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**LYNNWOOD PUBLIC FACILITIES DISTRICT**  
**Doing Business as THE DISTRICT**  
**Annual Report 2023 to Snohomish County Council Finance Committee**

The Lynnwood Public Facilities District, now doing business as The District, made further progress in emerging from the Covid Pandemic in 2023. Our operators that began in 2022 have settled in and stabilized staffing. However, the Pandemic did increase the cost of labor which is reflected in our financials with the Event Center still operating at a loss.

While not meeting our key performance indicators (KPI) around net income, the Event Center is meeting and surpassing other new KPI goals we have implemented around economic impact, gross revenue, number of room nights booked and consumed, customer satisfaction surveys and diversity initiatives. We have targeted the types of events booked that bring the highest economic results to Snohomish County. Typically, these are the events with the largest attendance over the highest number of days. For example, in 2023 our event mix goals called for at least 31 events that bring the most impact. We met that goal exactly. These events produced \$2.4 million in gross revenue surpassing our goal of \$2.2 million. In addition, we set the goal of \$5.64 million in economic impact and produced \$5.68. The most exciting results were from the actual room nights we booked in area hotels. We had the goal of 1,550 and produced 4,330. These goals have been expanded. In 2024 we added measurements for our sustainability that included producing zero waste and measuring energy and water usage.

We are very pleased with our results to achieve more community benefit with the Event Center. This was demonstrated by our name change from the Lynnwood Convention Center to the Lynnwood Event Center. A convention center inherently implies a building for those with a special invite to a convention. An Event Center is for everyone and develops community events and festivals for all to attend. These will expand greatly upon completion of our master plan redevelopment when we have capacity and space for more public entertainment options including festivals, art fairs, farmer's markets and more. Our 2,500-seat indoor/outdoor entertainment venue will feature concerts, comedy shows and more with ticketed events beyond what we can offer now. We began implementing these public benefit events in 2023 which saw four events that were free or low cost, including our first outdoor festival the Lynnwood Luau which had an attendance of 2,500. We also did a low-cost holiday event, the Jingle Bell Breakfast, which included a full breakfast, visit and pictures with Santa, live reindeer, children's holiday karaoke and more. We continued to grow our art shows and artist reception for the public which invites the public to view our art and an opportunity for a chance to meet the artists. We also held a free Veteran's luncheon, Heroes Among Us, on Veteran's Day.



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Our master planning work in 2023 brought us closer to the vision of creating the heart of downtown Lynnwood on our 13 acre property which in addition to the entertainment options noted above the expanded event center facility will offer a much larger space to attract the larger trade shows and multi day events to increase our economic impact. Also included is a parking garage, a 300 key hotel and 400 units of housing. The intent is to develop housing that is mixed income with units available in the 60% and above area median income. We finalized our conceptual design and received \$400,000 from the State to advance our schematic design. We are currently focusing on our entitlements with City and finalizing our financial review in advance of underwriting and continuing our advocacy and community outreach for the project. Groundbreaking is currently expected for early 2026. We are delighted with what the opening of light rail and the expansion of Paine Field and the Port of Everett will bring to our vision. We anticipate the new development will serve over 100,000 people each year and bring an additional \$12 million in economic impact to Snohomish County as well as create over 1,000 new jobs.

Respectfully Submitted,

Janet Pope  
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