

July 13, 2010

Bill Block, Chair
South Fun Forest Area RFP Review Panel

Re: RFP Proposal Review Process

Dear Proposer:

I want to thank you for the time and effort you contributed to making our public open house and community meeting such a success last Wednesday night. My colleagues on the Review Panel and I were impressed with the thoughtfulness and generosity of time you offered to preparing and sharing your proposals with us and with the broader community.

Your commitment to Seattle Center's future was evident. As people repeatedly recognized in their comments, many of the proposals represent wonderful ideas that would add to the fabric of Seattle Center, if not through this particular opportunity then at some point in the future. The panel members and I were also struck by the tone of collaboration that was evident in many of the comments.

I wanted to take a moment to let you know what we anticipate will be the next steps in our review process.

We recognize that for many of you, the RPF submittal schedule did not provide sufficient time to answer fully all the questions we put forward, especially those related to financing your project and the organizational structure and plans you propose for its construction and management. Our next phase of review will give you the chance to elaborate on these and other issues.

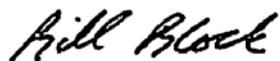
As I explained at the meeting, the Review Panel anticipates asking you a number of follow-up questions. We expect to distribute those questions by July 23rd, with answers due back to us by August 9th. Drawing from some of the recommendations put forward at the public meeting, the questions are likely to address issues such as:

- organizational and financial readiness and sustainability;
- more detail on the number and type of visitors/users anticipated (and the basis for that conclusion);
- more information on financial contributions or potential needs of the proposal (as noted in the RFP the proposal cannot result in a net negative budget impact to Seattle Center);
- schedule details focused on opening by April 2012, for the 50th Anniversary of the 1962 World's Fair;
- further information on the how the proposal would interact with and support the goals of other tenants in Seattle Center as well as reach new audiences currently underserved at the Center.

Responding to our questions could entail a significant amount of additional work on your part during the two week window described above (and also in the June 23rd e-mail you received from Neal Erickson). Some of you told us at the public meeting that you've continued to refine your proposals, and we look forward to reviewing those refinements in addition to any proposed collaboration with others. Should you decide not to answer these additional questions and be removed from further consideration , please know that Seattle Center will always be eager for new ideas and creativity as it approaches its 50th Anniversary and beyond. Seattle Center has a long history of nurturing and incubating new programs and organizations. Please stay connected.

Thank you for your inspiring ideas and for your commitment to making Seattle Center the best urban park it can be.

Sincerely,



Bill Block, Chair
South Fun Forest Area RFP Review Panel

*If you and your supporters are interested in viewing the hearing, it is available at
<http://www.seattlechannel.org/videos/video.asp?ID=5011023>*