



COMMISSION
AGENDA MEMORANDUM

Item No. 7a

BRIEFING ITEM

Date of Meeting May 22, 2018

DATE: May 1, 2018
TO: Stephen P. Metruck, Executive Director
FROM: Daniel Zenk, Senior Manager, Airport Operations
Sally del Fierro, Director, Community Engagement
SUBJECT: 2018 Special Olympics USA Games Seattle

EXECUTIVE SUMMARY

The Special Olympics USA Games is a premier, national sports competition that takes place every four years to showcase the inspiring abilities of more than 4,000 athletes with intellectual disabilities and their coaches from all 50 states and the District of Columbia. The Port of Seattle has joined other corporate sponsors to welcome the USA Games to Seattle from July 1-6, 2018. Seattle-Tacoma International Airport will serve as the welcome mat for the athletes and their coaches along with tens of thousands of fans. The Games are projected to bring \$76 million to the area economy and will serve as a visible and powerful platform to celebrate diversity and inclusion.

This briefing provides an overview of the 2018 Special Olympics USA Games presented by Beth Knox, President and CEO and highlights the Port of Seattle's support and engagement in this significant national event.

BACKGROUND

Sea-Tac International Airport Welcomes Special Olympics Athletes, Coaches, and Fans

The USA Games will be the most significant sporting event to come to Seattle since the 1990 Goodwill Games. Athletes will compete in fourteen different sports, joined by 10,000 family members, 10,000 volunteers, and 50,000 fans. ESPN will televise the weeklong sporting event nationally and 500,000 viewers are estimated to tune in. Millions of impressions will be made through local, regional and national television, print, online, outdoor media, digital, and social media.

Sea-Tac International Airport will serve as the welcoming gateway. Through a variety of in-kind contributions and employee engagement, the Port of Seattle joins other corporate partners including Microsoft, Amazon, United Airlines, Boeing, Starbucks, Alaska Airlines, Visit Seattle, Sound Transit and many others to shine a spotlight on Seattle's inclusive values.

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The Port of Seattle’s support for the 2018 Special Olympics USA Games includes:

Marketing and branding support throughout Sea-Tac Airport including:

- (1) Baggage claim carousel screens and backlit dioramas
- (2) Posters/banners placed throughout the airport terminals

Welcome gateway for athlete and coach arrival and departure:

- (1) Special Olympics will have full use of the Central Auditorium as their operations hub on arrival and departure days
- (2) USA Games information booths will be staged in baggage claim area
- (3) Welcome Days - Reserved space for box trucks at loading zones outside baggage claim for athlete/coach luggage and equipment
- (4) Farewell Days - Reserved space at the Airport-Cruise bus area for athlete/coach luggage and equipment
- (5) Port/Airline Employee volunteers will assist athletes and coaches from their flight to baggage claim to light rail
- (6) Complimentary parking for operations and welcome volunteers
- (7) Training for Aviation Port/Airline volunteer staff to prepare for welcome and farewell days

Support through staffing and employee volunteers:

- (1) Special Olympics and the Port of Seattle hosted a joint press conference at Sea-Tac Airport on May 9 with Sound Transit and King County Metro to announce our support
- (2) Port Police will join other jurisdictions to assist with Opening Day Ceremonies
- (3) In addition to assisting on Welcome and Farewell Days, Port employees will support the Bocce Ball tournament on 7/3

Port of Seattle In-kind Contribution

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| Approximate value of the Port’s support | \$350,000 |
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ATTACHMENTS TO THIS BRIEFING

- (1) Presentation slides

PREVIOUS COMMISSION ACTIONS OR BRIEFINGS

None