

seafair

2024 ANNUAL REPORT



DEAR SEAFAIR COMMUNITY,

As we reflect on the past season, there is so much to celebrate – most notably, Seafair's 75th Anniversary! This remarkable milestone is a testament to the enduring spirit of Seafair, and the passion of everyone who makes it possible. Though I joined the Seafair team in September after our 2024 season had come to a close, it took no time to see the energy, passion, and dedication of everyone who makes Seafair possible. Our Board of Directors, full-time and seasonal staff, sponsors, community partners, city agencies, and the hundreds of volunteers who give their time and resources are truly the heart of Seafair's success.

The 2024 season was marked by remarkable achievements, including welcoming Apollo Mechanical as the new H1 Title Sponsor, and reaching record-breaking attendance at Seafair Weekend Festival.

The season's biggest successes also include our first-ever Seafair Weekend VIP seating area, The Deck, which was open to the public. And our inaugural Blue Angels Walk Down at King County International Airport sold out, attracting approximately 1,500 fans throughout the weekend. These are just a couple of the enhancements made possible by our dedicated staff who work year-round to bring Seafair to life.

Seafair believes that vibrant, inclusive events have the power to unite communities, celebrate diversity, and inspire future generations. While festivals and events across the country and around the world face unprecedented challenges with rising costs, our 501(c)(3) nonprofit strives to ensure that every event includes a free component, keeping Seafair's traditions open to everyone. This would not be possible without the extraordinary support of our donors and sponsors.

We want to extend our heartfelt thanks to our previous President & CEO, Eric Corning, for his years of leadership and dedication to Seafair. We are grateful for Eric's commitment to preserving the spirit of this festival and guiding it through a global pandemic and into the 2024 season with great success.

Looking ahead, our focus for the 2025 season is to make Seafair **Bigger. Better. Bolder.** Our team has been hard at work since our last season ended, planning exciting new events and experiences that will elevate Seafair's impact and continue the traditions that make it the highlight of Seattle's summer. We can't wait to share what's in store.

Thank you to everyone who has played a part in this journey. Your support and enthusiasm make Seafair truly special. Here's to a fantastic 2025 season!

With gratitude,



Emily Kang Cantrell

President & CEO
Seafair Charitable Foundation

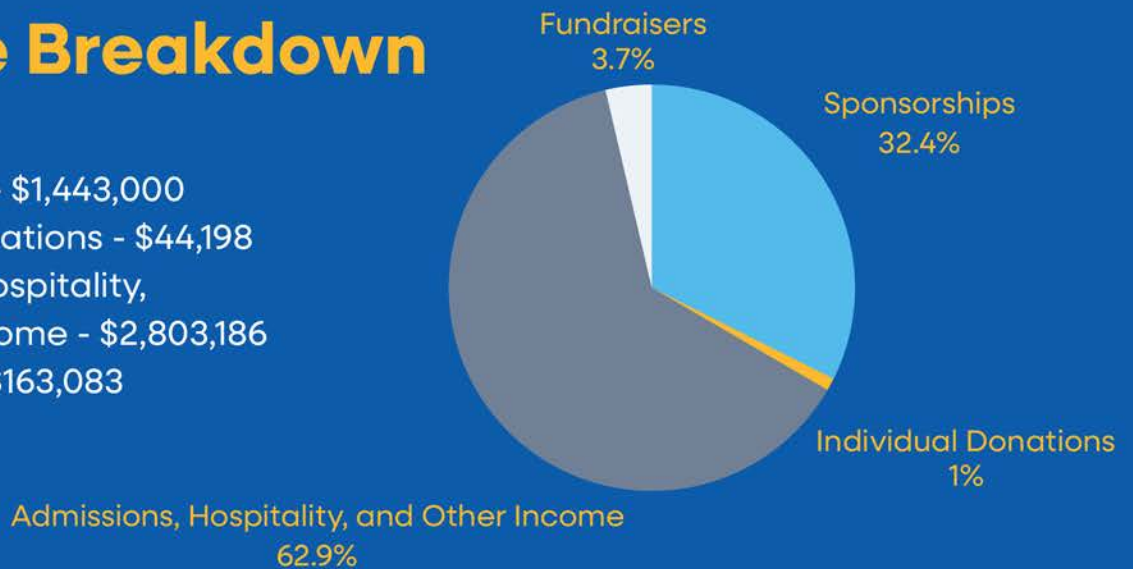
FINANCIAL OVERVIEW

Fiscal Year ending December 31, 2024

Revenue Breakdown

\$4.453M

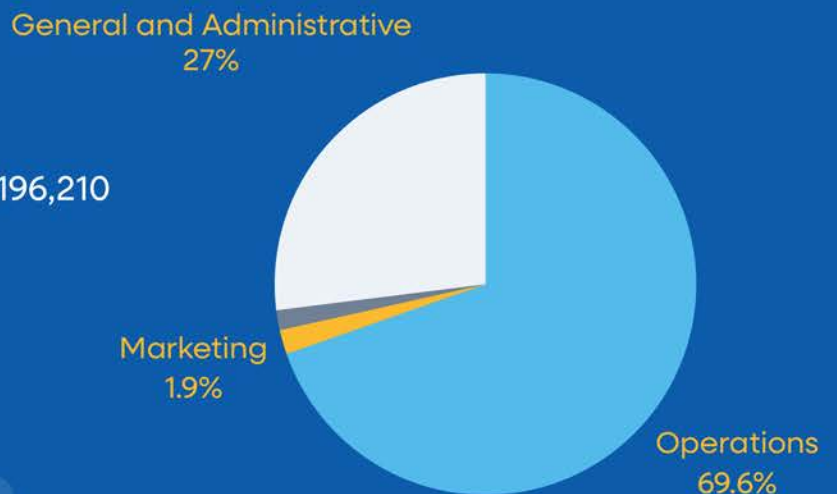
- Sponsorships - \$1,443,000
- Individual Donations - \$44,198
- Admissions, Hospitality, and Other income - \$2,803,186
- Fundraisers - \$163,083



Expense Breakdown

\$4.435M

- Operations - \$3,088,294
- Marketing - \$82,706
- Programming - \$67,781
- General and Administrative - \$1,196,210



*Revenue and expenses exclude non-cash items, which are disclosed separately in Seafair Charitable Foundation's IRS Form 990.

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4th of July Brought To You by Amazon

July 4, 2024

Estimated Attendance: 60,000

Seafair's 4th of July celebration once again lit up Seattle's skies and spirits, drawing over 60,000 attendees to Gas Works Park, Lake Union Park, and the surrounding areas. This beloved holiday tradition offered a full day of entertainment—including live music, food vendors, family activities, and community programming—all leading up to a breathtaking, musically choreographed fireworks display over Lake Union.

In 2024, we expanded the celebration by adding a new premium experience on Lake Union with a brand new fireworks cruise on the Trek Ferry. Guests aboard the cruise enjoyed a festive atmosphere complete with a private bar, DJ-curated playlist synced to the fireworks soundtrack, and interactive games on deck—providing a one-of-a-kind view of the show and an unforgettable way to celebrate Independence Day in the heart of Seattle.

EVENT HIGHLIGHTS





Alaska Airlines Seafair Torchlight Parade

July 27, 2024

Estimated Attendance: 75,000

The Alaska Airlines Seafair Torchlight Parade marked a major milestone in 2024, celebrating Seafair's 75th anniversary. As we honored decades of tradition, community pride, and cultural expression in the heart of Seattle, we proudly recognized the Seafair Pirates as this year's Parade Marshals, celebrating their enduring legacy and spirited commitment to the Seafair community.

More than 100 vibrant parade entries lit up 4th Avenue with colorful floats, cultural performances, marching bands, and community groups representing the rich diversity of the Pacific Northwest. For the second year, we also hosted a Pre-Parade Festival at Westlake Center, welcoming families to enjoy live entertainment, food vendors, and interactive activities—setting the tone for a magical afternoon of celebration.

The Torchlight Parade remains a cherished tradition that brings together generations of attendees, celebrating what makes Seattle shine.

EVENT HIGHLIGHTS





August 4-6, 2024

Seafair Weekend Festival at Genesee Park continues to be Seattle's signature summer celebration—combining the thrill of H1 Unlimited hydroplane racing, the awe of the Boeing Seafair Air Show, and the energy of a waterfront festival all in one unforgettable weekend.

This year also marked the launch of The Deck, a brand-new premium experience that gave festivalgoers an elevated view of the action, complete with exclusive seating, hospitality, and unmatched views of both the races and the air show.

From live music and local food vendors to family-friendly activities, Seafair Weekend captures the best of Pacific Northwest culture, tradition, and summertime fun. It's more than an event—it's a celebration that brings the entire region together.



Seattle Fleet Week & Boeing Maritime Celebration

July 30 - August 4, 2024

Public Ship Tours

USS Sampson:	U.S. Coast Guard:
2023 - 4,458 Visitors	2,873 Visitors
2024 - 5,134 Visitors	

In 2024, Seattle Fleet Week welcomed one U.S. Navy ship, and one U.S. Coast Guard Cutter at Pier 46.

This celebration started with the Parade of Ships through Elliott Bay, followed by a week of events where the public had the opportunity to meet the sailors and guardsmen, enjoy free music and exhibits, and tour ships at Pier 46.

Hundreds of sailors were able to enjoy some free time in downtown Seattle, and even donned their whites for a Seattle Mariners game.

EVENT HIGHLIGHTS



Seafair Holiday Cruise

December 8, 2024

Estimated Attendance: 750

This year, over 750 guests, chaperones, and volunteers came together to create an unforgettable holiday cruise experience. Independent boaters, charter operators, and local yacht clubs generously donated their time and vessels to host 600 guests with disabilities. The boats, decked out in festive holiday lights, offered entertainment, gifts, candy canes, visits from Santa, and even a few pirates!

A special thanks to our new sponsor, PROVAIL, for helping ensure the evening was filled with joy, connection, and holiday cheer.



COMMUNITY EVENTS



Alki Art Fair

Ballard SeafoodFest

Burien 4th of July Parade

Cajun Fest

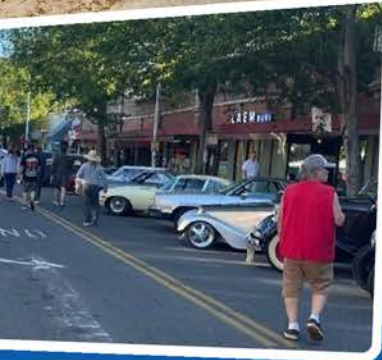
Celebrate Shoreline

Covington Days Festival

Des Moines Seafair Waterland Festival

Downtown North Bend Block Party

Duvall Days



Greenwood Car Show

Kent Cornucopia Days

Lake City Summer Festival and Parade

Magnolia Summerfest and Seafair Parade

Nia Festival & Parade



Pirates Landing

Pista sa Nayon

Salmon Days

SCMS Summer Festival 2024

Seafair Greenwood Parade

Seafair Indian Days Powwow

Seattle Bon Odori



Seattle Chinatown Parade

Seattle Dragon Boat Festival

Seattle Summer Music Games

Tour de Terrace

Umoja Fest

Wallingford Parade

West Seattle Grand Parade

West Seattle Summer Fest



COMMUNITY IMPACT

Seafair is more than a summer celebration—it's a year-round commitment to uplifting our region. Through inclusive programs, local partnerships, and hundreds of dedicated volunteers, we create meaningful impact across the Pacific Northwest.

Blue Angels Community Outreach

In 2024, the Blue Angels connected with local youth and families through visits to the Museum of Flight's ACE program, Navy Sea Cadets, UW Olympic House, and the Make-A-Wish Foundation—showing that their greatest impact happens on the ground.

Access for Summer Programs

Seafair partnered with nonprofits to provide free reserved seating for the Alaska Airlines Seafair Torchlight Parade and free admission to Seafair Weekend, including exclusive pit access.

Holiday Cruise

With support from new sponsor PROVAIL, this year's Holiday Cruise brought together hundreds of guests and more than 100 volunteers, expanding accessibility and joy for individuals with disabilities.

Seafair Family Groups

Seafair's five Family Groups—Clowns, Pirates, Commodores, Parade Marshals, and Boat Club—are powered by more than 500 volunteers who serve our region through outreach, event support, and community goodwill year-round. Seafair engages over 500 volunteers each year, including five dedicated Family Groups—Clowns, Pirates, Commodores, Parade Marshals, and Boat Club—made up of long-term volunteers committed to serving the community through year-round outreach, event support, and civic engagement.

BRUNCH & THE BLUES

Seafair's largest fundraiser, the Brunch & The Blues, welcomed more than 300 attendees to King County International Airport for an unforgettable experience.

Guests had the exclusive opportunity to be just 150 feet away from the iconic Blue Angels as they took off and landed for their first practice ahead of Seafair Weekend Festival.

The fundraiser included a silent and live auction and a raise-the-paddle, allowing attendees to directly contribute to Seafair's future growth.

The 2024 event raised more than \$163,000 for Seafair Charitable Foundation.



LOOKING AHEAD TO 2025

After celebrating 75 incredible years, Seafair is setting its sights on an even more exciting future. With refreshed branding and a renewed commitment to community, 2025 will be our most ambitious year yet. As we move into a new season, we are excited to announce our 2025 campaign: Bigger. Better. Bolder.

BIGGER

- More events, more days, and more ways to celebrate Seattle's iconic summer traditions.
- The return of fan-favorite events like the Seafair Kickoff Celebration presented by Bank of America and the Kaiser Permanente Seafair Torchlight Run
- The 4th of July Brought to You by Amazon is expanding at Lake Union Park, bringing even more space, entertainment, and energy to the celebration
- New and expanded community partnerships are helping Seafair grow in new and meaningful ways
- We're listening—and stepping up to meet the moment

BETTER

- Elevated programming and experiences designed to create unforgettable memories for the whole family.
- A focused effort on improving ADA accessibility across all events
- New and daring acts for the Boeing Seafair Air Show
- An effort to increase activities both on the water and in the air
- Enhanced festival experiences with upgraded seating, a fresh entertainment lineup, and locally-sourced food and drink vendors
- The Alaska Airlines Seafair Torchlight Parade is moving back to night and to a brand-new location on Seattle's waterfront

BOLDER

- Pushing the boundaries and reimagining what's possible
- Honoring our legacy while evolving to stay relevant and resonant with today's diverse audiences
- Growing our regional impact through deeper collaboration and stronger community connections while staying true to our roots

2025 isn't just another year. It's a bold new chapter in Seafair's legacy—and we can't wait to celebrate with you.

BIGGER
BETTER
BOLDER

2024 FULL-TIME STAFF



President & CEO

Eric Corning

Through September 2024



President & CEO

Emily K. Cantrell

Starting September 2024



Director of Finance

Karen Komoto



Director of Partnerships

Brett Gorrell



Director of Operations

Josh Wilkens



Director of Marketing & Communications

Lauren Carter

2024 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Chair	Delmas Whittaker
Chair-Elect/Treasurer	Keith Taylor
Secretary	Natalie Swistak
Member at Large	Nicole Saint Clair
Immediate Past-Chair	Phontel Shami
Member at Large	Michelle Rudd
Member at Large	David Crump
Member at Large	Mark Gleason

BOARD MEMBERS

Board Member	Pam Anderson	Board Member	Kari Parker
Board Member	Joel Andrus	Board Member	Maria Tringali
Board Member	Lance Ball	Board Member	Steve Sposari
Board Member	Jimmy Collins	Board Member	Colleen Kerr
Board Member	Jaymelina Esmele		
Board Member	Michela Hundrup		
Board Member	Courtney Lansing		
Board Member	Eric Parker		

DIGITAL & MEDIA REACH



56,094
Followers



1,928
Followers



56,097
Subscriptions

WEBSITE VISITS
1.4M Visits

FACEBOOK REACH
1.4M

INSTAGRAM REACH
164.5K

NEWSLETTER
927,263 Emails Sent
40% Open Rate





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BY THE NUMBERS



LIVE BROADCASTS

4TH OF JULY BROUGHT TO YOU BY AMAZON

88,391 HOUSEHOLD VIEWS

ALASKA AIRLINES SEAFAIR TORCHLIGHT PARADE

315,563 HOUSEHOLD VIEWS

APOLLO MECHANICAL CUP & BOEING SEAFAIR AIR SHOW

75,000 HOUSEHOLD VIEWS

DONATIONS
RAISED

\$44,198.61

FUNDRAISER
PROCEEDS

\$163,082.50

FLEET WEEK SHIP TOURS

USS SAMPSON

5,134 VISITORS

U.S. COAST GUARD

2,873 VISITORS

2024
NEWSLETTER

927,263
EMAILS SENT
40% OPEN RATE

2024
SOCIAL MEDIA
REACH

1.84M
FACEBOOK
164.5K
INSTAGRAM

100
PARADE
ENTRIES



89%
RESIDE IN THE
SEATTLE AREA

93%

ARE RETURNING ATTENDEES

AGE	18-34	20%
	35-54	47%
	55+	33%

1.4M WEBSITE
VIEWS

20 COMMUNITY
EVENTS

OVER **2M+**
COMBINED
ATTENDEES

2024 AWARDS

WFEA Pacific Northwest Summit Awards

Seafair Festival was honored with the Grand Summit Award, the highest recognition from the Washington Festivals and Events Association (WFEA). This award celebrates overall excellence in event planning, marketing, and community impact for festivals with budgets over \$150,000.

In addition to the Grand Summit, Seafair received top honors in the following categories:



Best Sponsor Partnership – Seafair Festival

Logistical Achievement – Seafair Festival

Best Website – Seafair Festival

Best Fundraiser – Brunch and Blues

These awards reflect Seafair's commitment to delivering unforgettable experiences through innovative programming, strong partnerships, and seamless execution.



International Festivals & Events Association
North America

Best Sponsor Partnership

Seafair was honored with the IFEA Best Overall Sponsorship Pinnacle Award for its longstanding partnership with Boeing—spanning over 50 years and supporting all five of Seafair's signature events through a dynamic, cross-sectional sponsorship.

THANK YOU TO OUR SPONSORS



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