



seafair

# 2020 ANNUAL REPORT



2020 was a difficult year for many organizations and Seafair was no exception. With live events shutdown globally, Seafair made the difficult decision to furlough all staff in June, except for the President & CEO, who was kept on at a reduced salary to guide Seafair into 2021.

Seafair was able to pivot with the help of a PPP loan of \$157,500 that allowed the staff to remain on for an additional eight weeks to produce a successful Virtual Festival, complete with online activities as well as a few live events, all while following COVID protocols, ensuring that Seafair stayed connected with the community.

Our key sponsors also stood by Seafair with financial support in addition to promotional support from our media partners.

On January 1, 2020, the Seafair 501c4 (the nonprofit that was started in 1950) and the Seafair Foundation 501c3, merged to become one organization – the Seafair Charitable Foundation. This multi-year project allowed Seafair to bring the festival together under one organization and provide new opportunities for fundraising and integrate the Seafair Foundation events into the Seafair Festival.

For 2020, the Seafair Charitable Foundation revenues were \$702,803 with expenses at \$823,762.



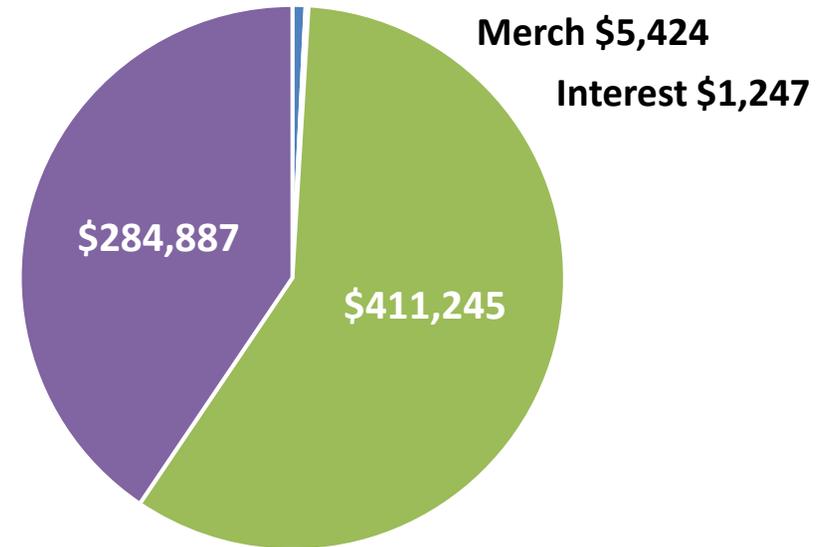


## A Distinctly Seattle Festival

Since 1950, nothing has been more synonymous with summer in Seattle than Seafair. Before the Seahawks and Mariners called Seattle home, before the 1962 World's Fair that gave us the iconic Space Needle, Seattle celebrated Seafair. Today, the non-profit Seafair has grown into a multi-week festival with events across the Puget Sound touching more than two million people. Times may have changed since its inception, but the core values of Seafair remains dedicated to being a volunteer and community - driven festival and a catalyst for creating events and experiences that celebrate the best parts of living here.

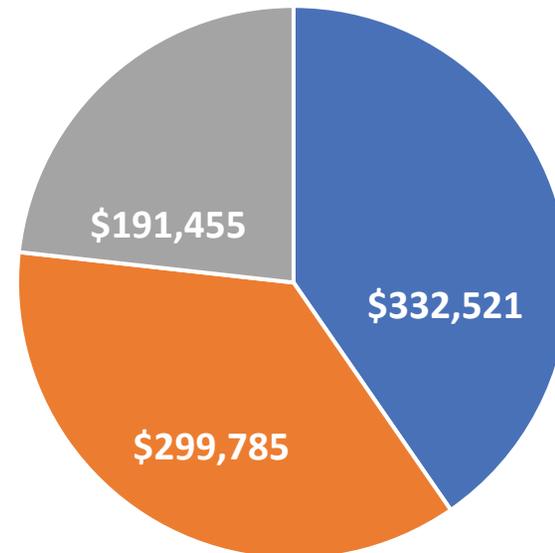
For fiscal year ending December 31, 2020

**REVENUE = \$702,803**



■ Merchandise ■ Interest ■ Sponsorship & Gifts ■ Seafair Foundation Assets

**EXPENSES = \$823,762**



■ General & Admin ■ Marketing & Fundraising ■ Programming

[Link to our GuideStar Profile HERE](#)





# BY THE NUMBERS...

## From July 1 – August 20, 2020



100,000+ unique engagements on social media.



25,000+ unique website visits.



20,000+ watched online encore presentations of the Seafair 4th, Alaska Airlines Torchlight Parade, and Seafair Weekend.



Over 10,000 copies of our Commemorative Magazine were distributed throughout the community.



We received over \$174,000 in radio support on six iHeart radio stations for our sponsors and promotions.

# HIGHLIGHT...

## TV SPECIALS

Our television partner KING TV  
aired two hour-long specials:

The Seafair Family Fourth  
Flashback  
(aired July 4<sup>th</sup>)

&

Classic Thunder – the Seafair  
Hydros Special  
(aired August 1<sup>st</sup>, August 2<sup>nd</sup>, and  
August 15<sup>th</sup>)

Over 160,000 people watched the  
TV specials.



**seafair**  
**FAMILY FOURTH FLASHBACK**  
 BROUGHT TO YOU BY

Alaska AIRLINES    amazon    iHeartMEDIA  
 CapitalOne    [HomeStreet]Bank    BOEING

**K5**



**CLASSIC THUNDER**  
 THE SEAFAIR HYDROS SPECIAL

SPONSORED BY

Alaska AIRLINES    amazon    BOEING  
 CapitalOne    [HomeStreet]Bank    iHeartMEDIA



# HIGHLIGHT...

## SEATTLE FLEET WEEK

The US Navy proclaimed the Virtual Seattle Fleet Week the "most impactful Navy virtual outreach event to date"

Seattle's numbers beat the Virtual New York Fleet Week in May  
(4.2 million impressions)

Seattle Fleet Week by the Numbers:

- 6.3 million social media impressions
- 2.7 million traditional media impressions
- 150 products produced by 22 organizations and 36 Navy commands



**FLY ALONGS**



**MORNING COLORS**



**MASTER CLASSES**



**VIRTUAL TOURS**

# HIGHLIGHT...

## SUMMER OF SERVICE

Each week we encouraged people to be a service to their community through social media.

We partnered with a different non-profit each week to provide a place for people to focus their efforts to support each other in the community.

FOOD  
LIFELINE





Seafair Festival

Published by Patrick Harrison · August 2 at 7:51 AM

Seafair embodies community and celebrating what it means to live in the Puget Sound region. In spite of pandemic-related limitations, Seafair fans, volunteers, and neighborhoods can celebrate by giving back to the community with a positive, meaningful impact. Look here each week in August as we feature a local non-profit and detail how you can help them.

WEEK ONE: FareStart August 2-6

How can you help? FareStart is a real solution to some of our society's most pressing challenges; homelessness, joblessness, poverty and hunger. Our model works because we are both a social service provider and a social enterprise. We help people and create value for our community. But everything we do is fueled by people like you. Each willing to play a part in helping us transform lives. Visit [www.farestart.org/get-involved](http://www.farestart.org/get-involved) to see how you can give back. FareStart



FARESTART.ORG

Get Involved | Job Training Programs | FareStart

We can provide job training and placement opportunities to our Seattle neighbors in need because of community support.



Seafair Festival

Published by Patrick Harrison · August 9 at 8:13 AM

Seafair embodies community and celebrating what it means to live in the Puget Sound region. Despite pandemic-related limitations, Seafair fans, volunteers, and neighborhoods can celebrate by giving back to the community with a positive, meaningful impact.

This week we are shining the light on BloodWorks NW. We all know someone who has been saved by blood. Regardless of your eligibility to donate blood, you can save lives today in the Pacific Northwest with a financial gift ... See More



Seafair Festival

Published by Patrick Harrison · August 16 at 8:11 AM

Seafair embodies community and celebrating what it means to live in the Puget Sound region. Despite pandemic-related limitations, Seafair fans, volunteers, and neighborhoods can celebrate by giving back to the community with a positive, meaningful impact.

Here's who Seafair and iHeart are shining the spotlight on this week:

Food Lifeline August 16-20

Food Lifeline provides nearly 200,000 meals daily to individuals and families across western Washington. During this continu... See More



Seafair Festival

Published by Patrick Harrison · August 23 at 7:35 AM

Seafair embodies community and celebrating what it means to live in the Puget Sound region. In spite of pandemic-related limitations, Seafair fans, volunteers, and neighborhoods can celebrate by giving back to the community with a positive, meaningful impact. Each week this month we have highlighted one local organization that needs the community's support. FINAL WEEK: Mary's Place - August 23-27

Mary's Place is a nonprofit organization in Seattle that provides safe, inclu... See More





# HIGHLIGHT...

## WE BRING SEAFAIR TO YOU

Over five consecutive weeks, listeners from six iHeart stations voted Monday - Thursday on nominated neighborhoods to win a visit from Seafair to their community.

Each Friday, a winner was announced and Saturday morning a caravan of Pirates, Clowns, sponsors, and Hydroplanes created a ruckus driving through these communities. People cheered, waved, and took videos on their phones.

Our purpose was to bring surprise and delight where people live while staying safe within current COVID-19 regulations.





# 2020 EXECUTIVE COMMITTEE

Chair	Joel Andrus	Seattle Fire Department
Chair-Elect	David Crump	Crump Law Firm, PLLC
Past- Chair/ Governance	Michelle Rudd	Summit Trail
Treasurer	Deanne Ederer Emmons	Ederer Investment
Secretary	Maria Tringali	Avalara
Government Affairs	Natalie Quick	Natalie Quick Consulting
Alumni Advisory	Jimmy Collins	Jimmy Collins & Associates
Member-At-Large	Phontel Shami	The Boeing Company
Member-At-Large	Delmas Whittaker	Port of Seattle

## 2020 BOARD OF DIRECTORS

Pamela Anderson  
Jaymelina Esmele  
Mark Gleason  
Ken Grant  
Matt Kaslik  
Pearl Leung  
Lindsey Lundberg  
Michelle Pinson  
Carter Pope  
Steve Shaw  
DeLee Shoemaker  
Steve Sposari  
Keith Taylor  
Kedest Tesfagiorgis

Perkins Coie LLP  
Special Olympics Washington  
USI Insurance Services  
Viavace Leadership  
US Navy (Ret.)  
Vulcan Inc.  
Parker Staffing  
Washington Athletic Club  
Navy Federal Credit Union  
Work of Honor  
Microsoft  
SK Food Group  
Holland America Group  
Bill & Melinda Gates Foundation

## 2020 MILITARY LIAISONS

COL Mark Geraldi  
RADM Stephen Barnett  
RADM Anthony J. Vogt  
MG Randy George

U.S. Army Corps of Engineers  
U.S. Navy Region Northwest  
U.S. Coast Guard, District 13  
U.S. Army I Corps & JBLM