

Creating the Heart of Lynnwood's City Center

An Economic & Community Benefit
Redevelopment



THE DISTRICT
LYNNWOOD, WASHINGTON

What is a Public Facility District

01

Independent municipal corporations formed by a city or county with less than 1 million in population

02

Created to develop and operate sports, entertainment, convention or museum facilities that cost at least \$10 million and serve a regional population

03

Allowed some independent taxing authority within the boundaries of the district that created the PFD

04

Can not bond against property or assets, only revenue sources



Cowlitz Expo & Event Center



Olympia Children's Museum



Vancouver Convention Center & Waterfront



Spokane First Interstate Center (Arts & Culture)



Future Port Orchard Event Center



Future Indoor/Outdoor Pasco Aquatic Center



Tacoma Convention Center

Lynnwood Public Facility District

Formed by the City of Lynnwood in 1999

Between 1999 – 2004 assembled 13 acres in the city center

In 2005 opened a small event center

Lynnwood is unique for PFDs with a retail strip mall

- During the pandemic, retail helped to maintain financial equilibrium
- Retail is an important part of the Master Plan as a revenue source
- Current retail mall buildings date back to the 1960s and are long past their useful life



Community Impact

Creating Value Today
Building for Tomorrow

Current Signature Community Events

3-4 Monthly with New Outdoor/Indoor Spaces



Low Cost



Free



Free
New in 2026



Free
Features local artists works
Meet the Artists Receptions

City Use Days

Non-Profit Discounts

The City has 4 days annually:

- Free Rent
- FFE included in rent (unless rentals requested)
- Audio/visual is a direct cost
- Staffing, food and beverage are direct costs

Non-profits City of Lynnwood based:

- 35% discount on rent
- FEE included in rent (unless rentals requested)
- Audio/visual is a direct cost
- Staffing, food and beverage are direct costs

Non-profits Snohomish County based:

- 20% discount on rent
- FEE included in rent (unless rentals requested)
- Audio/visual is a direct cost
- Staffing, food and beverage are direct costs

2025

Community Performance Indicators

5,382 - total room nights generated from events for Lynnwood hotels

40.6% event center operational dollars spent with small or local business/vendors

\$10,835,604 – **direct economic impact** compiled by Destinations International Event Center Impact Calculator

9 collaborative, community event dates in 2025

- e.g., blood drives

Other Key Performance Indicators

- Actual and future event mix: P1-P6
- Future room nights blocked
- Actual sustainability: water and energy use KWH/person
- Actual dollars spent with M/WBE businesses/vendors
- Retail public space activation

Event Center

Strategic Operational Changes

2020-2028

Launched Signature Community Programming

- Artist Series
- Lynnwood Luau
- Jingle Bell Breakfast
- Summer Sounds

Adopted Key Performance Indicators to measure direct economic and community benefits

Transitioning from an independent management/operations vendor to management/operations by The District

Why transition:

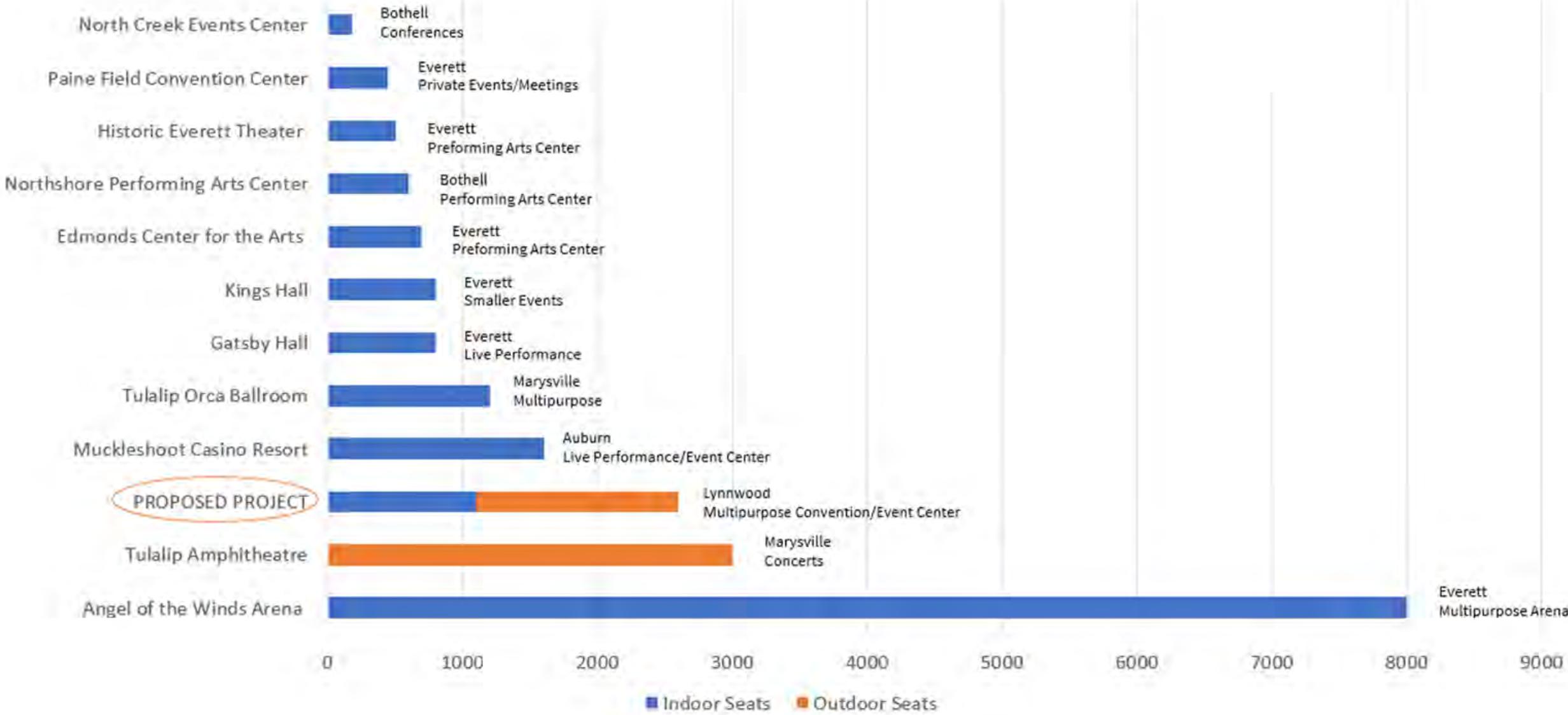
- Fiduciary accountability
- Direct management of the asset
- Ability to hire personnel and oversee staffing elasticity
- Savings in staffing redundancies
- Programming efficiencies across all event types
- Community placemaking

Strategic Master Plan Goals

- Indoor/outdoor public use
- Flexible floor layouts to accommodate multiple events on the same day
- Theater floor system for concerts, comedy show, film festivals
- Smaller indoor break out rooms for multi-day conventions and community party rentals
- Multi-purpose building – exploring with the Red Cross and Snohomish Emergency Management to integrate functionality as a regional resiliency and emergency center
- Designed with outward facing retail for everyday use



Lynnwood Expansion Designed to Complement Not Compete



Event Center More than Conventions

- Multi-day conventions & hotel stays
- Multi-day events & hotel stays
 - GeekFest West in 2026
indoor/outdoor use
- Entertainment events
- Cultural festivals
- Community programming
- Social galas and auctions
- Graduations
- Small, private events



Conceptional Design Ideas Study in Schematic Design

Event Center Renovation – 55,000 SF
Indoor Concerts Capacity 1,200
Indoor/Outdoor Concert Capacity 2,500





WATER FRONT CAFE

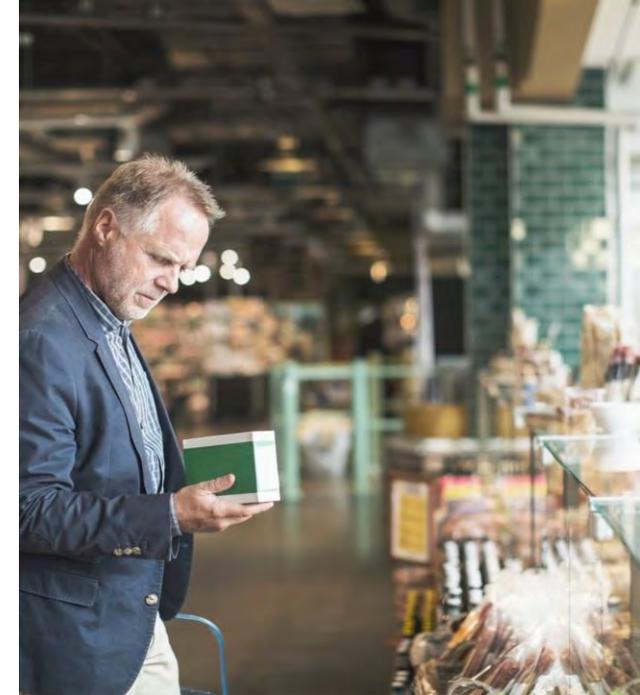
Going Gray to Green



SITE PLAN - CURRENT
LYNNWOOD PFD MASTER PLAN | LYNNWOOD, WASHINGTON | 07.08.2024



SITE PLAN - PROPOSED
LYNNWOOD PFD MASTER PLAN



Curating Local Retail

Retain Current Tenants

Exploring Retail Spaces:

- Event Center exterior retail
- Parking garage wrapped in retail
- Stand alone retail pavilion
- Kiosks for local artists and makers
- Two apartment podiums with retail
- Hotel lobby with retail



Woonerf Interior Streets

Public Plazas
Busker Corners
Community events

- Pop-ups
- Seasonal markets
- Cultural festivals
- Community programming



Center Lawn

Festivals

Outdoor Yoga

Concerts

Movie Nights

Movable furniture for everyday use

Kiosk to rent frisbees, lawn chairs

Private Partnerships



Workforce Housing, Childcare Center

- Private development of approximately 400 units of attainably priced workforce housing at 60-85% AMI.
- District retains ownership of the retail podium with the aim of including a childcare center and local businesses



300 Room Hotel

- Expand room nights for multi-day events
- Design community amenities (non hotel guest) such as a rooftop bar with mountain views
- Create 79 new jobs
- Increase city and county tax base through lodging taxes



Commitment to Biophilic Design

Turn 9-acres of asphalt into green scape

- Connect people to nature in an urban environment to improve the emotional well-being of those who live, work and visit
- Prioritize the presence of water such as rain gardens, shallow fountains, play sprinklers
- Include the arrangement of natural shapes and forms with material connections to nature



Eco-Build & Operations

Supporting City and County
Climate Action Plans





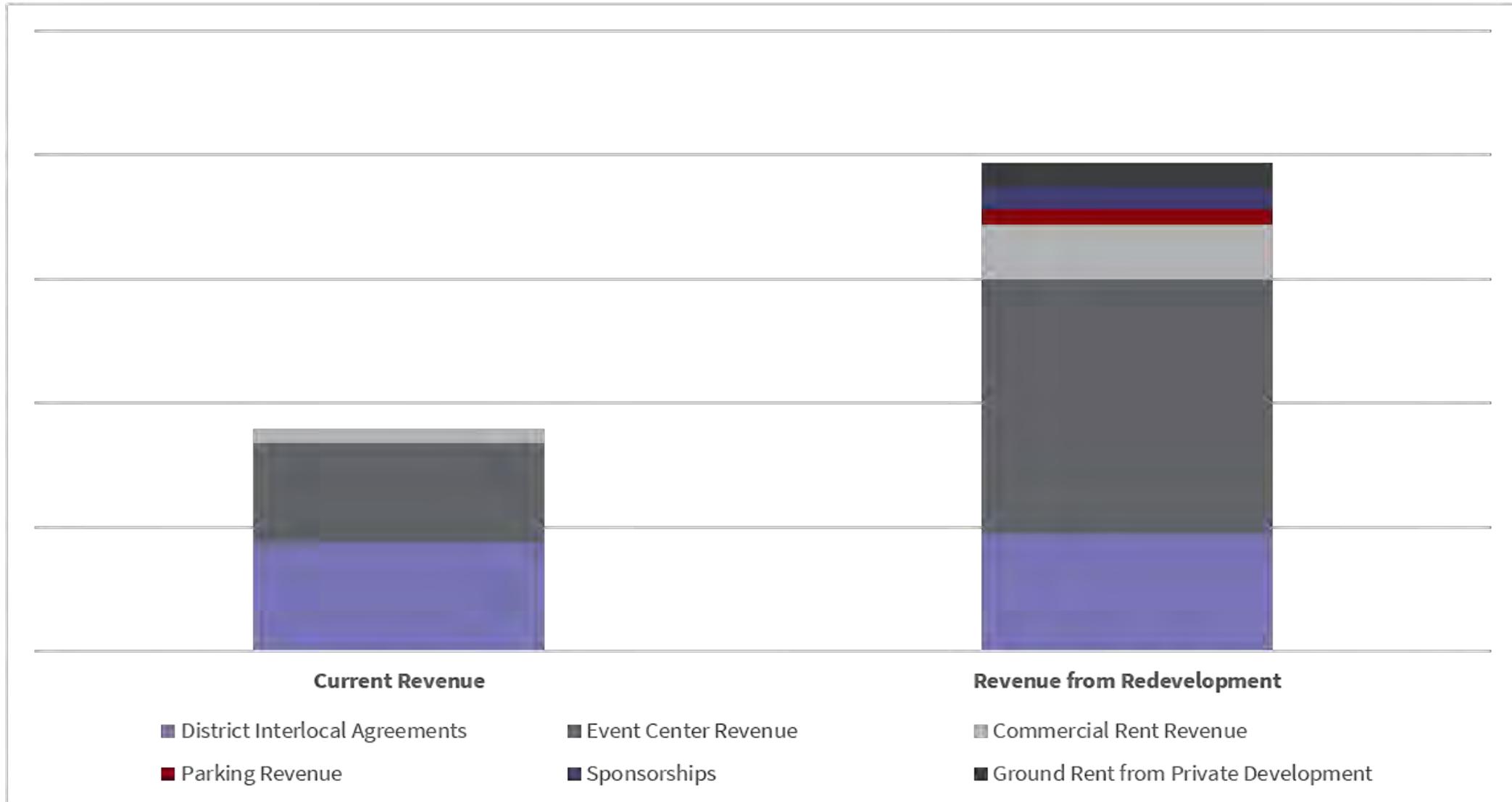
Construction Practices Snapshot

*Other Initiatives TBD
Based on Schematic Design*

- ❖ Capturing Carbon Emissions with Reuse of the Existing Event Center
Early estimates indicate that the use of the existing structure, foundation, and building materials could net a savings of 25% of carbon emissions
- ❖ Procure sustainable, locally sourced building materials
- ❖ Purchase FFE that supports circular and regenerative business practices by eliminating concept waste
- ❖ Use low-emission, fuel-efficient construction equipment
- ❖ Implement a construction waste recycling + management plan
- ❖ Promote Health
Source building materials that are not on the Red List to fight pollution and protect human health
- ❖ Collaborate with green building councils or organizations to obtain certifications like LEED

Bringing It All Together

More Uses = More Revenue Streams Greater Stability = Greater Economic Benefits



\$79,395,625 ECONOMIC IMPACT, BASED ON DIRECT SPEND

New Money Impact is related to the direct economic benefits and taxes that will only occur when the 13-acre redevelopment is achieved via each specific use.



ADDITIONAL Event Center Economic Impact

Currently at \$10M / New Total of \$14+ M
Sourced from Destination International
Event Impact Calculator

\$10,077,265

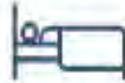


ADDITIONAL RETAIL

Retail Direct Spend

440,973 annual guests to the District

\$7,637,005



NEW TAXABLE USE

Hotel Direct Spend

300 rooms at 77% occupancy for 365 days =
84,315 room nights annually

\$19,534,031



NEW TAXABLE USE

F&B Direct Spend

440,973 annual guests to the District

\$13,149,400



NEW USE

Residential Direct Spend

Based on U.S. Bureau of Labor Statistics
Consumer Expenditures Greater Seattle Area

\$24,344,320



NEW TAXABLE USE

Parking Direct Spend

440,973 annual guests to the District

\$4,653,604

NEW/ADDITIONAL ANNUAL TAXES:

\$647,586 COUNTY

\$4,505,693 STATE

\$4,413,618 CITY

Direct Job Creation from Redevelopment
Does Not Include Construction Jobs



HOTEL

79 TOTAL JOBS
47 FULL-TIME
32 PART-TIME



RETAIL

636 TOTAL JOBS
393 FULL-TIME
243 PART-TIME



THE DISTRICT / EVENT CENTER

80 TOTAL JOBS



EVENTS

18 TOTAL JOBS
5 FULL-TIME
13 PART-TIME



CHILDCARE

24 TOTAL JOBS
10 FULL-TIME
14 PART-TIME

Master Plan Update

Since Adoption of the Development Agreement - 10/2025

Master Plan Update

Completed Since
Development Agreement
Adoption 10/2025

RFP Competitive Processes Completed

Commitment to hiring locally and M/WMBE

- Development Advisory Services
- Lead Architect
- Retail/Public Domain Architect
- Local Retail Curation
- Engineering: Coughlin Porter Lundeen
- Event Center Transition Services: Columbia Hospitality

Design

- Concept Plan Review Underway
- Coordination with City on Ring Road 30% Design Underway
- Binding Site Plan Underway
- Infrastructure/Utilities Planning Underway
- Schematic Design to Begin in May

Snapshot of Future Design Procurement Consultant & Sub-Consultants

Commitment to M/WMBE & apprentice programs/prevaling wage mandated by the state

General Contractor

Landscaping

Accessibility

Acoustics

Transportation

Mechanical Engineering

Electrical Engineering

Plumbing Engineering

Building Envelope

Lighting Design

Signage

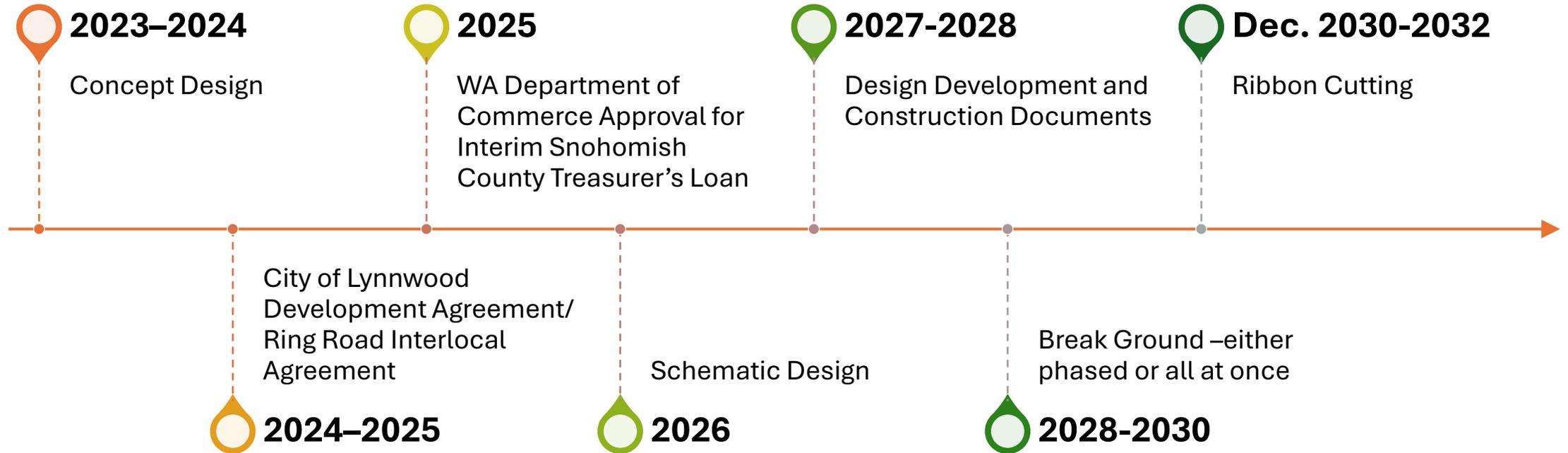
Sustainability Environmental Testing

3rd Party Commissioning Agent

Art Consultant

Audio and Visual

Schedule as of January 2026





Summary of Community Impact

Workforce Housing: Working with a private developer to build approximately 400 units of attainably priced workforce housing at 60-80% AMI

Job Creation: New uses will create more than 800 full and part-time job

Small Business Attraction: The District will retain ownership of the commercial spaces to curate local, PNW businesses

Gray to Green: A 500-stall parking garage will reprogram asphalt parking into public open space, public plazas and gathering areas for everyday use

Public Programming: The expanded event center and outdoor rooms will host cultural festivals, public concerts, movie nights, weekly farmers' market, pop-ups and more.

New Hotel: Grow the city's lodging tax base

Everyday Use: Serving as the heart of the city center



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