

Public Facilities District Board

Board Members: Mike Miller - Jeff Piecewicz - Lew Sellers – Randall Smith – Carmen Goers

Officers: Chair, Mike Miller – Vice Chair, Jeff Piecewicz, Secretary, Lew Sellers

Staff Representatives: Treasurer, Aaron BeMiller - Kimberley A. Komoto

January 31, 2019

4 p.m.

**Location: accesso ShoWare Center
625 West James Street
Kent, WA 98032**

<u>Item</u>	<u>Description</u>	<u>Action</u>	<u>Speaker</u>	<u>Time</u>
1.	Call to order		Mike Miller	1
2.	Roll Call		Mike Miller	1
3.	Changes to the Agenda MOVE TO APPROVE THE AGENDA		Mike Miller	1
4.	Approval of Minutes dated October 25, 2018 MOVE TO APPROVE THE MINUTES DATED OCTOBER 25, 2018	Yes	Mike Miller	1
5.	Nomination and Election of Officers <i>Nominations of Chair, Vice Chair and Secretary from the floor, followed by election of the officers</i>		Mike Miller	10
6.	Financial Reports A. City of Kent B. accesso ShoWare Center	No	Aaron BeMiller Arletta Voter	10
7.	Operational Updates: A. General Manager B. Marketing Update C. City of Kent Update	No	Tim Higgins Erin Buck Kurt Hanson	15
8.	Seattle Thunderbirds Update A. Sales, Marketing and Attendance B. Advertising and Suite Sales	No	Colin Campbell	10
9.	Other Business		Mike Miller	1
10.	Adjournment	Yes	Mike Miller	1

Unless otherwise noted, the Public Facilities District meets at 4 p.m. on the last Thursday of each quarter at the accesso ShoWare Center, 625 West James Street, Kent, WA 98032.

For additional information please contact Kimberley A. Komoto, City Clerk at 253-856-5728 or via email at Kkomoto@KentWA.gov.

Any person requiring a disability accommodation should contact the City Clerk's Office at 253-856-5725 in advance. For TDD relay service call Washington Telecommunications Relay Service at 7-1-1.

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Approval Pending

Date: October 25, 2018
Time: 4 p.m.
Place: accesso ShoWare Center
Other

Attendees: SMG General Manager, Tim Higgins
SMG Director of Marketing, Erin Buck
SMG Finance Director, Arletta Voter
City of Kent Finance Director, Aaron BeMiller
City Attorney, Arthur "Pat" Fitzpatrick
City of Kent Economic and Community Development Director, Kurt Hanson
City Clerk, Kimberley A. Komoto

Agenda:

1. Call to Order

The meeting was called to order at 4 p.m., with Mike Miller presiding.

2. Roll Call

Carmen Goers – Present
Mike Miller – Present
Lew Sellers - Present
Randall Smith - Absent
Jeff Piecewicz – Present

3. Changes to the Agenda

Carmen Goers moved to approve the agenda, seconded by Jeff Piecewicz.
The motion passed unanimously with a vote of 4-0.

4. Approval of Minutes dated July 26, 2018

Sellers moved to approve the minutes dated July 26, 2018, seconded by Piecewicz.
The Motion passed unanimously with a vote of 4-0.

5. Financial Reports

A. City of Kent. Aaron BeMiller reviewed the accesso ShoWare Center operating fund ending September 30, 2018, the Kent Special Events Center Public Facilities District Fund ending September 30, 2018 and the Kent Public Facilities District Sales Tax Collections – Inception through September 30, 2018.

BeMiller provided details regarding the Financial Statements Auditor Report for the City of Kent Special Events Center Public Facilities District for the period January 1, 2017 through December 31, 2017. BeMiller advised that there were no audit findings and that this is considered a "clean audit."

Approval Pending

B. accesso ShoWare Center. Arletta Voter provided details of the accesso ShoWare Center Income Statement for the quarter ending September 30, 2018, including direct event income, ancillary income, other event income, other operating income, indirect expenses, net income from operations, admission tax and net income. Overall, the center is \$387,184 better than budget and utility expenses continue to track less than budget due to the updated LED lighting.

6. Operations Update

a/b. General Manager/Marketing Update. Tim Higgins provided information on rebranding the concessions stands and the need for providing Wi-fi access arena-wide.

Erin Buck provided the Public Facilities District marketing update, including total attendance, website traffic, social media activity and email marketing.

Buck conveyed Pollster ranked the accesso ShoWare Center 135th in the Worldwide Ticket Sales Top 200 Arena Venues and 85th in North America.

Buck reviewed highlights from the third quarter of 2018, including sell outs and the various private and catering events.

Buck provided details on the third and fourth quarter of 2018 ticketed events, community and catering events and non-hockey announced events.

B. City of Kent. Kurt Hanson provided details regarding the accesso ShoWare Center capital additions to the City's proposed 2019-20 Biennial Budget. The board discussed how any fund received in 2021 from King County would be allocated.

7. Seattle Thunderbirds Update

In Colin Campbell's absence, Lew Sellers provided an update on the Thunderbirds new players, their record, attendance and the positive impacts an NHL team would have on hockey regionally.

8. Other Business

None

9. Adjournment

Sellers moved to adjourn the meeting and Goers seconded the motion. The motion passed unanimously with a vote of 4-0.

Meeting adjourned at 4:40 p.m.

Kimberley A. Komoto
City Clerk/Board Secretary
October 25, 2018



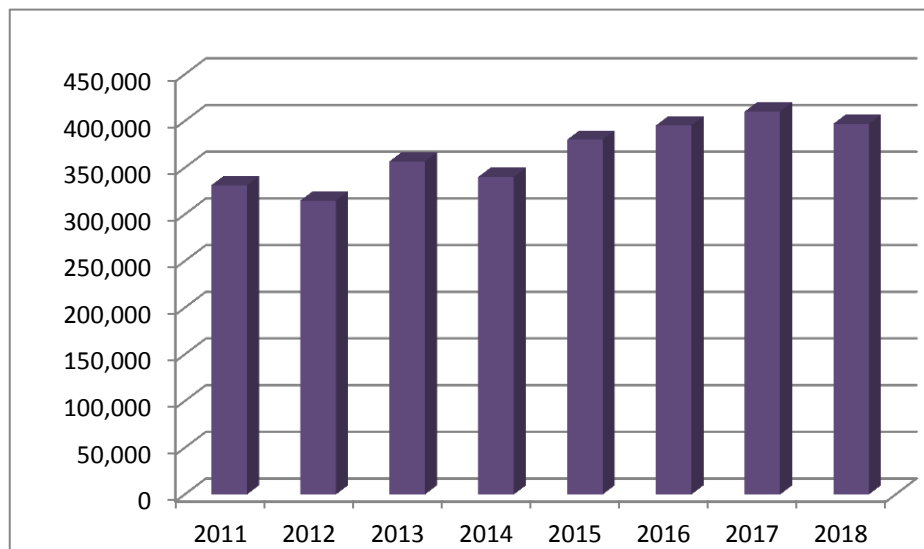
accesso ShoWare Center

PFD Marketing Update – January 2019



Total Attendance in Building

- 2011 –331,355
- 2012 –314,853
- 2013 –356,702
- 2014 –340,238
- 2015 –380,116
- 2016 –395,368
- 2017 – 410,241
- 2018 – 397,124



- Even though we were down in overall attendance from 2017 to 2018 we had a higher average spend on each ticket purchased, giving us the highest collective admission tax since the building opened.
- Overall the venue was named in the top 200 venues worldwide in the trade magazine “Pollstar” being positioned 155 internationally and 102 in the United States.

accessoShoWareCenter.com Statistics

Homepage for 2018

- Users on Website in 2018 – 185,662 (new users this quarter – 52,659, up over 20,000 new users this quarter from Q3!)
- Page views for Q4 in 2018 – 146,156 (up over 65,000 from Q3)
- 75,283 sessions have been started on our website this quarter (up almost 30,000!)
 - Our reach into Seattle has grown immensely this quarter with over 30% of our users being within that cities DMA
 - Our mobile presence has grown this quarter to 62% of our patrons getting to our website through a mobile device, meaning our social is expanding its reach
 - Hometown holiday and Disney on Ice were the top two event pages visited on our website for Q4

AS OF TODAY – Social Media statistics: @accessoShoWareCenter

- **Facebook:** 15,281 / some organic posts reaching over 55,000 people / reaching more into the Seattle market daily
 - The variety of shows and sporting events we are bringing into the building are becoming more diverse allowing us to bring in new and different patrons on our Facebook each quarter. For example, announcing shows like 2Cellos right behind an A\$AP Rocky Tour and the different interactions we are seeing patron wise is showing a spike in diversity among our patrons.
- **Twitter:** 2,112 Followers / Averaging 42,500 monthly impressions / In Q4 had over 170,000 impressions leading 2,915 people to our events page
 - Usually twitter is how we reach out TBirds fans, and while a lot of our top tweets and mentions are still within the TBirds platform, we are seeing more interaction with our show announcement tweets
- **Instagram:** 1,274 followers / seeing a rise in interaction overall on this platform
 - Instagram continues to grow with our younger followers with a majority of our followers between the ages of 25-34 but our 18-24 year old followers continues to grow with the hip-hop shows & other newer artists we are bringing to the venue.

AS OF TODAY – Email Marketing information:

- 129,578 active email subscribers in database (up 5,166)
 - Our email database is the most important data we can work with. This data allows us to leverage 1st party social media campaign data and allows us to really target on-sales to the correct customers. We continue to grow this database allowing us to really reach the correct patrons and bring new “look-a-like” audiences to the building
 - We did a “Season of Giving” holiday giveaway campaign that allowed us to grow our bottom line within our email marketing platform over the month of January. We saw the highest amount of email interactions with this campaign and credit this campaign to the large rise in emails.

accesso ShoWare Center News / Highlights for Q4 2018:

- The Wolf's Hometown Holiday was the most successful show we have had in the building yet! With a killer line-up of Luke Combs, Maren Moris, Kelsea Ballerini, Brtohers Osborne, Jordan Davis & Mitchell Tenpenny the show SOLD OUT bringing in over largest amount of patrons yet for this show.
- Disney on Ice returned with "Disney on Ice presents: Dare to Dream" on November 1st – 5th with 10 shows. The profit on this show continues to rise year over year along with attendance numbers.
- The Seattle Thunderbirds brought 17 home games into the venue against a variety of opponents
- Newsboys returned to the venue for a SOLD OUT show with their UNITED tour which featured both the new lead vocalist of the band and the past lead singer of the band, giving fans a one of a kind experience
- Seattle U Men's Basketball brought two games to the venue in Q4 playing their homecoming game on November 11th and a game against WSU on November 14th.
- Up and coming rapper RUSS finished his "I See You Tour Part 2" at the venue on November 15th growing the hip-hop scene in the Kent area
- Tacoma Stars has their season home opener on December 1st where they took down Turlock Express in a 7-1 shootout. The team brought in 4 games total after kicking off their season December 1st and will continue to play at the venue through March 2019
- The Regional Mexican Band, Los Inquentos Del Norte returned to the venue bringing a night of dancing to patrons
- The New York based Hip-Hop media group 88rising brought there esteemed line-up to the venue this past October featuring some of hip-hop's newest names like Joji, Rich Brian & Higher Brothers. With 8 acts on stage in one night, this show drew a large Seattle based crowd
- Les Schwab hosted their annual Toy Drive Round Up event at the venue where Q13 FOX came in and recorded all of the toys donated to the Les Schwab Toy Drive being brought to

accesso ShoWare Center and divided to be brought out to local charities. Our catering department fed the entire working team during this event.

- King 5's Evening Magazine came to the venue before Disney on Ice to feature the show and the venue on their editorial show, showcasing not only the show but what the venue had to offer to the patrons attending
- The venue announced their first "Season of Giving" social giveaway event which giveaway a wide variety of tickets and merchandise for shows coming to the venue. The digital campaign spiked our social interactions around the busy month of December, added over 5,200 new emails to our email database and had over 96,000 email opens through the month long campaign.
- Q13 featured the venue in Q4 during their Community Spotlight on Kent speaking with our GM, Tim Higgins, and Assistant GM of the Seattle Thunderbirds, Colin Campbell about how the venue is a part of the Kent community.
- Shows announced during Q4
 - Sesame Street LIVE – January 26th, 2019
 - A\$AP Rocky – Feb 6th
 - 2Cellos – Feb 5th
 - Paw Patrol LIVE! – May 24th – 26th
 - Seattle Mist – May 11th & June 29th
 - Uncanny Comedy Fest with Hannibal Burgess – March 23rd

Q1 Ticketed Events

- January 3rd – 5th "Gut Check Challenge" – High School Wrestling Competition
- January 11th Tacoma Stars vs Monterrey Flash
- January 12th Tacoma Stars vs Ontario Furry
- January 18th Tacoma Stars vs San Diego Sockers
- January 19th Seattle Thunderbirds vs Victoria
- January 22nd Seattle Thunderbirds vs Spokane
- January 25th Seattle Thunderbirds vs Lethbridge



accesso
ShoWare

- January 26th Sesame Street LIVE! Let's Party! – 2 shows in one day
- January 27th Seattle Thunderbirds vs Kamloops
- February 1st Seattle Thunderbirds vs Everett
- February 3rd – 4th 2CELLOS Closed Rehearsals
- February 5th 2CELLOS: Let There Be Cello
- February 6th A\$AP Rocky: Injured Generation Tour
- February 8th Seattle Thunderbirds vs Portland
- February 9th Seattle Thunderbirds vs Medicine Hat
- February 10th WA First: First Robotics Competition
- February 12th Seattle Thunderbirds vs Tri-City
- February 14th Trey Songz Valentine's Concert
- February 15th Seattle Thunderbirds vs Red Deer
- February 16th Seattle Thunderbirds vs Everett
- February 17th Tacoma Stars vs San Diego
- February 23rd Seattle Thunderbirds vs Portland
- March 1st Tacoma Stars vs El Paso
- March 3rd Seattle Thunderbirds vs Tri-City
- March 5th – 6th CAA Closed Rehearsals
- March 7th Chris Tomlin: Holy Roar Tour
- March 8th Seattle Thunderbirds vs Victoria
- March 9th Seattle Thunderbirds vs Everett
- March 10th Tacoma Stars vs Turlock Express
- March 12th Seattle Thunderbirds vs Vancouver
- March 15th Tacoma Stars vs Ontario Fury
- March 16th Seattle Thunderbirds vs Portland
- March 23rd Lemonhaze Presents: Uncanny Comedy Fest with Hannibal Buress
- March 31st Tacoma Stars vs San Diego



Upcoming Q1 Community & Catering Events

- January 7th Aerospace Alliance Job Fair
- January 16th Employee Appreciation Event
- January 17th King County LinkUp Event
- January 20th Heritage Bank Breakfast & Speaking Event
- January 21st King Shootout: High School Basketball Tournament
- February 26th High School Leadership Conference
- March 28th Quarterly catered CAMPS Meeting