

Social Equity Team Questions/Requests

Describe the goals of AEG’s Global Diversity Department, as it relates to Seattle. Do you have any metrics and targets you will be committed to during the construction of the Arena as well as during its operations afterwards? Please describe.

Seattle Partners is deeply committed to diversity and inclusion in our projects around the globe. We regularly exceed our targets for WMBE utilization and will prioritize WMBE inclusion in all facets of our renovation of KeyArena. We will endeavor to exceed the 14% WMBE utilization and category spending goal set forth in the Seattle Municipal Code, and our plan will fully adopt current Public Works (construction) guidelines and the City of Seattle’s WMBE Inclusion Plan with specifics outlining responsibilities for outreach and bid approvals as applicable. In addition, Seattle Partners will optimize the State’s WMBE registration data, as well as vendor self-identification, to make sure every effort has been made to identify the minority and/or women-owned businesses eligible to perform services and contribute to the Seattle Coliseum project.

What is Seattle Partner’s projection for using women and minority-owned businesses as subcontractors for the project?

Seattle Partners supports a diverse supply chain and we will look to include women-owned, minority owned, and – as the only company in the arena development industry to do so – LGBTQ-owned businesses in the procurement process. Through our construction partnerships with AECOM-Hunt and Sellen Construction, Seattle Partners will commit to robust WMBE goals for its work and that of its subcontractors. While specific goals have not been determined at this time, we will work with the City of Seattle to determine appropriate goals for this project, and we will seek to exceed them. Submitted as a supplement is in-depth look at the diversity program employed by AECOM-Hunt with case studies from several projects under their leadership.

Landmarks

Your proposal indicates you will embrace the historic roofline, although the design provides for an extension of the roofline. The proposal does not specify any interaction with or compliance with the landmark process if the Arena is designated as a historic structure. Please provide additional information regarding the design, landmarking and any associated contingencies.

Seattle Partners recognizes landmark designation does not necessarily mean that no changes are allowed. We understand the goal of landmark designation is to manage change, not to eliminate it. In this context, if KeyArena receives designation as a landmarked property, either as part of “The Paul Thiry Concentration” and/or as an individual property, we will work with the Landmarks Board to comply with any restrictions put in place by the Controls and Incentives Agreement established per the RFP narrative.

We will follow the process of submitting for a Certificate of Approval, presenting to all necessary review committees, and reviewing all options to fine-tune a proposal that would meet the Board's critical concerns.

Our design proposes adding a new structural truss near the south end of the coliseum that ties into existing corner columns. This will maintain the most visible portion of the existing roof as-is, and allow for a minor roof extension to the south, capturing the additional area necessary to increase seating capacity within the bowl to current NHL & NBA requirements. While this approach will slightly modify the lower eave profile of the south end of the building, our design intent is to embrace the historic roofline. Should a more emphatic departure of materials or form be desired, to demarcate the original versus new, we can certainly address this in the final architectural design solution. We believe this gentle roof modification is a historically sensitive way to capture the original spirit of the legacy building while evolving the Seattle Coliseum into a world class, state-of-the-art sports, music and cultural facility. Utilizing the Paul Thiry Conversion Plans, the City of Seattle originally modified the building from its original use in the World's Fair into its first adaptive reuse as a multi-purpose events facility. Seattle Partners intends to respect the integrity of the original design and work within the National Historic Preservation guidelines to carry forward the life of this building. We will keep Seattle Coliseum as a great source of pride for our community.

Seattle Center Campus Exclusivity

Understanding there are existing limitations on sponsorship, promotional and similar rights, including exclusivities, and presuming that your prior work and interaction with Seattle Center has made you aware of both the practical and legal issues surrounding the Seattle Center Campus and its various tenants, please describe in more detail your plan for “exclusive control of sales of sponsorships, naming and premium seating” for the entire Seattle Center campus, including potential parameters, exceptions and restrictions, signage plans, and interaction with Seattle Center and existing tenants. Note that as currently described, the broad proposal is problematic; without understanding the details of your proposal, the City will not be able to adequately analyze and identify the range of potential issues.

AEG employs a strategic *less is more* philosophy when it comes to selling sponsorships and Seattle Center would apply for this as well. In this specific context, we would find one naming rights partner for the arena and approximately 10 category exclusive founding partners, a mix of local and global companies that would ideally be uniform throughout the Seattle Center and, of course, the arena. As you saw in our presentation, AEG already has solid relationships with several existing campus partners.

Similar to our entertainment districts in London and Los Angeles, the campus-wide partners all integrate into the district as well as the arena itself via the public spaces through activations that directly connect with consumers while at the same time are integrated into daily activities. In all cases, these partners seek to enhance their campus-wide sponsorships by sponsoring specific events/festivals on site and bringing more content to the complex. AEG has sold more naming rights and Founding Partnerships than any company in the world

and would be in position to tap into our breadth of relationships to achieve a good blend of partners to augment the entertainment value of this project.

Finally, in no way would our sale of sponsorships or premium seating impede resident organizations or other campus activities from their existing commercial rights. We will work closely with Seattle Center to make certain sponsorships are integrated into the campus in a manner consistent with the way they are now. AEG adheres to the same legal restrictions in selling to brands that Seattle Center employs so we remain aligned in our mission to bring reputable partners to the City of Seattle.

Additionally, describe in more detail the “Campus Sponsorship Payment,” including proposed calculation and projected revenue to City and Seattle Center.

We are happy to provide the details to the financial model. Due to the proprietary nature of our financial models, we would prefer to provide and review them in person in our upcoming meeting. We look forward to the opportunity to review with you in person.