



REGIONAL ECONOMIC IMPACT

SEATTLE SEAHAWKS / SEATTLE SEAHAWKS / SEATTLE SEAHAWKS



SUMMARY IMPACTS

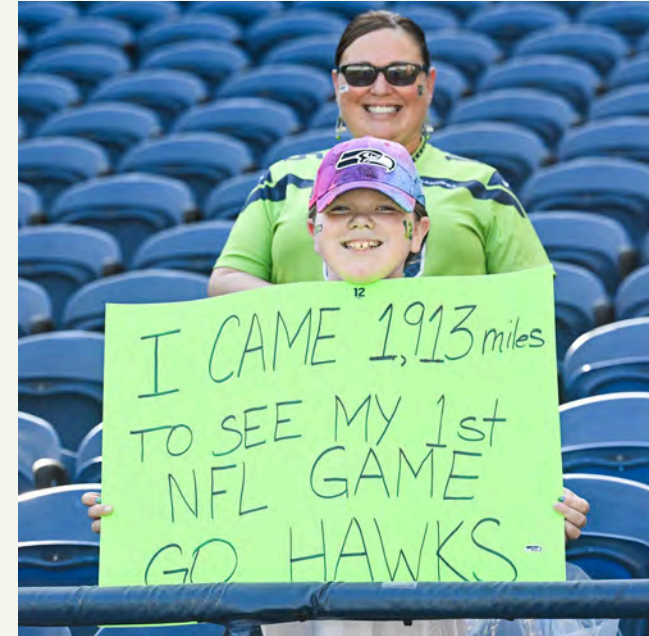
- **2,037,000** visitors annually
 - 1,059,240 from **outside** King County
- Overnight visitors are more likely to spend on hotels, dining, bars, retail and parking.
- **\$60.3M** annually in visitor spending

TOTAL ECONOMIC IMPACTS

\$306M Business Sales Annually

2,000 Jobs Supported Annually

\$180M Taxes Since 2002



STATEWIDE & KING CO. IMPACTS

- Seahawks Total Economic Impact:
 - **Direct Spending** (onsite investments, offsite visitor spending)
 - **Indirect Impacts** (upstream & downstream business-to-business, supply chain transactions)
 - **Induced Impacts** (employment-based income from workers in direct & indirect activities)

- Lumen Field Economic Impacts, Onsite Activities & Visitor Spending - **Statewide**

	Direct	Indirect	Induced	Total
Employment	1,170	240	590	2,000
Labor Income (mils \$)	\$54.6	\$15.8	\$34.1	\$104.5
Output (mils \$)	\$152.7	\$50.3	\$103.1	\$306.0



- Lumen Field Economic Impacts, Onsite Activities & Visitor Spending - **King County**

	Direct	Indirect	Induced	Total
Employment	1,170	220	360	1,750
Labor Income (mils \$)	\$54.6	\$13.9	\$20.8	\$89.3
Output (mils \$)	\$152.7	\$41.3	\$62.4	\$256.3



HIGH HOTEL OCCUPANCY RATES

- Fall/Winter Saturdays
 - **91%** occupancy Saturday nights before Sunday home game vs. 76% Saturday nights no Sunday home game
- Fall/Winter Sundays
 - **88%** occupancy Sunday nights following home game vs. 62% Sunday nights no home game

2022 Denver Broncos MNF game saw **96%** weekend occupancy in Downtown Seattle



STATE & LOCAL TAXES

- **\$180M** since 2002
- **\$52M** (2016 – 2019 Pre Covid-19)
- Taxes include:
 - Parking & Admission Taxes
 - Business & Occupation Tax
 - Retail Sales Tax
 - Leasehold Excise Tax



20% of annual Event Center & WAMU Theater net profit goes to the
State of Washington Permanent School Fund

- **\$5.3M** since 2002
- **\$510,000** annual average over 4 years prior to COVID-19



FIFA WORLD CUP 2026

- Lumen Field intentionally built to host World Cup soccer games
 - 1997 Referendum 48 required a stadium suitable for World Cup soccer
- Lumen Field selected as **1 of 11** U.S. stadiums to host WC 2026
- **\$160M - \$500M** in incremental regional economic activity
- Will bring regional economic benefit on an unprecedented scale



COMMUNITY INVESTMENTS

Our Mission

Using our unique and powerful platform, we educate, empower, and encourage our region's youth, support and celebrate our local military communities, drive youth aspiration to play the game of football, build equitable programs to support community partners in social justice and inclusion efforts, and create meaningful connections between our past and present team and fans throughout the Pacific Northwest and beyond.

Areas of Focus



Our 2021 Impact by the Numbers

109

Players & Legend Community Appearances

147

Community Events

\$1,803,068

Cash Donations

228

Charitable Organizations Supported

16,234

In-Kind Items Donated



- **\$42M** - Community Outdoor Athletic Facilities Fund
- **\$300,000** – Annually to InvestEd
- **\$250,000** – Commitment to Girls High School Football
- **\$1.3M** – Seahawks Players Equality & Justice for All Action Fund
- **\$4.8M** – Spirit of 12 Program since 2004
 - 2022 transition to 50/50 Electronic Raffle Program
 - Targeting \$70,000 jackpot per game (\$700,000 per season)



THANK YOU

