



2022 – 2023 Public Benefits Report and Plan

*Submitted by First & Goal, Inc. to the Washington State
Public Stadium Authority*

December 16, 2022



It is an honor to submit the 2022-2023 Public Benefits Report to the Washington State Public Stadium Authority (PSA). Each year I look forward to reflecting on the many things our First & Goal, Inc. and First & Goal Hospitality teams have accomplished over the year. It is also a time to strategize and lean into improvements for the year to come. As the PSA board is well aware, the impacts of the global pandemic had significant ramifications on our event schedule and operations these past two years. While I cannot say that we felt no effects from Covid-19 in 2022, I can proudly state that our event schedule is at pre-pandemic levels again, we completed significant capital improvement projects, and we hit our stride with Women and Minority Owned Businesses (WMBE). As a result, we had a record spend with WMBE partnerships of nearly \$4.4 million.

The OL Reign kicked off its 2022 season as the newest sports franchise to call Lumen Field 'home'. Their presence is a natural for us as they join the Seattle Sounders FC and complete our regional, professional soccer family under one roof. The OL Reign experienced much improved fan attendance since moving to Lumen Field versus prior years. They set a record of 21,491 fans on October 24, 2022 – almost double their previous record. They bring a new energy to the building and help us to expand regional employment and community concession opportunities.

A major highlight of 2022 was Lumen Field's designation as a FIFA World Cup host venue in 2026. This outcome is a concrete demonstration of the power of teamwork. The PSA, Sounders FC, elected officials from the city, county, and state, along with FGI and local soccer fans of all stripes, worked in close collaboration to make this long held dream a reality. We are now poised to create impactful economic opportunities and to show off the beauty of our region on the world stage. Our preparations for the World Cup have already begun.

I hope the passion for all of our work is well articulated in the pages that follow. As always, I thank the employees of FGI and FGH Levy for their tireless efforts. None of this is possible without them.

Respectfully submitted December 16, 2022

Zach Hensley,
General Manager, Lumen Field

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2022 – 2023 Public Benefits Report and Plan

Supporting Strong Communities

The public-private partnership between First & Goal Inc. (FGI) and the Washington State Public Stadium Authority (PSA) provides substantial, tangible financial benefits for communities throughout the state. From public education infrastructure to employment opportunities for youth, revenue generated from Lumen Field and Event Center is invested year after year in support of strong and healthy communities.

Spirit of 12 Community Partners Program

\$219 thousand contributed in 2022

\$5.1 million contributed since 2004

As part of the sponsorship and naming rights agreement, Lumen Field (LF) and the Seattle Seahawks have partnered to support a rotating set of non-profit community service organizations. These “Spirit of 12” partners provide vital services to thousands of young people and vulnerable adults across Washington State. Prior to 2022, all revenue for the program was generated through Gameday program sales and matching funds from the Paul G. Allen Family Foundation. Beginning in 2022, the program revenue source was shifted to “50/50 Seahawks Raffle” proceeds. Fifty percent of gameday raffle sales go to the Spirit of 12 program and 50% go to one lucky raffle winner. This new 2022 revenue source is expected to generate stronger and more sustainable revenue over that created by program sales. The Allen Foundation continues to match revenues generated by the program for the non-profit partners. The Spirit of 12 program supports organizations that strengthen academic preparedness, sharpen employment skills, support healthy athletic aptitude, encourage creativity, and develop foundational life skills.



The Spirit of 12 is impacting young lives across the state.

The 2022 Spirit of 12 Partners are: Big Brothers Big Sisters of Puget Sound, Boys & Girls Clubs of King County, Choose 180, Farestart, Nami Seattle, Seahawks Flag Football, Seattle Out and Proud Foundation, Task Force 12, Treehouse, Virginia Mason Franciscan Health Foundation, Young Women Empowered, and Youth Achievement Center.

2023 Plan: The Spirit of 12 Program will continue in 2023 with the Seahawks 50/50 Raffle. Local non-profits that are interested in the opportunity are encouraged to contact the Seattle Seahawks. Additional information is available at Seahawks.com/5050

Youth Programs

\$104 thousand wages paid in 2022

Lumen Field is an employer participant in the **YouthForce** program of the Boys & Girls Club of King County. The program features a holistic approach to supporting and mentoring young people from a wide range of cultural backgrounds and experiences. YouthForce provides teens with on-the-job skills as well as career mapping and educational development to ensure participants are on track to graduate from high school and are ready for a post-secondary education and a 21st-century career. First & Goal Hospitality (FGH) made extensive use of Youth Force in 2022, paying \$30 thousand in wages from August – October 2022. Activities include delivering food and beverage orders to suites, refilling buffets and bussing tables in restaurants, and guiding fans through the self-ordering kiosk process.



YouthForce and Juma help young people reach their full potential.

In addition to employing young people from the Boys & Girls Club, FGH Levy has a strong employer relationship with **Juma**, an organization focused on job skills training, financial guidance, coaching, and mentorship for disenfranchised young people ages 16 – 24. Juma’s mission is “Empowering youth to create personal and social change.” Through October 2022, FGH Levy paid a Juma youth a total of \$74 thousand in wages.

2023 Plan: The YouthForce and Juma programs will continue to play a significant role with FGH Levy as vital members of the game day team.

Uplift Northwest

\$771 thousand Wages Paid in 2022

As stated in their vision, Uplift Northwest (formerly the Millionair Club), is on a mission to provide dignified jobs and job-readiness services to men and women experiencing poverty and homelessness in the Puget Sound Region. Lumen Field plays a contributing role by opening the door to important and meaningful work that builds skills and offers competitive pay. The food prep and hospitality skills acquired at the stadium can be transferred across many contexts and venues. The \$771 thousand in wages paid in 2022 represents an increase of \$183 thousand from 2021.



2023 Plan: Uplift Northwest will remain part of the FGH Levy team well into the future.

Washington State Permanent Common School Fund

\$0 contributed in 2022

\$5.5 million contributed since 2002

The Lumen Field Event Center contributes 20% of its annual net profits to the Washington State Permanent Common School Fund per the Master Lease agreement. The Event Center resources are pooled with other revenues across the state (such as timber harvest sales, agricultural real estate leases, and interest income) to form a fund which pays debt service on state bonds used for school construction and/or the actual construction of K-12 public schools. Lumen Field is the only sports and entertainment complex in the state to make this contribution to public education.



Redmond Ridge Middle School rendering – Image credit: Lake Washington School District

Due to the minimal operations of the Event Center during the year ending March 21, 2021, and through September 2021, FGI recognized materially less revenue across all categories. As a result of the limited activity, there was a net loss for the years ending March 21, 2022, and 2021. Therefore, no contributions to the Common School Fund were made.

2023 Plan: The Event Center is returning to normal operations and will resume the generation of resources for public education capital construction at a rate of 20% of its annual net profits.

Lumen Field Concessions Fundraising

\$1.5 million contributed in 2022

\$15.5 million contributed since 2006

FGH Levy has teamed up with the Seattle Seahawks, Seattle Sounders FC, and Lumen Field to provide not-for-profit organizations such as schools, youth sports clubs, houses of worship, service organizations and community programs of all sizes with the opportunity to earn money to support their good work. Participants are utilized as concession stand workers and ‘condiment crews’ to serve fans at most events. Organizations interested in this fundraising opportunity should contact Christine Prehm CPrehm@fghlevy.com.



Non-profit organizations raise funds for charitable activities at Lumen Field.

2023 Plan: This non-profit fundraising opportunity will carry on into 2023 and beyond. FGH Levy will continue to identify opportunities to increase the utilization of not-for-profit groups.

Promoting Economic Development

From 1998's Stadium Mitigation Program and the Neighborhood Action Agenda through to the present, one of the most consistent interests from neighboring communities has been the ability to tap into the economic development potential of Lumen Field. First & Goal's hiring practices, vendor selection policies, and wage structure are designed to support this vision for a vibrant local economy.

Women and Minority Business Enterprise Usage

\$4.4 million WMBE utilization in 2022

FGI & FGH Levy have a long-standing commitment to the PSA and the community at large to provide contracting opportunities for historically under-represented vendors. We recognize that our procurement practices reflect our values as an organization. In 2022, we not only expanded our prime contracts with WMBE firms, but we have also embedded the expectation for WMBE utilization into contracts with any non-WMBE prime contractors who are selected to work on our large capital projects. (see capital projects special emphasis report). These actions together led to over \$4.4M in spend which is a record for Lumen Field. Our utilization of WMBE firms is not only an important form of equity and economic justice, but our capital projects, major maintenance, meal offerings, and business operations are the better for it. We have attracted a diverse array of WMBE partners who improve our services in every way.



Ten Sushi is a popular vendor in Lumen Field's Night Market.

2023 Plan: We will continue to sharpen our recruitment practices for WMBE contractors and have begun conversations with the Metropolitan Seattle Chamber of Commerce to help us target even more WMBE partners.

Hiring Local Residents

116 Individual Local Hires in 2022

First & Goal Inc. gives a hiring preference to local residents from the three surrounding neighborhoods of Pioneer Square, Chinatown/International District and SODO. This local preference is sanctioned in Washington State statute for the express purpose of promoting economic opportunity in the communities most directly impacted by day-to-day activities emanating from the stadium. In 2022, we substantially increased our local hires by 85 individuals over 2021 levels. FGI teamed up with leaders in our 3 neighborhoods to recruit interested residents. Special thanks to the Alliance for Pioneer Square, the Pioneer Square Residents Council, the SODO Business Improvement Area, and the Seattle Chinatown International District Preservation and Development Authority for their partnership in this effort and to Interpret This for their translation services.

2023 Plan: The 2023 Plan is to deepen our work with our neighborhood partners and engage in a new local hiring campaign to expand the employment of neighborhood residents.

Prevailing Wages

FGI is committed to paying prevailing wages to its employees and contractors for on-site construction work in keeping with Washington State Department of Labor and Industry (DOL) specifications. Outside construction contractors are also required to pay prevailing wages to their workers. The prevailing wage is the hourly rate paid in the largest city in each county to the majority of workers, laborers, and mechanics. Prevailing wages are established by DOL for each trade and occupation employed in the performance of public work. They are established separately for each county and are reflective of local wage conditions.

2023 Plan: FGI will maintain its commitment to local economic development by supporting prevailing wages for its employees and contractors who work on construction projects.

The Community Concessions Program

\$342 thousand in proceeds earned in 2022

“I continue to be inspired by our Community Concessions partners. Each of them has worked hard to come back from the pandemic. They are always eager to brainstorm with us and to push the envelope of what’s possible.”

~ Ashli Brown, VP Hospitality Strategy, FGH Levy



The popular Night Market features restaurants from the neighborhoods surrounding LF.

The design for the community (neighborhood) concessions program was developed by FGI through a collaboration with the PSA and neighborhood representatives. The primary goal is to market Pioneer Square, Chinatown/ International District and SODO by having unique foods prepared by local restaurants and businesses available for sale in the stadium on event days. By doing so, the surrounding communities hope to create interest among stadium patrons to explore the adjacent neighborhoods and visit their businesses. Over many years of program implementation, FGI and FGH Levy have worked with the PSA and the neighborhoods to evolve our outreach practices and tailor participation to meet the needs and capacities of our restaurant partners. The inclusion of Tai Tung in the new 300 level District Market with its “Just Walk Out” Amazon technology was an important 2022 innovation. It greatly increased the convenience and accessibility of popular neighborhood cuisine.

2023 Plan: The Community Concessions Program will continue to play an important role at Lumen Field in 2023 and beyond. Our intention is to grow our neighborhood vendors year over year.

Special Emphasis Report: FGI Capital Projects & WMBE Participation

FGI's multi-year focus on WMBE internal education, practices, and outreach has led to a significant payoff in our 2022 capital program. Our procurement strategies and contracting principles have resulted in our strongest WMBE vendor and contractor participation to date. Of the \$4.4 million in total FGI WMBE spend, almost \$2M is from our major maintenance and modernization program. We have additional WMBE participation projects currently in progress that will be included in our 2023 report.

Our team of WMBE construction partners has grown to include: Sundancer Electric, Reliance Fire Protection, Tube Art Displays, Leewens Corporation, Redline Plumbing, Power Coating Inc., DemoMan, and PowerCo Drywall Systems. The benefit has been mutual. While we have created opportunities to work in a large and complex venue, our WMBE partners have brought a dedication, commitment, and performance to Lumen Field and Event Center that is impossible to quantify.



US Electric & Sundancer Electric

FGI was further able to expand its reach through our request for proposals (RFPs) which specifically include WMBE utilization in the criteria. We also encourage contractors to utilize WMBE suppliers wherever possible. We are particularly proud of the opportunity we have to encourage team building between large and smaller firms that expand capacity for both. For example, our long-time electrical contractor, US Electric, formed an alliance with Sundancer Electric, a Native American MBE, DBE, veteran-owned company. These two firms together worked on the majority of our large capital projects. This partnership created the opening for Sundancer to learn the unusual attributes of electrical systems in a large stadium, along with the challenges of delivering construction work in a complex, multi-purpose entertainment venue.

Abbott Construction, a Lumen Field general contractor, has also been vital in our WMBE partner cultivation. Abbott shares our ethos for WMBE utilization and has designed a program which not only creates opportunity, but also encourages the expansion of capacity and building a competitive edge for small women and minority-owned firms.

Fanovation Projects:

Cityside Bars

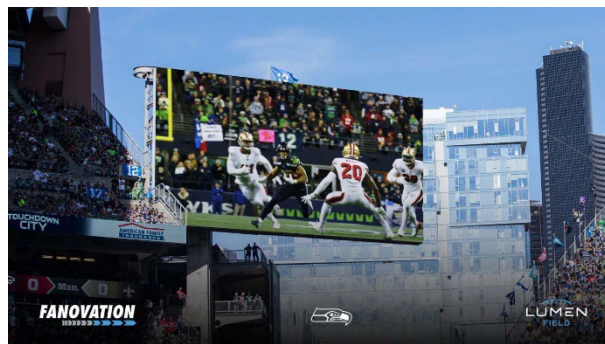
A new 6,300 square foot premium food & beverage area, *Cityside Bars*, has been added in the north end of the stadium. Open to all fans on gameday, this project transformed the previously unused space underneath the stadium's iconic Hawk's Nest into a covered, open-air fan gathering area with premium lower-level views of the playing field. The space features two nearly 40-foot-wide bars along with 83 feet of drink rails facing the field, an oversized outdoor gas fireplace, and Pacific Northwest-themed finishes.



WMBE Partners: TubeArt, Reliance, Redline Mechanical, Powder Coatings Inc, Sundaner, DemoMan, PowerCo Drywall

Video Boards

The installation of two new north-end video boards has significantly enhanced the fan experience. The Mitsubishi Pixel Pitch Diamond Vision displays (39.90'h x 70.34'w) is more than double the size of the previous video boards. Fans can now see the full 16x9 game presentation highlighted by enhanced graphics and 4K pan and zoom for highlights and replay reviews.



WMBE Partners: Sundancer, Leewens

District Market:

The District Market has been added to the south end of the upper level behind the Toyota Fan Deck and includes a more modern, open food and beverage experience with Amazon Just-Walk-Out (JWO) checkout-free transaction technologies. Lumen Field was the first stadium in the NFL with this technology. District Market features food from the stadium's community neighbors in Seattle's International District as part of our community concessions program.



WMBE Partners: TubeArt

New Just-Walk-Out (JWO) Concessions:

Three new concessions have recently been opened on the main concourse with Amazon Just-Walk-Out (JWO) checkout-less transaction technology that have replaced portable concession stands.



WMBE Partners: TubeArt, Reliance, Sundancer

Special Emphasis Report: Nice-to-Know Projects

“Ben’s Room”

In addition to capital projects at the Stadium, FGI had an opportunity to undertake a remodel to create a special space for fans experiencing sensory stress and overload. This space was inspired by Ben Schneider, the son of Seahawks General Manager John Schneider and his wife Traci. As part of our Diversity, Equity and Inclusion efforts, FGI partnered with KultureCity, the nation's leading nonprofit on sensory accessibility and acceptance for individuals with Post Traumatic Stress Syndrome, autism, dementia, strokes and other forms of often invisible disabilities. A raucous Lumen Field is thrilling for most fans but can at times be overwhelming for those with sensory sensitivities. The newly remodeled sensory room is now outfitted with 100% recycled soundproof carpet along the floor and walls, activity panels, bean bags chairs, soft visual light panels, bubble walls, and therapeutic furniture embedded with soft glowing lights that respond to motion. These features were designed to have a calming influence on children and adults alike.



KultureCity also facilitated training for more than 400 gameday staff at Lumen Field. Led by medical professionals, the training taught staff how to recognize guests with sensory needs, as well as how to handle sensory overload situations. The space is designed to be used by families for 15-20 minutes at a time for a nice break from the action in the stadium.

New Lumen Field Signage

A new sign was installed at the northwest access to the stadium in October 2022. The sign offers eye level identification of the facility in preparation for the many out of town visitors to the area for Major League Baseball’s All Star Game in 2023 and the FIFA World Cup in 2026. The signage also offers a fun place to take a selfie for Seahawks, Sounders FC, and OL Reign fans as well as tourists from near and far.



Sustainable Practices

Thanks to the vision of Paul G. Allen, sustainability is a permanent part of our organizational DNA. We pledge to continue to push the limits of technology and operational creativity to maintain our place as a national leader in environmental protection.

Energy Efficiencies

FGI continues to make strides in energy reduction, continuing past initiatives and moving forward with new approaches to energy efficiency.

Notable past initiatives, that continue to result in energy savings today, include the following:

- In 2011, a solar array was installed on the roof of the Event Center, one of the largest solar panel systems in the State of Washington.
- Also in 2011, ultra-low flow water fixtures were installed, along with efficiency enhancements to the water pump and ventilation systems.
- Lighting upgrades have occurred throughout the facility, and a new LED lighting system on the stadium arches.
- In 2015 high-bay lights in the Event Center were replaced with LED lighting.
- In 2021, with rebate incentives from Seattle City Light, new LED lighting was installed in the West Field Plaza. Fifty-one large lamp fixtures were replaced, reducing energy use and enhancing the quality of the lighting.



New LED lighting was installed in the West Field Plaza.

In early 2022, once again with rebate incentives from Seattle City Light, old fixtures in Stadium suite corridors are being replaced with LED lighting. Also in 2022, FGI completed an assessment of the heating, ventilation, and air conditioning systems at Lumen Field Stadium and Event Center. The assessment identified ways to increase energy efficiency using new technologies as these systems are replaced in the coming years.

2023 Plan: FGI has engaged consultants to assist in identifying ways to more efficiently operate our HVAC systems. This work will continue into 2023. In addition, FGI will continue to identify opportunities for the installation of more efficient lighting throughout Lumen Field Stadium and Event Center.

Our Recycling Efforts

In 2021, the Covid-19 pandemic affected our landfill diversion rates. Many public health products, such as masks, are not compostable. Additionally, post-pandemic staffing shortages

made it extremely challenging for our housekeeping contractor, Aramark, to sort waste material for composting and recycling.

Through concerted effort and creative partnerships, these problems have recently been resolved. FGI has purchased and deployed an on-site, conveyor belt sorter, created by Waste Xperts and staffed by a team from Aramark. With this new approach to sorting, our landfill diversion rates are once again climbing toward pre-pandemic levels by decreasing the time and labor required to sort our waste.



The new onsite conveyor belt is making FGI's waste sorting efforts more efficient.

2023 Plan: FGI will continue to monitor the implementation of the sorting process, identifying efficiencies and improvements. FGI will also continue to work with Aramark to adequately staff the sorting and removal of recyclable materials.

Green Cleaning Program

Nearly all of the housekeeping products used by FGI and its contractors are certified green.

Lumen Field began its green cleaning program in 2008 as part of FGI's commitment to environmental stewardship. The reduction of thousands of gallons of cleaning chemicals has important benefits such as better indoor air quality and an overall healthier environment for guests, fans and employees who enter the building each day. Perhaps most importantly, it has dramatically limited our housekeeping staff's exposure to harsh chemicals while still maintaining the highest cleaning standards.

2023 Plan: FGI and Aramark will continue to seek pioneering practices in green cleaning to further reduce impacts on the environment and continuing to seek innovative, fan-friendly cleaning strategies.

Enterprise-wide Sustainability

To further strengthen our sustainability commitment and to enhance our sustainability impacts, FGI is embarking on a more clearly defined, enterprise-wide, sustainability program. A program strategy is under development with the help of a sustainability and energy management consulting firm, Viridis. Viridis is well-positioned to assist in bringing focus to the sustainability efforts at Lumen Field Stadium and Event Center, furthering our successes internally and enhancing our positive impact on the community. Viridis is currently working with FIFA on the sustainability program for the 2022 World Cup, and Viridis is also an active participant in the Green Sports Alliance.

Viridis is in the process of developing a Sustainability Program Strategy, which will include the following:

- Goals, desired outcomes, key performance indicators, and priorities.
- Core principles with which the program will be evaluated.
- Company-wide sustainability governance structure.

- Recommended data management and reporting to facilitate decision-making and communications.

2023 Plan: Viridis will produce an action plan that supports strategy implementation, including near-term and long-term actions.

Green Sports Alliance

Founding Member of the Organization

The Green Sports Alliance leverages the influence of sports to promote healthy and sustainable communities. The goal is to inspire sports leagues, teams, venues, their partners and millions of fans to embrace renewable energy, healthy food, recycling, water efficiency, species preservation, safer chemicals and other environmentally preferable practices. Alliance members represent more than 300 sports teams and venues from 20 different sports leagues and 14 countries. Lumen Field was a founding member of the Alliance in 2010 along with the Seattle Seahawks, Portland Trail Blazers, Seattle Sounders FC, Seattle Mariners, Seattle Storm, and the Vancouver Canucks. The University of Washington and Washington State University are also Alliance members.



In 2022 we continued to participate in the Play to Zero initiative. Play to Zero assists venues in tracking and celebrating continued efforts in sustainability including waste, water, and energy reduction. This is an ongoing initiative supported through the Arc platform (a technology owned by Green Business Certification Inc.) specifically geared toward benchmarking sports and entertainment venues.

On October 6, 2022, Lumen Field joined over 100 venues across the world in lighting green in honor of Green Sports Day. The Alliance partnered with South Pole to offset the energy used to light facilities green.

2023 Plan: Lumen Field will continue its Play to Zero efforts to engage, inspire, and celebrate sport industry progress toward net-zero carbon and more resilient sports venues, teams, and leagues. In addition, Lumen Field has a seat on the Green Sports Alliance board of directors.

Sustainable, Local Food Sourcing

The local sourcing and sustainable food program at Lumen Field and Event Center has been a long time in the making. Over a decade of staff education, relationship building, and pilot projects have taken our sustainability program from the 'initiative' phase into standard practice. We believe this focus is not only good for the environment, but it means our meals are better tasting, and it allows us to participate more deeply in boosting the local economy.

As with many other aspects of our work at Lumen Field, Covid-19 created difficult headwinds. This was true not only for us, but for our community partners as well. Local



organic farmers and small family ranchers who were once a mainstay of our food sourcing, grappled with low staffing levels and production.

Despite the many challenges, we are emerging from the pandemic by supporting our friends who are struggling and through the development of new partners who were ready to fill in the gaps and deepen the offerings to our fans. This year, FGH Levy has purchased \$342 thousand in food and beverages from our Stadium neighborhoods as well as a record setting **\$1.5 million** from regional women and/or minority-owned businesses. We are proud of these achievements and our plan is to grow and build these relationships.

2023 Plan: We will continue our efforts to support the local food industry and the environment. One of our many goals in 2023 is to return to full food cycle produce where scraps from the stadium are turned into compost at Cedar Grove, which is brought to Sound Sustainable Farms to grow potatoes and other vegetables to be consumed at Lumen Field.

Community Engagement

In 1997 neighborhood representatives from Chinatown/International District, Pioneer Square, and the Duwamish/SODO neighborhood, together with the Public Stadium Authority and leadership from First & Goal Inc., signed a Statement of Commitment and Agreement of Principles which launched a formal working relationship. The Agreement outlined FGI's commitment to work collaboratively with the local neighborhoods to respond to impacts during the planning, development, construction and operation of the Football/Soccer Stadium and Exhibition Center (now Lumen Field and Event Center). At issue in the earliest days – and in many ways still today – is the impact of a major public facility on the community's character and livability. While many of the formal community engagement structures have changed since 1997, what remains the same is an ongoing commitment to regular communication, true problem solving and a mutual desire to see the neighborhoods thrive.

Community Partnership Forum Quarterly Meetings Held in 2022

Co-hosted by the Public Stadium Authority and First & Goal Inc., the Community Partnership Forum meetings are typically held quarterly on the third Monday of the month. During 2022, the meetings were held on January 24th, April 18th, July 18th, and October 17th. Meeting invitees include a standing group of business, non-profit and residential representatives from the three adjacent neighborhoods. The Forum provides a regular venue to share information, discuss concerns and celebrate successes. Major topics of discussion in 2022 were: OL Reign, World Cup, Capital Projects, and Traffic Management.



Pioneer Square is home to many FGI community partners.

2023 Plan: Our plan is to nurture the relationships which have been established through the Community Partnership Forum and to maintain this venue as a place for honest conversation and problem-solving.

Community Information

All communication systems functioned as designed in 2022

FGI utilizes multiple systems for communicating with the surrounding neighborhoods and the general public about major events taking place in the stadium, the Event Center and WAMU Theater. Public calendars are accessible online 24 hours a day at [Lumen Field - Event Calendar](#) and [WAMU Theater - Events Calendar](#). In partnership with the Seattle Mariners, FGI prints and distributes calendars to neighborhood organizations outlining the coordinated event schedules for both venues. In addition, email alerts and phone calls/messages are utilized for time sensitive communication.

Regular face-to-face communication forums are held via the quarterly Community Partnership Forum (see above) and the bi-monthly Parking and Access Review Committee (PARC) which addresses the impact of event related vehicle and pedestrian flow in addition to parking

management strategies. PARC is staffed by the City of Seattle’s Department of Transportation and attended by community members, other governmental agencies, the PSA and FGI.

2023 Plan: FGI seeks to strengthen its communication strategies based on neighborhood feedback and needs.

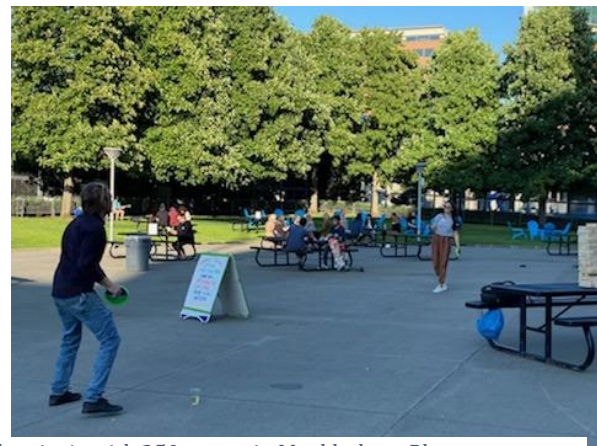


The Seattle Chinatown Seafair Parade reflects a rich neighborhood heritage.

Neighborhood Community Meetings at Lumen Field

Neighborhood groups meeting access was active in 2022

FGI offers meeting space within the facility free of charge to neighboring community groups holding public events as available. Community organizations also have the option to purchase meeting support services from FGI staff at a nominal cost.



In September 2022, the Pioneer Square Residents Council held a picnic with 250 guests in Muckleshoot Plaza.

2023 Plan: FGI will continue the hosting of public meetings in 2023 and into the foreseeable future.

North Entrance to Muckleshoot Plaza

The Plaza is open during regular business hours and on non-event days for local residents and visitors to enjoy. The Plaza is a popular gathering place for the neighborhood as well as an attraction for tourists.

2023 Plan: FGI remains committed to providing a gathering hub for the neighborhood.

Mitigating Event Impacts on Our Neighbors

The Lumen Field Master Use Permit (MUP) covers a number of issues aimed at ensuring the lowest possible impacts on the surrounding neighborhoods. FGI's goal is not just to meet the technical requirements of the MUP but, where possible, to exceed them in the interest of being good neighbors and supporting a vibrant community.

Tailgating Policies

Tailgating policies enforced throughout 2022

FGI continues to work closely with the local neighborhoods, the Washington State Liquor and Cannabis Board, the Seattle Police Department and other city agencies to review tailgating policies in the North Lot.

FGI's current tailgating policies require tailgaters to adhere to Lumen Field's Tailgating Code of Conduct. Tailgating fans are given a flyer outlining the Code of Conduct upon entering the North Lot prior to a Seahawks home game. The Code of Conduct includes the following:

- Parking is permitted in one stall only. Awnings, chairs, etc. cannot extend into other spaces or into traffic lanes.
- Tailgaters should park on the east side of the North Lot.
- Charcoal barbecues and open fires on the ground are prohibited.
- Glass beverage containers are prohibited.
- Consuming alcoholic beverages in public is prohibited.
- Fighting, heckling, taunting and similar behavior is prohibited.
- Throwing, playing catch and similar activities are prohibited.

The North Lot is under surveillance by Lumen Field security staff beginning 12 hours before game time. Starting 4 hours before kickoff, Lumen Field personnel, parking management, and Seattle Police and King County Sheriff officers patrol the North Lot. Private security specialists also receive nationally recognized alcohol management and conflict resolution training to enhance their service provision in the North Lot and when they assist inside Lumen Field stadium.

Other policies for safe tailgating and to promote positive fan behavior include: a no re-entry policy once the game has begun, ending tailgating activities in the North Lot 15 minutes after kick-off, and communication with our fans that consuming alcohol in public is against the law. These actions have contributed to a safer environment in the North Lot.

FGI has also continued the following related public and fan safety initiatives:

- Portable restrooms are located on the perimeter of the North Lot, adjacent to the Florentine Condominiums, and within Occidental Park.
- Trash receptacles, including recycling bins, are located throughout the North Lot.
- The Seahawks and Sounders FC have implemented the Good Sport Designated Driver program, which allows fans to register at any Spectator Services booth and receive a "designated driver" armband and a coupon for a free bottle of water.

- The Seahawks and FGI also provide the Safe Ride Home program. A free taxi service for fans unable to drive home safely.
- Public Service Announcements from both Seahawks and Sounders players are played inside the stadium during the games reminding fans to treat the surrounding neighborhoods with respect.
- FGI and FGH Levy curtail alcohol service at the end of the 3rd quarter for daytime football games, the start of the 3rd quarter for night games and at the 75-minute mark for soccer matches.
- There are over 30 “Family Friendly” concession lines that will serve beverages other than alcohol.

Lumen Field’s tailgating policies also apply to college football games. In addition to enhanced coordination and communications through university administrators to inform fans of Lumen Field tailgating policies, additional efforts and specific measures were established to prevent consumption of alcohol by minors:

- Increased law enforcement presence in the North Lot and stadium.
- Spirit beverages were only sold in designated “gardens” as well as the Club and Suite sections. Spirit beverages were not sold in the general concession stands.

2023 Plan: Tailgating practices will be reviewed by FGI staff in consultation with community members, the PSA, the Liquor and Cannabis Board and other local authorities for continuous improvement.

Trash Collection

MUP Requirements exceeded in 2022

In compliance with the MUP, FGI has developed a trash collection and trash can maintenance program for the 500-foot perimeter surrounding the stadium. However, it is FGI’s practice to exceed this technical obligation by funding clean-up beyond the required perimeter. FGI contracts with employee-owned, environmental innovators Recology Cleanscapes to clean all the way to S. Washington Street to the north, 8th Avenue to the east, S. Holgate to the south and Alaskan Way to the west after each Seahawks game.



FGI strives to exceed community service expectations.

2023 Plan: FGI intends to continue providing clean up services which surpass its formal obligation once normal operations have resumed.

Public Restrooms

Following Covid-19 Protocols, PSA Board Resolution 148 was met beginning in 2022

Public Stadium Authority Board Resolution 148 contains an agreement in principle between FGI, the PSA, and neighborhood representatives surrounding Lumen Field to open the stadium restroom along Occidental Avenue S. during regular weekday business hours. Two restrooms inside the North Plaza are also open for public use during the week.

2023 Plan: FGI will honor its commitment to Resolution 148 into the future.

Coordination in Scheduling Events

Schedule coordination was active throughout 2022

FGI and the Seattle Mariners work closely with one another to coordinate sporting events and other activities at T-Mobile Park and Lumen Field and Event Center. Each year FGI and the Mariners submit a joint calendar to the City of Seattle and local neighborhood groups with a full listing of events. The goal is to eliminate unwelcome surprises and minimize the impact of vehicle and pedestrian traffic within downtown Seattle. It should be noted that schedule coordination is becoming increasingly complex as both stadiums host additional sporting events, concerts and community activities.

Seattle Sounders FC has taken on the added step to coordinate with Major League Soccer to design staggered start times with the Seattle Mariners to avoid heavy levels of congestion.

FGI also works in close coordination with the City of Seattle Special Events Committee to understand the bigger picture for all major public events in the city. Each week there is a coordination meeting wherein representatives from FGI, the Mariners, the Seattle Department of Transportation (SDOT), Washington State Department of Transportation (WSDOT) and other public agencies convene to ensure that communication is ongoing and effective.

2023 Plan: Schedule coordination activities will continue in 2023 with both Lumen Field and Event Center and T-Mobile Park working closely with the community to mitigate unwanted impacts of the stadium facilities once business operations resume.

Seattle Fire Department

Full compliance with the Fire Department directives in 2022

FGI staff coordinate closely with the Seattle Fire Department on permitting and the regulation of facility events to ensure that all ingress, egress, and life-safety procedures conform to the City's public safety standards for public assembly facilities.

2023 Plan: Cooperation, coordination and compliance will continue in 2023.

Transportation Management Plan

The Lumen Field TMP was submitted in September 2022, approved in October 2022

FGI, the Seattle Seahawks, the Seattle Sounders FC, and OL Reign encourage the use of public transportation to facility events to lessen traffic congestion and promote a healthier environment. Transportation information can be found on the following websites:

[Seahawks Transportation Guide | Seahawks.com](#)
[Sounders Transportation Guide | SoundersFC.com](#)
[OL Reign Transportation Guide | OL Reign.com](#)

2023 Plan: FGI will continue traffic and parking management planning along with public transportation promotion in 2023.

Naming Rights and Special Team Covenants

Naming Rights Agreement with Lumen, Inc.

\$4.2 million remitted to the PSA in 2022

The Seattle Seahawks and Lumen, Inc. forged an agreement for stadium naming rights that was approved by the Public Stadium Authority in 2004. The Master Lease stipulates that the funds derived from the naming rights agreement are to be used for the maintenance and modernization of Lumen Field and Event Center. Over the term of the agreement, the average naming rights payment to the PSA will increase at a rate of 2.8% annually. Lumen, Inc. extended their naming rights contract in March 2017 for an additional 15 years until March 2034.



2023 Plan: The Naming Rights agreement contains a yearly increase of 2.8% for the duration of the contract.

Affordable Ticket Prices

The season and single game goals were met for the 2021 NFL Season for which the report was submitted in May 2022.

The Master Lease requires that the Seattle Seahawks offer at least 10% of the seats at the stadium at a price which is not greater than the average of the lowest ticket prices charged by all NFL teams. At the conclusion of the 2021 NFL season, FGI and the Seahawks submitted an “Affordable Priced Seat Report” to the PSA. Per this report, the average lowest price for National Football League tickets for the 2021 season was \$68.04 for season tickets and \$85.29 for single game tickets. 5.03% of Seahawks spectator seats were available at or below this price for season tickets packages and 5.64% of those seats were available on a single game basis.

2023 Plan: The affordable ticket program will continue in 2022 season and beyond.

Public Lottery/Lorraine Hine Suite

180 Seahawks fans won suite access in 2022 - 3,680 fans since 2002

528 Sounders fans and community partners won suite access in 2022 - 3,804 fans since 2009

In July 2017, the Public Lottery/12th Man Suite was renamed the Lorraine Hine Suite in honor of the Public Stadium Authority’s first board chair and her 50 years of public service. The Lorraine Hine Suite provides the Seahawks, the Sounders FC and FGI with an opportunity to give back to fans for their strong support of both franchises. Winners are drawn from ticket holders who submit online and in-stadium entries. Each selected winner is awarded 4 seats to the suite for an upcoming game. These fans have the opportunity to watch a contest from prime viewing while also enjoying complimentary food, non-alcoholic beverages, and parking.

2023 Plan: Seahawks and Sounder FC fan opportunities to win access to the Suite in 2023.

Playing All Home Games at Lumen Field

Ongoing Plan: All Seahawks home games will be played at Lumen Field barring temporary lapses due to damage or destruction of the facility or home games scheduled elsewhere by the League.

Super Bowl Acquisition

Ongoing Plan: FGI will continue to support the PSA in any efforts to host the Super Bowl.

Soccer at Lumen Field



Photo Credit: OL Reign

2022 was an exciting year for Seattle soccer and soccer fans. First, OL Reign became the latest tenant at Lumen Field. FGI and FGH Levy hosted 15 pre, regular, and post season matches with an average regular season attendance of 6,048 and a record setting playoff match attendance of 21,491 on October 23, 2022. “Our club drastically changed,” said Reign COO Vincent Berthillot. “We’ve grown our attendance in the stadium. We’ve been able to grow our fan base. The match-day experience for players and fans was vastly improved.” OL Reign won the NWSL Shield awarded to the team finishing the year with the best regular season record. FGI is delighted to have OL Reign and their fans back in the stadium for 2023.



Photo Credit: Seattle Sounders FC

Seattle Sounders FC continued to thrill their fans and fill Lumen Field in 2022. On May 4, 2022, Sounders FC defeated Mexico in the CONCACAF Championship League (CCL) final where attendance set a CCL record of 68,741. With this win, Sounders FC became the first MLS team to win the CCL. FGI and FGH Levy hosted a total of 21 CONCACAF, pre, and regular season MLS matches at Lumen Field with an average regular attendance of 33,607.

The Seattle Sounders FC and FGI worked diligently together on the 2026 FIFA World Cup bid. We were rewarded June 16, 2022, when we were named as a North American host city.

World Cup Bid

From the time Washington state voters first approved the referendum to build Lumen Field in 1997, hosting world-class events was the goal. The legislation authorizing public funds and

governing the public ownership of Lumen Field specifically called out the ability to host the FIFA World Cup. We like to say, “we were built for this.”

Sustainability is at the core of how we host and manage events at Lumen Field. We will endeavor to operate a zero waste and carbon neutral event for the FIFA World Cup 2026. Over the course of the past 20 years, the stadium has been internationally recognized for its various community and sustainability programs, including winning a 2018 Sustainability & Community Impact Award at the International Stadium Business Summit in London.

Our preparation work for hosting the World Cup has already been begun.



Appendix

Contents of the Public Benefits Report and Plan

The reporting requirements for the Public Benefits Report and Plan are laid out in two authorizing documents: the 1998 Master Lease Agreement and the 1998 Master Use Permit.

The **Master Lease Agreement** contains the obligation to report on the following elements:

- Playing all home games at the stadium
- Affordable priced seats
- Suite lottery
- Coordination in event scheduling
- Cooperation with obtaining Super Bowl event
- Prevailing wages
- Women and Minority Business Enterprise
- Hiring local residents
- Master Use Permit required mitigation and annual reporting
- Audit financial statements
- Major League Soccer
- Provision for PSA office space
- Neighboring community meetings
- Protection of tax-exempt bonds
- Project art
- Comply with all laws
- Lottery promotion (ended in 2020)

The **Master Use Permit** contains the obligation to report on the following elements:

- Post-game trash collection
- Traffic control
- Traffic Mitigation Plan
- Participation in Parking and Access Review Committee (PARC)
- Cooperation with Seattle Fire Department