

Arts and Entertainment Local Access during Seattle Squeeze

Notes: 1/14/19

Transportation	Maps	Communication	Entertainment
Extended Hours	Discounts	Partnerships	Dog Friendly
Cultural Change	Promotions	Happy Hour Events	Road Updates

SEATTLE CENTER TABLE DISCUSSION:

NAVIGATION TO-FROM

How do we get around town?

- Discussed video
- We will finish the videos when the tunnel is done
 - Video will be distributed
 - “Find your ride” – companion piece
 - Traffic reports / event drop-ins
 - Radio

Be aware of evening hauling - exit routes may change

BUS

Q: Will the busses run later in the evening?

Q: Can the busses stop closer to Seattle Center?

MONORAIL

- Monorail – Orca card / app to buy tickets / taking credit cards / monthly passes / prepay
- How can we do “period of maximum of fun” like the Waterfront?
 - Lift discount codes
 - Discounts in the Armory/parking
 - Parking promotion
 - Training people to use different garages

ACTION ITEMS

- Add links to videos showing road changes
- Need to track roads opening and closing and get the word out

Book-It hasn't done much of a push at this time. They want their patrons to feel supported and not overwhelmed.

Expanded MarCom meetings – please attend

Working on communication to all the festivals and events

MESSAGING

Seattle Center are your friends and we are working as hard as we can

1. Sign up for construction updates on OVG's website
2. Leverage collective resources
3. Keep messaging positive
4. Make sure we share updates
5. Make sure we get the messages out
6. COMMUNICATION is KEY

VISIT SEATTLE TABLE DISCUSSION

1. More lead time for event reminders

Adjusting hours

Office365

2. Working at the association levels will help drill down to the smaller businesses
3. Cultural change – Learn from the transportation side – freight mobility – off hour workers – age / mobility challenges

WATERFRONT TABLE DISCUSSION

Website www.seattlewaterfront.org

Do a better job - what the next phase looks like

Different opportunities – tell stories – collaborate – Pier62 will open soon (what does that mean?)

CONCIERGE GUILD TABLE DISCUSSION

Light Rail – Streetcar - Pioneer Square - Concierge Guild

Online clearing house – Restaurant promotions – find a reason to stay downtown longer; something a little bit different – promotion for restaurant week – nightlife deal – Dog friendly places – partnering with different organizations

Leverage what we do have – light rail, streetcar, etc. / leverage events

Evenings – retail happy hours – entertainment – cocktails – tours on the streetcar – karaoke on the streetcar –

- First Thursday
- Access – Maps
- Pioneer Square is open

- Seattle Center to PSQ/CID by rails
- Leverage lunar events – Feb 9
- Wing Luke – Feb 2 + viaduct event
- Lunar year shopping
- First Hill – Capital Hill – First Hill
- CID-PSQ = Late night
- Performers on Street Car
- Market to other end
- Think about Downtown at Night!
- Pedicabs? Last mile
- *Retail Happy Hours (connect to dinner & entertainment)
- Passport to Link like businesses
- CID Food Walk (winter/summer)
- Music: Jazz on Jackson
- Seattle Architecture Tour at Night – embrace the night tours
- Streetcar – cocktail tour
- Poupas
- Dynasty room
- Karaoke Crawl on Streetcar (between Capitol Hill – Rock Box & PSQ venue)
- Light Rail connections between neighborhoods (UW) free rides?
- Tap in the UW student base
- Any way to tap into volunteer bases
- Promote staying in neighborhood after cleanup events
- Residential base
- Music in galleries / multiuse spaces
- Online Clearing House for information on activities & promotions (plan your evening out)
- Hump Happy Hours
- Nightlife week (like restaurant week)
- More dog-friendly opportunities (Off-leash Seattle Center area)
- Partnerships with the Monorail – Monorail's Communication Toolkit