



SEATTLE CITY STAFF PRESENTATION

City Staff Presentation
April 26-27, 2017



We have assembled the most experienced designers, developers, & operators in the history of live entertainment and venues.

FACILITY
DEVELOPMENT

ICON VENUE GROUP

POPULOUS

OVG

AEG

MLSE

MSG

The Garden

The Forum

FINANCIAL
COMMITMENT

GOLDMAN SACHS

MSG & OVG

LIVE NATION

DELAWARE NORTH

CONTENT
CREATION

NHL/NBA RELATIONSHIPS

CAA

Tim Leiweke

Irving Azoff

Peter Luukko

MSG

Delaware North

FAMILY SHOWS

OVG

Peter Luukko

MUSIC

Irving Azoff

MSG

Live Nation

OPERATIONS &
MANAGEMENT

OVG

Tim Leiweke

Irving Azoff

Peter Luukko

Lance Lopes

MSG

The Garden

The Forum

DELAWARE NORTH

LIVE NATION

ADVISORY
BOARD

MELINDA GIOVENGO

Executive Director, YouthCare

MONISHA HARRELL

Community Activist

AMY GROTEFENDT

Transportation Consultant

and Neighborhood Resident

JESS JUANICH

Member, Seattle Youth

Commission

KELLY CURTIS

Manager - Pearl Jam

PROJECT
TEAM

ICON VENUE GROUP

POPULOUS

PARAMETRIX

GOTTLIEB CONSULTING

STRATEGIES 360

ECONORTHWEST

PERKINS COIE

HILLIS CLARK

GIBSON DUNN

PREVENT ADVISORS

DELAWARE NORTH

HISTORIC RESOURCES
GROUP



NEW ARENA AT SEATTLE CENTER "NASC"

OUR MISSION



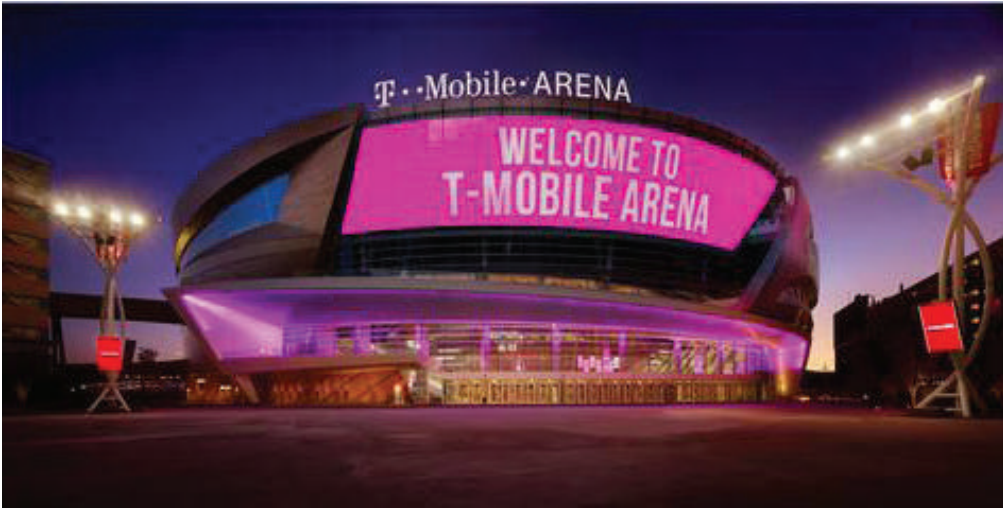
1. We can rebuild a new, world-class arena at Seattle Center that will be one of the best facilities for both the NBA and NHL.
2. We can accomplish this while still honoring and respecting the history and tradition of the Seattle Center by preserving the historic design of the original Seattle Center Coliseum.
3. We will be mindful and focused on improving our impact on traffic and parking in the neighborhood. OVG will engage with our neighbors in Uptown and Seattle Center to maintain and advance its goal to be an important arts and cultural district.
4. We will be a mirror image of the community we represent by embracing diversity and using this platform to help our local community and those in need. We are committed to living wage, local hiring, MBE/WBE participation, apprentice programs and local hiring diversity initiatives.
5. We will be a world-renowned building, honoring Seattle's unique place as a leader in technology, environment, and diversity. We are committed to environmentally sustainable programs and will pursue LEED certification.
6. This transformational project will be a precedent setting development for its design and operational program for safety, security and counterterrorism, which will be the first of its kind for our city and our fans.
7. We will design and operate NASC to be a top content and live entertainment destination. We will partner with the leading content promoters, creators, managers, and operators on the planet. NASC will be one of the most recognized music and sports venues in the world.
8. NASC will be a public/private partnership, with the private sector taking the financial risk by providing the capital and taking responsibility for ongoing operations. The taxpayers will never be financially at risk or experience any additional financial burden to operate the facility.
9. NASC will secure Seattle Center's legacy as Seattle's epicenter for future generations, generate significant economic growth for the City, and save the City tens of millions of dollars in renovation expenses for the current KeyArena.
10. We have prioritized the preservation of the iconic landmark design features of the roof line and support structure. Future generations will continue to recognize the iconic façade and be able to embrace the historic foundation on which we will build our transformational arena project.
11. We will be of Seattle, by Seattle, for Seattle, and from Seattle. WE ARE SEATTLE. We will honor its unique culture, brand, and traditions. To date, we have partnered with YouthCare to try and end teenage homelessness in Seattle, both with a financial commitment of millions of dollars, but more importantly, our commitment to create meaningful programs that strive for the betterment of at risk youth.
12. We have assembled the most experienced designers, developers, and operators in the history of live entertainment and venues.
13. We will provide Seattle its best opportunity to secure an NHL team and, if available, an NBA team. We have the most respected group of operators in sports. The economics of the building will be shared and in line with a potential team.
14. OVG, MSG, Azoff Music, Live Nation, Delaware North, ICON, and Populous have all come together and made Seattle and NASC our single highest priority.
15. We will commit to spending over \$20 million over the next 20 years on initiatives that are important to our neighbors, Seattle Center, and the City.

PROPOSER INFORMATION



AN EXPERIENCED TEAM

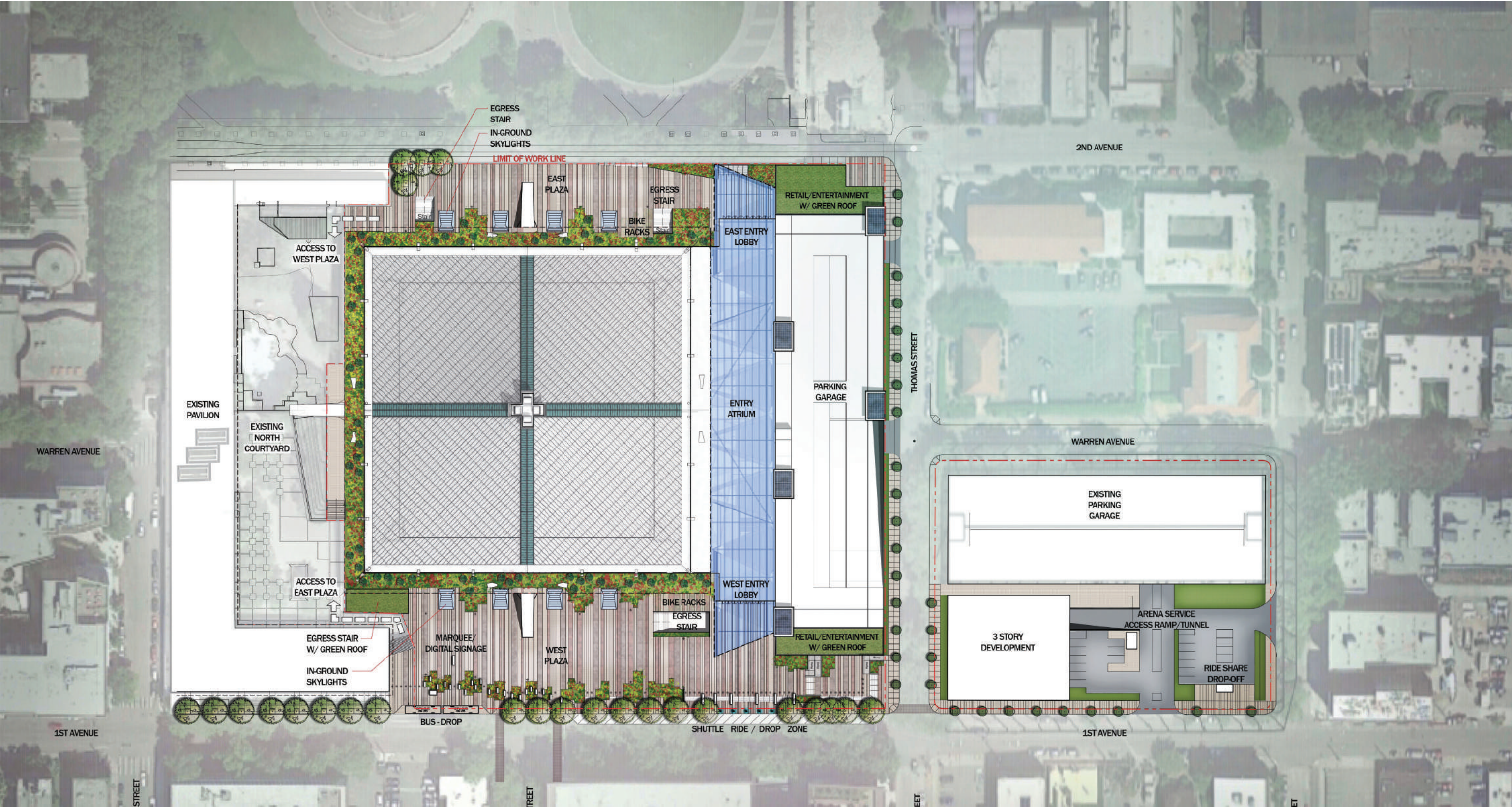
16 ICON VENUE GROUP AND
POPULOUS HAVE WORKED
TOGETHER ON 10 ARENA
PROJECTS AND 16 TOTAL
SPORTS VENUE PROJECTS.



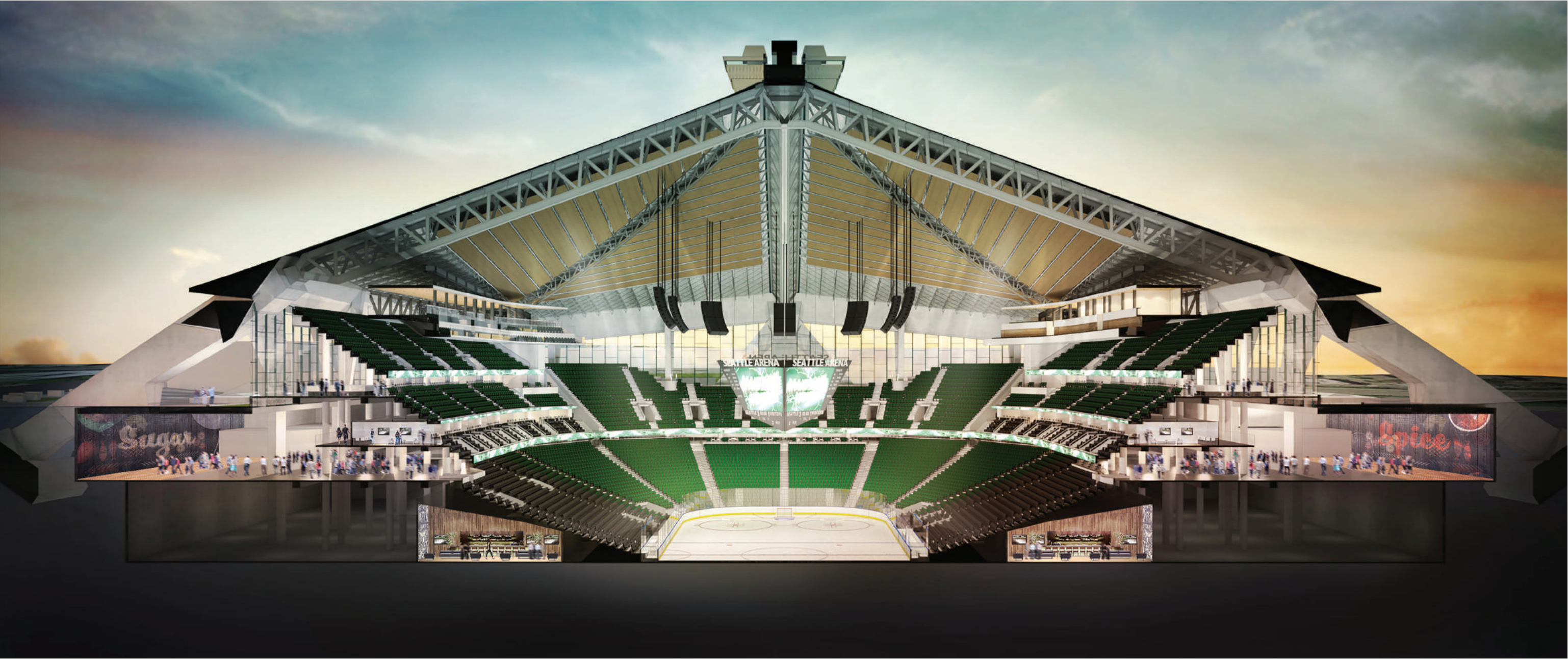
REDEVELOPMENT SITE



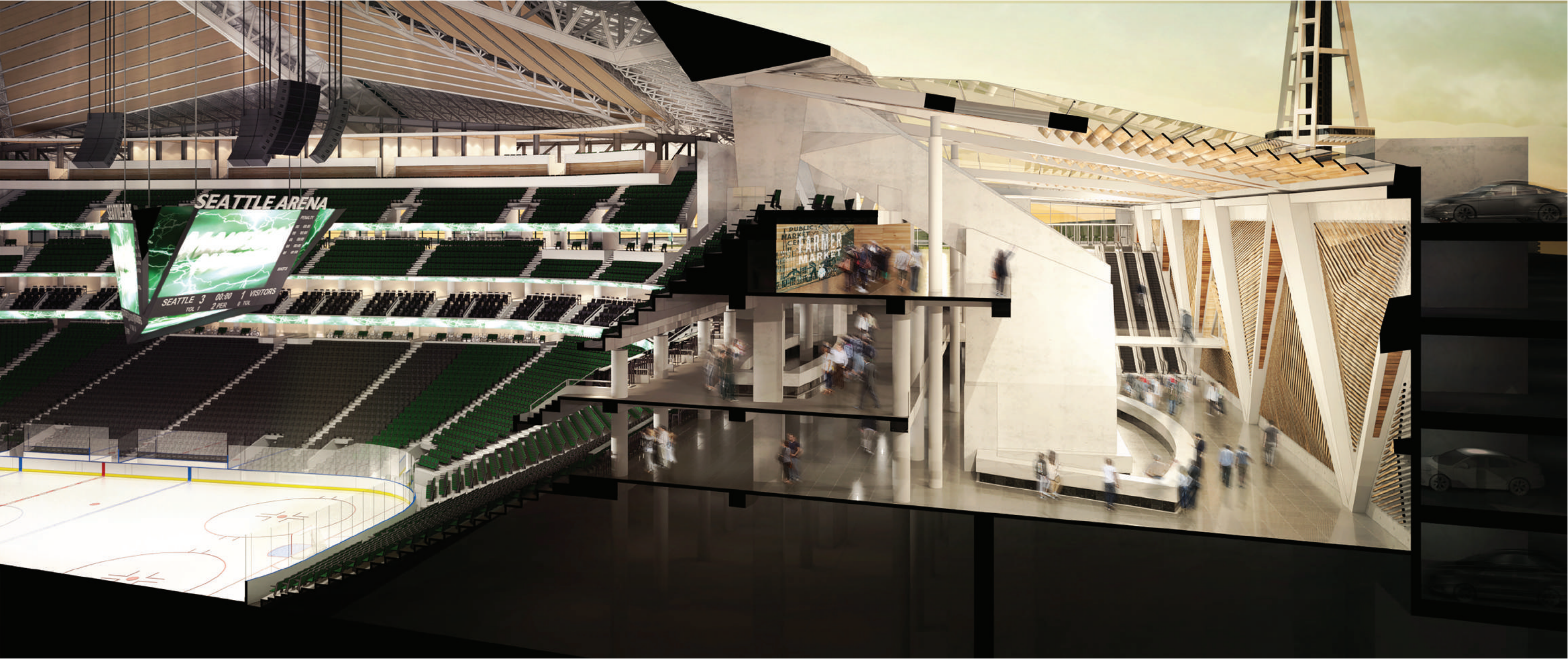
REDEVELOPMENT SITE



EAST-WEST TRANSVERSE SECTION



SOUTH LONGITUDINAL SECTION THROUGH ATRIUM



SEATING SUMMARY

HOCKEY CONFIGURATION

Main Concourse (level 300)

General Seating	
Seats	5,403
Bar Seats	271
Disabled	
Wheelchair	43
Attendant	43

Ice Suites (16)

Seats	192
Disabled	
Wheelchair	4
Attendant	4

Club Seats

Seats	2,680
Disabled	14
Wheelchair	14
Attendant	

SUBTOTAL 8,668

Suite Concourse (level 400)

Suites (40)	
40 @ 12 Seats	480
Bar Seats	160

Opera Boxes (18)

16 @ 12 Seats	192
2 @ 6 Seats	12
Bar Seats	68

SUBTOTAL 912

Upper Deck Concourse (level 500)

Side Seating	
Seats	1,472
Bar Seats	168
Wheelchair	30
Attendant	30

End Seating

Seats	1,300
Subtotal	3,000

Upper Deck (level 600)

Side Seating	
Seats	2,800

End Seating

Seats	1,400
SUBTOTAL	4,200

Press/Bridge Deck (level 700)

Bridge Seating	
Seats	320
SUBTOTAL	320

GRAND TOTAL 17,100

BASKETBALL CONFIGURATION

Main Concourse (level 300)

General Seating	
Seats	6,181
Bar Seats	
Disabled	50
Wheelchair	50
Attendant	

Courtside Seats

Seats	102
Disabled	

Court Suites (16)

Seats	208
Disabled	
Wheelchair	4
Attendant	4

Club Seats

Seats	3,020
Disabled	
Wheelchair	14
Attendant	14

SUBTOTAL 9,918

Suite Concourse (level 400)

Suites (40)	
40 @ 12 Seats	480
Bar Seats	160

Opera Boxes (18)

16 @ 12 Seats	192
2 @ 6 Seats	12
Bar Seats	68

SUBTOTAL 912

Upper Deck Concourse (level 500)

Side Seating	
Seats	1,472
Bar Seats	168
Wheelchair	30
Attendant	30

End Seating

Seats	1,300
SUBTOTAL	3,000

Upper Deck (level 600)

Side Seating	
Seats	2,800

End Seating

Seats	1,400
SUBTOTAL	4,200

Press/Bridge Deck (level 700)

Bridge Seating	
Seats	320
SUBTOTAL	320

GRAND TOTAL 18,350



SEATING SUMMARY

END STAGE 270 CONFIGURATION

Main Concourse (level 300)

General Seating

Seats	4,389
Bar Seats	223
Disabled	
Wheelchair	50
Attendant	50

Floor Seats

Seats	1,296
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Floor Suites (16)

Seats	208
Disabled	
Wheelchair	4
Attendant	4

Club Seats

Seats	3,020
Disabled	
Wheelchair	14
Attendant	14

SUBTOTAL 9,272

Suite Concourse (level 400)

Suites (40)

40 @ 12 Seats	480
Bar Seats	160

Opera Boxes (18)

8 @ 12 Seats	96
0 @ 6 Seats	0
Bar Seats	32

SUBTOTAL 768

Upper Deck Concourse (level 500)

Side Seating

Seats	1,472
Bar Seats	168
Wheelchair	30
Attendant	30

End Seating

Seats	1,300
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SUBTOTAL 3,000

Upper Deck (level 600)

Side Seating

Seats	2,800
-------	-------

End Seating

Seats	780
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SUBTOTAL 3,580

Press/Bridge Deck (level 700)

Bridge Seating

Seats	320
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SUBTOTAL 320

GRAND TOTAL 16,940

CENTER STAGE CONFIGURATION

Main Concourse (level 300)

General Seating

Seats	6,181
Bar Seats	271
Disabled	
Wheelchair	50
Attendant	50

Floor Seats

Seats	877
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Floor Suites (16)

Seats	208
Disabled	
Wheelchair	4
Attendant	4

Club Seats

Seats	3,020
Disabled	
Wheelchair	14
Attendant	14

SUBTOTAL 10,693

Suite Concourse (level 400)

Suites (40)

40 @ 12 Seats	480
Bar Seats	160

Opera Boxes (18)

16 @ 12 Seats	192
2 @ 6 Seats	12
Bar Seats	68

SUBTOTAL 912

Upper Deck Concourse (level 500)

Side Seating

Seats	1,472
Bar Seats	168
Wheelchair	30
Attendant	30

End Seating

Seats	1,300
-------	-------

SUBTOTAL 3,000

Upper Deck (level 600)

Side Seating

Seats	2,800
-------	-------

End Seating

Seats	1,400
-------	-------

SUBTOTAL 4,200

Press/Bridge Deck (level 700)

Bridge Seating

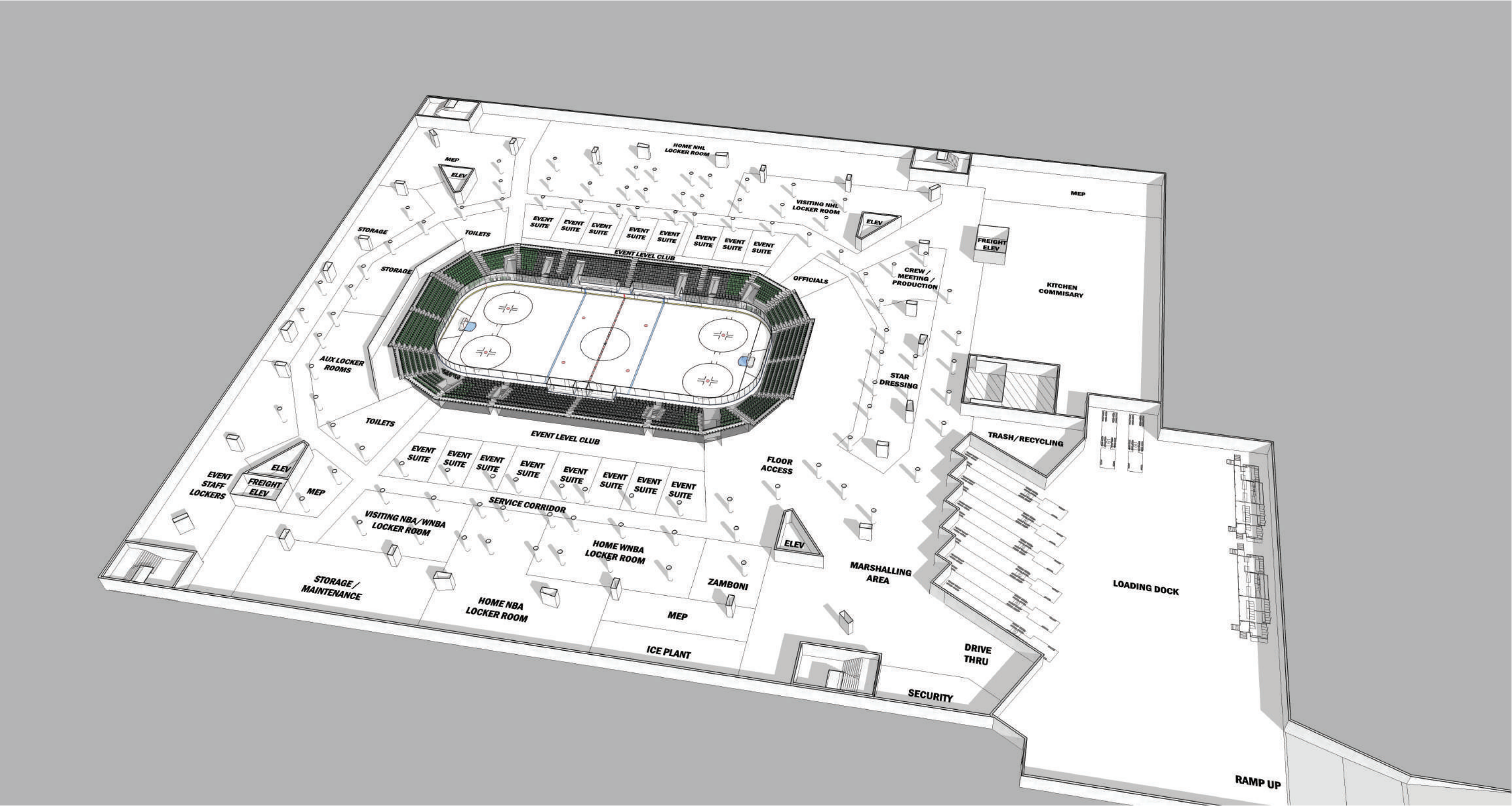
Seats	320
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SUBTOTAL 320

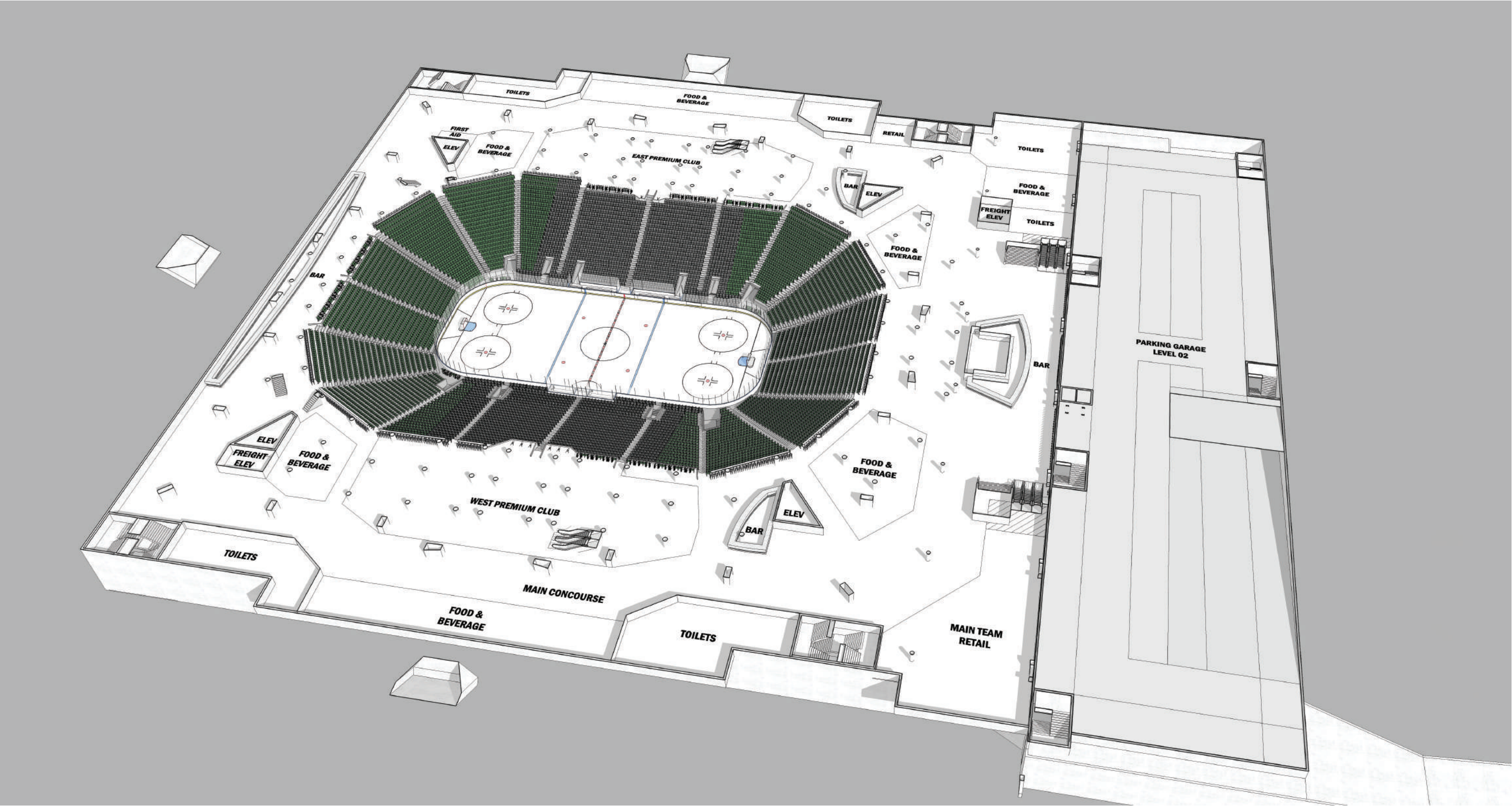
GRAND TOTAL 19,125



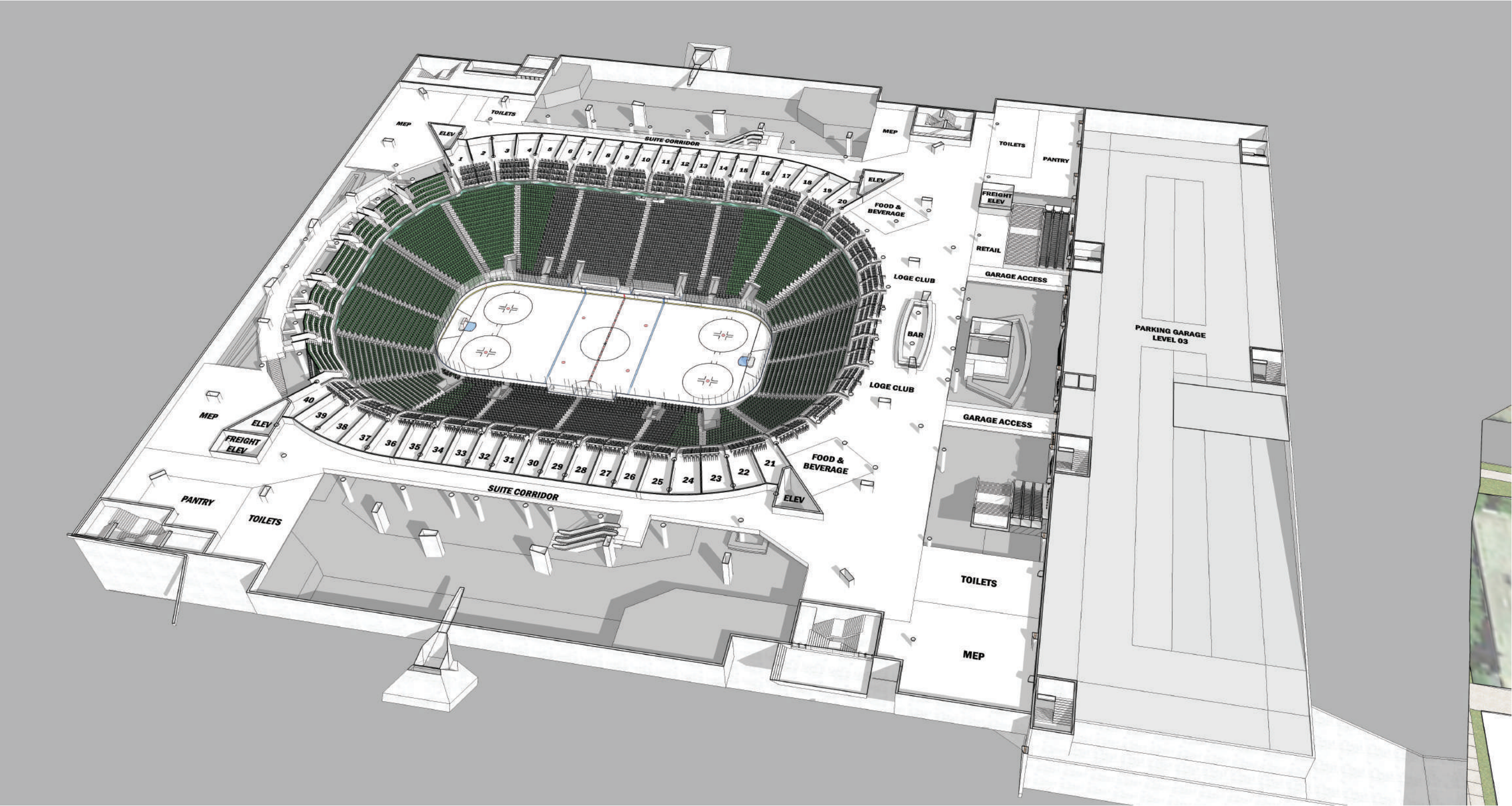
EVENT LEVEL PLAN



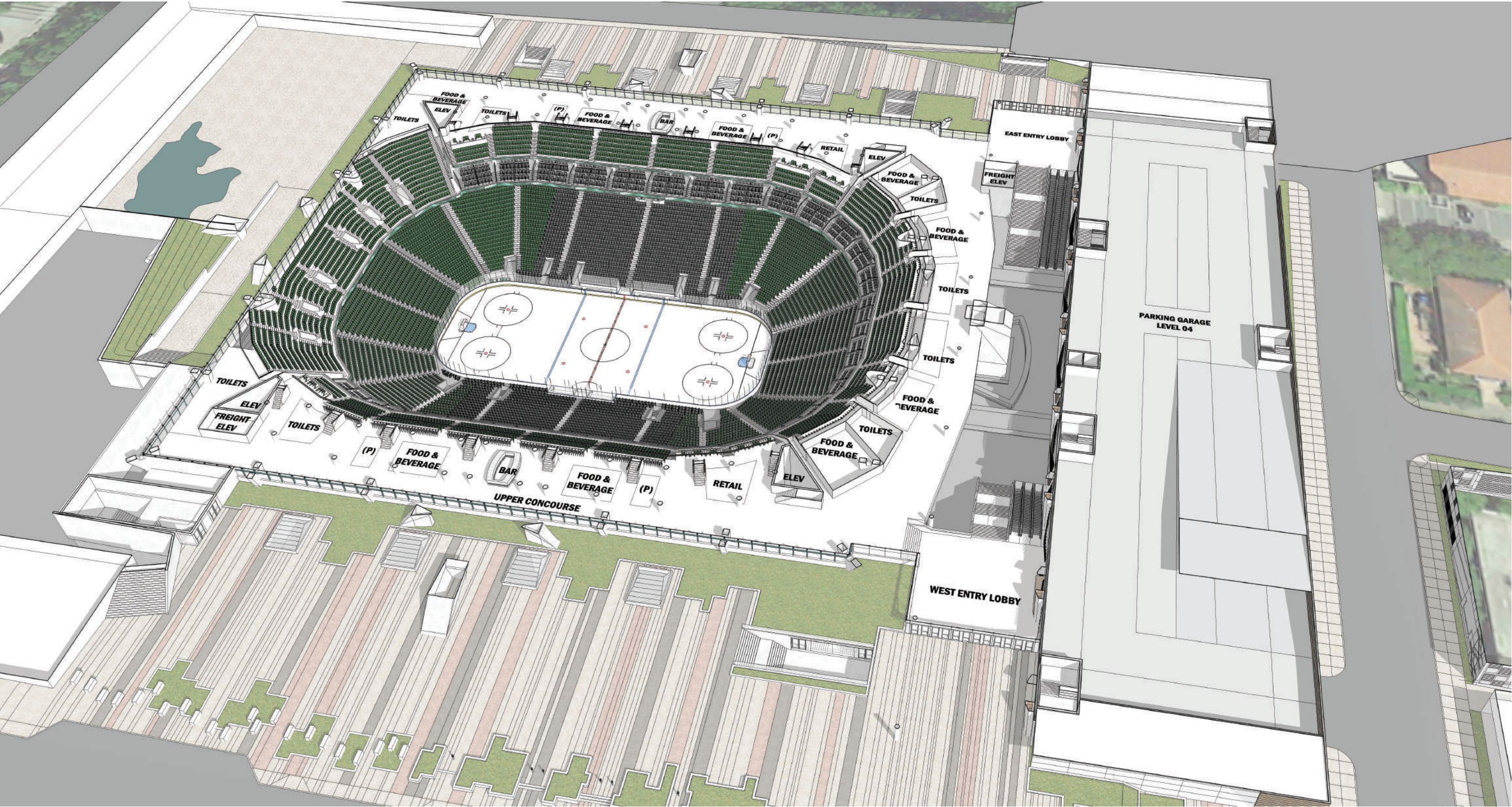
MAIN CONCOURSE PLAN



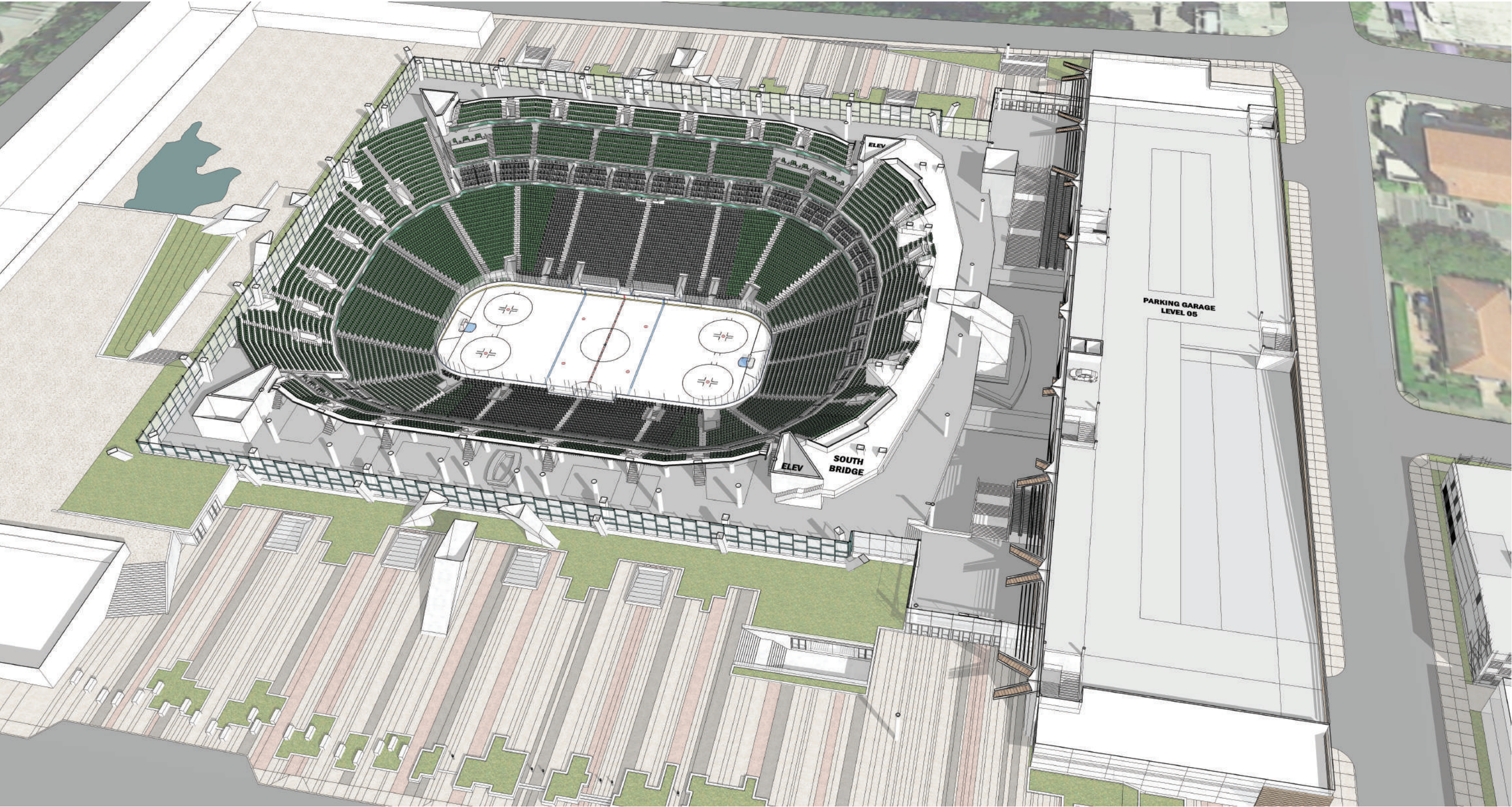
SUITE LEVEL PLAN



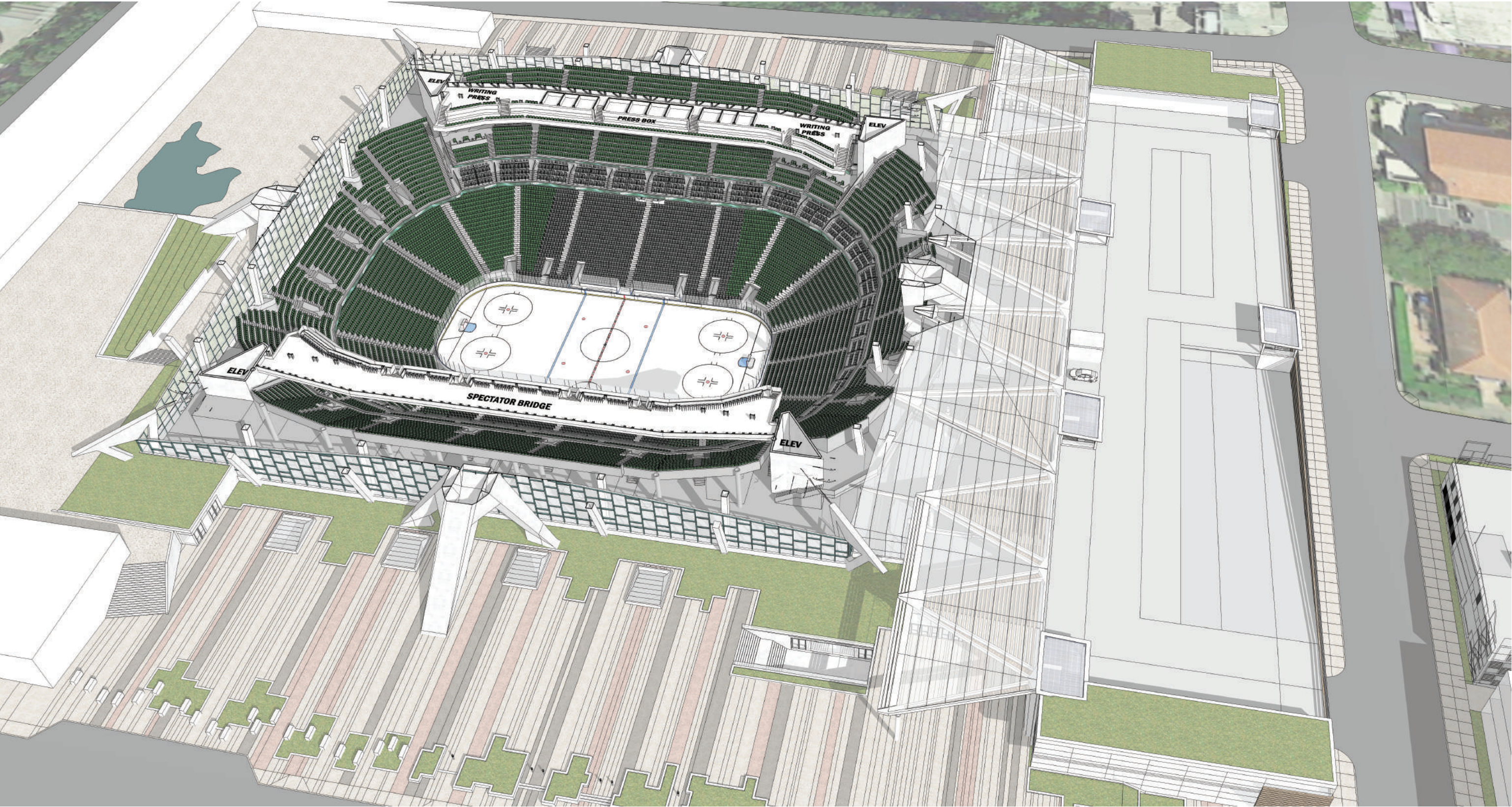
UPPER CONCOURSE PLAN



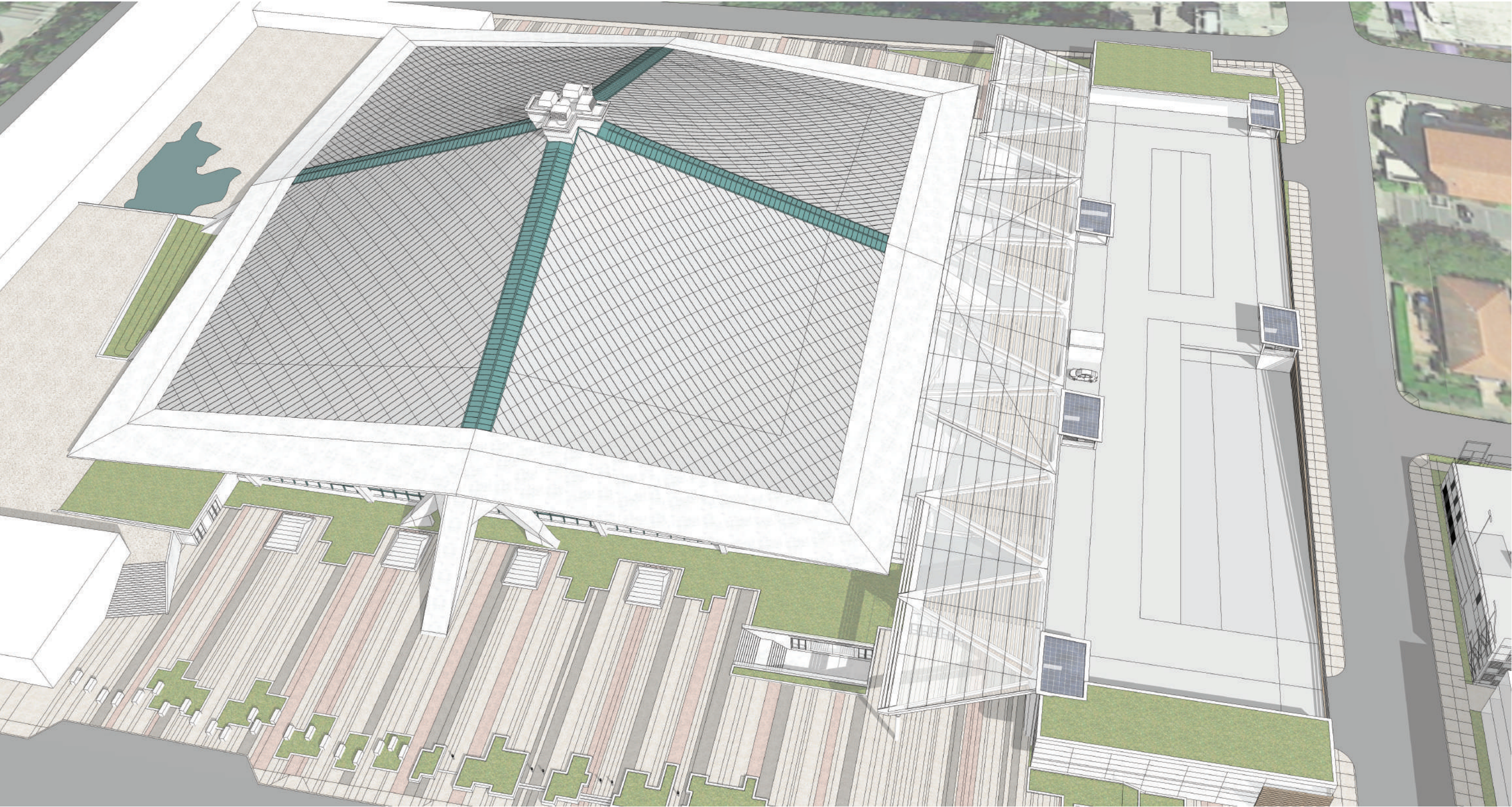
SOUTH BRIDGE LEVEL PLAN



PRESS LEVEL PLAN



ROOF LEVEL PLAN



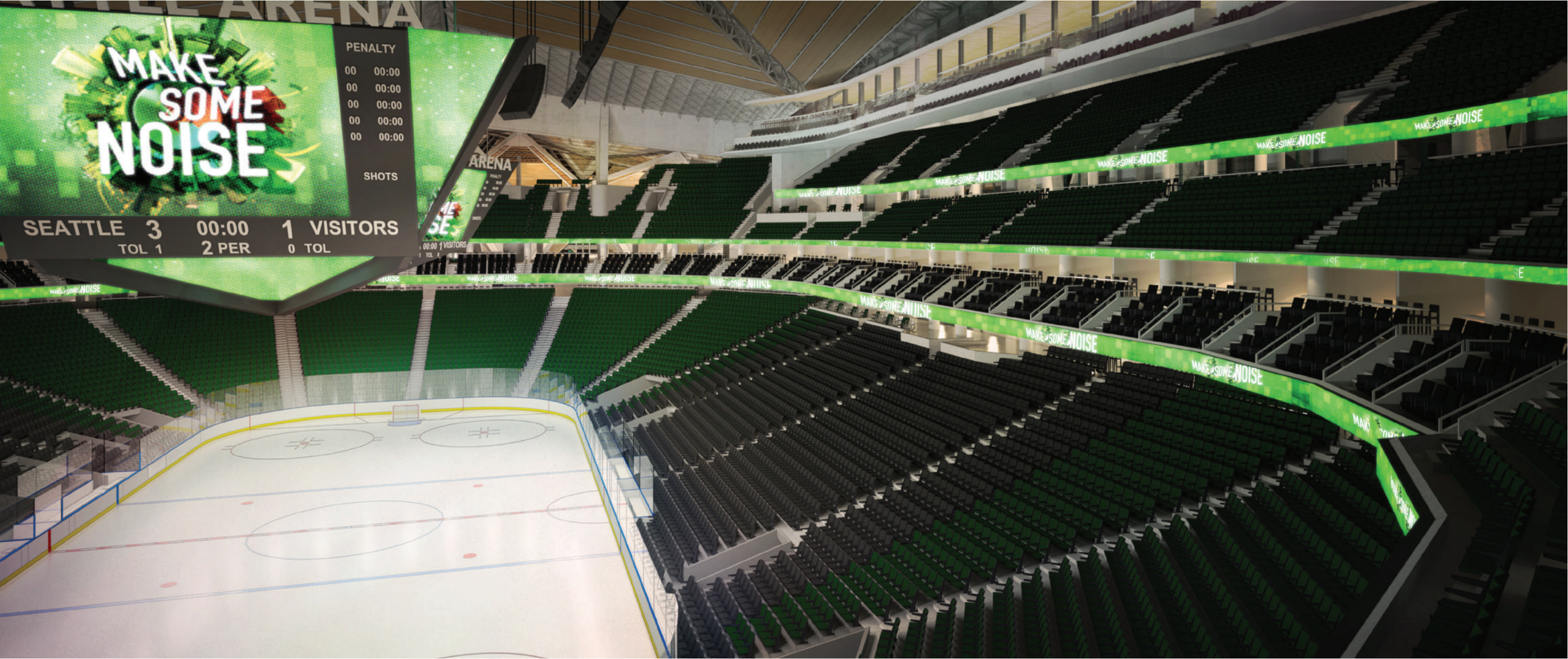
ENTRY ATRIUM VIEW



WEST PLAZA VIEW



SUITE LEVEL VIEW LOOKING SOUTH - HOCKEY



SUITE LEVEL VIEW LOOKING SOUTH - HOCKEY



LOWER BOWL VIEW LOOKING SOUTH - HOCKEY



LOWER BOWL VIEW LOOKING SOUTH - HOCKEY



VIEW OF BASKETBALL CONFIGURATION



VIEW OF CENTER STAGE CONCERT



VIEW OF END STAGE CONCERT



VIEW OF SPACE NEEDLE BAR



WEST AERIAL VIEW



NASC CONSTRUCTION SCHEDULE & TIMELINE

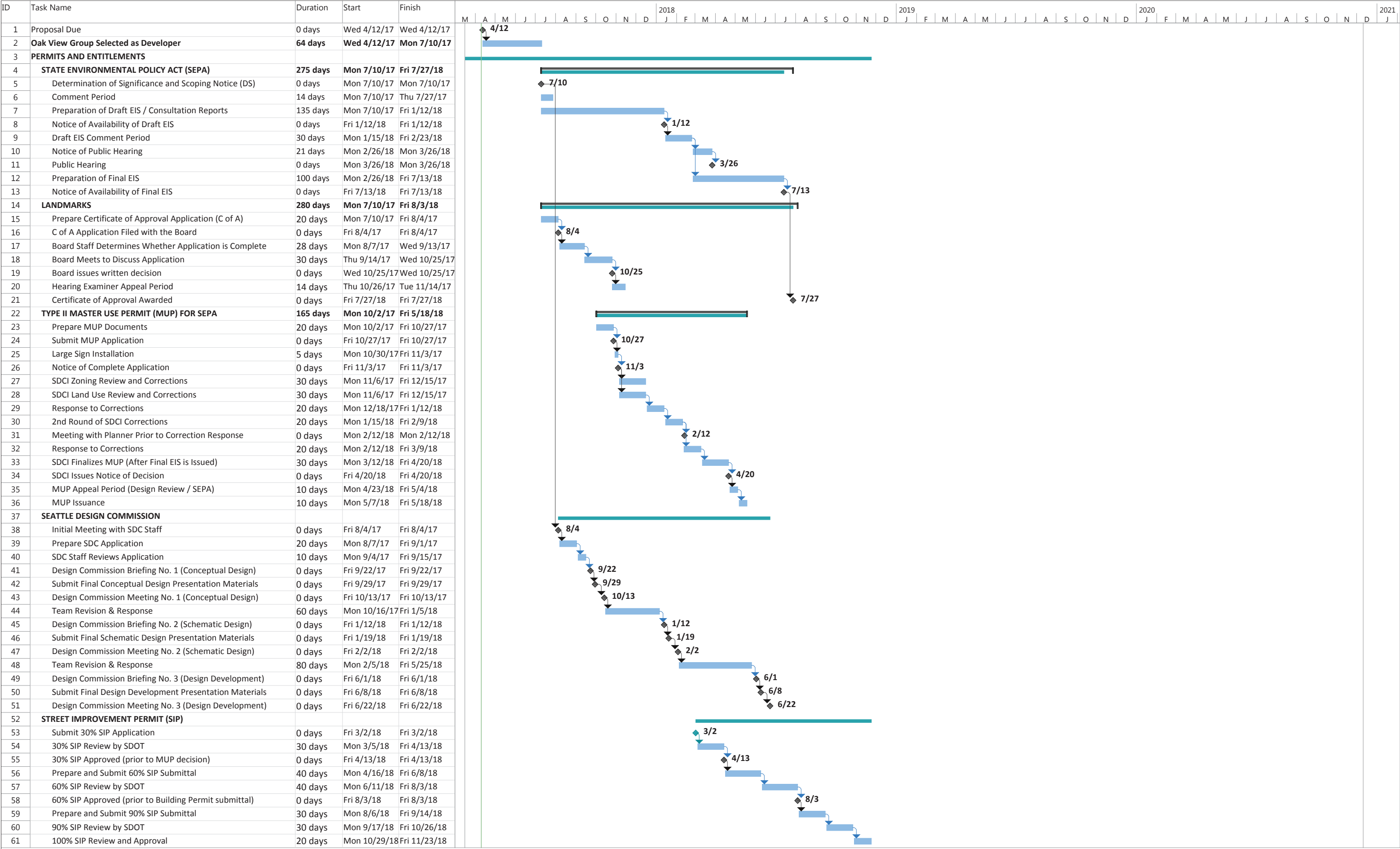


SCHEDULE

The detailed Project Development Schedule illustrated on the following pages, describes all major activities, durations and milestones going forward from the moment that OVG is selected to be your partner to create the next generation of Seattle Center. The process and parameters relating to the key milestones requested in the RFP are highlighted as follows:

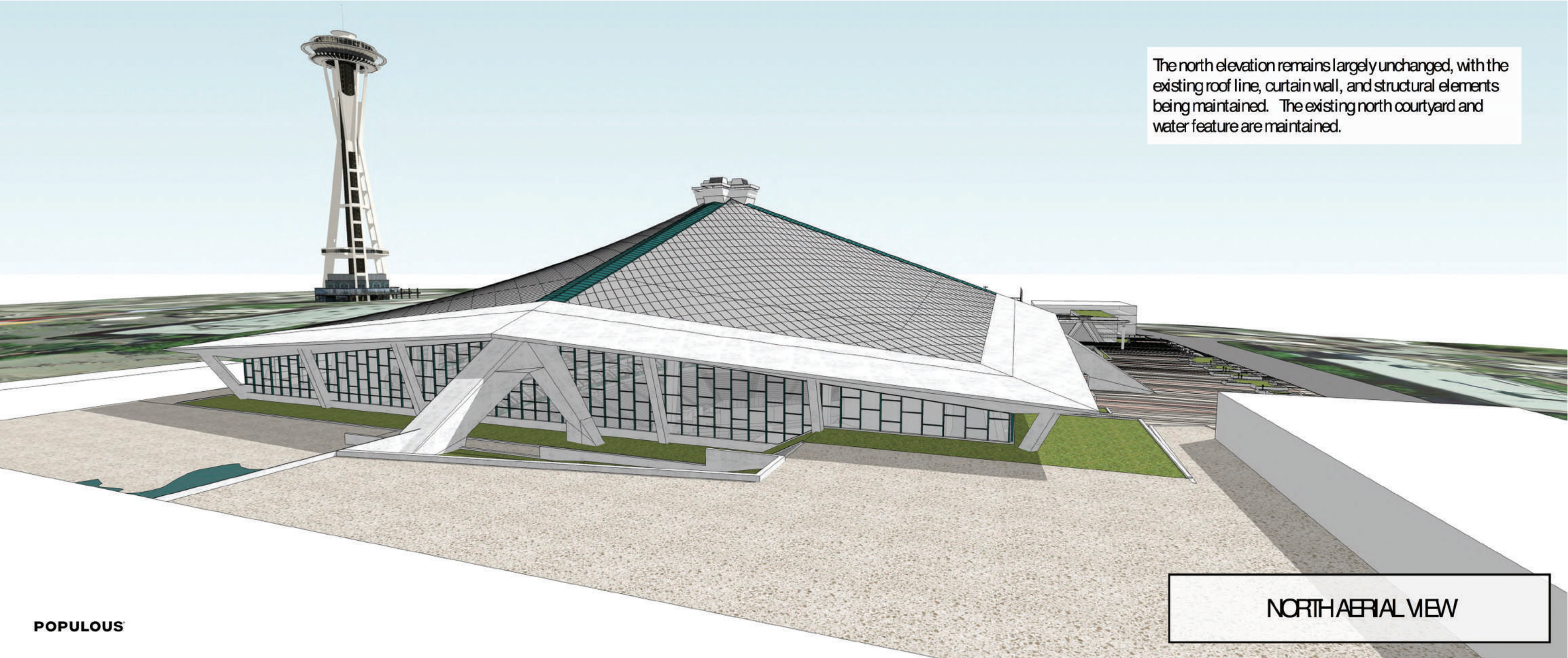
- OVG's proposal is submitted on **April 12, 2017** and we anticipate that the selection process internal to the City of Seattle will involve four to six weeks and conclude in the second half of May.
- Once OVG is identified as the selected partner, the City would continue certain due diligence activities to confirm and validate OVG's unique and proven qualifications. This due diligence period would run for two to four weeks.
- Simultaneous with the due diligence period, OVG and the City would together generate and negotiate the terms of the necessary Venue Development and Venue Operations Agreements.
- Our schedule anticipates the conclusion of our selection, all due diligence and final agreements that will officially appoint OVG to be concluded by **July 10, 2017**.
- All Public Approvals required for the development including SEPA, Landmarks, MUP, Seattle Design Commission, Street Improvements will commence and conclude over the period of **July 10, 2017** to **November 23, 2018**.
- Simultaneous with the Public Approval processes, OVG will activate ICON Venue Group and Populous to activate the arena programming and design efforts.
- Schematic Design will be completed and approved by **September 22, 2017**.
- Design Development will be completed and approved by **April 24, 2018**.
- Construction Documents will be completed and approved by **December 21, 2018**.
- Demolition will begin in advance of the GMP contract being awarded for construction and be completed before the end of 2018.
- Construction will commence on **January 3, 2019** and the arena will be Substantially Complete with a Certificate of Occupancy to enable the NASC Grand Reopening on **October 1, 2020**.





HISTORIC RESOURCES GROUP





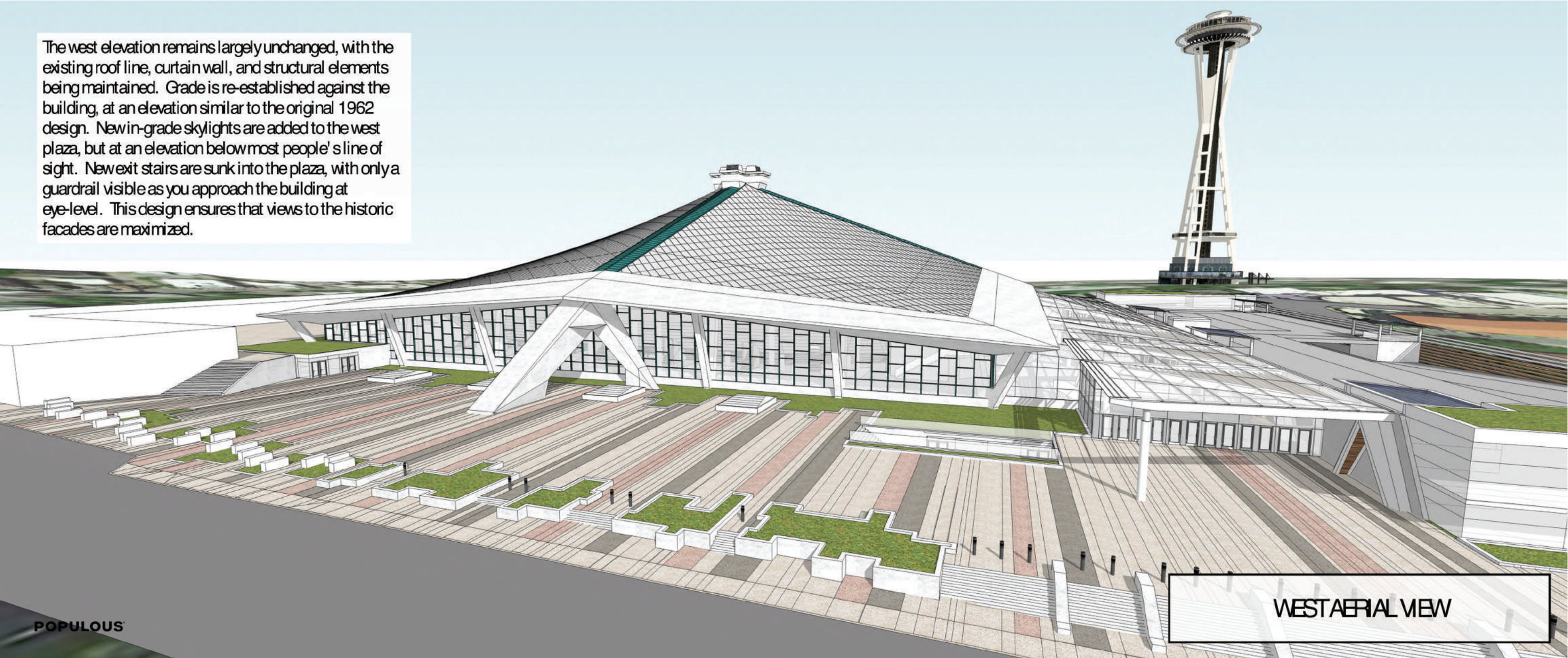
The north elevation remains largely unchanged, with the existing roof line, curtain wall, and structural elements being maintained. The existing north courtyard and water feature are maintained.

POPULOUS

NORTH AERIAL VIEW

HISTORIC RESOURCES GROUP

The west elevation remains largely unchanged, with the existing roof line, curtain wall, and structural elements being maintained. Grade is re-established against the building, at an elevation similar to the original 1962 design. New in-grade skylights are added to the west plaza, but at an elevation below most people's line of sight. New exit stairs are sunk into the plaza, with only a guardrail visible as you approach the building at eye-level. This design ensures that views to the historic facades are maximized.



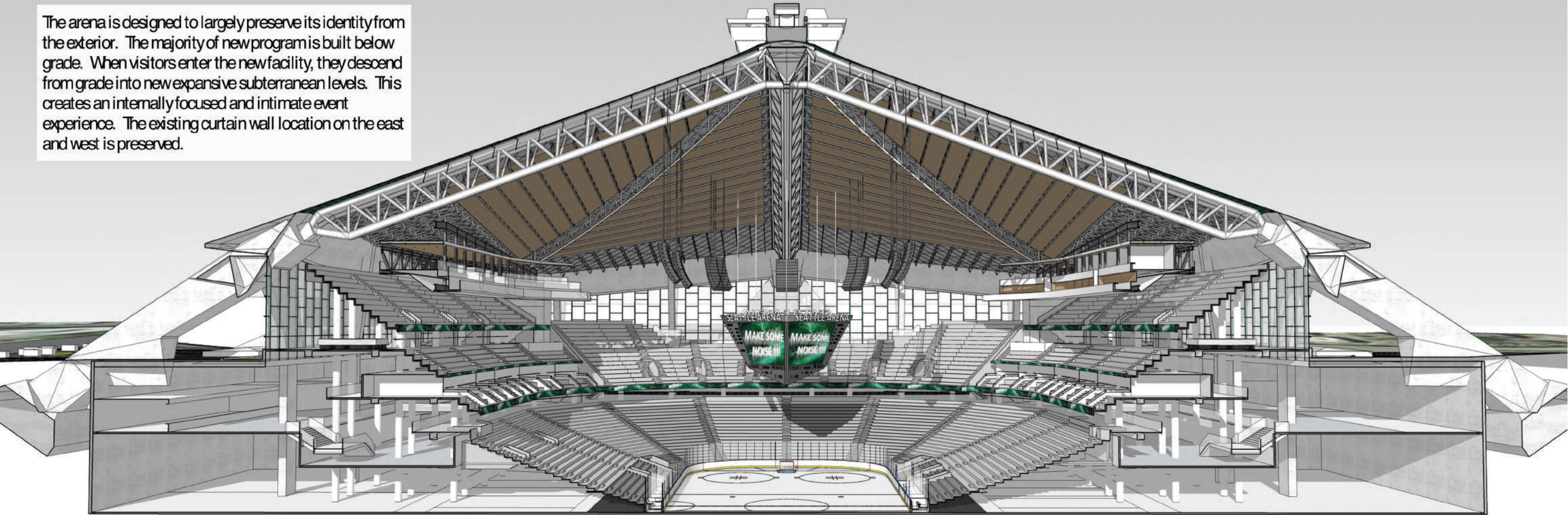
WEST AERIAL VIEW

POPULOUS



HISTORIC RESOURCES GROUP

The arena is designed to largely preserve its identity from the exterior. The majority of new program is built below grade. When visitors enter the new facility, they descend from grade into new expansive subterranean levels. This creates an internally focused and intimate event experience. The existing curtain wall location on the east and west is preserved.



POPULOUS

TRANSVERSE SECTION



REFERENCES



Allyson Brooks Ph.D., Director
State Historic Preservation Officer

March 21, 2017

Ms. Christine Lazzaretto
Principal
Historic Resources Group
12 S. Fair Oakes Ave
Suite 200
Pasadena, CA 91105-1915

In future correspondence please refer to:
Project Tracking Code: 2017-02-01302
Property: Key Arena Evaluation
Re: Determined Eligible

Dear Ms. Lazzaretto:

Thank you for contacting the State Historic Preservation Officer (SHPO) and the Washington State Department of Archaeology and Historic Preservation (DAHP) regarding the Washington State Coliseum/ Key Arena from the Century 21 Exposition of 1961.

After reviewing documentation that you and John LoCascio provided, as well as consulting with our partners at the Keeper Office of National Park Service, we have determined that the Coliseum/Arena is ELIGIBLE to the National Register of Historic Places. Despite changes to the building that occurred after the Fair, we have determined that the building is still eligible under criteria "A" for its direct connection to 1961 Century 21 World's Fair. This building, along with the Space Needle, was an iconic structure of the fair and retains enough character defining features to convey its history as a fair structure.

Note that this decision reverses a previous determination which was made before the building had turned 50 years old. These comments are based on the information available at the time of this review and on behalf of the SHPO. Should additional information become available, our assessment may be revised.

Thank you for the opportunity to review and comment. Should you have any questions, please feel free to contact me.

Sincerely,

Michael Houser
State Architectural Historian
(360) 586-3076
michael.houser@dahp.wa.gov

State of Washington • Department of Archaeology & Historic Preservation
P.O. Box 48343 • Olympia, Washington 98504 • (360) 586-3065
www.dahp.wa.gov



HISTORIC TIMELINE

- **Part 1 Application:** Formal submission requesting official determination of whether the building is eligible for listing in the National Register
 - » This can be done as soon as the project is a "go;" I anticipate needing approximately 3-4 weeks to put the paperwork and photographs together
 - » Once we submit the paperwork, it typically takes about 60 days to get formal notification (30 day review period from the State + 30 day review period from the National Park Service).
 - » We received informal notification that the State Office/ NPS believe the Key Arena is eligible for the National Register; this step is the formal follow-up to that
- **Part 2 Application:** Submission to the State Office/National Park Service to describe the proposed work
 - » This can be submitted once the Part 1 is approved AND the design is developed enough to give the reviewers enough information about the project to make a decision. This does not have to wait for construction drawings to be completed, but they drawings need to be sufficiently detailed. So the timing of this phase varies depending on project development.
 - » This is a separate process from the City entitlement process, though the architects may be designing for both reviews simultaneously. We would work with the team to figure out the best time to submit for tax credit review so that we aren't holding things up for the overall schedule. This shouldn't be a problem as the entitlements typically take much longer than the Part 2 tax credit application.
 - » The Part 2 is accompanied by drawings and a large set of detailed photographs of every space (exterior and interior) that will be affected by the project.
 - » Once we have drawings, it usually takes about 4 weeks to prepare the packet for submission to the State Office/ National Park Service. This allows time for questions with the team to make sure we have all the details correct.
- » Once we submit the paperwork, it typically takes 60-90 days to get formal notification. This includes a 30 day review period from the State; an opportunity to respond to any questions/provide additional detail; and a 30 day review period from the National Park Service.
- » We don't recommend that any work be undertaken prior to receiving the signed Part 2.
- **Part 3 Application:** Submission to the State Office/National Park Service AFTER the project is complete
 - » The Part 3 application consists of photographs of the finished work in order to prove that all work was done in accordance with the plans provided in the Part 2 application.
 - » We would work with the team on the timing of the photographs – typically, this is done during the very last stage of the project (all construction complete; project down to final punch list details)
 - » The same review process applies – typically 30 days for State review and 30 days for National Park Service review.
- **National Register Nomination**
 - » In order to receive the actual tax credits, the building must be officially listed in the National Register of Historic Places. (The Part 1 just gets sign off that it is eligible; a formal nomination is required for official designation.)
 - » We typically advise clients to wait until the project is complete and the Part 3 is approved before submitting the National Register nomination. But we would work with the State office on their preferred timing.
 - » The National Register nomination typically takes 3-4 weeks to prepare, and then there are often questions/ edits requested by the State office.
 - » Once the nomination is approved by the state, it will be forward for formal listing in the National Register. The timing for this process is influenced by workload at the state level; there is no prescribed timeframe.



REDEVELOPMENT FINANCING PLAN

SOURCES AND USES

We have included the indicative sources and uses for the project, which includes all costs associated with the development, including hard and soft construction costs, costs of financing and project contingency (contingency is included within the Hard and Soft Costs as well as in a separate contingency line item). We define Hard Costs to include actual physical construction of a development. These could include grading, excavation of a site, the materials used, landscaping, and carpentry. Additionally, Soft Costs are less physically obvious and are fees that aren't directly related to labor and building materials. Typical soft costs include architecture and engineering fees, permits and taxes.

As shown, the proposed sources for the project include a substantial equity investment, debt at NASC and various proposed City tax reinvestments of NASC revenues. The amount of debt shown represents the par amount of the ultimate long-term financing expected on NASC, which is determined based on the amount of debt service NASC can afford to pay annually once operational based on current projections.

This total amount of available long-term debt dictates the size of the initial floating rate, delayed-draw construction loan that is expected at the time of ground breaking (net of fees and interest costs during construction). The delayed-draw feature will allow us to draw upon the loan as-needed which reduces negative carry and frees more loan proceeds for construction rather than interest costs. It is expected that interest will be capitalized (i.e. paid from draws on the loan itself) during construction (reflected in “Interest During Construction” in the table), prior to NASC opening and generating cash flow.

The sources and uses assume that the initial debt is refinanced at or around the time of NASC opening into long-term 25-year fixed-rate, fully amortizing debt at current market terms with an assumed interest rate cushion. Should NASC have an NHL or NBA team as an anchor tenant, the debt capacity NASC could potentially increase by as much as \$100 million – \$150 million.

SOURCES (\$ MILLIONS)	
ArenaCo Takeout Financing	\$196.9
Equity	\$277.2
Historic Tax Credit	\$50.0
City Tax Reinvestment of NASC Revenues	\$40.0
Total Sources	\$564.1
USES (\$ MILLIONS)	
Hard Costs & Soft Costs	\$485.0
Parking Garage	\$25.0
Interest During Construction	\$12.5
Cost of Issuance (Construction Loan / Takeout)	\$11.2
Debt Service Reserve Fund (Takeout Financing)	\$14.1
Remaining Contingency	\$16.3
Total Uses	\$ 564.1



Oak View Group KeyArena Renovation Financing



December 2018 Closing Timeline
As of April 9, 2017

Period	Event
May 2018	Finalize project parameters – scope, budget, schedule, design
	Continue work on Arena Financing
	— Develop pro-formas and build financing model
	— Begin due diligence for construction loan
	— Develop financing legal structure
June 2018	Review pre-construction costs and sources of pre-construction funding
	Begin third-party feasibility consultant and independent engineer due diligence
	Begin developing insurance program for construction and operations with insurance consultant
	Determine the loan(s) required and define the security for the loan(s)
	Begin creating corporate entities, as required
July – August 2018	Prepare loan(s) term sheet(s)
	Identify the borrower(s)
	Begin drafting documentation for loan(s)
	Select insurance broker to purchase construction insurance program and construction consultant to provide third party confirmation of insurance program
	ICON commences GMP estimating period
September 2018	First Design Development progress set estimate received
	Begin bidding out insurance program
	ICON presents partial view into the on-going GMP pricing progress
	Continue Design Drawings and value engineering
	Finalize financial model
October 2018	Complete due diligence of project:
	— Construction and insurance programs
	— Bankruptcy analysis
	Launch loan syndication
	ICON presents the GMP document
November 2018	Finalize loan documentation
	Receive Lender commitments and allocate
	Receive final feasibility study, insurance program, and independent engineer report
	Receive final GMP
	Close and Fund Loan(s)
December 2018	Receive grading, site work and superstructure permits
	Construction begins

FINANCING CONTINGENCY

Oak View Group will not require a financing contingency in the Development Agreement.





OPERATIONS



OPERATIONAL FINANCIAL TERMS

CASH FLOWS

BASE CASE ASSUMPTIONS

(\$ in thousands)

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
ARENACO REVENUES					
Naming Rights	\$5,000	\$5,150	\$5,305	\$5,464	\$5,628
Sponsorships	\$7,500	\$7,725	\$7,957	\$8,195	\$8,441
Suites	\$6,500	\$6,695	\$6,896	\$7,103	\$7,316
Club Seats	\$3,000	\$3,090	\$3,183	\$3,278	\$3,377
Rent	\$2,500	\$2,575	\$2,652	\$2,732	\$2,814
Food & Beverage	\$4,000	\$4,120	\$4,244	\$4,371	\$4,502
Ticket Rebate	\$3,000	\$3,090	\$3,183	\$3,278	\$3,377
Parking	\$1,000	\$1,030	\$1,061	\$1,093	\$1,126
Facility Fee	\$3,000	\$3,090	\$3,183	\$3,278	\$3,377
Admissions Tax	\$2,000	\$2,060	\$2,122	\$2,185	\$2,251
Merchandise	\$350	\$361	\$371	\$382	\$394
Private Events/Catering	\$650	\$670	\$690	\$710	\$732
Total ArenaCo Revenues	\$38,500	\$39,655	\$40,845	\$42,070	\$43,332
ARENACO EXPENSES					
Building Operations	\$14,000	\$14,420	\$14,853	\$15,298	\$15,757
City Tax Reinvestment of NASC Revenues	\$4,000	\$4,120	\$4,244	\$4,371	\$4,502
Commissions & Fees	\$2,000	\$2,060	\$2,122	\$2,185	\$2,251
Total ArenaCo Expenses	\$20,000	\$20,600	\$21,218	\$21,855	\$22,510
Cash Flow Available for D/S	\$18,500	\$19,055	\$19,627	\$20,215	\$20,822
ArenaCo Debt Service					
Total Debt Service	\$12,750	\$13,005	\$13,265	\$13,530	\$13,801
ArenaCo Free Cash Flow	\$5,750	\$6,050	\$6,362	\$6,685	\$7,021

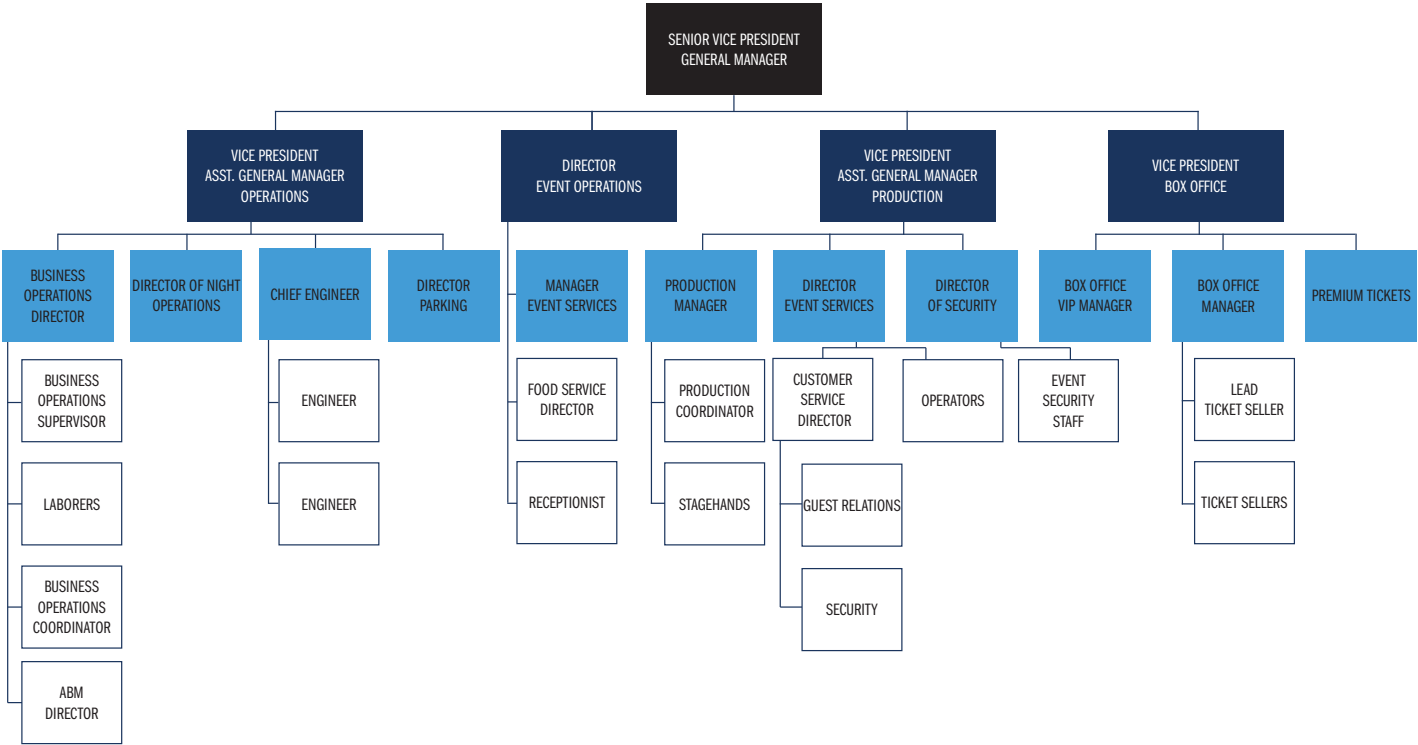


OPERATIONS

OPERATIONAL STRUCTURE

OVG has prepared an organization structure chart specifically for the management and programming of NASC. The attached chart outlines our recommended structure that will produce the optimal results in every facet of venue management. Responsibilities include:

- Building Operations
 - Human Relations
 - Environmental Services
 - Labor Coordinators
 - Parking
 - Engineering
 - Event Services
- Digital Services
 - Productions
 - Stagehands
 - Food Service
 - Merchandise
 - Security
 - Finance
 - Box Office
 - Ticket Sales
 - Premium Services
- Guest Relations
 - Event Booking
 - Marketing
 - Sponsorship Sales
 - Sponsorship Activation



OPERATIONS

OVG will retain, recruit, and treat our team members with respect, inclusion and celebration of diversity.

- . Staffing
- . Customer Service
- . Suites and Premium Seating
- . Naming and sponsorship
- . Event promotion
- . Security and Counterterrorism
- . Concessions
- . Merchandising
- . Technology



narrative
partners

ticketmaster



NASC CONTENT

TENANT AND USERS:

- Seattle Storm
- Seattle University
- City Use

POTENTIAL HOME TO NBA AND/OR NHL

LIVE NATION

- In 2016, Live Nation entertained over 71 million fans at over 26,000 events, hosting thousands of artists. Globally, Live Nation owns or programs over 196 venues.
- Live Nation has been the single largest event and audience provider for KeyArena since the Sonics left Seattle with average annual attendance of 131,000 the last 5 calendar years. 2017 is on track to be the biggest year yet with 15 shows confirmed and on sale to date.



SUSTAINABLE TRANSPORTATION ACCESS AND MOBILITY



TRANSPORTATION SOLUTIONS

OVG, in partnership with Parametrix, has provided a set of solutions to the challenges of parking and transportation around NASC existing conditions.






- KeyArena is located within Seattle Center, the 4th largest visitor destination in the US, with over 12 million annual visitors.
- KeyArena's current capacity is 17,000 and in 2015, hosted 109 total events of which 19 events had more than 10,000 attendees.
- With simultaneous evening events at Seattle Center and KeyArena, total campus attendance can reach over 20,000.



PROPOSED FUTURE CONDITIONS

- The redevelopment of KeyArena would bring more events to the area, which will increase the number of people driving, using transit, walking, bicycling, and delivering goods and services.
- Frequency of Large Evening Events

EXHIBIT 3 - ESTIMATED TRAVEL MODE TO NEW ARENA

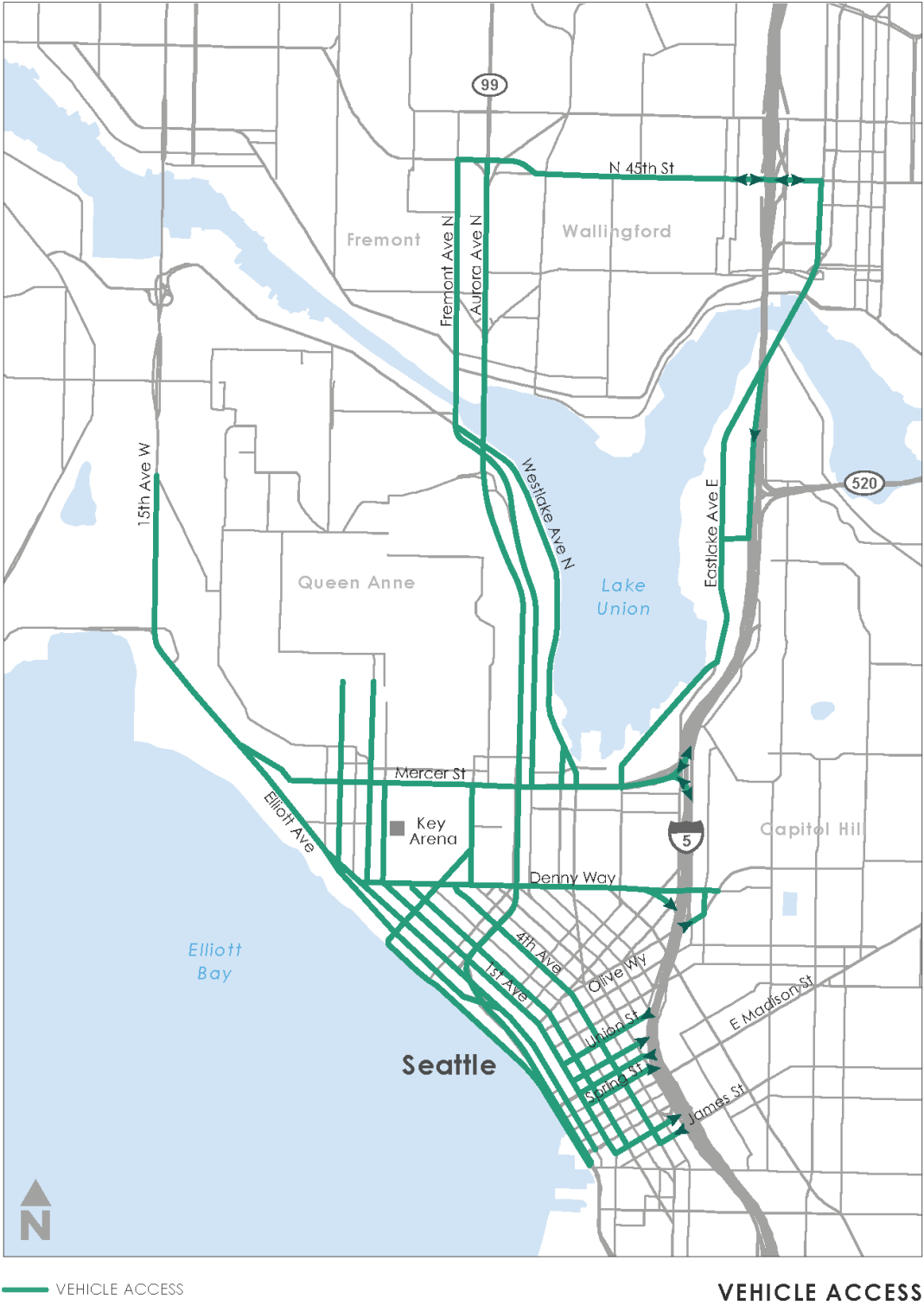
Mode of Access		YEAR 2020 Mode Split (%)	YEAR 2024 Mode Split (%)	YEAR 2035 Mode Split (%)
	Auto	82%	79%	69%
	Transit	12%	15%	25%
	Walk	4%	4%	4%
	Bike/Other	2%	2%	2%
	Parking ¹	6,100	5,900	5,100
TOTAL		100%	100%	100%

1) Expected demand for Arena events



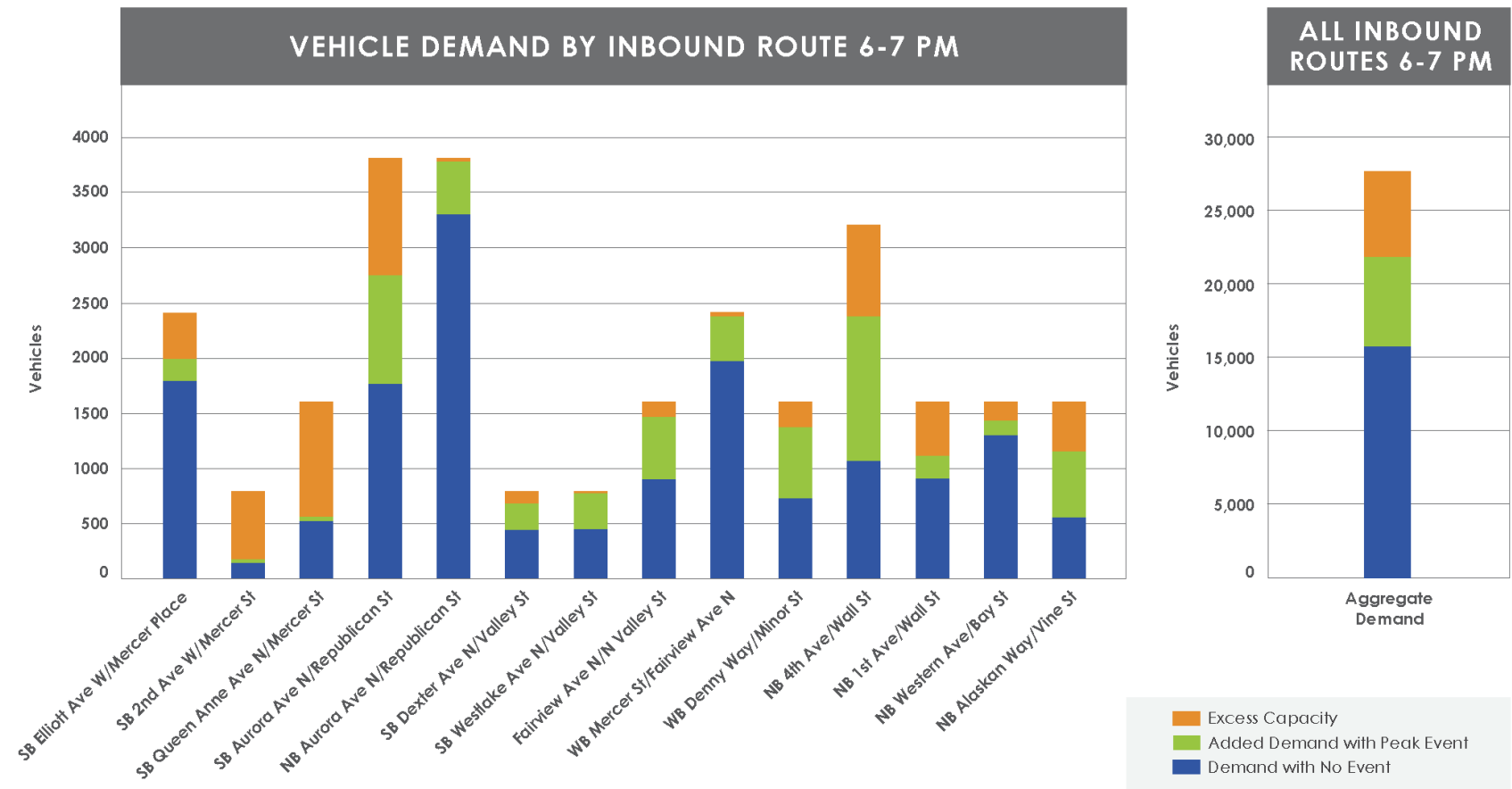
SUSTAINABLE TRANSPORTATION ACCESS AND MOBILITY

EXHIBIT 6 - ACCESS ROUTES TO SEATTLE CENTER



SUSTAINABLE TRANSPORTATION ACCESS AND MOBILITY

EXHIBIT 7 - VEHICLE DEMAND ON INBOUND ROUTES TO SEATTLE CENTER



PARKING

EXHIBIT 8 - AVAILABLE PARKING LOCATIONS



PARKING

Uptown Urban Center	Available Parking
Seattle Center Garages	3,750
Off-Street	2,900
On-Street	1,500
Uptown Total	8,150
South of Denny (15 min walk)	3,200
One-block from Westlake with Monorail Connection	2,400
Total	13,750

Year	Parking Needed
2020	6100
2024	5900
2035	5100

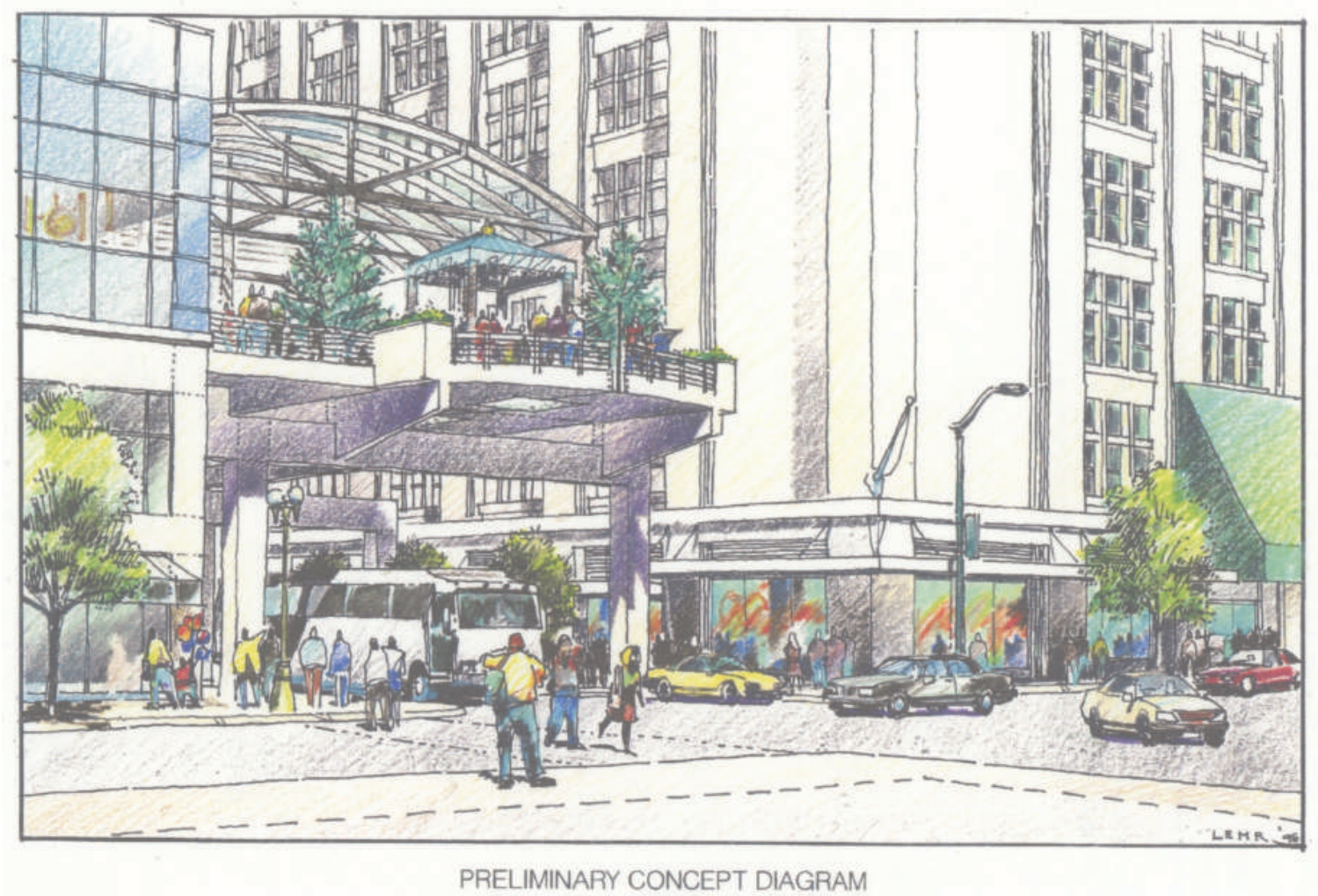


TRANSIT ACCESS

EXHIBIT 11 - EXISTING KING COUNTY METRO SERVICE NETWORK

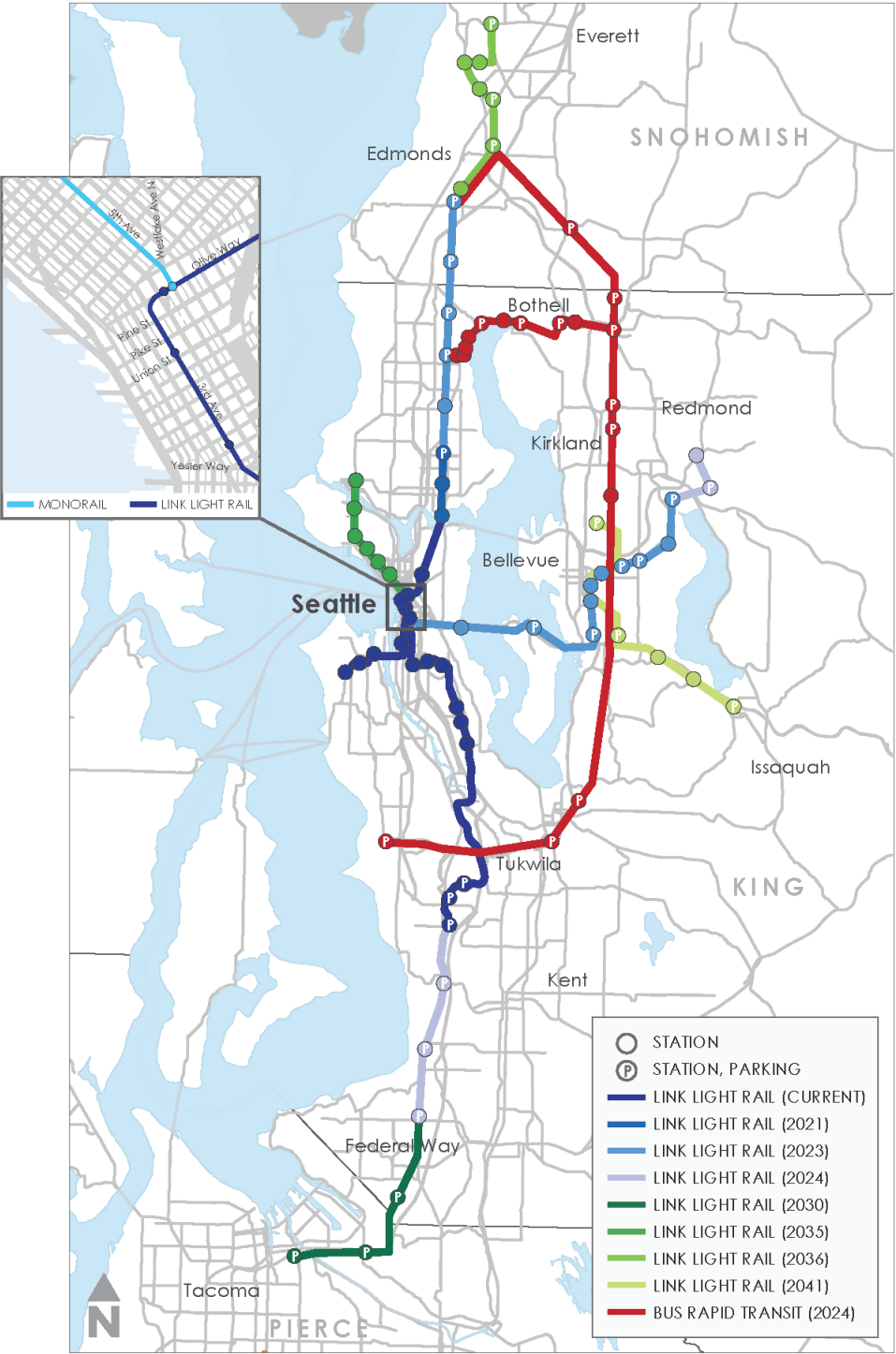


SUSTAINABLE TRANSPORTATION ACCESS AND MOBILITY



REGIONAL TRANSIT CONNECTIONS AT PARK-AND-RIDE LOTS

EXHIBIT 13 - REGIONAL TRANSIT CONNECTIONS AT PARK-AND-RIDE LOTS



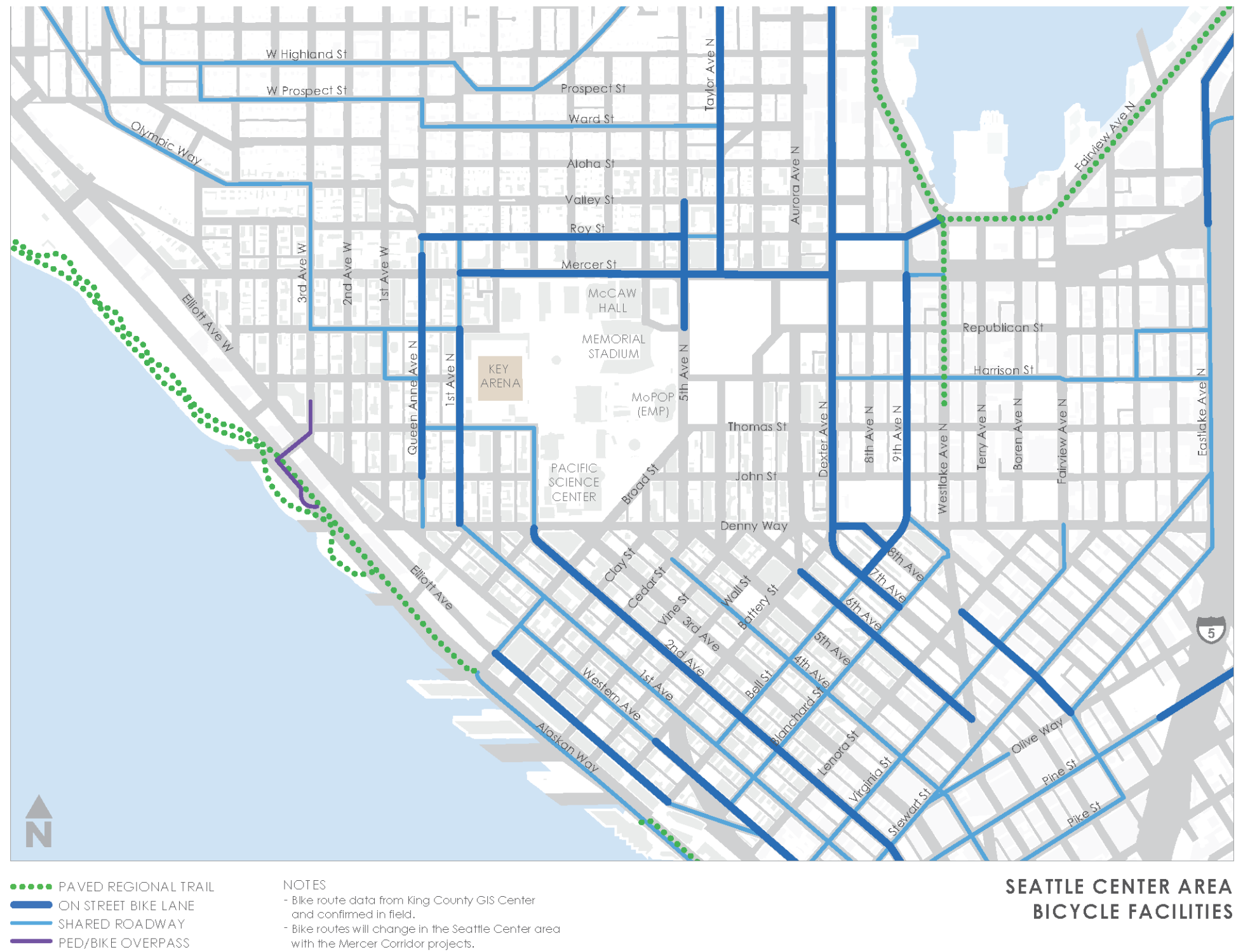
REGIONAL SERVICE NETWORK
2040

	Project Area	Location	Existing	Planned	Total	Estimated Construction Year	
Light Rail	Everett Link	Mariner Park-and Ride	650	550	1,200	2036	
		Everett Station	1,600	400	2,000	2036	
	Lynnwood Link	NE 145th Street Station	50	450	500	2023	
		NE 185th Street Station	0	500	500	2023	
		Mountlake Terrace	900	200	1,100	2023	
		Lynnwood Transit Center	1,350	600	1,950	2023	
		East Link	South Bellevue Station	500	1,000	1,500	2023
	Bel-Red/130th Street Station		0	300	300	2023	
	Redmond Technology Center Station		150	150	300	2023	
	Southeast Redmond Station		0	1,400	1,400	2024	
	Federal Way Link	Kent-Des Moines Station	0	500	500	2024	
		South 272nd Station	550	700	1,250	2024	
		Federal Way Transit Center	1,200	400	1,600	2024	
	Tacoma Link	South Federal Way Station	300	200	500	2030	
		Fife	0	500	500	2030	
South Kirkland to Issaquah Link	South Kirkland Station	850	250	1,100	2041		
	Central Issaquah	0	500	500	2041		
Bus Rapid Transit	Link Infill Station	Boeing Access Road Station	0	300	300	2031	
	SR 522 Corridor Bus Rapid Transit	Bothell	200	300	500	2024	
		Kenmore	600	300	900	2024	
		Lake Forest Park	0	300	300	2024	
	I-405 Corridor Bus Rapid Transit	Kingsgate Park-and-Ride	200	400	600	2024	
		South Renton Station	350	350	700	2024	
		NE 44th Street Station	0	200	200	2024	
	Total			9,450	10,750	20,200	

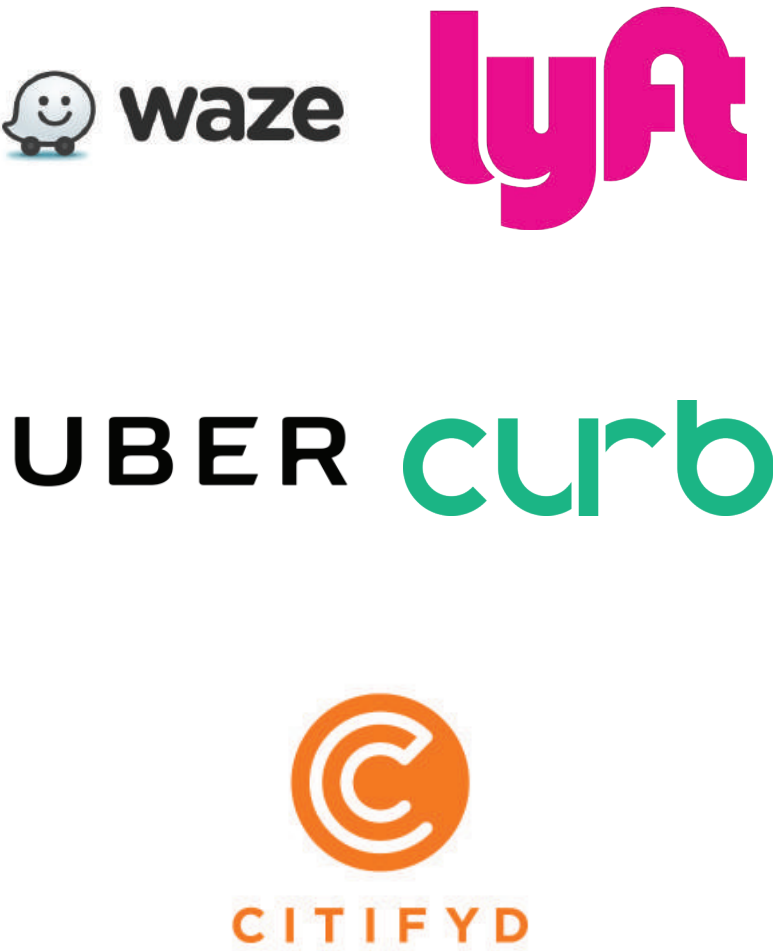
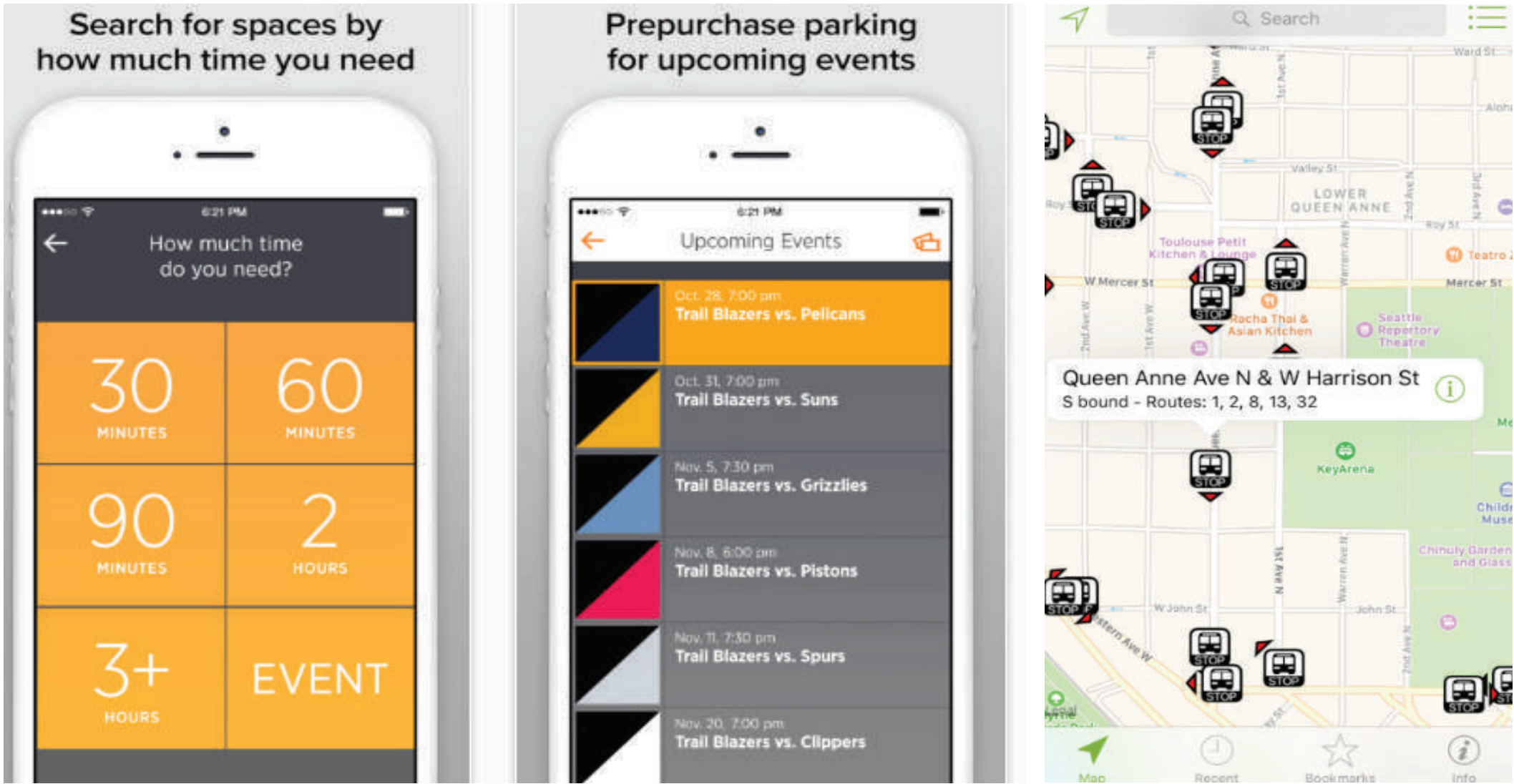


BICYCLE NETWORK

EXHIBIT 16 - SEATTLE CENTER BICYCLE NETWORK



MOBILE APPS



MOBILE APPS CAN HELP EVENT ATTENDEES CHOOSE THEIR TARGET TRAVEL MODE OR ACCESS ROUTE, RESERVING PARKING IN ADVANCE, ACCESS REAL-TIME PARKING AVAILABILITY AND COST, AND ESTIMATING TRAVEL TIMES.



COMMUNITY COMMITMENT



COMMUNITY COMMITMENT

Restaurants, Bars, and Neighborhood Business Promotion

- OVG would like to encourage programming of Republican Street for street activities during events, such as pop-up food services similar to those at CenturyLink and Safeco Fields.
- OVG has met with local bar and restaurants owners to understand interests and concerns.
- We will work expeditiously to complete construction to minimize damage to local businesses from the arena not operating.
- OVG will create a digital newsletter which will inform local businesses of upcoming events and attendance projections to better enable them to anticipate business activity.
- OVG’s new garage adjacent to NASC will also help Seattle’s traffic and parking congestion.

Seattle Center

- NASC is designed to enhance the vibrancy of Seattle as a regional asset.
- We understand NASC will impact local operations and we will strive to ensure that our positive impacts far outweigh any negative impacts.
- In building the garage on site, OVG is enabling Seattle Center the flexibility to more quickly utilize the Mercer Garage site for the NE Quadrant Development Plan.
- It will also allow the City greater flexibility with public schools and the fate of Memorial Coliseum.

Communications

- OVG will appoint a Community Liaison from the onset of the project who will be available to address all matters that arise during construction and operation of NASC.

Traffic and Parking

- OVG recognizes that traffic congestion is a necessary byproduct of an arena and have provided detailed solutions for these issues in Section M of the RFP.
- The Uptown Parking Study shows that although parking can accommodate all but 20-30 events per year, congestions still occurs at over 100 events a year.
- This data indicates that there are inefficiencies in the current parking system.

- OVG’s new garage will reduce the pressure for on street parking during non-peak events.
- OVG’s off street drop zones will also reduce congestion during event nights.
- OVG’s Community Liaison also will assist in managing traffic and parking issues as they arise.
- As part of its Traffic Management Plan, OVG will also be providing personnel for traffic control, signage, and other mitigating measures.
- OVG will provide designated parking for ride share vehicles, work to ensure guaranteed pick up and drop off at designated locations, and will provide a discounted parking rate in select garages for vehicles carrying more than three passengers.
- If OVG controls existing Seattle Center garages, it will structure pricing to incentivize drivers to act in a way consistent with the desires of the stakeholders.
- OVG will provide adequate parking for the stakeholders during events.

Noise

- Our exterior materials will provide enhanced sound dampening technology to reduce ambient noise from events.
- OVG will issue a PSA during events that encourages customers to be considerate of surrounding neighborhoods on their way to and from events.

Security

- OVG takes the safety of its customers and the surrounding community very serious.
- OVG’s security advisory arm, Prevent Advisors, provides venues with optimized safety protocols, security outcomes and unrivaled guest experiences.
- Our security professionals will combine their knowledge from international experience at the highest levels with the local personnel and security practices adopted by the City of Seattle to create and execute a tailored solution for NASC, the surrounding Seattle Center, Uptown and Queen Anne area.

Keeping Uptown Clean

- OVG will provide a cleaning service for overnight clean-up after large events at our sole expense.
- The goal is to leave the Uptown neighborhood in as good or better condition than we found it before the event.



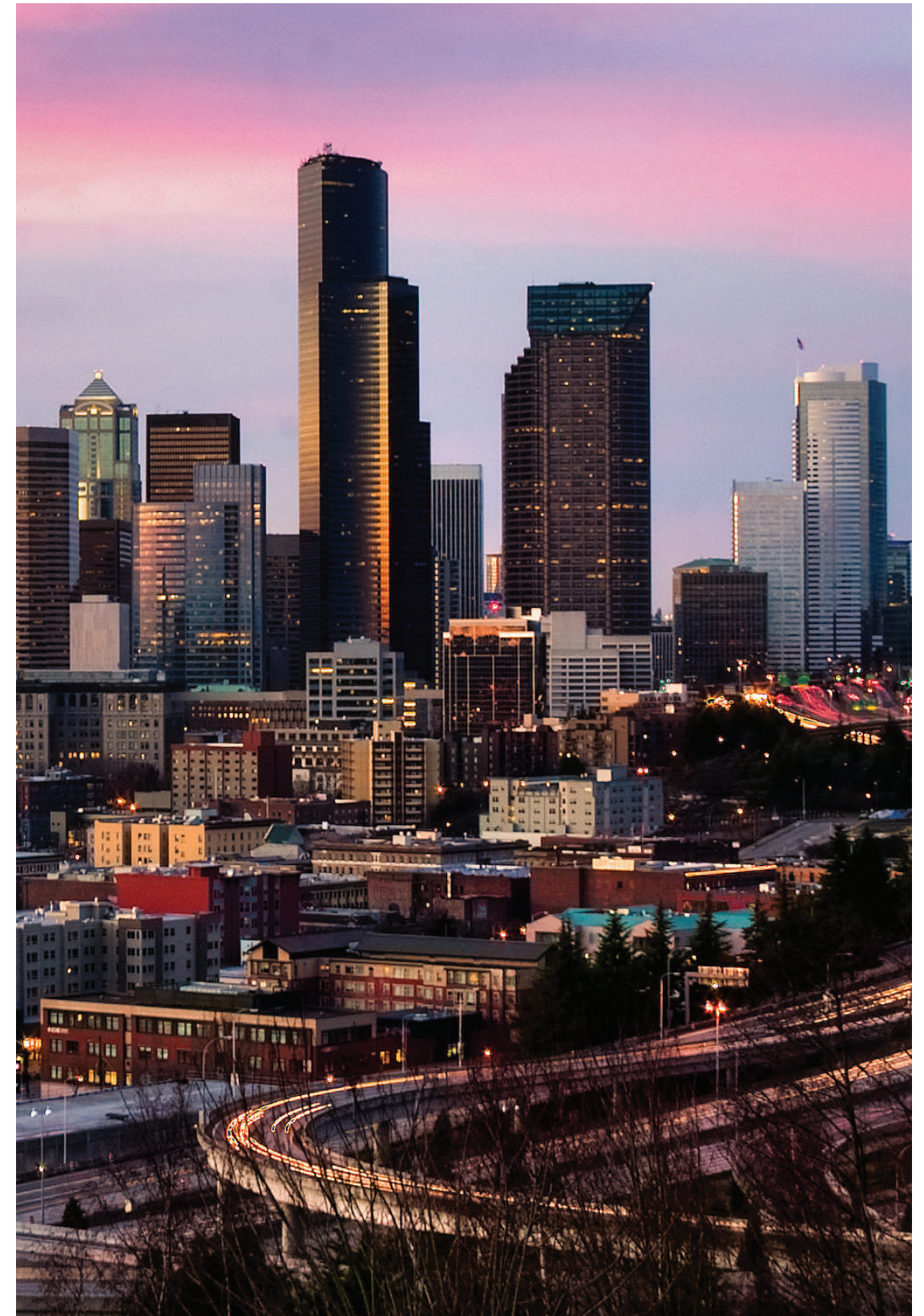
COMMITMENT TO SEATTLE CENTER AND UPTOWN

FINANCIAL SUPPORT

- OVG pledges to contribute \$20,000,000 over 20 years to assist the non-profit ventures, causes, and enterprises. We will focus on contributions on those causes that share our core values of making Seattle a better community.
- Consistent with that pledge, we have already committed over \$10,000,000 of those funds toward tackling teen homelessness through our partnership with YouthCare

PARTNER INTEGRATION AND COLLABORATION

- Concessions
- Scheduling
- Public Art
- KEXP, SIFF, VERA and ART/NOT Terminal
- Communication and decision making
- Pedestrian friendly
- Safety and Security
- Environmental Sustainability Initiatives
- Labor Agreement / MBE / WBE / Job Training / Local Hire



THANK YOU

