

SEATTLE 100: THE ECONOMIC AND CULTURAL IMPACT OF THE CREATIVE ECONOMY IN THE PUGET SOUND REGION

November 2011





*Community Attributes tells data-rich stories
about communities that are important to decision makers.*

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FORWARD

The cultural identity of Seattle has long been appreciated for making Seattle a great place to live. But, as our economy has evolved over the years from traditional natural resource-based industries, our city's cultural assets have proven to be an important factor in our current economic strength. This cultural identity now makes Seattle a great place to work.

As the Seattle 100 beautifully profiled leaders who are powering our city's creativity today, I wondered about their measurable impacts to our region. Working to answer this question, I learned these individuals represent a substantial portion of our economy and form our vibrant identity to the world. The Seattle 100's impact demonstrates that innovation and creativity are Seattle's new natural resources, fueling job creation and worldwide recognition. The results of this study position these cultural leaders in a new place, as an economic engine that drives our economy.

With this recognition comes an obligation to nurture our culture in order to continue enjoying economic prosperity. The result should be a commitment to understand and foster the value that the Seattle 100 and other cultural leaders bring to our city.

It is my hope that this uniquely presented information will be as useful to you as it has been to me in providing a heightened appreciation of culture as a true economic driver of the region.

Sincerely,

James Keblas, Director

Seattle Office of Film + Music

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THE SEATTLE 100 AND THE ROLE OF CULTURE IN A REGIONAL ECONOMY

This report examines the impact of culture on the prosperity of the Puget Sound Region. The report summarizes the sectors that compose culture and illuminates an understanding of the implications and opportunities around these sectors.

The report draws from a compelling case study, *Seattle 100: Portrait of a City*, a book of profiles and portraits of 106 Seattleites by Chase Jarvis. Chase Jarvis is a Seattle-based photographer whose award winning work is noted for both its commercial and fine art success. *Seattle 100: Snapshot of a City* represents the culmination of years of his research and photography and is intended as a starting point for conversations about the texture of Seattle through a look at a sample of local innovators. In his own words, "...this project aims to share the fabric of these people and their activities, creations and culture primarily –no, scratch that, only – so that you can discover, create define and cultivate your own."

The City of Seattle Office of Film + Music is interested in the Seattle 100 project as an examination of the economic development importance of the people in this book, and the larger sectors they represent, to Seattle, King County, and the Puget Sound region. The creative economy is shown to be a strong asset in the City and the region, which stands in stark contrast to the peripheral role that culture often is regarded in regional economic strategies. The people and sectors provide primary benefits like jobs, wages, and tax revenues. But they also directly lead a high quality of life, workforce attraction and retention, and major contributions to the atmosphere of innovation which promotes the entrepreneurial spirit of the region.

The Seattle 100 is segmented into groups in this report, based on existing groups from Chase's book. The large groups each contain sub-sector groups, totaling four groups and 14 sub-sectors. When individuals in the book had multiple categorizations, they were grouped with the strongest affiliated activity segment.

The people in Chase's book range greatly in their professions and occupations, but are members of established creative industries including architects, entrepreneurs, designers, filmmakers, marketing professionals, musicians, performance artists, writers, chefs, educators and activists. Divergent as their work may be, they share a common thread. They are all members of the 'creative economy.'

ECONOMIC IMPACT

Industries represented by the Seattle 100 – Culture, Arts, Civics, Media, Sports, Science – generated \$13.3 billion in revenue in King County in 2010 and provided nearly 170,000 paying jobs, and many thousands more self-employed careers and volunteer jobs (**Exhibit 1**). In other words, industries engaged primarily in creative, intellectual and artistic pursuits directly represent more than 17 percent of the county's economy (Seattle 100 related jobs out of a total of 1.1 million jobs in the County in 2010).

**Exhibit 1.
Direct Economic Impacts of Seattle 100, King County Impacts, 2010**

	Business Income (millions \$)	Taxable Retail Sales (millions \$)	Jobs	Firms	Wages (millions \$)
Culture					
Writing	\$819	\$206	3,000	190	\$118
Culture	\$2,788	\$1,590	34,200	1,510	\$1,007
Food	\$4,615	\$3,549	71,000	4,770	\$1,394
Music	\$221	\$34	1,800	170	\$105
Nightlife	\$532	\$318	3,100	300	\$66
Culture	\$8,975	\$5,697	113,100	6,940	\$2,690
Arts					
Art	\$229	\$52	900	200	\$31
Film	\$513	\$37	3,300	220	\$153
Performers	\$28	\$5	1,700	60	\$52
Arts	\$770	\$94	5,900	480	\$236
Civics					
Activism	\$89	\$17	7,900	630	\$341
Education	\$0	\$0	17,200	1,150	\$619
Sustainability	\$423	\$4	4,100	270	\$257
Civics	\$512	\$21	29,200	2,050	\$1,217
Personality					
Sports	\$396	\$28	2,100	40	\$275
Media	\$1,184	\$52	9,700	850	\$735
Science	\$1,438	\$16	8,800	320	\$914
Personality	\$3,018	\$96	20,600	1,210	\$1,924
TOTAL	\$13,275	\$5,908	168,800	10,680	\$6,067

Source: CAI, Washington State, 2011.

Capturing the exact impact of any economic activity is a challenge, and the sectors and economic activity profiled in this book are particularly challenging in most cases. Each segment has its own impact on the regional economy, including jobs, wages and revenues. Impact data were drawn largely from existing economic impact reports, and supplemented with available secondary data when possible. Economic data codes relate generally to each sector and subsector, and enable data assessments of jobs, firms, revenues, and wages.

Economic data codes align with general economic activity in specific and broad ways, but do not always align with activities featured in the Seattle 100, such as mushroom foraging or performance art. Even further to the point, much of this activity happens outside of the realm of data tracking, in volunteer labor for personal rather than economic gain. Details on the Seattle 100 segmentation and related economic data and codes are presented in the appendices.

PLACE MATTERS

The connection between people and place has been the focus of study and in recent years taken on greater appreciation for economic development. Highly mobile and educated workers are attracted to places with high quality of life. Quality of life is a broad term, but can be thought of as access to a variety of amenities and entertainment. Seattle provides a wide range of housing options, transit, exceptional arts, sports, and entertainment opportunities, an abundance of shops and restaurants, and easy access to outdoor recreational activities in any season. Seattle is frequently ranked among top U.S. cities by education levels, the number and quality of arts organizations, communications connectivity, international diversity, and for fostering a culture of innovation.

In supplementary interviews conducted by Leadership Tomorrow, a local Seattle civics leadership institution, class members of Leadership Tomorrow queried the Seattle 100 to better understand what makes them stay in Seattle. Their findings show that often the decision to remain in Seattle is a deliberate one, despite lucrative opportunities to pursue work in other locations. The most common reason people want to stay in this region is the natural beauty. Responses explicitly mentioned the lush greenery, access to outdoor recreation, and proximity to the water as major deciding factors for retention. Also commonly cited reasons were the culture, the availability of opportunities, alignment with the general politics of the region, work opportunities and commitments, and the high quality of life.

It is difficult to parse these attributes out from each other, and the unique combination of them all is cited as a major location decision factor. From a Leadership Tomorrow interview on why they stay in Seattle, Gabriel Scheer said, “There are simply too many to name. But in no particular order: the food scene, the cultural scene (art & music), progressive politics, natural beauty, proximity to other great places and the culture of innovation.”

This is not to imply that there are no challenges to living in Seattle, or no cultural and political factors encourage attrition of talent. When the Seattle 100 were queried about community or leadership factors which challenge their work, navigating government policies and bureaucracy were most commonly cited. This is best summed in the following quote from Adam Zacks: “The City is very process heavy and very light on just doing it. We’re progressive in spirit but not in action.” Other commonly cited issues were in lack of financial support and funding for the arts, traffic congestion and transportation infrastructure, and workforce issues.

IMPORTANCE OF NURTURING AND FOSTERING QUALITY OF LIFE, CREATIVE ECONOMY

Seattle is a hotbed for creativity, and this has not happened by chance. In a creative economy, place matters. Just as infrastructure and taxes are a competitive advantage for classic industrial development, quality of place and lifestyle amenities are competitive advantages to develop the creative economy. The competitive advantages in quality of life serve as incentives for attracting highly creative workers, firms, and for capturing the economic benefits their presence brings.

The regional strength in music, film, visual arts, theater, culinary arts, nightlife, literary arts, performing arts, civics, and sustainability, and the personalities who comprise this group, contribute to the quality of life in King County. The sectors represent jobs, wages, revenues, and other traditional ways of understanding prosperity and measuring impact. However, they also contribute to the region in less quantitative ways.

ECONOMIC DEVELOPMENT PERSPECTIVE

The high quality of life in the region bolsters human and social capital. Often cited in studies and by residents as a strong magnet for talent, a retainer of people and part of the overall economic engine, quality of life attracts people with knowledge and skills. The relationships these workers make with each other (social capital) protect and cultivate assets, such as culture, environment, education to build a sense of community. Quality of life feeds social capital by providing the venues in which it occurs. The importance of social capital and quality of life is recognized by the Puget Sound Regional Council's Prosperity Partnership, who list social capital as a Foundation Initiative for regional development:

“Social capital is a key economic foundation, as important to the economy as other factors such as the availability of [financial] capital. By developing and deploying social capital we join two imperatives: economic competitiveness and social values”.

Seattle has recently topped the “Youth Magnet Cities” list compiled by the Wall Street Journal, noted as the “hottest, hippest destination for highly mobile, educated workers in their 20s.”¹ Young people represent a key ingredient in innovation, as their fresh ideas and career ambitions are unfettered by social constraints that impede risk-taking. The feedback between creative, innovative places and worker retention and attraction is a popular concept in urban planning and development, with many arguing that place has supplanted other considerations for relocation decision making.

According to the qualitative interviews conducted by the Leadership Tomorrow team, 75% of respondents indicated they are not originally from the Seattle area. When asked to elaborate on why they moved to Seattle, a variety of answers were given. The most common response (nine responses) indicated that people came here because they had heard something about the Seattle culture that attracted them. They came here because the word of mouth about Seattle told them this is where they

¹ Sue Shellenbarger. “The Next Youth-Magnet Cities” Wall Street Journal. Sept. 2009

wanted to be. “I came to Seattle for school, culture, and for a bigger world and for bigger minds”, Catherine Vandenbrink. “I moved to Seattle in 1990 attracted by its beauty, the politeness of its residents and the higher amount of opportunities”, Jaime Mendez. The second most common answer (eight responses) indicated that they had moved here for a job opportunity. Other responses, in order of frequency, focused on educational attainment opportunities, family, relationships, and a sense of adventure. “I just got in a car and started on a road trip from Tempe, AZ. I landed in Seattle and decided to stick around”, Steven Severin.

The keys to prosperity often lie in unexpected places. A region which embraces and empowers creativity, expression, innovation and the pursuit of a wide breadth of careers attracts and retains the best and brightest workers, and the employers who seek them out. Regional economic vibrancy is strengthened by the diversity of the people and industries.

Snapshots of these industries shows vibrant and expanding activity supporting communities, providing jobs, and bolstering a strong attractiveness of place.

REACH

REACH

Traditional economic impact measures do not capture the significance of cultural assets. Models that approximate indirect and induced impacts (multipliers) are either terribly blunt instruments and suffer from accuracy when precision is estimated. A better understanding of impact to consider is the number of people touched or affected in some way by an event or person or organization, which can be summarized by the term *reach*.

Reach refers to the exposure of the Seattle 100 to a broad range of people and the 100's ability to influence them. Awareness of the individuals and the fields in which they work indirectly support a variety of sectors of the economy. In essence, marketing and awareness of the Seattle 100 individuals and the sectors in which they work have indirect economic impacts on other sectors.

Awareness of the people in the Seattle 100, or their reach and the groups which they symbolize, are a force for attracting outside talent, and key to understanding the economic value of culture.

SOCIAL MEDIA

Social media and social networking are increasingly important tools, not only in connecting with other people, but in spreading news about one's accomplishments, sourcing materials, collaborating with other artists, and connecting with fans, clients, and the broader community base. It is a business development tool as much as a social networking pastime.

Websites like Twitter, Facebook, and LinkedIn provide a quick look into the influence, reach, and audience of each of the people profiled. Blogs, YouTube, and MySpace are low-barrier to entry routes for information dissemination and allow artists, entrepreneurs, and activists to promote and distribute their work in

increasingly innovative ways. No longer are people bound by the formal channels of traditional media and advertising to garner attention or investment. The efficacy of promotion lies with the individuals, and those who are better at harnessing its power are at an advantage, not only in attracting audience, awareness, and collaborative partners, but increasingly in the ability to finance one's work.

Social media and networking are on the forefront of new financing models which rely on crowd-sourcing for micro-financing projects. Kickstarter.com is a prime example of a new-age financing model, "every month, tens of thousands of amazing people pledge millions of dollars to projects from the worlds of music, film, art, technology, design, food, publishing and other creative fields."² Seattle 100 musicians Blue Scholars used this creative fundraising tool to produce their third full length album, *Cinemetropolis*. Alex Steffen, author and founder of Worldchanging.org, used Kickstarter to finance his latest book, *Carbon Zero: A Short Tour of Your City's Future*. In April 2011, a search on this website showed 43 music projects in Seattle using this tool to finance albums, music video production and a musical cultural exchange trips. The same query for film showed 40 projects which were currently or previously using the site to finance their films. Other types of projects using this financing model include authors financing books, choreographers financing performances, a group of sustainable activists financing the development of large-scale greenhouses, a rock opera and the development of a sculptural installation.

KLOUT

Social media as a metric for understanding the Seattle 100 speaks to their reach and influence into the community. The most well established way of measuring influence is through the web service Klout. Klout provides users with a score of influence, from 1 to 100 with higher scores representing a wider and stronger sphere of influence.

Klout uses over 35 variables on Facebook and Twitter to measure True Reach, Amplification Probability, and Network Score. True Reach measures the size of the audience. Amplification Probability measures the likelihood that one's content will generate further conversations through re-tweeting or responses and Network Influence measures your ability to shape the conversations of other influential people, essentially measuring the quality of your social network. This tool provides us with the ability to quantify the impact of social media beyond simple numbers.

Klout was measured at the individual and at the Sector level. The Twitter handles of the Seattle 100³ directly measure their digital influence. After recording each individual score, the average score based on the Sectors give a snapshot of both individual and Sector Klout. Individuals who are not using social media, with a Klout score of 0, were excluded from the average.

² Kickstarter.com

³ In some cases, the study used the Twitter handles of the organizations most closely linked with the individuals. For example, Betsy Brock does not appear to use Twitter for personal uses, but is using it (as @henryartgallery) in an official capacity to stimulate conversations about and around the Henry Art Gallery. Her score reflects the Klout of the Henry.

The impact and influence that people, such as the Seattle 100, contribute to the quality of life of a region directly supports a positive sense of place. The more knowledge, understanding and access people have to the creative endeavors and innovation of a region, the more likely they will identify the region as unique, and the more attractive the region will be to outside talent and investment.

The members of the Seattle 100 are effectively using social media to define their brands, engage with their audiences and collaborate with their peers. Based on information collected in June, the average Klout score of a Seattle 100 member is 39. This designated most people as a “Networker”, which according to Klout is a person best described as follows; “You know how to connect to the right people and share what's important to your audience. You generously share your network to help your followers. You have a high level of engagement and an influential audience.”

Of particular interest is where the Klout influence lies. Again, unexpected takeaways emerge. One need not be a member of the Millennium Generation or have traditional cultural cache to have a wide network of influence online. As example, Nancy Pearl, Seattle’s famous librarian, has significantly more Klout than the average Seattle 100 member, including many people most aptly described as ‘rock stars’. This speaks not only to the spirit of Seattle’s literary culture, but also to the ability to harness influence independent the particular content of one’s messages. Influence and engagement are less about what you have to say than how you say it, to whom, and with how much regularity.

SECTOR IMPACTS

CULTURE

The Seattle 100 includes 49 people engaged in Writing, Culture, Food, Music and Nightlife, which together compose this broader Culture sector.

ECONOMIC IMPACT

The Culture sector of King County, more broadly generates nearly \$9 billion in revenues annually with taxable retail sales totaling \$5.7 billion dollars and providing \$2.7 billion dollars in wages. Countywide this sector provided 113,100 jobs via nearly 7,000 establishments in 2010.⁴

REACH

Culture is the largest group, and most widely captures the breadth of talent in the Seattle 100. This overarching group includes people in the Food, Nightlife, Writing and Music sectors, as well as the Cultural sector. This group combined has nearly 160,000 Twitter followers, 2,000 LinkedIn connections, and 337,500 Facebook fans. Of the 49 people who make up this sector, 29 actively use social media as an audience engagement tool. The average Klout of a Culture sector member is 42.

In addition to a large reach with social networks, the group also has three individuals who have received the Stranger Genius Award, an annual award that celebrates local artists in visual art, performance, film, music and literature. Data was compiled and combined for each individual sector that makes up the Culture category of the 100.

CULTURE SUBSECTORS

The following sections profile the Culture subsectors of Writing, Culture, Food, Music, and Nightlife.

“Seattle is a techno city. Its downtown has about the smoothness of a microchip. All of its defining buildings...are new and capture the spirit of 21st century technology and utopianism. If there is any history here, it is a history of the future.”

—Charles Mudede

⁴ Washington State Department of Revenue and Employment Security Department, 2011

WRITING

Economic Impact

Organizations and individuals in King County directly involved in Writing produced an \$819 million dollar impact through gross business income in 2010. Their taxable retail sales totaled \$206 million dollars countywide, and provided wages of \$118 million dollars. Total number of jobs is 3,000 and firm count is 190 (2010⁵).

Reach

The writers have approximately 5,500 Twitter followers, 180 LinkedIn connections, and 37,000 Facebook fans. Of the three members of this group, all three are actively use social media as an audience engagement tool. The average Klout score of a Writing subsector member is 49.

Cultural Impact

Reading, literacy and writing are important values in King County. Since 2003, John Miller, president of Central Connecticut State University has quantified America's 'Most Literate Cities'⁶. Every year since then Seattle has ranked in the top three most literate cities in America, based on newspaper circulation, number of bookstores, library resources, periodical publishing resources, educational attainment, and Internet resources.

The writing sector is comprised of three writers, two of whom are recipients of the Stranger Genius Award, having written 111 books or publications, combined.

Seattle is home to 178 bookstores⁷ and the headquarters for the largest bookseller in the world, Amazon.com. According to the Creative Vitality Index study done for the Washington State Arts Commission, per capita bookstore sales in the City of Seattle are three times the national average, with approximately \$252.60 in annual sales per capita⁸. The Seattle Public Library consists of the Central Library, 26 neighborhood branches and mobile services. It has a total collection size of 2.4 million books and other items⁹. There are numerous writing schools, workshops and institutions which bolster the talents and creativity of writers including the Jack Straw Program, The Richard Hugo House, 826 Seattle, Centrum, and multiple creative Writing Programs in the Universities and Colleges.

SEATTLE 100 WRITING

Sherman Alexie

Charles Mudede

Crai S Bower

⁵ Washington State Department of Revenue and Employment Security Department, 2011

⁶ Dr. John W. Miller. 'America's Most Literate Cities'. Central Connecticut State University. <http://www.ccsu.edu/page.cfm?p=8140>

⁷ Yelp.com

⁸ Westaf. "Creative Vitality Index: City of Seattle 2007 Update." February 2009

⁹ Seattle Public Library. 'About the Library: Library Operations' http://www.spl.org/default.asp?pageID=about_operations

Notable characteristics of this sector include the subject matter of their content and the combination of expressive mediums. The most famous member is Sherman Alexie, who has gained fame for voicing the experience of growing up Native American and on the Spokane Indian Reservation. Widely considered the most prominent voice of the contemporary Native American experience, he has received over 80 awards for his literary achievements, including the *New York Times* “Notable” book designation, the 1994 Washington State Governor’s Writers Award and the 2007 National Book Award for Young People’s Literature. His books have twice been adapted into films.

Charles Mudede and Crai S Bower are divergent in their subject matter, but both again combine multiple interests in their work. Charles Mudede is the resident philosopher at *The Stranger* where he has written over 1,250 articles largely examining the nature and complexities of the modern American experience. His work has appeared in the *New York Times*, the *Village Voice*, *LA Weekly*, and *Ctheory*. His second film, *Zoo*, was selected to show at the exclusive Sundance Film Festival and it was selected as one of the top five American films to be presented at the prestigious Directors Fortnight sidebar at the 2007 Cannes Film Festival.

Crai S Bower is a writer who specializes in travel, business, and arts profiles, having written hundreds of articles for nearly 90 publications. He is particularly noted for showcasing the region, his regular appearances on radio and television and his nearly 70 articles written about the impact of the 2010 Winter Olympics in Vancouver.

“To live in Seattle requires imagination. Because sky lowers upon us, mountain occludes vistas, and water prohibits passage, we construct our own heavens, redraw our horizons, and define each path that leads us out from beneath the familiar.”

-Crai S Bower

CULTURE

Economic Impact

Organizations and individuals in King County directly involved in the Culture subsector, which includes a diverse mix of activities not included in the other subsectors, generated \$2.8 billion in revenues in 2010, with taxable retail sales of \$1.6 billion dollars, and provided wages of \$1.0 billion dollars and 34,200 jobs via 1,510 establishments in King County (2010¹⁰).

Reach

The 18 members of the Culture sector have 44,000 Twitter followers and 190,000 Facebook fans, far more than any other group in this project. They also have 1,500 LinkedIn connections, the second highest sector in the Seattle 100. One person in the Culture sector has been awarded the Stranger Genius Award. 12 are actively use social media as an audience engagement tool. The average Klout score of a Culture subsector member is 35.

Cultural Impact

Culture is both the broad category of a variety of cultural fields of the Seattle 100, and its own specific segment of the category. Seattle has a very distinctive culture, and there are many different types of people who shape it. From hotel owners and radio stations, to clothing lines and game designers, the Culture sector in Jarvis's book has a diverse mix of people.

Activities in the Culture subsector include,

- Casual games
- Architecture reclaiming old spaces for new uses
- Book talks
- Non-commercial radio DJs
- Music festivals in multiple genres
- Affordable housing for artists
- Alternative weekly newspapers
- Artistic gravestones
- Winter sports magazines
- Restaurant raconteurs
- Punk rock taxi cabs
- Art bars
- Outdoor clothing manufacturing and design

SEATTLE 100 CULTURE

Alex Calderwood
Build LLC
Christopher Frizzelle
Cathryn Vandenbrink
Crown Black Car
Dan Savage
Greg Lundgren
Jeff Galbraith
KEXP
Will Hyde
Kyla Fairchild
Michael Hebb
Michele Scoleri
Paul Thelen
Rick Simonson
Riz Rollins
Spacecraft Clothing
Wade Weigel & Jeff Ofelt
Wier Harman

¹⁰ Washington State Department of Revenue and Employment Security Department, 2011

FOOD

Economic Impact

Organizations and individuals in King County directly involved in the Food subsector produced a \$4.6 billion dollar impact through gross business income in 2010.

Taxable retail sales totaled \$3.5 billion dollars countywide, and provided wages of \$1.4 billion dollars and 71,000 jobs via 4,770 establishments in King County (2010¹¹).

Reach

The Food sector is represented by ten people, from restaurant owners to food suppliers. The individuals included in the Food sector combined lead 11 different restaurants and nine shop locations. Yelp, a popular social networking site that allows people to post their reviews of restaurants, has 1,583 reviews for the Seattle 100 in the Food sector. Based on the 1,583 reviews, the average score is four out of five stars.

This sector has approximately 17,000 Twitter followers and 18,000 Facebook fans. Five of the ten people profiled for the Food sector actively use social media as an audience engagement tool. The average Klout score of a Food subsector member is 41.

Cultural Impact

Seattle's King County has seen dramatic growth in its Farmers Markets in the last decade, growing from nine markets in 1999 to close to 40 in 2009 with sales reaching \$30 million in 2009.¹² The most notable public market, Pike Place Market, receives international attention for its variety of goods, entertaining fish market and overall buzz that stimulates all of the senses. King County has also developed a very strong P-Patch gardening program, with 85 gardens within the County. P-Patches are a community garden program that works with the P-Patch Trust, a nonprofit organization where members pay an annual fee for the use of the space. At the end of 2009, there was a waiting list of almost 2,000 people for gardening space.

King County is one of the largest supporters of Community Supported Agriculture (CSA) in Washington State, and is home to 45 different programs. CSAs are a way to support local farms by purchasing a "share" from a local farm. In return, the buyer receives farm-fresh produce delivered to his home or to a centralized pick-up location each week during the season.¹³

¹¹ Washington State Department of Revenue and Employment Security Department, 2011

¹² Your.kingcounty.gov

¹³ Pugetsoundfresh.org

SEATTLE 100 FOOD

Jon Rowley

Mark Fuller

Matt Dillon

Molly Moon Neitzel

Top Pot Donuts

Armandino Batali

Elemental @
Gasworks

Ethan and Angela
Stowell

Jeremy Faber

Joe Whinney

According to the 2011 Zagat rating, an average dinner in Seattle costs \$29.33, six dollars less than the national average of \$35.32.

The Seattle 100 represents some of the most traditional food eateries, as well as unique restaurants. Eateries include a range such as: an ice cream shop, local doughnut chain, a food forager and a downhome restaurant.

Food activity in Seattle includes,

- 40 Farmers Markets
- 85 P-Patches
- 2,000 people on the P-Patch waiting list
- 5,250 restaurants
- 25 doughnut shops
- 27 ice cream stores
- 6 meat shops
- 90 food vendors at Pike Place Market
- 10 million annual visitors at Pike Place Market

“Local restaurants now source their ingredients from vibrant plots of earth. The neighborhoods of Seattle now have the sounds of chickens to wake up the inhabitants to the pleasure of growing their own food. I can now imagine my hometown leading the nation in small farms, artisanal food producers and ingredient obsessed cooking.”

- Kurt Timmermeister

MUSIC

Economic Impact

Organizations and individuals in King County directly involved in the Music subsector produced a \$221 million dollar impact through gross business income in 2010.

Taxable retail sales totaled \$34 million dollars countywide, and provided wages of \$105 million dollars and 1,800 jobs via 170 firms in King County (2010¹⁴).

Reach

The Music sector includes 14 people of the Seattle 100 involved in the music industry in Seattle. They include record label executives, radio hosts, promoters, and musicians of various genres.

Social media has become a large part of the way musicians are able to distribute their music. MySpace has played an integral role in getting the musician's end product to the audience. MySpace allows musicians to put their music onto their MySpace page, allowing any individual to listen to the posted material. The site also allows for bands to promote themselves free of charge, and keep fans updated on upcoming tours or new songs. The music sector has 118,000 MySpace fans, and their MySpace sites have been visited 4,095,500 times, with 7,405,000 listens at the time of this writing.

This sector also has 86,000 Twitter followers and 85,000 Facebook fans. Record labels represent a total of 255 bands signed. Of the 14 people in the Music sector, eight actively use social media as an audience engagement tool. The average Klout score of a Music subsector member is 49, the second highest of any sector.

Cultural Impact

Music is an important sector economically and in the development of Seattle's identity. The vibrant musical history of Seattle is widely known by people outside the region, and is pointed to as a jewel in the American cultural landscape. From its early significance in rock and roll, jazz, blues, and grunge music, to its modern influence in indie rock, hip-hop and the recent resurgence of jazz, music is a vital part of the region's identity, tourist attractions, and economy.

The Mayor's Office of Film + Music produced a study on music jobs in 2008. Using employment statistics in King County, they found that:

SEATTLE 100 MUSIC

Joshua Roman

Light in the Attic

Megan Jasper

Nabil Ayers

Sean Nelson

The Blakes

Vince Mira

The Saturday Knights

Total Experience
Gospel Choir

Blue Scholars

Common Market

John Roderick

Jonathan Rosenfeld

Vitamin D

¹⁴ Washington State Department of Revenue and Employment Security Department, 2011

- The music industry in Seattle directly creates 11,155 jobs, with \$1.2 billion in sales and \$487 million in earnings.
- In Seattle indirect and induced impacts of the industry supports 22,391 jobs; sales are \$2.6 billion and labor income is \$972 million.
- The music industry in King County economy directly creates 20,193 jobs with \$2.2 billion in sales and \$840 million in earnings.
- The music industry supports 38,862 jobs, sales of \$4.6 billion, and \$1.6 billion in labor income (in King County).
- Music in Seattle generates \$90 million in state and local sales and business and occupation taxes.
- The industry in King County generates at least \$148 million in tax revenues. The industry also contributes to the region's economic base, with sales in nonlocal (export) markets of at least 40%.¹⁵

In addition, Seattle is home to 38 record stores.¹⁶ Record store sales per capita are \$89.87, 2.66 times the national average.¹⁷ In King County, record store sales are \$44.43 per capita, 1.32 times the national average.

"We are very fortunate to do music here in Seattle. We have amazing record stores, amazing musicians, amazing venues, and amazing radio. And most cities don't have any of those things. And even cities that have one of those things don't have all of them."

- Jonathan Rosenfeld

¹⁵ Dept. of Geography, University of Washington. "The Economic Impact of Music in Seattle and King County." Nov. 2008 p. i

¹⁶ Yelp.com

¹⁷ Westaf. "Creative Vitality Index: City of Seattle 2007 Update." February 2009

NIGHTLIFE

Economic Impact

Organizations and individuals in King County directly involved in the Nightlife subsector produced a \$532 million dollar impact through gross business income in 2010. Taxable retail sales totaled \$318 million dollars countywide, and provided wages of \$66 million dollars and 3,100 jobs via 300 establishments in King County (2010¹⁸).

Reach

Four of the Seattle 100 are involved in a combined total of eight nightlife establishments in the greater Seattle area. The eight have 1,908 yelp.com reviews. The Nightlife sector has 5,200 Twitter followers, 2,500 Facebook fans, and 50 LinkedIn connections. Of the four members of the Nightlife sector, two actively use social media as an audience engagement tool. The average Klout score of a Music subsector member is 52. This is the highest ranked sector for Klout influence.

Cultural Impact

Nightlife is entertainment available and popular later in the evening. Activities may include but are not limited to: bars, late night restaurants, clubs, and live music.

Home to 3,646 nightlife venues,¹⁹ Seattle is a hotspot for night owls. Whether its college students or a person trying to catch a show at a blues club, within Seattle's numerous neighborhoods, there is no shortage of options for evening entertainment.

Mayor Mike McGinn implemented the Seattle Nightlife Initiative in 2010 aiming to increase public safety, grow the local economy and improve urban vibrancy. These eight components are helping guide the Nightlife Initiative to better serve the community by encouraging mutual responsibility. This way, nightlife establishments, patrons, and residents are all able to enjoy and strengthen Seattle's nightlife²⁰.

SEATTLE 100 NIGHTLIFE

Linda Dershang

Neumos

Hallie Kuperman

Jerry Everard

¹⁸ Washington State Department of Revenue and Employment Security Department, 2011

¹⁹ Yelp.com

²⁰ Seattle Office of the Mayor. <http://mayormcginn.seattle.gov/nightlife/>

ARTS

The Seattle 100 includes 28 people engaged in Art, Film, and Performance, which together compose this broader Arts Sector.

ECONOMIC IMPACT

The Arts sector of King County, more broadly generates \$770 million in revenues annually, with taxable retail sales totaling \$94 million dollars, and providing \$236 million dollars in wages. Countywide this sector provided 5,900 jobs at nearly 500 establishments in 2010²¹.

REACH

Combined, this group has a total of 17,000 Twitter followers, 22,000 Facebook fans, and 2,100 LinkedIn connections. Of the 28 people who make up this sector, 17 actively use social media as an audience engagement tool. The average Klout of an Arts sector member is 28.

In addition to a large reach within social networks, this group also has six individuals who have received the Stranger Genius Award, an annual award that celebrates local artists in visual art, performance, film, music and literature. Data was compiled and combined for each individual sector that makes up the Arts category of the 100.

ARTS SUBSECTORS

The following sections profile the Arts subsectors of Art, Film, and Performers.

“Seattle has a rich arts culture, receptive to new art and new ideas... a very supportive artist community; and ad hoc gatherings of likeminded thinkers. I love being part of a group of arts innovators who plant our stake here.”

-Robin Held

²¹ Washington State Department of Revenue and Employment Security Department, 2011

ART

Economic Impact

Organizations and individuals in King County directly involved in the Art subsector produced a \$229 million dollar impact through gross business income in 2010. Taxable retail sales totaled \$52 million dollars countywide, and provided wages of \$31 million dollars and 900 jobs via 200 firms in King County (2010²²).

Reach

The Art sector is made up of all kinds of individuals, from street artists to theatre directors. These individuals have worked with a combined 336 artists or art groups while participating in 218 shows or installations. Three of the artists are recipients of the Stranger Genius Award. The Art sector has 17,700 Twitter followers, 7,500 Facebook fans, and 1,200 LinkedIn connections. Of the 18 members of the Art subsector, 10 are actively use social media as an audience engagement tool. The average Klout of an Art subsector member is 27.

Cultural Impact

Visual Art and theatre are profiled in ArtsFund's Economic Impact Study of Arts, Cultural and Scientific Organizations in King County.

There are 118 active and operating theater groups in the Seattle area. They include large unionized theaters, ad hoc fringe groups, middle sized performance venues, and individual dancers. Theater in Seattle supports 502 full time jobs and an additional 3,704 other jobs²³.

Visual Arts represent a neighborhood development strategy of the City of Seattle. In Pioneer Square alone there are 33 art galleries. The per capita spending at museums and art galleries is over four times the national average at \$70.18 per person. For King County, per capita spending at museums and art galleries is 1.46 times the national average with annual spending at \$24.63.

SEATTLE 100 ART

Weirdo

Jason Puccinelli

JP and Leigh Canlis

Kobi Yamada

Lead Pencil Studio

Longhouse Media

Nin Truong

Robing Held

Seattle School

Adam Zacks

Benjamin Winters

Betsey Brocks

Chris Jordan

DK Pan

Dave Meinert

David Horsey

Ellie Sandstrom

Fraggle Rock Crew

²² Washington State Department of Revenue and Employment Security Department, 2011

²³ ArtsFund. "An Economic Impact Study of Arts, Cultural, and Scientific Organizations in King County: 2009" Jan. 2011

FILM

Economic Impact

Organizations and individuals in King County directly involved in the Film subsector produced a \$513 million dollar impact through gross business income in 2010. Taxable retail sales totaled \$37 million dollars countywide, and provided wages of \$153 million dollars and 3,300 jobs via 220 firms in King County (2010²⁴).

Reach

The Film sector has 6,000 Twitter followers, 850 LinkedIn Connections and 12,000 Facebook fans. Seattle's Film sector also has one individual who has been awarded the Stranger Genius Award. Of the five members of the Film sector, three are actively use social media as an audience engagement tool. The average Klout of a Film subsector member is 44.

Cultural Impact

The Film sector is a large contributor to Seattle's economy. The Seattle Office of Film + Music issue an annual average of 350 permits to filmmakers on large and small projects, from commercial photography to feature films, student films, documentaries, commercials and corporate videos.

From large national chains to single-screen art house cinemas, Seattle is home to 53 movie houses²⁵. Of note is the Seattle Cinerama, one of only three cinemas in the world capable of showing three-panel Cinerama films. Seattle residents attend nearly three times the number of films as the national average²⁶.

The Seattle International Film Festival is the largest and best-attended film festival in the United States. In 2010 they screened 410 films from 67 countries. The 2010 festival set new attendance records, selling nearly 155,000 tickets. The festival screened films at 15 venues in the Seattle metro area and hosted 400 filmmakers and guests.

SEATTLE 100 FILM

Lynn Shelton

Alvin Stillwell

James Keblas

SIFF

Phil Borges

²⁴ Washington State Department of Revenue and Employment Security Department, 2011

²⁵ Yelp.com

²⁶ Westaf. "Creative Vitality index: City of Seattle 2007 Update." Feb 2009

PERFORMANCE

Economic Impact

Organizations and individuals in King County directly involved in the Performance subsector produced a \$28 million dollar impact through gross business income in 2010. Taxable retail sales totaled \$5 million dollars countywide, provided wages of \$52 million dollars and 1,700 jobs via 60 firms in King County (2010²⁷).

Reach

There are many different forms of performers that take the stage in Seattle. The Seattle 100 Performers sector is represented by individuals ranging in specialty from burlesque to comedy.

The Performers sector has 1,000 Twitter followers, 2,500 Facebook fans, and 200 LinkedIn connections. This sector has two individuals who have been awarded the Stranger Genius Award. Of the five members of the Performers sector, four are actively use social media as an audience engagement tool. The average Klout of a Performance subsector member is 21.

Cultural Impact

Seattle has 19 comedy clubs listed on seattle.net. These clubs host different shows and acts, from local up-and-comers to nationally recognized comedians.

Seattle 100 comedy group, People's Republic of Komedie, is "an artistic co-op dedicated to raising the visibility and stature of stand-up comedy in the Seattle arts community."²⁸ The bi-weekly comedy show, Laff Hole, is presented on the first and third Wednesdays at Chop Suey. Laff Hole has been named the "Best Comedy Show" by Seattle Magazine.

SEATTLE 100 PERFORMERS

People's Republic of Komedie

Sarah Rudinoff

Lane Czaplinski

Laura Kelley-Jahn

The Atomic Bombshells

²⁷ Washington State Department of Revenue and Employment Security Department, 2011

²⁸ Prokomedie.org

CIVICS

The Seattle 100 includes 19 people engaged in Activism, Education, and Sustainability, which together compose this broader Civics Sector.

ECONOMIC IMPACT

The Culture sector of King County, more broadly generates \$512 million dollars in revenues annually with taxable retail sales totaling \$21 million dollars and providing \$1.2 billion in wages. Countywide this sector provided 29,200 jobs via nearly 2,050 establishments in 2010²⁹.

REACH

Combined this group has 21,700 Twitter followers, 27,500 Facebook fans, and 2,500 LinkedIn connections. Of the 19 people who make up this sector, 10 actively use social media as an audience engagement tool. The average Klout of a Civics sector member is 39.

In addition to a large reach within social networks, this group also has three individuals who have received the Stranger Genius Award, an annual award that celebrates local artists in visual art, performance, film, music, and literature. Data was compiled and combined for each individual sector that makes up the Civics category of the 100.

CIVICS SUBSECTORS

The following sections profile the Civics subsectors of Activism, Education, and Sustainability.

*“If the mountains and the
sound and the clear air
aren’t enough to sway you,
the ethic of this city is
beyond compare. I take the
ferry to work every day, and
when the skyline comes into
view I just thank my stars
that I’m based in a place
that lives and breathes
green”*

-Chip Giller

²⁹ Washington State Department of Revenue and Employment Security Department, 2011

ACTIVISM

Economic Impact

Organizations and individuals in King County directly involved in the Activism subsector produced an \$89 million dollar impact through gross business income in 2010. Taxable retail sales totaled \$17 million dollars countywide, and provided \$341 million in wages and 7,900 jobs via 270 firms in King County (2010³⁰).

Reach

The members of the Civics sector have 1,700 Twitter followers, 3,500 Facebook fans, and 700 LinkedIn connections. Of the four people who make up this sector, two are actively use social media as an audience engagement tool. The average Klout of a Film subsector member is 37.

Cultural Impact

King County is home to prominent activists' organizations, as well as individuals who started and enjoy great success in their chosen causes. Websites such as SeattleActivism.org promote upcoming events or meetings, and post links to other organizations in the Seattle area. Under the websites "Organizations" section, they have over 100 organizations and groups. Seattle residents have filed 50 initiatives with the City Clerk between 2000 and 2010.

In 2009, Seattle was ranked fourth within large cities for volunteerism, with 34.9% of Seattleites volunteering at least once in a given year. From 2007 to 2009, Seattle was ranked third in young adult volunteers, with 31.3% of persons under 18 having volunteered at least once in a given year. Seattle's volunteerism rate is far higher than the United States' volunteerism rate. In 2004 and 2009, Seattle was nearly 10% higher than the U.S. average. Education and Religion hold almost 60% of the hours volunteered in Seattle³¹.

The Seattle 100 Activism sector is represented by four people who have different interests, but have enjoyed success and recognition in their respective lines of work. One member received the Stranger Genius Award. Tim Harris has created a circulation of 11,000 Real Change weekly newspapers and Eric Liu has amassed 183 Seattle Voices episodes. Michael Seiwerath is Director of the Capitol Hill Housing Project, which has 1,106 available units of affordable housing throughout the Seattle metropolitan area.

Chip Giller, founder of Grist.org, pushed his online blog to approach an audience of 1 million while reaching out to readers in their twenties and thirties.³² He has

SEATTLE 100 ACTIVISM

Eric Liu

Michael Seiwerath

Chip Giller

Tim Harris

Cary Moon

³⁰ Washington State Department of Revenue and Employment Security Department, 2011

³¹ United Way of King County "Community Assessment: Volunteerism." 2010

³² http://www.e2.org/ext/doc/Giller%20Bio_FULL.pdf

appeared on Time Magazine's list "Heroes of the Environment" and is a recipient of the 2009 Heinz Award, an award that recognized his environmental contributions. In 2006 Chip received the National Conservation Achievement Award by the National Wildlife Federation. In addition to Chip's individual awards, his blog Grist.org was the winner of Webby Awards in 2005 and 2006, and Independent Press Award for Online Political Coverage in 2005 and 2003.

Political and social engagement is a hallmark characteristic of the Puget Sound Region. Through volunteerism, philanthropy, activism, and lobbying the people of this region believe that their collective action can have influence toward the common good. This spirit of hopeful collaboration is symptomatic of the entire cluster's belief in future-oriented action.

"Seattle's the most idea-driven place I have ever lived. I first came into its orbit 20 years ago, and what I felt then is still true today— bring your best ideas and your full convictions and you will find people, space, and capital to make it happen."

-Wier Harman

EDUCATION

Economic Impact

Organizations and individuals in King County directly involved in Education provided \$0 impact through gross business income and \$0 in taxable retail sales. These numbers reflect the tax exempt status Educational firms have in our economic structure. However, Education provides \$619 million dollars in wages and 17,200 total jobs via 1,150 establishments (2010³³).

Reach

The educators have approximately 1,000 Twitter followers, 3,700 Facebook fans, and 100 LinkedIn connections. Of the three people who make up this sector, only one actively uses social media as an audience engagement tool. The average Klout of an Education sector member is 43.

Cultural Impact

Seattle is hosts a robust set of higher educational institutions. Home to eight colleges and universities as well as four community colleges, each contain nationally recognized leaders in their fields. Higher education in the Puget Sound region was identified as an important cluster by the Puget Sound Regional Council Prosperity Partnership, who believe that “quality education for all residents is essential in sustaining the state’s and the region’s prosperity. With an accessible, affordable and accountable higher education system, residents will be prepared to compete for good jobs and companies are able to find qualified employees.”³⁴

The educators in this book largely operate outside of the framework of the larger institutions but contribute to the overall culture which highly values education. Seattle is continually noted as having above-average numbers of college graduates, with 61.6% of Seattle residents over the age of 25 holding an Associate’s Degree or higher³⁵.

The Seattle 100 Education subsector is represented by three individuals whom have educated an estimated total of 106,000 students. They run after school programs, workshops and courses for children and adults.

Rebecca Brown contributed significantly to the cannon of literature of the American Gay and Lesbian experience. She has received three awards and accolades, most notably the 2003 Washington State Book Award; was the first writer in residence at Richard Hugo House, co-founder of the Jack Straw Writers Program and now serves as the Creative Director of Literature at Centrum in Port Townsend. She was a

SEATTLE 100 EDUCATION

Cliff McCrath

Teri Hein

Rebecca Brown

³³ Washington State Department of Revenue and Employment Security Department, 2011

³⁴ Puget Sound Regional Council Prosperity Partnership Higher Education Cluster
<http://psrc.org/econdev/higher-ed>

³⁵ 2009 American Community Survey. US Census Bureau.

recipient of the 2005 Stranger Genius Award for Literature. Thousands of writers have gone through the programs she established.

Cliff McCrath is the Executive Director of the National Intercollegiate Soccer Officials Association, having engaged thousands of students in extra-curricular soccer. His accomplishments garnered him an induction in the National Soccer Coaches Association of America Hall of Fame. The lone soccer coach has coached 36 players in 38 years (almost one per year), who went on to play in the professional ranks after college.

Teri Hein is the founder and Executive Director of 826 Seattle, a nonprofit writing center that hosts drop-in tutoring, evening and weekend writing workshops, and field trips, collaborating directly with public school system and all at no cost to the students.

SUSTAINABILITY

Economic Impact

Organizations and individuals in King County directly involved in Sustainability produced a \$423 million dollar impact through gross business income in 2010. Their taxable retail sales totaled \$4 million dollars countywide, and provided wages of \$257 million dollars. Total number of jobs is 4,100 and firm count is 270 (2010³⁶).

Reach

The members of the Sustainability sectors have approximately 22,000 Twitter followers, 20,400 Facebook fans, and 2,000 LinkedIn connections. They have presented at 104 events and lectures in their field of work, and engage with the community through innovative blogging and social events. Of the ten members of the Sustainability sector, seven actively use social media as an audience engagement tool. The average Klout score is 39.

Cultural Impact

Seattle is home to a prominent group of activists that make Seattle one of the world's leading cities in sustainability. Areas of strong momentum and work include:

- Localizing food sources
- Waste reduction and responsible waste management
- Implementation of electric cars
- Environmental issues and awareness

Approximately 30 cities and neighborhoods in King County belong to 'Sustainable Communities All Over Puget Sound', also known as SCALLOPS. SCALLOPS is an all-volunteer group of local organizations, that work together to help create a sustainable future.

The Seattle Office of Sustainability and Environment developed master plans in Waste Reduction and Toxics, Built Environment, Water and Urban Trees, Transportation and Energy to drive the future of Seattle. They set goals and strategies for more sustainable practices including a Bicycle, Pedestrian and, a Transit Master Plan, a zero waste strategy and green purchasing policies.

In 2009, Seattle ranked first among large cities in the Smarter Cities survey. The ranking was based off of nine criteria: air quality, green space, recycling,

³⁶ Washington State Department of Revenue and Employment Security Department, 2011

SEATTLE 100 SUSTAINABILITY

Denis Hayes

Gabriel Scheer

Greg Smith

Kurt Timmermeister

Liz Dunn

Alex Steffen

Chris Curtis

Chris Martin

Chris Rudolph

Alan Durning

transportation, water quality and conservation, green building, energy production and conservation, environmental standards and participation, and standard of living. On Walkscore.com, Seattle scored 97 out of 100, and received a transit score of 100.

Seattle's Sustainable Building Policy, implemented in 2000 catapulted the city's rank among top cities in the United States for LEED (Leadership in Energy and Environment Design) facilities. The City currently has 32 projects in the works or completed that are aimed for LEED certification.³⁷ In addition to LEED certification, the city demonstrates its dedication to sustainability by committing to the 2020 Challenge, aiming to become the first carbon neutral city by 2020.

Chris Curtis, Director of the Neighborhood Farmers Market Alliance, has been a leader in sustainable food practices by working with local farmers markets. She has, along with NFMA, helped organize and manage seven Seattle Farmers Markets. The NFMA is the strongest farm-direct market source in the State of Washington, helping over 100 local farmers earn \$5 million in sales in 2007.³⁸

Chris Martin, founder of CleanScapes, has revolutionized garbage pickup. They have two drivers on a route instead of one, and utilize technological innovations to increase efficiency. Their trucks are cleaner and quieter than before, leaving less impact on the cityscape. CleanScapes was named the fastest growing firm in Washington in 2010; it employs 275 people and has tripled in size since 2008.³⁹

"Our Seattle neighborhood farmers markets provide nourishment for the body, and they also nourish our sense of community and place"

-Chris Curtis

³⁷ Seattle.gov

³⁸ Farmersmarketcoalition.org

³⁹ Bizjournals.com

PERSONALITY

The Seattle 100 includes 10 people engaged in Media, Science, and Sports, which together compose this broader Personality Sector.

ECONOMIC IMPACT

The Personality sector of King County more broadly generates \$3 billion in revenues annually with taxable retail sales totaling \$96 million dollars and providing \$1.9 billion dollars in wages. Countywide this sector provided 20,600 jobs via 1,210 establishments in 2010⁴⁰.

REACH

Combined this group has 16,000 Twitter followers, and 54,000 Facebook fans. This group has the lowest use of social media as an audience engagement tool, with only six of the ten members classified as active users. The average Klout score of a member of the Personality sector is 34. Data was compiled and combined for each individual sector that makes up the Personality category of the 100.

PERSONALITY SUBSECTORS

The following sections profile the Personality subsectors of Media, Science, and Sports.

“I’ve met some people by just being I’m a weirdo. Are you a weirdo too? Okay. Let’s conquer the world together.”

-Emmett Montgomery

⁴⁰ Washington State Department of Revenue and Employment Security Department, 2011

MEDIA

Economic Impact

Organizations and individuals in King County directly involved in Media produced a nearly \$1.2 billion dollar impact through gross business income in 2010. Their taxable retail sales totaled \$52 million dollars, and provided \$735 million dollars in wages. Total number of jobs is 9,700 and firm count is 850 (2010).

Reach

The Media group has a total of 22,000 Twitter followers, and 46,000 Facebook fans. This group is highly engaged in social media with all five members actively use social media as an audience engagement tool. The average Klout of a Media subsector member is 40.

Cultural Impact

An overview of media in King County.

- 24 Television Stations
- 46 Radio Stations
- 2 Daily Newspapers
- 19 Weekly Newspapers
- 14 Community Newspapers
- 4 College Newspapers

SEATTLE 100 MEDIA

Nancy Pearl

Rick Steves

Jamie Mendez

Nasir Rasheed

Wexley School for
Girls

SCIENCE

Economic Impact

Organizations and individuals in King County directly involved in Science produced a \$1.4 billion impact through gross business income in 2010. Their taxable retail sales totaled \$16 million dollars, and provided wages of \$914 million dollars. Total number of jobs is 8,800 and firm count is 320 (2010⁴¹).

Reach

The Science subsector contains one person, who is not considered an active user of social media.

Cultural Impact

Seattle is prominent in the national science landscape, home to the University of Washington Medical Center, Fred Hutchinson Cancer Research Center and nationally recognized hospitals such as: Virginia Mason, Swedish Medical, Harborview Hospital and Seattle Cancer Care Alliance. South Lake Union is a hub for Biotech, which represents an important component of the University of Washington's School of Medicine, ranked by U.S. News as the number one primary care medical school for 16 years straight.⁴²

In 2009, University of Washington had 4,311 employees and 1,823 Physicians. UWMC houses 450 licensed beds and had 360,700 visits. Physicians at UWMC established the world's first multidisciplinary pain center, invented the Scribner Shunt, which made long-term kidney dialysis possible, and developed the use of Doppler ultrasound for diagnosing vascular disease.⁴³

Fred Hutchinson Cancer Research Center (FHCRC) employs three Nobel Prize recipients in physiology and medicine. FHCRC's advanced techniques and research in treatments has helped tens of thousands of patients around the world survive life-threatening illnesses. FHCRC's list of world-class researchers who give the Center national and international recognition and is consistently ranked among the top two research facilities in the United States when it comes to federal research-grant funding among independent research institutes⁴⁴.

Seattle 100 member, Yoky Matsuoka, was named the 2010 emerging inventor of the year. Matsuoka is a professor in the Department of Computer Science and Engineering and is currently working on the development on an anatomically correct robotic hand. This work intends to catalyze development of a prosthetic hand capable of performing detailed hand movements freely⁴⁵.

SEATTLE 100 SCIENCE

Yoky Matsuoka

⁴¹ Washington State Department of Revenue and Employment Security Department, 2011

⁴² Uwmedicine.washington.edu

⁴³ Uwmedicine.washington.edu

⁴⁴ Fhcrc.org

⁴⁵ Uwmedicine.washington.edu

SPORTS

Economic Impact

Organizations and individuals in King County directly involved in Sports produced a \$396 million dollar impact through gross business income in 2010. Their taxable retail sales totaled \$28 million dollars countywide, and provided wages of \$275 million dollars. Total number of jobs is 2,100 and firm count is 40 (2010⁴⁶).

Reach

The Sports sector in the Seattle 100 is comprised of four individuals. They have 122 employees and 8,900 Facebook fans. No individuals can be considered active users of social media.

Cultural Impact

Seattle is home to a number of professional, amateur, and college sports teams. Seattle is home to three major sports arenas, dozens of parks with sports fields, several indoor soccer facilities, and many indoor gymnasiums. On the professional scale, Seattle has a Major League Baseball team, an NFL football team, a WNBA basketball team, a WHL hockey team, and an A-League soccer team.

The Seattle Sports Commission conducted an economic impact study of professional sports in Washington State and found that \$270 million dollars attributable to the Seattle Mariners and \$218 million dollars attributable to the Seattle Seahawks, with direct tax revenue quantified at \$13.7 million for the Mariners, and \$9.1 million to the Seahawks⁴⁷.

Recreation opportunities are a valued public asset, fostered by both the Seattle and the King County Departments of Park and Recreation, who maintain public facilities across the area, providing opportunities for the public to engage in sports and recreation in disciplines including basketball courts, baseball and softball fields, football fields, golf courses, lawn bowling, pools, a velodrome, jogging tracks, tennis courts, and the Burke-Gillman bike trail. Residents participate in outdoor sports in every season, as there are significant recreational opportunities within a short drive of the urban areas.

Seattle's youngest professional sports team, Seattle Sounders FC, has 32,500 season ticket holders, over twice the amount of any other Major League Soccer franchise. The State of Washington is also the highest per-capita in registered youth soccer players, with 130,000 players⁴⁸.

SEATTLE 100 SPORTS

Martin Volken

Bryce Phillips

Kasey Keller

Kevin Calabro

⁴⁶ Washington State Department of Revenue and Employment Security Department, 2011

⁴⁷ "The Economic Impact of Seattle Sonics and Seattle Storm Basketball Franchises in Washington State" <http://seattlesports.org/uploads/sonicseconomicimpact.pdf>

⁴⁸ (Mendoza, 2008)

Kasey Keller is among the most recognizable names in Seattle sports. In 1999 and 2005 he received the Honda Player of the Year Award, which recognizes the best player on the United States Men's National Soccer Team. He received the U.S Soccer Athlete of the Year award from the United States Soccer Federation in 1997, 1999, and 2005.

Kasey Keller has helped the Seattle Sounders sell an average of 36,155 tickets per game, while representing the United States by playing 102 games for the US National Team. Martin Volken operates Pro Guiding Service, taking people on mountaineering trips across the globe with annual averages of 350 people annually in 12 countries.

They represent a spirit of athleticism and recreation strongly tied to the Seattle culturally identity and which represents one of the most often cited attributes of the high quality of life enjoyed by citizens of the region, and a strong recruitment tool for companies attracting top talent to the area.

CONCLUSION

The economic impact of the individuals profiled in *Seattle 100: Snapshot of a City* is significant with great reach. These people and their work feed bodies and souls, build homes and workplaces, stand up for and create regional values, entertain and inspire and they make Seattle the incredibly rich and attractive place where cultural, technological, and social progress and innovation occur.

“I love being with people who stimulate my imagination. And accelerate my imagination. And that’s what this core group of people does(sic)”

– Robin Held, Frye Art Museum⁴⁹

KEY FINDINGS

- The Seattle 100 pursues creative endeavors in sectors which span across industry, agriculture, and service. Their work is divergent in scale, discipline, and intended outcomes.
- Members of the Seattle 100 have rich networks of social and professional contacts. To varying degrees they utilize these networks to foster online dialogue, cultivate audiences, and advocate for causes.
- Taken as a case study of the Seattle economy as a whole, this report provides insight into the rich economic contributions these individuals and sectors make in direct and indirect impacts. Creative industries, while difficult to quantify, make significant positive contributions to the regional economy.
- As a group, the Seattle 100 contributes to an ethos of innovation, creativity, and risk-taking which differentiates our region, sets a national reputation of forward-thinking activity, and attracts skills and talent.
- Members of the Seattle 100 actively choose to locate to this region and deliberately stay, often times despite more lucrative opportunities to pursue similar work in other locations.

NOTABLE TAKEAWAYS

- Every year since 2003 Seattle has ranked in the top three ‘Most Literate Cities’ in America.
- Bookstore sales in Seattle are three times the national average.
- Per capita record store sales in Seattle are 2.66 times the national average .
- The Seattle International Film Festival is the largest and best-attended film festival in the United States.
- Seattle’s volunteerism rate is 10% higher than the United States’ volunteerism rate.
- In 2009, Seattle ranked number one for large cities in the Smarter Cities survey, based off of nine criteria: air quality, green space, recycling, transportation, water quality and conservation, green building, energy

⁴⁹ Chase Jarvis. Seattle 100: Portrait of a City Video. Robin Held.
<http://s100.chasejarvis.com/>

production and conservation, environmental standards and participation, and standard of living.

- Seattle is continually noted as having above-average numbers of college graduates, with 61.6% of Seattle residents over the age of 25 holding an Associate's Degree or higher.
- Seattle is a media rich city, home to 24 television stations, 46 radio stations, one daily newspaper, 19 weekly newspapers, 14 community newspapers, and four college newspapers.

CROSS COLLABORATION AND POLLINATION

A takeaway from this research is the high degree of collaboration and cross-pollination found amongst the people profiled in the book. As part of the written content of the Seattle 100, Chase Jarvis asked each individual to list some of their favorite places in King County. They cited restaurants, parks, nightclubs, music venues, museums, organizations, and shops. They frequently reference the projects of fellow Seattle 100 members amongst their favorite Seattle amenities. On 23 distinct occasions the individuals pointed to each other's endeavors as their favorite aspects of Seattle. The record companies sign the bands that play at the nightclubs and are profiled by the writers. The foragers supply the restaurants that are funded by the entrepreneurs and frequented by all of the Seattle 100. And the activists do the ground work to enact the sustainable vision backed by the educators and scientists and espoused by the personalities.

“All of this work is lensed through an understanding that we have chosen this place, and therefore each other—and that brings a mutual obligation to our common good. Oh, and a slightly utopian (or narcissistic?) streak, a belief that we have good and important things to offer the rest of the world”

—Wier Harman

This insight poses many questions as to the nature of cross-pollination between sectors and the concentration and culture of creativity. Without a full investigation into the social mapping of these individuals, the following three possible causes of this cross-pollination are apparent:

- One idea is that creativity begets creativity. That simply seeing and knowing that there are creative endeavors happening in your proximity stimulates creativity. That there is a social norm established by these individuals that inspires and encourages similar behavior.
- Perhaps there is such a high concentration of creative thinkers and doers in the city that they simply cannot help but run into and collaborate with each other. In a city where there are tens of thousands of people who are similarly minded, perhaps it is inevitable to cross-pollinate; sheer scale facilitates collaboration.
- The third speculation is that this group possesses unique personalities and tastes and is attracted to the same things. Perhaps there are characteristics of people who are creative that drives them to appreciate the same kinds of

music, foods, and entertainment outlets; that they are compelled and driven to interact with each other due to common interests.

NEXT STEPS

This report raises many questions about creativity and innovation in King County that could benefit from further research and illustration of impact, including the link between innovation and creativity, their impact on social capital and how that fuels quality of life, sense of place, and workforce recruitment and retention as it pertains to Seattle. In addition, further research should address the governmental policies, legislation, and infrastructure that would foster and develop innovation and economic development.

METHODS

Community Attributes began by conducting a case study on the Seattle 100 project. An examination of the careers and pursuits of the members of the Seattle 100 provided a frame for analyzing the landscape of the culture economy in Seattle. Numerous components of Seattle's culture go far beyond the Seattle 100. The book and the people represent a starting point for a larger examination.

For the Seattle 100 Case Study, Community Attributes implemented a multi-tiered approach to quantifying the impact of each individual of the Seattle 100. The work of the members of the Seattle 100 is by definition divergent and innovative. While many of the people in this book hold what are considered 'traditional' jobs, they built reputations for innovation in their respective fields. Architects in the book are likely to utilize the freshest ideas in urban renewal to bolster and enrich their communities. Developers invest in sustainable and multi-use industries. Musicians defy genres. Artists defy the parameters of the gallery and writers give voice to previously silenced experiences. As a whole, the group exemplifies the spirit of origination within larger sectors of the regional economy.

The dynamic and innovative nature of their work and the scope of the report require new ways of quantifying impact. Impact studies rely on wages, jobs, revenues, and taxes as measurements of impact and importance. When subjects include graffiti artists, contemporary dancers, and mushroom foragers these traditional tools may not do justice to the primary and secondary impacts on Seattle. The report relies on other ways to quantify significance, reach, and value and a measurement strategy which incorporates and embraces these divergent activities.

PRIMARY DATA COLLECTION

Primary data collection included an email survey of the Seattle 100. Each survey was tailored to the individual and contained questions specific to their work, the overall sector they fall into, as well as questions asked of all members. Questions were generally on the themes of social media penetration, audience reach, employment, revenues, and physical geographic reach. The overall response rate was 37%, varying by sector.

Surveys were complimented by efforts from Leadership Tomorrow, from a small group of professionals engaged in a civic leadership program. They conducted surveys of the Seattle 100 members, inquiring into place based location decision making. Specifically; why these people have chosen Seattle for their home, what makes them stay here, and what, if anything, would ever propel them to leave. Their findings were intermittently woven throughout this report, and used to supplement the arguments that in a creative economy, place matters.

Jarvis Category	Total
Art	18
Sustainability	10
Film	5
Culture	19
Sports	4
Education	3
Writing	3
Media	5
Food	10
Performers	5
Music	14
Nightlife	4
Activism	5
Science	1

SECONDARY DATA COLLECTION FOR SECTOR ANALYSIS

The work began by clustering the individuals into four groups: Culture, Arts, Civics, and Personality. Within each of these groups are sub-sectors. Within Culture are: Food, Nightlife, Writing, Music, and Culture. The Art group includes: Art, Film, and Performers. Civics includes: Sustainability, Education, and Activism. The Personality group is comprised of three sectors: Media, Science, and Sports. Culture represents 47% of the Seattle 100, with 50 out of 106 individuals classified in this group. Art is 26% of the 100, with 28 individuals. Civics is 17% of the 100, with 18 individuals. Personality is 10% of the 100, with 10 individuals. Table 1.1 summarizes each of these sectors.

The sectors align generally with NAICS codes, six digits codes used business and government to classify business establishments according to type of economic activity, to gather a quantitative look at the direct impacts these industries have beyond the members of the Seattle 100. NAICS codes were analyzed for dollar amounts of business income, taxable retail sales, and wages and for number of jobs and firms within each sector. The results of this analysis are included in the overall Sector analysis, as well as for each sub-sector.

Sector analysis also included research based on existing reports and economic data. As the importance of these industries is recognized by economic development agencies and entities, efforts to understand and measure their impacts have resulted in several economic impact studies in the city, the region, and in the broader national landscape. Findings from these reports are woven throughout the report.

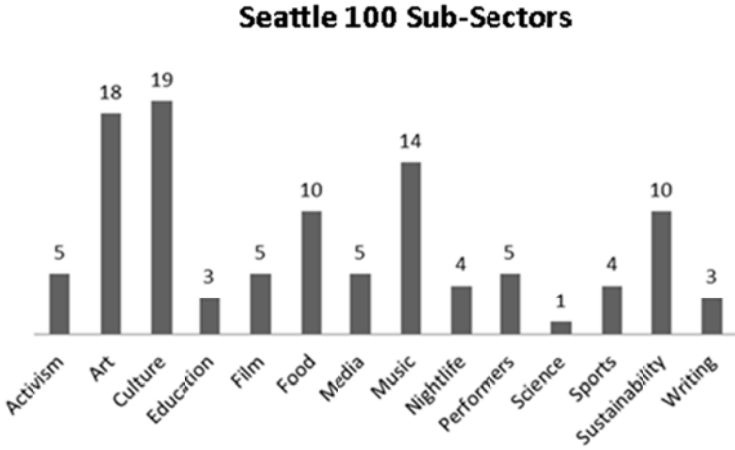
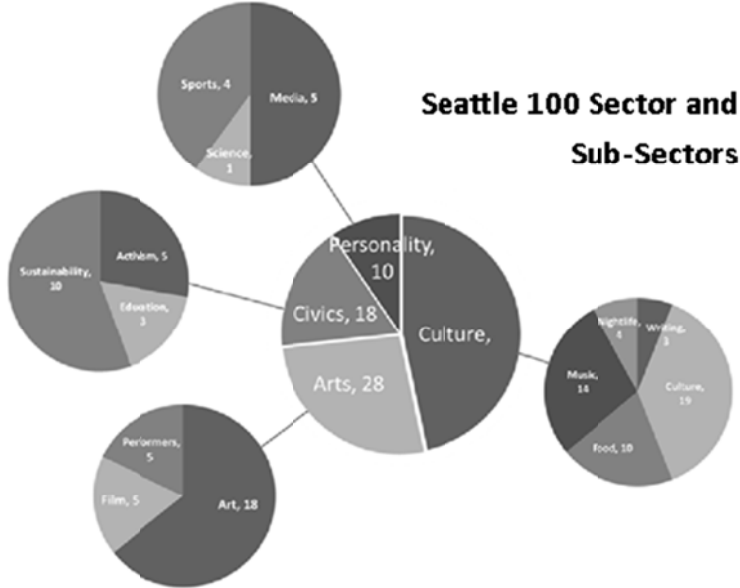
The data collection phase was supplemented by internet research of publicly available information, most specifically the social media reach of the Seattle 100, including Twitter and Facebook accounts, MySpace band profiles, Yelp scores and reviews, as well as quantifying these using the web-service Klout.

APPENDICES

APPENDIX A. SECTOR BREAKDOWN AND COVERAGE TABLE

Jarvis Category	Total	Responses	Percent Coverage	Total % 100	Coverage percent
Art	18	8	44	8	17
Sustainability	10	7	70	7	9
Film	5	1	20	1	5
Culture	19	6	31	6	18
Sports	4	2	67	2	4
Education	3	2	67	2	3
Writing	3	1	33	1	3
Media	5	3	60	3	5
Food	10	2	20	2	9
Performers	5	0	0	0	5
Music	14	2	14	2	13
Nightlife	4	2	50	2	4
Activism	5	1	25	1	5
Science	1	0	0	0	1
				37	

APPENDIX B. GRAPH OF SEATTLE 100 SECTORS, WITH SUB SECTOR BREAKDOWN



APPENDIX C. FULL LIST OF SEATTLE 100 MEMBERS

Adam Zacks	Greg Smith	Nabil Ayers
Alan Durning	Hallie Kuperman	Nancy Pearl
Alex Calderwood	Jaime Méndez	Nasir Rasheed
Alex Steffen	James Keblas	Neumos
Alvin Stillwell	Jason Puccinelli	Nin Truong
Armandino Batali	Jeff Galbraith	Paul Thelen
Benjamin Winters	Jeremy Faber	People's Republic of Comedy
Betsey Brock	Jerry Everard	Phil Borges
Blue Scholars	Joe Whinney	Rebecca Brown
Bryce Phillips	John Roderick	Rick Simonson
Build LLC	Jon Rowley	Rick Steves
Cary Moon	Josh Rosenfeld	Riz Rollins
Cathryn Vandenbrink	Joshua Roman	Robin Held
Charles Mudede	JP and Leigh Canlis	Sarah Rudinoff
Chip Giller	Kasey Keller	Sean Nelson
Chris Curtiss	Kevin Calabro	Seattle School
Chris Jordan	KEXP	Sherman Alexie
Chris Martin	Kobi Yamada	SIFF
Chris Rudolph	Kurt Timmermeister	Spacecraft Clothing
Christopher Frizzelle	Kyla Fairchild	Teri Hein
Cliff McCrath	Lane Czaplinski	The Atomic Bombshells
Common Market	Laura Kelley-Jahn	The Blakes
Crai S Bower	Lead Pencil Studio	The Saturday Knights
Crown Black Car	Light In The Attic	Tim Harris
Dan Savage	Linda Derschang	Top Pot
Dave Meinert	Liz Dunn	Total Experience Gospel Choir
David Horsey	Longhouse Media	Vince Mira
Denis Hayes	Lynn Shelton	Vitamin D
DK Pan	Mark Fuller	Wade Weigel and Jeff Ofelt
Elemental at Gasworks	Martin Volken	Weirdo
Ellie Sandstrom	Matt Dillon	Wexley School for Girls
Eric Liu	Megan Jasper	Wier Harman
Ethan and Angela Stowell	Michael Hebb	Will Hyde
Fraggle Rock Crew	Michael Seiwerath	Yoky Matsuoka
Gabriel Scheer	Michele Scoleri	
Greg Lundgren	Molly Moon Neitzel	

APPENDIX D. LIST OF NAICS CODES WITH SECTOR ALIGNMENT

CULTURE

Jarvis Category	NAICS	
	Codes	Industry
Writing	45121	Book Stores and News Dealers
Writing	5111	Newspaper, Periodical, Book, and Directory Publishers
Writing	51113	Book publishers
Culture	315	Apparel Manufacturing
Culture	51912	Libraries and Archives
Culture	54131	Architectural Services
Culture	7113	Promoters of Performing Arts, Sports, and Similar Events
Culture	7114	Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures
Culture	712	Museums, Historical Sites, and Similar Institutions
Culture	713	Amusement, Gambling, and Recreation Industries
Culture	721	Accommodation
Food	31133	Confectionery Manufacturing from Purchased Chocolate
Food	7221	Full-Service Restaurants
Food	7222	Limited-Service Eating Places
Food	7223	Special Food Services
Music	45122	Prerecorded Tape, Compact Disc, and Record Stores
Music	5122	Sound Recording Industries
Music	51511	Radio Broadcasting
Music	71113	Musical Groups and Artists
Nightlife	31212	Breweries
Nightlife	31213	Wineries
Nightlife	31214	Distilleries
Nightlife	7224	Drinking Places (Alcoholic Beverages)

ARTS

Jarvis Category	NAICS	
	Codes	Industry
Art	54192	Photographic Services
Art	7115	Independent Artists, Writers, and Performers
Art	45392	Art Dealers
Film	5121	Motion Picture and Video Industries
Film	51512	Television Broadcasting
Performers	71111	Theater Companies and Dinner Theaters
Performers	71112	Dance Companies
Performers	71119	Other Performing Arts Companies

**APPENDIX D. LIST OF NAICS CODES WITH SECTOR ALIGNMENT
(CONT.)**

CIVICS

Jarvis Category	NAICS	
	Codes	Industry
Activism	8132	Grantmaking and Giving Services
Activism	8133	Social Advocacy Organizations
Activism	8134	Civic and Social Organizations
Education	61	Educational Services
Sustainability	2211	Electric Power Generation, Transmission and Distribution
Sustainability	54162	Environmental Consulting Services
Sustainability	562	Waste Management and Remediation Services

PERSONALITY

Jarvis Category	NAICS	
	Codes	Industry
Media	51913	Internet Publishing and Broadcasting and Web Search Portals
Media	5418	Advertising, Public Relations, and Related Services
Media	54191	Marketing Research and Public Opinion Polling
Media	541613	Marketing consulting services
Science	5417	Scientific Research and Development Services
Sports	7112	Spectator Sports

APPENDIX E. SECTOR METRICS

	Culture	Writing	Culture	Food	Music	Nightlife	Arts	Art	Performers	Film
Number of People	49	3	18	10	14	4	28	18	5	5
Klout	42	49	35	41	49	52	28	27	21	44
Twitter	154,200	2,000	44,000	17,000	86,000	5,200	24,700	17700	1,000	6,000
LinkedIn	1,730	180	1,500			50	200		200	
Facebook	332,200	36,700	190,000	18,000	85,000	2,500	22,000	7500	2,500	12,000
Business Income (million \$)	\$8,975	\$819	\$2,788	\$4,615	\$221	\$532	\$770	\$229	\$28	\$513
Taxable Retail Sales (million \$)	\$5,697	\$206	\$1,590	\$3,549	\$34	\$318	\$94	\$52	\$5	\$37
Wages	\$2,690	\$118	\$1,007	\$1,394	\$105	\$66	\$236	\$31	\$52	\$153
Jobs	113,100	3,000	34,200	71,000	1,800	3,100	5,900	900	1,700	3,300
Firms	6,940	190	1,510	4,770	170	300	480	200	60	220
Genius Awards	3	2			1		6	3	2	1

	Civics	Activism	Education	Sustainability	Personality	Media	Sports	Science	Total
Number of People	18	5	3	10	10	5	4	1	105
Klout	19	37	43	39	40	40	0	0	38
Twitter	24,500	1,500	1,000	22,000	22,000	22,000	0	0	225,400
LinkedIn	2,800	700	100	2,000	0	0	0	0	4,730
Facebook	27,600	3,500	3,700	20,400	66,400	46,000	20,400	0	448,200
Business Income (million \$)	\$512	\$89	\$0	\$423	\$3,018	\$1,184	\$396	\$1,438	\$13,275
Taxable Retail Sales (million \$)	\$21	\$17	\$0	\$4	\$96	\$52	\$28	\$16	\$5,908
Wages	\$1,217	\$341	\$619	\$257	\$1,924	\$735	\$275	\$914	\$6,067
Jobs	29,200	7,900	17,200	4,100	20,600	9,700	2,100	8,800	168,800
Firms	2,050	630	1,150	270	1,210	850	40	320	10,680
Genius Awards	3	3							