to the public and enhance the Center grounds. Café seating will improve access and views to and from the Center House entrance. The café serves to support Campus Residents and Visitors.

Free Tickets

As part of the proposed development, free tickets will be distributed to low income families and for educational purposes through various charities, schools and the Seattle Center. We have identified a wide range of non-profit organizations that we'll partner with to ensure that these tickets are in the hands of people with the greatest financial need.

Value of Public Benefit: \$280,000 annually

Discounted Admissions for Seattle Residents

We'll have a variety of discounted tickets available for purchase by Seattle Residents including an Annual Pass that will be discounted by 50% off of the regular price.

Value of Public Benefit: approximately \$200,000 annually

Other Discounted Admissions

Chihuly exhibition will offer daily discounted admissions for Senior Citizens, Students, Military Service Members and those with Special Needs. This discount is expected to range between 15% and 25% off the regular admission price.

Value of Public Benefit: approximately \$150,000 annually

Community Partners

As outline earlier in the proposal, we plan to partner with ArtsFund, Seattle Public Schools, Pratt Fine Arts Center and Pilchuck Glass School on a variety of initiatives that support their goals

Value of Public Benefit: approximately \$500,000 annually

Addition of Art Playground to Seattle Center Campus

Through the Artists at Play Foundation, our proposal will fund and lead the creation of an artist-designed playground on the grounds of the Seattle Center Campus with an initial funding of \$1,000,000 and the commitment to \$50,000 in annual support through the life of the lease. This addition to Seattle Center will be a colorful, engaging destination for children and families.

Value of Public Benefit: approximately \$1,000,000 in first year, \$50,000 annually

Tourism

Our proposed exhibition is expected to bring in a minimum of 400,000 visitors to the Center and will benefit all Center tenants and surrounding businesses. The research conducted by ERA/AECOM supports that area businesses will realize a measurable increase in visitation. Attached in Addendum 1, are the summary results of an Economic Impact Study that further supports the positive incremental impact on the surrounding area.

Value of Public Benefit (visitor spending): approximately \$16,500,000 annually

Value of Public Benefit (direct/indirect induced): approximately \$33,900,000 annually

Jobs

We anticipate that our project will create approximately 121 jobs during the construction phase and 142 ongoing jobs in the local economy once the exhibition is open to the public and through the life of the project.

Value of Public Benefit: approximately \$10,300,000 in first year, \$9,500,000 annually

Public Amenities / Public Area Improvements

The project will include the addition of landscaping, art vistas and benches in public areas at no cost to Seattle Center.

Value of Public Benefit: approximately \$200,000

The Seattle Artists at Play Project: Seattle Center



A new non-profit foundation, the Artists at Play Foundation (AAP), will dedicate its efforts to the creation of artist-designed playgrounds for the enjoyment of children and families.

Project Description

The Artists at Play Foundation will fund and lead the development of a new playground for the Seattle Center Campus in an area selected by the Seattle Center, possibly on a portion of the new Center Square. Seed funding will come from a donation from the Space Needle, with \$1,000,000 earmarked for this project. Ongoing financial support for upgrading and expanding the playground, estimated at \$50,000 annually, will be led by the Artists at Play Foundation for the life of the lease of the proposed Chihuly exhibition at the south Fun Forest site.

Our goal is to create an imaginative and engaging playground with fun and safe play structures designed by local artists through AAP Foundation funding and at no expense to the City or Seattle Center. The playground development, from design competition to final installation, will be managed by the AAP Foundation, with special attention to creativity, accessibility, safety and durability. The Seattle Center will review and approve design and construction of the project at mutually agreed critical stages of development.

Project Key Features:

- Open design competition for Pacific Northwest artists
- Programming for children and families
- Lasting public benefit at no expense to the City of Seattle
- Free admission for the public
- Development to use best practices of sustainable design and construction
- Design to provide enjoyment by visitors of all ages including those with disabilities

Project Development Process

The Artists at Play Foundation will run a competition to select artists for the project using the best practices of the public art field. Once the artists are selected, the AAP Foundation will manage the design and fabrication of the playground structures in collaboration with the Seattle Center. The intended design criteria are for the playground environment to be reflective of the Seattle Center, the 1962 World's Fair and/or the Seattle/Pacific Northwest region. Any professional artist working in the Seattle area can submit qualifications to the design competition.

The competition's selection panel will include representatives of the Seattle Center, Century 21 Committee, Seattle Center Advisory Board and the Seattle Office of Arts and Cultural Affairs.

The AAP foundation will work closely with the selected artists and play structure manufacturers to ensure the durability and safety of the playground. Once installation is complete, the improvements and playground structures will become the property of the Seattle Center.

The Artists at Play Foundation will promote the ongoing creation of additional artist-designed play structures at the Seattle Center campus or in other areas in the City of Seattle. This will ensure continued contributions to benefit the public and include Seattle artists in the development of the Seattle Center for years to come.

We expect that, working with the Seattle Center, the Art Playground would open in the spring of 2013.

Example of Art/Play Structures



A bronze play sculpture by Tom Otterness behind One River Place and Silver Towers, New York

June 3, 2010

Mr. Ron Severt
Space Needle LLC
203 6th Ave. N.
Seattle, WA 98109



Dear Mr. Severt:


It is a pleasure to write this letter in support of the proposed educational component of Chihuly at the Needle. Seattle Public Schools is committed to Excellence for All and we believe arts education is part of any quality school. Over the past three years we have been working to be a better partner with and leverage the expertise of our community arts organizations. Our goal is to deepen and enhance our students' learning in the arts and across core academic subjects. *Chihuly at the Needle* would directly support our work in this area and has the potential to greatly benefit our students.

The opportunity to build connections across content areas and apply learning in new contexts is essential to student learning. If approved, *Chihuly at the Needle* education programs will offer a unique opportunity for our middle school students to build meaningful connections between their science course work, visual arts, and the artistic process employed by Dale Chihuly and his team.

The program components you have proposed align well with partnership best practice. Co-development of an integrated curriculum and teacher professional development culminating in an Exhibition visit for our students would create a solid program that expands, enhances and inspires student learning. Free admission and transportation for all 8th grade students in the district ensures that this program is accessible to all middle schools.

I want to personally thank you for reaching out to Seattle Public Schools and inviting us to partner in this work. We recognize that many ideas are generated by our community for use of Seattle's public spaces. Arts education is valued very strongly by our families, students and staff. We are pleased to see a proposal that has at its heart arts education for both the general public and our students. We wish you the best of luck in your application process and look forward to supporting program and curriculum development if the *Chihuly at the Needle* proposal is accepted.

Sincerely,


Maria Goodloe-Johnson, Ph.D.
Superintendent

MGJ:cc:jc

PRATT | FINE ARTS CENTER

June 2, 2010

City of Seattle
Mayor Mike McGinn
Seattle City Council

Pratt Fine Arts Center is an arts education and resource center dedicated to promoting creative development and artistic engagement to the local and global community. For over thirty years, Pratt has provided art classes for everyone and made studio and professional level technology available to artists at every level in a wide variety of medium including glass, sculpture, jewelry and 2D visual arts.

Pratt provides school age children's classes and works with middle and high school youth both through schools and individually. Pratt additionally makes its facilities and classes available through the University of Washington, Seattle University and Antioch University for credit students. Pratt employs over 300 artists as instructors, monitors and staff and helps artists through master artist classes, lecture programs, gallery space and our annual holiday art sale. And importantly, Pratt provides scholarships, internships and work study to insure that everyone can avail themselves of learning and practice.

We are pleased to contribute to the visual arts community and cultural environment of Seattle and to serve the central district through our location in the heart of Seattle.

Pratt has had an opportunity to work with the Chihuly studio as part of their commitment to have community partnerships for the proposed project "Chihuly at the Needle." Benefits to Pratt would include a Pratt Week, featuring our Art Bridge Fellowship and scholarship recipients. "Chihuly at the Needle" would provide space for exhibition of their work and underwrite a lecture series and fundraiser gala. Additionally, they would provide free youth tickets to be used as part of our classes and youth programs and work with Pratt to develop marketing materials in support of Pratt classes and Pratt instructor work.

Pratt supports community involvement at the Seattle Center through a variety of programs and services. Seattle, as a major destination for travelers and tourists and a significant center for glass arts, has a unique opportunity to highlight local art programs with these "community partnerships".

Pratt appreciates the efforts of the Chihuly studio to reach out in partnership to support youth and art in our community and commends their vision in supporting Seattle Center's Master Plan. We encourage City Council members and Mayor McGinn to review the dimensions of community support as proposed in the Chihuly at the Needle proposal and bring it to fruition.

Very truly yours,



Michelle Bufano
Executive Director



ARTSFUND

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Executive Committee

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Sellen Construction
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*ArtsFund strengthens the arts in
the region by raising and
responsibly allocating funds to
promote artistic and
organizational excellence and by
advocating for all the arts.*

June 4, 2010

Mayor Mike McGinn
Seattle City Council
Seattle City Hall
P.O. Box 94749
Seattle, WA 98124-4749

Ladies and Gentlemen:

As you know, I am a member of the Seattle Center Advisory Commission. As such, I participated in the meeting at which the Commission considered and approved the idea of the Chihuly exhibition at Seattle Center (the "Project"). The Commission carefully weighed the pros and cons of the Project and unanimously recommended going forward. The reasons are that the attraction of hundreds of thousands, if not millions, of new visitors to the Center, with use of only a small amount of space, and the substantial revenues that would bolster the Center's fragile financial position simply outweigh concerns about a commercial venture (there are many at the Center already). In terms of the open space issue, the greater part of the Fun Forest property remains available (albeit with no funds to make it a green space), and the whole plan around Memorial Stadium would greatly enhance park space.

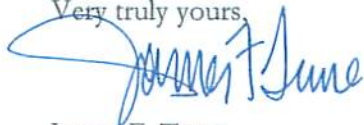
My position has remained unchanged. Subsequent to the Commission's consideration of the Project, ArtsFund had the opportunity to meet with Chihuly Studio to review the Project. ArtsFund applauds the added support provided in the enhanced proposal for the Project for local arts organizations such as Pilchuck Glass School, Pratt Fine Arts Center, and the educational programs in the Seattle Public Schools.

As a matter of disclosure, I want you to know that ArtsFund has reached an agreement with the Space Needle and Chihuly Studio for ArtsFund to benefit directly from the Project. Since ArtsFund depends heavily on individual contributors, we are always looking for ways to recognize their financial contributions. The Project sponsors have told us they will host a fully-funded annual social event at the Chihuly exhibition to which ArtsFund can invite 125 of its most prominent donors. This promises to be a fabulous evening that will

reinforce our tight bond with those who provide the much-needed financial support for arts in our community.

ArtsFund encourages Seattle Center, and the City of Seattle, to approve the Project so that we, the arts community, can enjoy greater vitality and prosperity.

Very truly yours,

A handwritten signature in blue ink, appearing to read "James F. Tune", with a large, stylized initial "J" and "T".

James F. Tune
President & CEO