

# Everett AquaSox Economic Impact Analysis

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*Prepared by:*



*Prepared for:*





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that are important to decision makers.*

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## EXECUTIVE SUMMARY

### Sports and Entertainment in Everett

The City of Everett benefits from two professional sports attractions in Funko Field and Angel of the Winds Arena. Funko Field, home field for the Everett AquaSox, has played host to minor league baseball since 1984. League restructuring classified the AquaSox as a High-A class team in 2021, increasing the number of home games from 38 to 66 and extending the season by 2 months. Minor League Baseball's restructuring created scheduling conflicts at Funko Field with many new overlapping games and events of the AquaSox, the Everett School District, and Everett Community College.

The AquaSox at Funko Field cultivate a family-friendly and economical entertainment environment within Everett. The AquaSox organization has strong relationships with the community, including the Everett School District which owns Funko Field, and is a vital part of Everett's entertainment offerings. Many local business owners and long-time community members speak to the importance of the organization in Everett and reflect fondly on their personal experiences at Funko Field.

Angel of the Winds Arena is a multipurpose entertainment venue located in Downtown Everett which plays host to a range of events throughout the year. In addition to being the home arena for the Everett Silvertips, a major junior professional hockey team, the arena hosts a variety of events throughout the year, including concerts, conventions, and sporting events. The Arena is a vital asset in Downtown Everett and attracts hundreds of thousands of fans each year.

### Changes Under Consideration

Major League Baseball, which took control of Minor League Baseball in 2020, set new standards and requirements for minor league stadiums throughout the country. Through these new standards, Major League Baseball aims to enhance the fan experience while improving the professional setting for both players and staff. These changes cover areas including but not limited to clubhouse size, clubhouse amenities, training facilities, and stadium capacity. As a result, the AquaSox and the City of Everett are considering alternative sites suitable for a new stadium to be utilized by the AquaSox, in addition to the potential for making the needed updates to Funko Field.

If built, a new AquaSox home field could host a range of non-baseball events throughout the year. Additionally, the Everett School District would no longer have to resolve scheduling conflicts between the AquaSox and Funko Field's other tenants, making the field available for additional events. This

study analyzes the potential economic impacts for two alternative ballpark site scenarios, based on two potential alternative sites selected by the City of Everett. These scenarios aim to capture a new ballpark located near Angel of the Winds Arena with easy access to public parking in Downtown Everett (**Downtown Scenario A**), in addition to a ballpark located on the outskirts of Downtown Everett with less direct connection to the downtown core than the first scenario (**Downtown Scenario B**).

## Economic Impacts

Everett’s sports and entertainment venues generate significant impacts each year which reverberate throughout Snohomish County. In 2019, the AquaSox at Funko Field generated more than **\$10 million in business revenues**, an estimated **75 jobs**, and **\$3.5 million in labor income** throughout Snohomish County. While continuing to recover from the continued and lasting impacts of the COVID-19 pandemic in 2022, the AquaSox at Funko Field generated **\$12 million in business revenues**, **100 jobs**, and **\$4 million in labor income** throughout Snohomish County (**Exhibit 1**).

**Exhibit 1. Everett AquaSox at Funko Field Total Economic Impacts, Snohomish County, 2019 and 2022**

	Business Revenue (mils 2022\$)	Jobs	Labor Income (mils 2022\$)
<b>2019</b>			
Direct	\$5.8	45	\$2.0
Indirect	\$1.3	10	\$0.5
Induced	\$3.2	20	\$1.1
<b>Total</b>	<b>\$10.3</b>	<b>75</b>	<b>\$3.5</b>
<b>2022</b>			
Direct	\$6.9	65	\$2.3
Indirect	\$1.6	10	\$0.6
Induced	\$3.6	25	\$1.2
<b>Total</b>	<b>\$12.1</b>	<b>100</b>	<b>\$4.0</b>

*Sources: City of Everett, 2022; Everett AquaSox, 2022; Washington State Employment Security Department, 2022; Washington State Department of Revenue, 2022; Washington State Office of Financial Management, 2022; Community Attributes Inc., 2022.*

Angel of the Winds Arena generated more than **\$74 million in business revenues**, nearly **600 jobs**, and an estimated **\$29 million in labor income** in 2019. Throughout 2021, Angel of the Winds generated more than **\$29 million in business revenues**, **240 jobs**, and more than **\$11 million in labor income** throughout Snohomish County (**Exhibit 2**).

**Exhibit 2. Angel of the Winds Arena Total Economic Impacts, Snohomish County, 2019 and 2021**

	<b>Business Revenue (mils 2022\$)</b>	<b>Jobs</b>	<b>Labor Income (mils 2022\$)</b>
<b>2019</b>			
Direct	\$39.4	385	\$17.2
Indirect	\$9.0	45	\$3.1
Induced	\$26.0	145	\$8.7
<b>Total</b>	<b>\$74.3</b>	<b>575</b>	<b>\$29.0</b>
<b>2021</b>			
Direct	\$15.4	165	\$6.8
Indirect	\$3.5	20	\$1.2
Induced	\$10.3	55	\$3.5
<b>Total</b>	<b>\$29.2</b>	<b>240</b>	<b>\$11.5</b>

*Sources: Angel of the Winds Arena, 2022; Washington State Employment Security Department, 2022; Washington State Department of Revenue, 2022; Washington State Office of Financial Management, 2022; Community Attributes Inc., 2022.*

The alternative site scenarios analyzed in this report differ by their assumed location characteristics and number of events. Analysis of the scenarios leverage data provided by the AquaSox and Angel of the Winds Arena to create two non-baseball event and attendance profiles. These profiles inform estimates of direct impacts for non-baseball events for each scenario. Total economic impacts of each scenario are the estimated direct impacts of non-baseball events plus the observed direct impacts of the AquaSox in 2022. Impacts generated by the AquaSox in 2022 are held constant to provide a better understanding of a new ballpark’s potential increase in economic impacts generated by non-baseball events.

**Exhibit 3** presents total economic impacts for each scenario, total impacts of the AquaSox in 2022 and the difference or additional benefits of each scenario. In total, Scenario A generated an additional **\$42.9 million in business revenues, 340 jobs, and nearly \$16.7 million in labor income**. While Scenario B generated an additional **\$33.7 million in business revenues, 260 jobs, and \$13.2 million in labor income** throughout Snohomish County.

**Exhibit 3. Downtown Scenario Total Economic Impacts, Snohomish County**

	<b>Business Revenue (mils 2022\$)</b>	<b>Jobs</b>	<b>Labor Income (mils 2022\$)</b>
<b>Downtown Scenario A</b>			
Scenario A Total Impacts	\$55.1	440	\$20.7
AquaSox 2022 Total Impacts	\$12.1	100	\$4.0
<b>Difference</b>	<b>\$42.9</b>	<b>340</b>	<b>\$16.7</b>
<b>Downtown Scenario B</b>			
Scenario B Total Impacts	\$45.8	360	\$17.2
AquaSox 2022 Total Impacts	\$12.1	100	\$4.0
<b>Difference</b>	<b>\$33.7</b>	<b>260</b>	<b>\$13.2</b>

*Sources: City of Everett, 2022; Everett AquaSox, 2022; Angel of the Winds Arena, 2022; Washington State Employment Security Department, 2022; Washington State Department of Revenue, 2022; Washington State Office of Financial Management, 2022; Community Attributes Inc., 2022.*

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## INTRODUCTION

### **Background and Purpose**

Everett, Washington, has long been the home of the Everett AquaSox, now considered a High-A Club, the third-highest level of play in Minor League Baseball. In recent years, sweeping changes were implemented to Minor League Baseball (MiLB), nationwide. New team divisions and multiple ownership consolidations come with new expectations of team operations and playing venues.

Funko Field has been a mainstay in Everett since 1947, and home to the AquaSox and its predecessor club since 1984. The stadium underwent extensive renovations in 1998, including many on site improvements and expansion to 3,700 seat capacity. Funko Field is part of the larger Everett Memorial Stadium sports complex, owned by the Everett School District.

Major League Baseball (MLB), now overseeing MiLB, requires new standards for minor league venues that affect Funko Field as the home of the AquaSox. As a result, the City of Everett seeks to understand the economic benefits of the AquaSox at Funko Field. This study aims to help contextualize the potential investments, by providing an updated understanding of the economic benefits of the AquaSox at Funko Field, the economic benefits of the Angel of the Wind Arena as another significant sports venue within the City of Everett, and an understanding of the potential impacts of an alternative home site for the AquaSox in Everett. Analysis also provides an understanding of the economic impacts of the AquaSox pre-pandemic, currently, and the potential differences in economic impacts based on selected alternative locations.

### **Methods**

The analysis of the economic impacts of the AquaSox at Funko Field and alternative sites relies on data provided by the Everett AquaSox, the City of Everett, the Angel of the Wind Arena, Everett School District, as well as interviews with stakeholders and businesses. Analysis also leverages employment, wage, and revenue data published by the Washington State Employment Security Department (ESD), Washington State Department of Revenue (DOR), and Dean Runyan & Associates. Economic impacts are calculated with the Washington State Input-Output (I-O) Model published by the Washington State Office of Financial Management (OFM) with customizations to allow for sub-state regional impact analysis.



## Organization of Report

The report is organized as follows:

- **Sports and Entertainment in Everett.** Provides an overview of the AquaSox at Funko Field, Angel of the Winds Arena, as well as sports and entertainment in Everett.
- **Changes Under Consideration.** A summary of ballpark requirements instituted by MLB and previously identified alternative ballpark sites for the AquaSox.<sup>1</sup>
- **Economic Impacts.** A summary of regional estimated jobs, income, and business revenues generated by the AquaSox at Funko Field, Angel of the Winds Arena, and the potential impacts of two alternative site scenarios identified by the City of Everett.
- **Summary and conclusions.** Summarizes major findings of the report.

## SPORTS AND ENTERTAINMENT IN EVERETT

### Funko Field and the Everett AquaSox

Funko Field, part of the larger Everett Memorial Stadium sports complex, opened in 1947 and since 1984 plays host to minor league baseball. The Everett School District owns the complex and Funko Field supports the Everett High School and Everett Community College baseball teams, in addition to the AquaSox. Since 2021, the AquaSox play in Minor League Baseball's (MiLB) High-A class, which plays a full season beginning in April and running through Labor Day. A full season includes 132 games, nearly doubling the 76-game schedule played by the AquaSox until 2021. This new format adds two months of games, April and May, resulting in new scheduling conflicts with the high school and college teams playing at Funko Field.

#### Location, Description and Required Updates

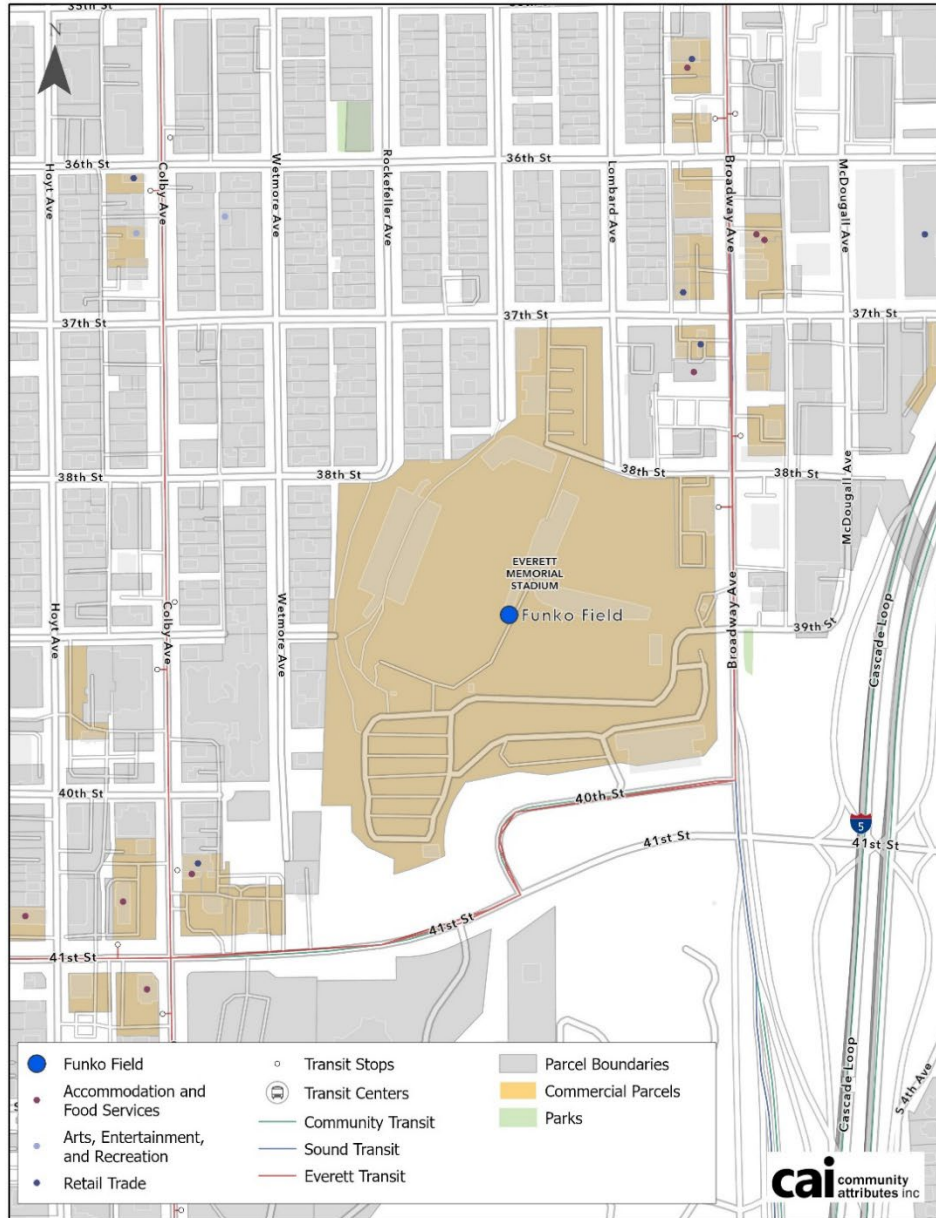
Funko Field is located about a mile south of Downtown Everett and sits conveniently near Interstate 5, exit 192. **Exhibit 4** presents the ballpark's location and captures the surrounding arts, entertainment, and recreation; accommodation and food services; and retail offerings.

Funko Field's current capacity is 3,682 people, which falls short of new requirements mandated by MLB for MiLB field capacity.

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<sup>1</sup> Note: These alternative sites were provided by the AquaSox for this report, originally identified for the AquaSox by Populous.

## Exhibit 4. Funko Field Site Map



Sources: City of Everett, 2022; Everett AquaSox, 2022; Community Attributes Inc., 2022.

### Events and Attendance

Funko Field currently hosts 66 AquaSox games a year, in addition to approximately 50 high school baseball games, 25 community college baseball games, 15 to 20 travel baseball and little league games. Funko field also hosts a small number of non-baseball related events each year. The AquaSox’s current contract with the Everett School District allows for ten practice days and six special events per year.

Historically, AquaSox games average roughly 2,800 attendees per game. Attendance can depend heavily on the weather and will thus vary throughout the season. As of the 2022 season, AquaSox ticket prices range from \$10 for general admission to \$22 for their “Diamond Club” seats. Average attendance for non-AquaSox baseball games range from 75 to 150, depending on the level of play. Non-baseball events in the past have included private movie nights and weddings, which average between roughly 300 and 400 visitors (**Exhibit 5**).

**Exhibit 5. Events Held at Funko Field, Average Year**

Type of Event	Number of Events	Average Attendance
<b>Baseball Games</b>		
AquaSox	66	2,800
High School	50	125
Community College	25	150
Travel Team	10-15	75-100
Little League	3-4	75-100
<b>Non-baseball Events</b>		
Private Movie Nights	2	400
Wedding	1	300

Sources: Everett AquaSox, 2022; Community Attributes Inc., 2022.

AquaSox games garner the largest attendance numbers among events at Funko Field, despite seeing a decrease of more than 1,000 visitors per game from 2019 to 2022. While AquaSox attendance dropped from 2019 to 2022, other baseball events held at Funko Field saw a consistent average attendance number from 2019 to 2022. Other than the number of travel tournament games held at Funko Field, all other event types saw a similar or greater number of events held in 2022 compared to 2019 as well. (**Exhibit 6**)

**Exhibit 6. Funko Field Events by Type and Attendance, 2019 and 2021**

Event Type	Number of Events		Total Event Attendance		Average Attendance	
	2019	2022	2019	2022	2019	2022
AquaSox Games	39	66	116,630	128,840	2,990	1,950
High School Games	20	35	1,000	1,750	50	50
High School Tournament Games	6	8	1,200	1,900	200	240
College Games	18	20	1,080	1,200	60	60
Travel Team Tournament Games	23	18	2,300	1,800	100	100
Baseball Practice	85	110	2,550	3,300	30	30
Other	21	26	750	800	40	30
<b>Total</b>	<b>212</b>	<b>283</b>	<b>125,510</b>	<b>139,590</b>	<b>N/A</b>	<b>N/A</b>

Sources: Everett AquaSox, 2022; Community Attributes Inc., 2022.

Visitor county of residence is based on ticket data provided by the AquaSox for games in 2022. The majority of AquaSox ticket holders live in Snohomish or King County. Snohomish County residents represent 68% of total ticket holders, while King County residents represent an additional 20% of ticket holders. (Exhibit 7)

**Exhibit 7. Visitor County of Residence, 2022**

County	Count	Share
Snohomish	4,600	68%
King	1,320	20%
Skagit	150	2%
Island	140	2%
Pierce	90	1%
Whatcom	60	1%
Other	390	6%
<b>Total</b>	<b>6,750</b>	

*Sources: Everett AquaSox, 2022; Community Attributes Inc., 2022.*

Everett residents represent the highest proportion of ticket holders. Seattle, Bothell, Lake Stevens, and Marysville are other cities with a high number of ticket holders. (Exhibit 8)

**Exhibit 8. Visitor City of Residence, 2022**

City	Count	Share
Everett	1,430	22%
Seattle	700	11%
Bothell	530	8%
Lake Stevens	440	7%
Marysville	450	7%
Lynnwood	380	6%
Snohomish	390	6%
Other	2,290	35%
<b>Total</b>	<b>6,610</b>	

*Sources: Everett AquaSox, 2022; Community Attributes Inc., 2022.*

**The Fan Experience & Opportunities**

Funko Field’s location provides convenient access for regional crowds. The field is no more than a 30-minute drive for people coming from North Seattle, well eastward into Snohomish County, and northward into Skagit County. Parking is affordable at less than \$10 per event, typically, and logistically getting in and out of events is convenient.

The smaller stadium setting offers an intimate alternative to Mariners games, and is ideal for a more direct, close-up experience with the game. There is direct exposure to players for signatures and pictures that entices

merchandise purchasing and increases affiliation with the team. Music and the public address (PA) system is high quality. The crowd is lively and excited and when there are lulls in activity, staff act to add audience chants, activities, and feature local sponsors.

Offerings for families and kids provide an excellent alternative to larger stadium format – the presence of open playfield, bouncy castle/slide/course, baseball throw, and other activities ensures that families are able to remain in stadium through the entire game, enhancing the prospect of additional purchases and repeat customers (**Exhibit 9**). The demographics appear to be a good combination of Everett locals that regularly attend, and families drawn from across the region.

### Exhibit 9. Funko Field Activity Offerings



*Sources: Community Attributes Inc., 2022.*

Overall signage includes a good mix combining major corporate sponsors and local businesses and community groups. Sponsorship is effectively interwoven with audience engagement through the PA system and video features as well as family activities.

## Exhibit 10. Funko Field Sponsorships and Advertising



Sources: Community Attributes Inc., 2022.

Positive comments from fans overheard:

- “It’s so fun to come here with the kids!”
- “Being so close to the players is amazing!”
- “I love hearing the crack of the bat”
- “It’s like watching baseball back in the day”

Opportunities include:

- Additional volume of play-by-play calling or video in areas with family activities could be added for parents wanting to keep an eye on both the game and their kids.
- Limited presence of non-white demographic could indicate an opportunity for more intentional marketing, consultation in increasing language offerings and other features important to a more diverse client base. Attendees are a good combination of Everett locals that regularly attend, and families drawn from wider across the region.
- Outfield signage varies in size and legibility possibly presenting an opportunity to consult with sponsors to identify ways to enhance legibility and visual appeal.

## Employment, Revenues, and Operations

The AquaSox primary revenue drivers are ticket and food and beverage sales. During the 2019 season, ticket and food and beverage sales each represented roughly 30% of total revenues. Despite contracting out food and beverage services in 2022, food and beverage sales remained a significant stream of revenues for the AquaSox, with net food and beverage revenues remaining near 2019 levels. The AquaSox greatest operational expense is their payroll, which includes 10 full-time employees in addition to part-time and seasonal workers hired to support the AquaSox in-season operations.

Employment hours increased by more than 10,000 from 2019 to 2022. The increase in hours occurred among full-time employees, despite a decrease in the total number of full-time employees from 2019 to 2022. Total real wages increased to roughly \$1.1 million in 2022. (**Exhibit 11**)

### Exhibit 11. Everett AquaSox Employment and Wages, 2019 and 2021

<b>Employment and Wages</b>	<b>2019</b>	<b>2022</b>
<b>Hours</b>		
Full-time	20,100	35,000
Part-time	19,900	16,500
<b>Total Hours</b>	<b>40,000</b>	<b>51,500</b>
<b>Wages (mils 2022\$)</b>		
Full-time	\$0.54	\$0.57
Part-time	\$0.23	\$0.52
Employee Benefits	\$0.01	\$0.01
<b>Total Wages</b>	<b>\$0.78</b>	<b>\$1.10</b>

Sources: Everett AquaSox, 2022; Community Attributes Inc., 2022.

## Angel of the Winds Arena

The Angel of the Winds Arena (AOTWA) is a state-of-the-art multipurpose entertainment venue located in Downtown Everett. The arena serves as the home venue for the Everett Silvertips, Everett's major junior ice hockey team, while also hosting a number of non-hockey events each year. These events include but are not limited to concerts, graduations, and basketball games. The venue boasts an NHL regulation ice rink with a seating capacity of 10,000, in addition to a conference center with an 11,000 square foot ballroom. Angel of the Winds Arena also offers a community skating rink adjacent to the arena that is open to the public.

This study includes Angel of the Winds Arena to inform the assumptions and analysis surrounding the AquaSox alternative site scenarios, given the range of events held throughout the year and the arena's position within downtown. Model inputs for the impacts of non-baseball events assumed for each scenario utilize the arena's revenues, employment, and operations data.

In addition to hosting 69 Silvertip games across the two years, AOTWA hosted 24 Seattle Storm games (Seattle’s WNBA team). Ice shows, concerts, and Silvertips games held at the arena average the highest attendance. The effects of the COVID-19 pandemic can be seen through the 2021 event data, as the total number of events and average attendance numbers are depressed significantly compared to pre-pandemic figures. Prior to the pandemic in 2019, AOTWA hosted more than 400,000 visitors across 320 events. (**Exhibit 12**)

**Exhibit 12. Angel of the Winds Arena Events by Type and Attendance, 2019 and 2021**

Event Type	Number of Events		Total Event Attendance		Average Attendance	
	2019	2021	2019	2021	2019	2021
Meetings	83	49	5,990	3,710	70	80
Banquet/Socials	55	13	10,550	2,300	190	180
Minor Trades	39	25	11,970	7,730	310	310
Regular Season Hockey	34	15	148,920	44,810	4,380	2,990
Graduations	20	3	71,760	3,340	3,590	1,110
Conventions/Conferences	15	0	5,940	0	400	N/A
Preseason Hockey	9	6	5,370	1,940	600	320
Ice Show	8	7	28,420	24,390	3,550	3,480
Family Shows	8	0	9,670	0	1,210	N/A
Cirque du Soleil	8	0	19,420	0	2,430	N/A
Basketball	7	17	22,570	25,070	3,220	1,470
Concerts	7	2	31,050	7,090	4,440	3,550
Circus	6	0	8,860	0	1,480	N/A
Trade Shows	6	0	7,170	0	1,200	N/A
Post Season Hockey	5	0	21,940	0	4,390	N/A
WWE	2	0	4,590	0	2,300	N/A
Globetrotters	1	0	2,630	0	2,630	N/A
Other	7	55	12,660	31,410	1,810	570
<b>Total</b>	<b>320</b>	<b>192</b>	<b>429,480</b>	<b>151,790</b>	<b>N/A</b>	<b>N/A</b>

*Sources: Angel of the Winds Arena, 2022; Community Attributes Inc., 2022.*

In 2019, AOTWA revenues totaled nearly \$4.8 million, while total expenses reached nearly \$4.6 million. Experiencing continued impacts of the COVID-19 pandemic in 2021, revenues decreased to roughly \$3.3 million, while expenses decreased to roughly \$3.7 million. Event revenues represent the largest proportion of total revenues but decreased from nearly 50% of revenues in 2019 to 30% of revenues in 2021. (**Exhibit 13**)



**Exhibit 13. Angel of the Winds Operating Revenues and Expenses, 2019 and 2021 (mils 2022\$)**

<b>Revenues and Expenses</b>	<b>2019</b>	<b>2021</b>
Event Revenues	\$2.35	\$0.97
Advertising & Premium Seating	\$1.19	\$0.88
Ice Rink Revenues	\$0.91	\$0.70
Other Revenues	\$0.32	\$0.71
<b>Total Revenues</b>	<b>\$4.77</b>	<b>\$3.26</b>
<b>Total Expenses</b>	<b>\$4.57</b>	<b>\$3.74</b>

*Sources: Angel of the Winds Arena, 2022; Community Attributes Inc., 2022.*

Despite revenues, expenses, and total wages dropping in 2021, total employee hours increased in 2021. Employee hours supported by AOTWA increased by more than 30,000 (equivalent to nearly 15 FTE) from 2019 to 2021 (**Exhibit 14**).

**Exhibit 14. Angel of the Winds Arena Employment and Wages, 2019 and 2021 (mils 2022\$)**

<b>Employment and Wages</b>	<b>2019</b>	<b>2021</b>
<b>Hours</b>		
Full-time	40,900	64,400
Part-time	27,700	35,200
<b>Total Hours</b>	<b>68,600</b>	<b>99,600</b>
<b>Wages (mils 2022\$)</b>		
Full-time	\$1.48	\$1.08
Part-time	\$1.13	\$0.71
Employee Benefits	\$0.36	\$0.25
<b>Total Wages</b>	<b>\$2.97</b>	<b>\$2.04</b>

*Sources: Angel of the Winds Arena, 2022; Community Attributes Inc., 2022.*

Events held at AOTWA throughout the year attract visitors from all over the Puget Sound Region. **Exhibit 15** presents the breakdown city of residence for ticket holders who purchased tickets on Ticketmaster from January 1, 2022, through August of 2022. Ticket holders most commonly came from Snohomish County (37%) or from nearby King County (26%) over the last year. Roughly 10% of ticketholders travelled from Pierce, Whatcom, or Skagit County. About one-quarter of ticket holders came from other counties and roughly half of those ticket holders, 12% of total ticket holders, came from out of state. (**Exhibit 15**).

### Exhibit 15. Ticket Holder County of Residence, All Events, 2022 (Jan – Aug)

County	Count	Share
Snohomish	12,920	37%
King	9,210	26%
Pierce	1,790	5%
Skagit	1,260	4%
Whatcom	1,050	3%
Other	9,050	26%
<b>Total</b>	<b>35,280</b>	<b>100%</b>

Sources: Angel of the Winds Arena, 2022; Community Attributes Inc, 2022.

Through August 2022, Seattle residents represented the largest group of ticketholders (for tickets purchased through Ticketmaster), about 8% of total ticket holders. Other prominent cities include Everett (8%), Marysville (5%), and Lake Stevens (4%). (Exhibit 16)

### Exhibit 16. Ticket Holder City of Residence, All Events, 2022 (Jan – Aug)

City	Count	Share
Seattle	2,960	8%
Everett	2,950	8%
Marysville	1,650	5%
Lake Stevens	1,360	4%
Bothell	1,260	4%
Snohomish	1,170	3%
Lynnwood	1,090	3%
Arlington	920	3%
Bellevue	720	2%
Other	21,200	60%
<b>Total</b>	<b>35,280</b>	<b>100%</b>

Sources: Angel of the Winds Arena, 2022; Community Attributes Inc, 2022.

## Sports and Other Events in the City of Everett

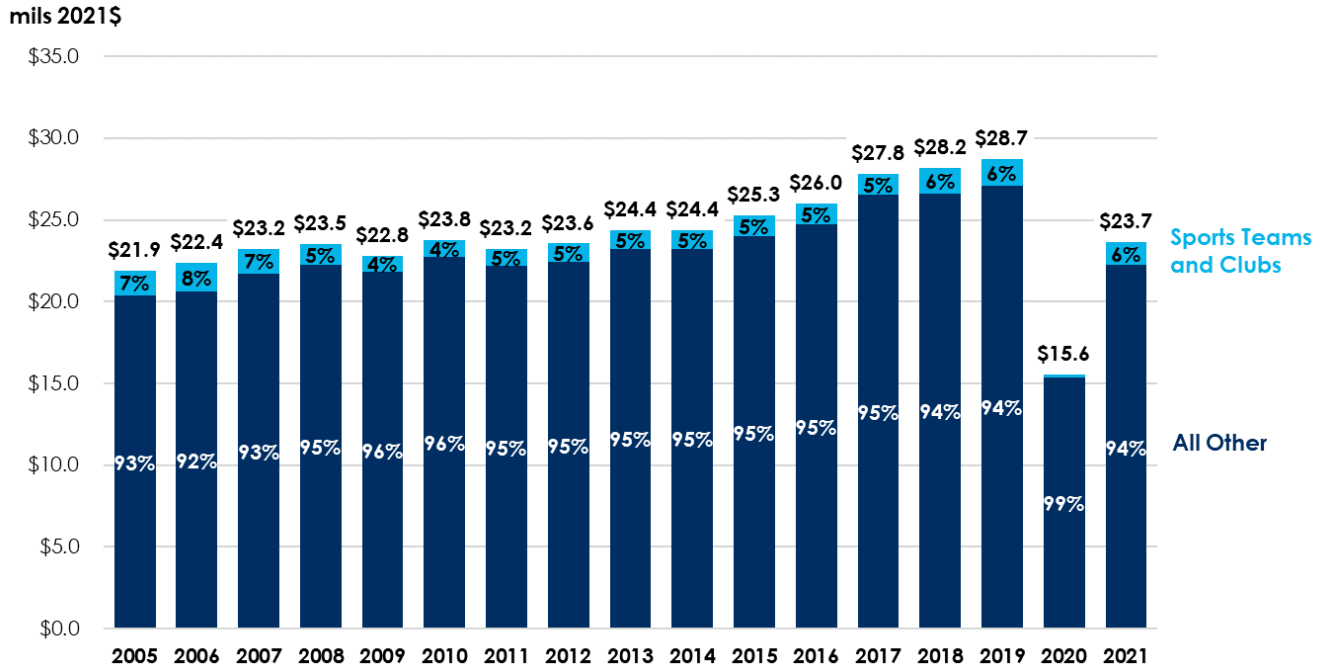
The following section provides a brief overview of Everett’s Arts, Entertainment, and Recreation industry and the role sports venues play within the industry. Additionally, this section summarizes the findings from a series of stakeholder interviews.

### Everett’s Arts, Entertainment, and Recreation Industry

Since 2000, taxable retail sales generated by sports teams and clubs (NAICS 711211) represent between 4% and 8% of total taxable retail sales generated by Everett’s arts, entertainment, and recreation industry. Typically, sports teams and clubs generate between \$1 million and \$2 million in taxable retail sales per year. The exception was 2020, a year sports were heavily impacted

by the COVID-19 pandemic, when just 1% (roughly \$200,000) of the arts, entertainment, and recreation industry’s taxable retail sales were attributable to sports teams and clubs. (Exhibit 17)

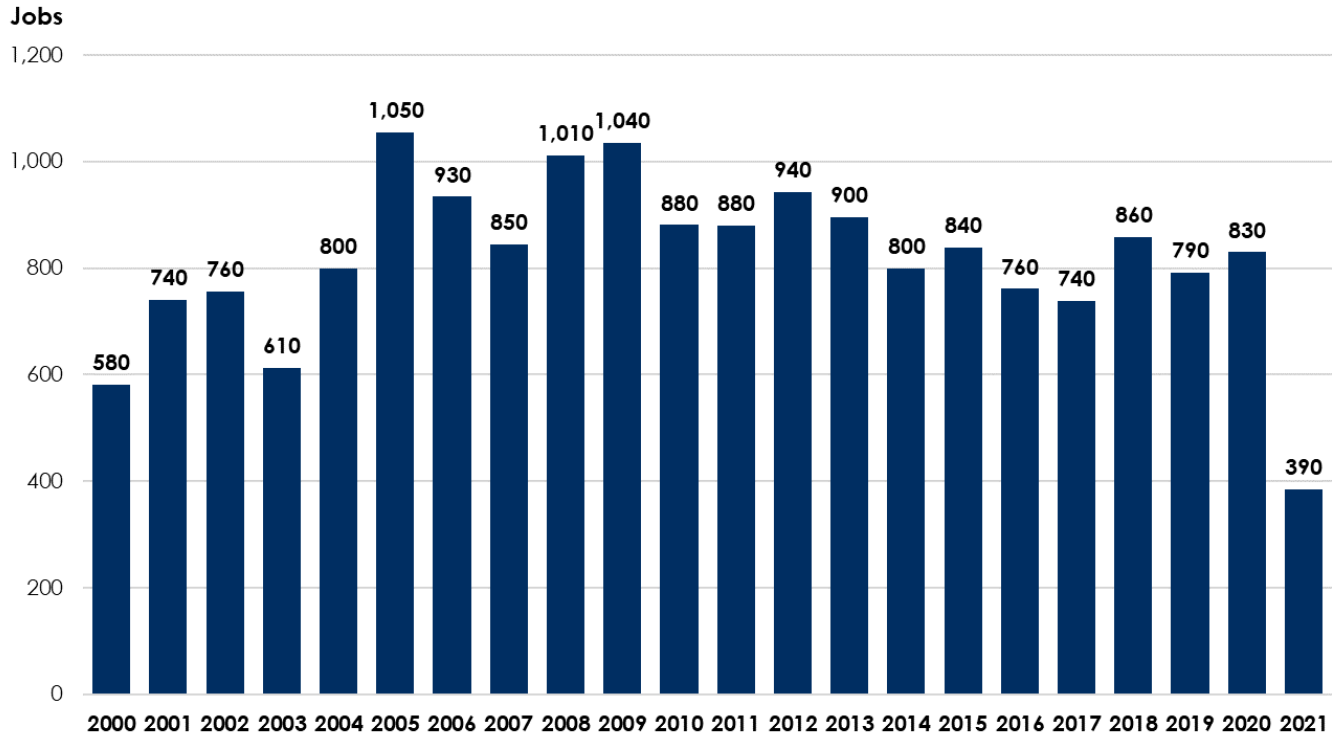
**Exhibit 17. Taxable Retail Sales for the Arts, Entertainment, and Recreation Industry, City of Everett, 2000 – 2021**



Sources: Washington State Department of Revenue, 2022; Community Attributes Inc., 2022.

Since 2000, the Arts, Entertainment, and Recreation industry represents roughly 1% of the city’s total employment, fluctuating between 390 and 1,080 jobs. In 2021, Arts, Entertainment, and Recreation employment in Everett saw its lowest total jobs since 2000, at 390. The lingering effects of the COVID-19 pandemic likely caused the low employment levels experienced in 2021, which disproportionately impacted service industries. This decline was not unique to the City of Everett, as Arts, Entertainment, and Recreation employment within Snohomish County also saw a large decline from 2020 to 2021. (Exhibit 18)

**Exhibit 18. Arts, Entertainment, and Recreation Employment, City of Everett, 2000 – 2021**



*Sources: Puget Sound Regional Council, 2022; Community Attributes Inc., 2022.*

**Stakeholder Outreach Findings**

A series of stakeholder interviews provided a better understanding of the impacts of Everett’s sports venues on local businesses and the community. Small, locally owned businesses were the primary focus of the outreach, in addition to the Everett School District, Everett Sports Association, and Downtown Everett Association. Locally owned businesses interviewed spoke to the impacts of the AquaSox and AOTWA from two perspectives, as Everett business owners and community members.

**Attracting Visitors to Snohomish County**

Interviewees all indicated that the AquaSox primarily attract local visitors. They believe that AquaSox patrons are typically local families or baseball fans, and most visitors from outside of Snohomish County are the opposing team and umpires. Interviewees also expressed a belief that the AquaSox attract a less local crowd when the Mariner’s assign an injured major league player to the AquaSox as a part of their rehabilitation period. Stakeholders feel that an injured Mariner’s player attracts fans from all over the region who want to see a major league player in a setting more intimate than a major league stadium.

Interviewees also thought that Angel of the Winds Arena attracts visitors from a wider geographical range, especially for non-regular events. While some stakeholders expressed that the Silvertips attract a greater number of non-Everett patrons than the AquaSox, they generally perceived that hockey games held at AOTWA predominately attract local fans. Meanwhile interviewees noted greater attraction of non-Snohomish County residents for larger, one-time events held at AOTWA, such as certain concerts, conventions, or specialty sporting events. One stakeholder reported having met people from Eastern Washington, Vancouver, BC, and Alaska over the past year, each having come to Everett to attend an arena event.

### **The Impact of Sporting Events in Everett**

Each of the businesses interviewed for this study reported an increase in sales and foot traffic associated with events held at Angel of the Winds Arena but little to no impact associated with events held at Funko Field. Typically, the increase in business associated with AOTWA events depends on the type of event. Capturing the events that generated the least and greatest increase in business, stakeholders reported sales increases ranging from as little as 5% to as high as 500%. Restaurants and bars typically reported benefiting the most from Silvertips games and concerts, while other businesses noted highly variable impacts depending on the type of event and the type of visitors it attracts. Despite not associating strong business impacts with Funko Field, a few stakeholders reported seeing a limited number of patrons wearing AquaSox jerseys visiting their establishment and meeting families of the players throughout the baseball season.

Stakeholders mostly associated business increases with the time leading up to an event but also expressed the importance of the exposure events provide for their business. For example, multiple stakeholders shared stories of customers that returned to their storefront in the days following an event held at AOTWA. One stakeholder shared a story when a customer, unable to get a seat at their restaurant given the large crowds brought in by an event, returned the next day wanting to try the food that attracted so many customers. Another stakeholder met a customer who shared that they returned to the store after noticing the storefront while walking from their car to an arena event.

The time an eventgoer walks from their car to the arena is a crucial period for local business exposure. During this walk pedestrians have greater opportunity to absorb the many business offerings in downtown Everett. With parking lots located throughout the downtown area this business exposure benefits the businesses further away from the arena in addition to more proximate businesses. One stakeholder, with experience as owner of multiple businesses in downtown Everett, shared that he has learned that a business does not have to be located on Hewitt Avenue or Colby Avenue to

benefit from the arena's events. They feel the cultivation of a strong downtown nucleus of brick-and-mortar stores has expanded the areas for arena attendees to visit prior to an event.

Regardless of the business impacts generated by AOTWA and Funko Field, all stakeholders agreed that these venues are vital to the Everett community. They expressed gratitude for the community interaction each venue generates and the outlet for family friendly and affordable entertainment for all income levels that each provides. One stakeholder expressed the importance of the glimpse into Everett's vibrancy that AOTWA provides to out-of-town visitors. Other responses from stakeholders included mentions of:

- Events at AOTWA or Funko Field "make the city feel alive,"
- The venues make people view Everett as more of a Metro area,
- The importance of the diversity the events bring to the city,
- The general exposure events provide for the city and its businesses.

Multiple stakeholders shared personal stories of their interactions with the AquaSox organization and the positive impacts they associate with the team's presence in Everett. Stories shared include the AquaSox providing local kids with their first job, a friend singing the national anthem prior to a game, and local students winning a chance to see the AquaSox while at school. One stakeholder reflected fondly on the experience she and her sons shared when their local boy scout troop camped overnight at Funko Field. Each stakeholder shared their personal story with great passion for the community and were eager to highlight the important role of the AquaSox in the community.

## CHANGES UNDER CONSIDERATION

Major League Baseball (MLB) is requiring new standards for minor league venues that affect Funko Field as the home of the AquaSox. Funko Field needs additional capacity as well as several updates to adhere to all of MLB's new requirements. These changes aim to improve the inclusivity and accessibility of minor league stadiums, enhance the fan experience, and improve the professional setting for both staff and players. New expansions and requirements include but are not limited to:

- Home and visitor club houses that are 1,000 square feet or larger,
- Food-prep and dining areas in home and visitor clubhouses,
- Improved training facilities for players, including weight rooms and two pitching/batting tunnels.

As a result, the AquaSox and the City of Everett are assessing alternative sites suitable for building a new ballpark, in addition to options to update

Funko Field to meet the new requirements to fully cover the set of options facing the team and city.

## Alternative Sites for AquaSox Baseball

Potential alternative sites were identified, through collaboration between the AquaSox, the City of Everett, and Populous, a third-party consultant, to assess the potential for site options that could accommodate building a new stadium and event center for the AquaSox. Populous is a global design firm specializing in major venues; their portfolio includes designing Climate Pledge Arena in Seattle, home to both Seattle's NHL and WNBA teams, the Kraken and Seattle Storm, respectively. The sites identified include:

- Pacific & Smith Site (Downtown)
- Public Works Site (Downtown)
- Mall Site (South Everett)
- Kasch Park Site (South Everett)
- Hall Park Site (South Everett)

The new stadium would adhere to current minor league standards set by MLB, whether at a new site or an updated Funko Field. Alternative sites offer the potential to create a venue that hosts more events throughout the year, with some sites leveraging potential visitor attraction benefits of locating closer to Downtown Everett, such as the economic benefits associated with potential additional visitor and event spending at downtown restaurant and retail locations.

Depending on the location of a new stadium, the stadium could take advantage of proximity to the downtown commercial center near Angel of the Winds Arena. Hewitt Avenue and Colby Avenue are currently home to the most restaurant, bars, and retail storefronts near the arena. Colby Avenue benefits from a greater pedestrian-friendly feel and is just a short walk from AOTWA, providing numerous walkable pre- or post-event destinations. Commercial and retail offerings on Hewitt Avenue are more sparsely distributed but benefit from greater visibility from visitors entering the downtown area by car. Additionally, a new stadium in Downtown Everett would rely upon the current stock of downtown public parking, which has implications for visitor attraction. Parking convenience and access play a large role in sports venue attendance<sup>2</sup>, and therefore is important to consider for strong visitor attraction to a new venue.

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<sup>2</sup> "Factors Affecting Spectators' Decision in in Attending Minor League Baseball Home Games", ETD Archive, 2016.

## Pacific & Smith Site (Downtown)

A new stadium located at the Pacific and Smith site could be placed on the Southeast corner of the Pacific and Smith intersection. This site lies in downtown Everett, adjacent to the Angel of the Winds Arena. The identified site is large enough to accommodate a typical Single-A ballpark footprint and allow for future expansion.

This site benefits from a significant inventory of publicly owned parking within half a mile of the site, which could support the estimated parking needs of the stadium. Depending on scheduling, this site could see competition with Angel of the Winds Arena for parking if events were to coincide. According to Populous analysis, a primary benefit of adding a new ballpark at the Pacific and Smith site is the feel of a true Everett sports and entertainment district that it could foster, given proximity to the Angel of the Winds Arena.



## Exhibit 19. Pacific and Smith Site Map



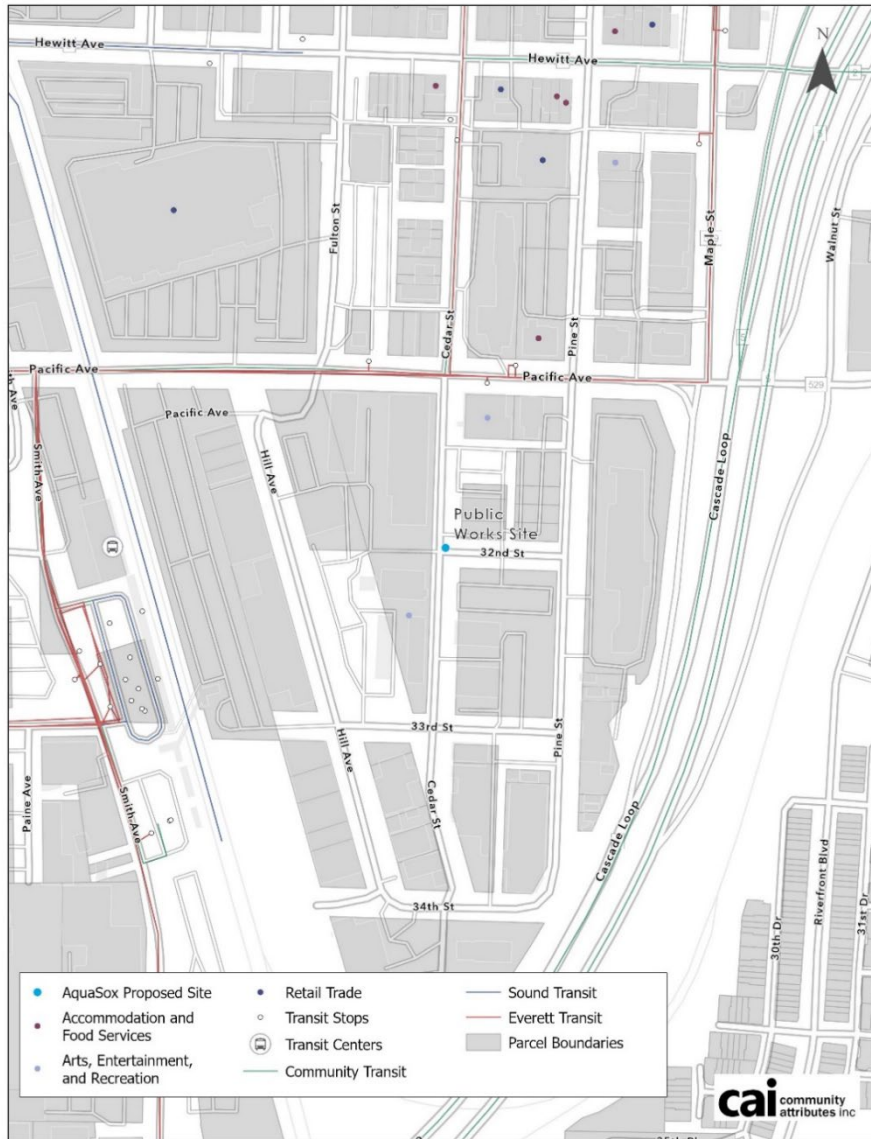
Sources: City of Everett, 2022; Everett AquaSox, 2022; Community Attributes Inc., 2022.

### Public Works Site (Downtown)

The Public Works Site lies on the edge of downtown Everett and borders the south side of Pacific Avenue and the east side of Hill Avenue near Everett Station. The site is just under 14 acres, providing plenty of room for a Single-A ballpark with the potential for future expansion. The site benefits from a large inventory of publicly owned parking within three-quarters of a mile of the site, but the parking is largely transit-oriented and may struggle to accommodate the ballpark's parking needs. The nearby rail line additionally creates difficult walking access for some nearby parking. Like the Pacific and Smith site, if events overlapped with the Angel of the Winds Arena, there would be competition for parking. Although this site is more remote from

existing retail and entertainment offerings in downtown Everett compared to the Pacific and Smith site, Populous analysis suggest a potential stadium located at this site would be close enough that it could be a positive addition to downtown. According to the City of Everett, the major obstacle to the Public Works Site is timing. The site will need to continue providing a home to both the Public Works and Everett Transit for the next five years, meaning a new stadium would not be ready for use until nearly 2030.

### Exhibit 20. Public Works Site Map

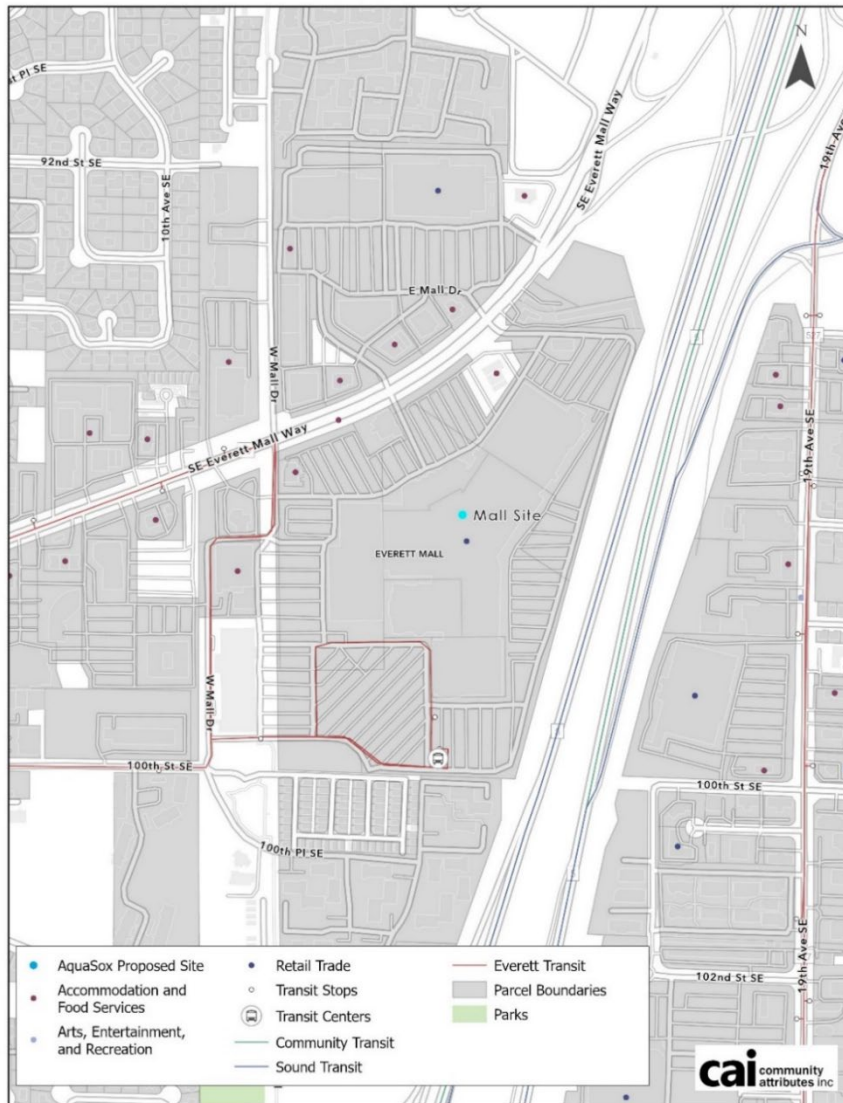


Sources: City of Everett, 2022; Everett AquaSox, 2022; Community Attributes Inc., 2022.

## Mall Site (South Everett)

The Mall site is currently home to the Everett Mall and sits approximately 4.5 miles south of downtown. The site is 65 acres in size, comprised of 14 privately-owned properties. Building a ballpark on this site comes with two development scenarios. 1) a modern mixed-use development anchored by the new ballpark, or 2) a stadium located in the southwest corner of the existing site while avoiding significant impacts on the existing mall. However, according to the City of Everett in subsequent conversations with the owner of much of the site, neither locating a new stadium in the southwest parking area nor redeveloping the entire site as a modern mixed-use development anchored by the new ballpark were considered acceptable or attractive alternatives.

**Exhibit 21. Mall Site Map**



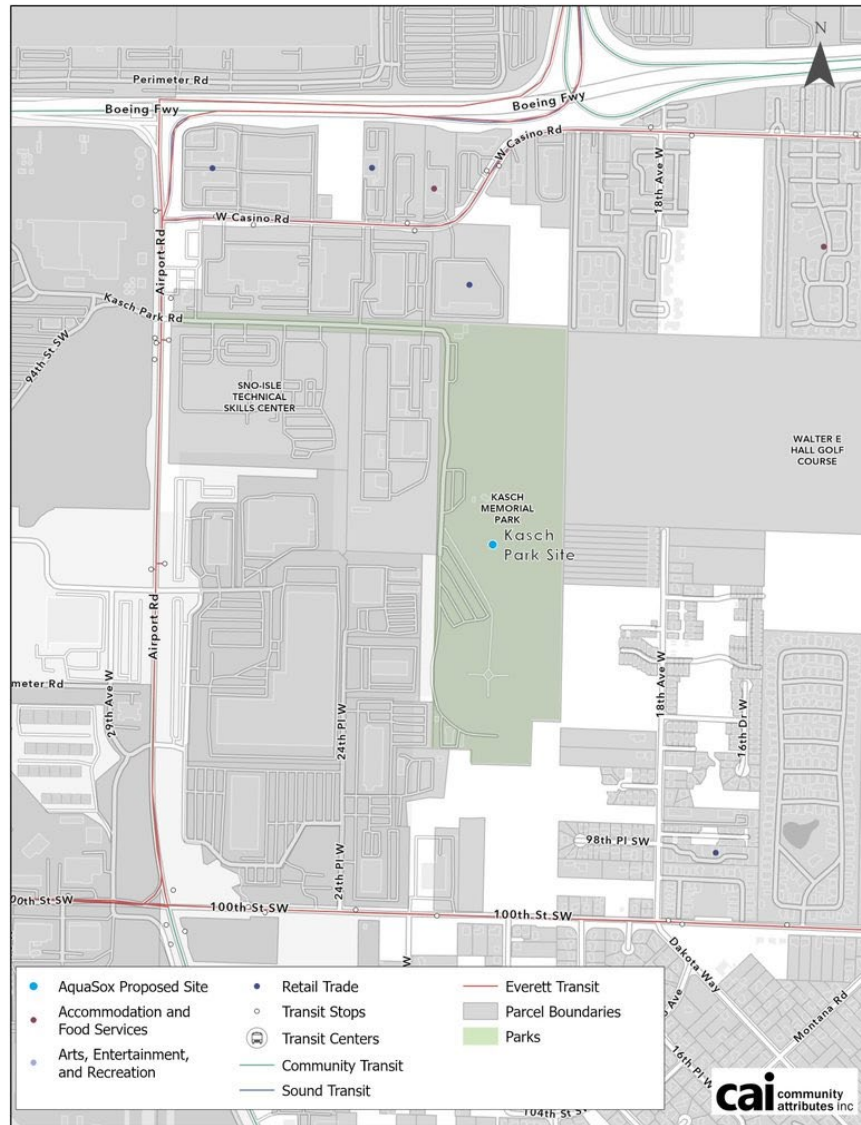
Sources: City of Everett, 2022; Everett AquaSox, 2022; Community Attributes Inc., 2022.

## Kasch Park Site (South Everett)

The Kasch Park site is currently home to Kasch Park, a recreational sports field complex located roughly 2.5 miles from I-5 in southwest Everett. The City of Everett owns Kasch Park, which spans about 54 acres. While there is no existing parking inventory nearby, the site is large enough to accommodate a Single-A ballpark and roughly 1,600 parking spaces. Given the location of this site, a lesser degree of ballpark visibility would be cultivated compared to the downtown locations, according to the Populous analysis.

In 2018 the City Council expressed interest in exploring mixed-used, park-rich redevelopment concepts of Walter E. Hall Golf Course and Kasch Park to coincide with the construction of Sound Transit's Everett Link Extension, scheduled to begin service nearby in 2037. According to the City of Everett, redevelopment of a portion of either site for a stadium would likely only be adopted as part of a comprehensive redevelopment strategy which would both increase uncertainty and time required for stadium completion.

## Exhibit 22. Kasch Park Site Map



Sources: City of Everett, 2022; Everett AquaSox, 2022; Community Attributes Inc., 2022.

### Walter E. Hall Park Site (South Everett)

Located at Walter E. Hall Park, this site is a recreational sports facility and community skate park. The city currently owns the park, covering 12.5 acres. The site is located near Kasch Park and sits roughly 2.5 miles from I-5. The site has limited parking availability, less-than-ideal vehicular access, and residential development surrounds the park, which could cause compatibility issues should a new ballpark be built on the site. Given the site's location, a new ballpark would have low visibility and likely lack civic image and a strong community presence, according to the Populous analysis.

In 2018 the City Council expressed interest in exploring mixed-used, park-rich redevelopment concepts of Walter E. Hall Golf Course and Kasch Park to coincide with the construction of Sound Transit’s Everett Link Extension, scheduled to begin service nearby in 2037. According to the City of Everett, redevelopment of a portion of either site for a stadium would likely only be adopted as part of a comprehensive redevelopment strategy which would both increase uncertainty and time required for stadium completion.

**Exhibit 23. Walter E. Hall Park Site Map**



Sources: City of Everett, 2022; Everett AquaSox, 2022; Community Attributes Inc., 2022.

## **Entertainment and Other Events at New Ballpark**

A new ballpark located at one of the alternative sites could hold a variety of non-baseball events throughout the year. Non-baseball events may include community gatherings, concerts, watch parties, weddings, graduations, and amateur tournaments. A secondary tenant may share the stadium for part of the year, depending on the degree to which the alternative site builds upon the sense of a sports and entertainment district in downtown Everett. For example, the Tennessee Smokies, a Double-A team located in Knox County, Tennessee, are finalizing plans to move into a new stadium by 2025. The project's tax revenue and economic impact assessment presented an opportunity to share the new stadium with the One Knoxville Sporting Club, a member of the United Soccer League (USL). One Knoxville Sporting Club expressed significant interest at the time of the analysis, in part driven by the location's new downtown location.<sup>3</sup>

A new stadium hosting non-baseball events may create some competition with AOTWA. Events held at the same time may cause the entertainment venues to compete over visitor attraction. The venues may also compete over hosting the same events. However, the two venues may also work in tandem, such as advertising two unique hosting experiences stemming from something as simple as an indoor versus an outdoor venue that can host events year-round. Generally, the degree of competition will depend on the location of the ballpark, with downtown locations causing greater potential for competition compared to a site further away from AOTWA. As a result, management of the two venues will likely need to work in tandem to avoid disruptions created by competitive events.

## **Scenario Assumptions by Alternative Site**

The economic impact analysis models two alternative site scenarios, each assuming a downtown location, based on feedback from the City of Everett on location characteristics for the two alternative scenarios. Downtown Scenario A represents a new ballpark located near Angel of the Winds Arena and the downtown commercial core with easy and safe access by foot to publicly available parking. This scenario would be most akin to building a new stadium at the Pacific and Smith site. Meanwhile, Downtown Scenario B represents a new ballpark located within walking distance but further from Angel of the Winds Arena and the downtown commercial core, in addition to less accessible public parking. Scenario B aims to capture a ballpark located on a site more akin the Public Works site. The greater distance from the commercial core and the less accessible public parking are assumed to reduce

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<sup>3</sup> "Knox County Multi-Use Stadium & Adjacent Development Tax Revenue & Economic Impact Assessment", CSL International, 2021.

the demand for non-baseball events, thus reducing total attendance throughout the year.

Assumed events and attendance for each scenario are based on information provided by the AquaSox. The AquaSox provided total event assumptions as ranges based on comparable facilities and through discussion with the mayor’s office. The analysis does not utilize the upper limits of the ranges provided, to account for the impacts of potential competition caused by proximity to AOTWA. Scenario A utilizes the mid-point, and Scenario B utilizes the lower end of the ranges provided. Overall, Downtown Scenario A assumes 218 total events annually, with nearly 372,000 attendees. Downtown Scenario B assumes 189 annual events and more than 318,000 attendees. Further detail regarding the types of events captured in each tier is documented in the Appendix. **(Exhibit 24)**

**Exhibit 24. Scenario Event and Attendance Assumptions**

<b>Scenario</b>	<b>Downtown Scenario A</b>	<b>Downtown Scenario B</b>
<b>Events Held</b>		
AquaSox Games	66	66
Tier I	12	8
Tier II	50	40
Tier III	90	75
<b>Total</b>	<b>218</b>	<b>189</b>
<b>Total Attendance</b>		
AquaSox Games	128,700	128,700
Tier I	48,000	32,000
Tier II	150,000	120,000
Tier III	45,000	37,500
<b>Total</b>	<b>371,700</b>	<b>318,200</b>
<b>Average Attendance</b>		
AquaSox Games	1,950	
Tier I	4,000	
Tier II	3,000	
Tier III	500	

*Sources: Everett AquaSox, 2022; Community Attributes Inc., 2022.*

*Note: Average attendance for each type of event are assumed to be the same between each scenario.*

Direct impacts and general scenario development use data provided by the Angel of the Winds Arena. Together these assumptions inform the estimated revenues, employment, and wages generated by non-baseball events for each scenario.



## ECONOMIC IMPACTS

This section provides a summary of the current economic impacts generated within Snohomish County by the Everett AquaSox and their operations at Funko Field, as well as events held at Angel of the Winds Arena. Economic impact analysis comprises direct, indirect, and induced impacts:

- **Direct Impacts** are the economic benefits resulting from spending and operations of the AquaSox at Funko Field and Angel of the Winds Arena, vendor operations at each facility, and the spending of visitors attending games and events.
- **Indirect Impacts** capture the economic benefits in the AquaSox and Angel of the Winds Arena supply chain from the procurement of goods and services by each organization and the supply chain benefits of vendors and visitors.
- **Induced Impacts** are generated by direct and indirect worker income expenditure.

In addition to the economic impacts of these two facilities, this report presents the potential impacts associated with two alternative sites for the AquaSox. Holding constant the impacts associated with the AquaSox and their presence at Funko Field in 2022, the analysis aims to capture the potential benefits generated by an alternative site associated with an increase in non-baseball events. While the 2022 AquaSox season likely experienced continued negative impacts from the COVID-19 pandemic, scenario impacts are modeled after the 2022 season because it is the latest complete season since the MLB's restructuring of MiLB.

### Direct Impacts

This section summarizes the direct impacts supported by the AquaSox at Funko Field and Angel of the Winds Arena, in addition to the estimated direct impacts associated with each alternative scenario.

#### Everett AquaSox and Funko Field

**Exhibit 25** presents the direct impacts for Snohomish County generated by the Everett AquaSox and their current operations at Funko Field in 2019 and 2022. Direct impacts include business revenues, jobs, and labor income broken out by facility operations, vendor operations, and visitor spending.<sup>4</sup>

Total direct impacts for 2019 included an estimated \$6.6 million in business revenue, 45 jobs, and roughly \$2 million in labor income. In 2022, direct

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<sup>4</sup> Direct impacts for 2019 include breakouts for facility and visitor spending impacts, as the AquaSox handled food and beverage sales internally until the 2022 season.

business revenue increased to \$7.8 million, while supported jobs rose to an estimated 65 jobs and labor income increased to \$2.3 million. (Exhibit 25).

**Exhibit 25. Everett AquaSox and Funko Field Direct Impacts, Snohomish County, 2019 and 2022**

Direct Impacts	Business Revenue (mils 2022\$)	Jobs	Labor Income (mils 2022\$)
<b>2019</b>			
Facility Operations	\$3.2	20	\$0.9
Visitor Spending	\$3.4	25	\$1.1
<b>Total</b>	<b>\$6.6</b>	<b>45</b>	<b>\$2.0</b>
<b>2022</b>			
Facility Operations	\$3.0	25	\$0.8
Vendor Operations	\$0.9	10	\$0.3
Visitor Spending	\$3.8	30	\$1.2
<b>Total</b>	<b>\$7.8</b>	<b>65</b>	<b>\$2.3</b>

Sources: City of Everett, 2022; Everett AquaSox, 2022; Community Attributes Inc., 2022.

**Angel of the Winds Arena**

In 2019, AOTWA supported more than \$47 million in business revenue, nearly 390 jobs, and \$17.2 million in labor income throughout Snohomish County. Visitor spending generated the most impact, representing 87% of business revenue and jobs and 80% of total labor income. Total direct impacts decreased in 2021 due to fewer events and decreased attendance. Visitor spending still represents the majority of direct impacts, 80% of total business revenues, 67% of jobs, and 68% of total labor income. (Exhibit 26)

**Exhibit 26. Angel of the Winds Arena Direct Impacts, Snohomish County, 2019 and 2021**

Direct Impacts	Business Revenue (mils 2022\$)	Jobs	Labor Income (mils 2022\$)
<b>2019</b>			
Facility Operations	\$4.8	35	\$2.9
Vendor Operations	\$1.5	15	\$0.5
Visitor Spending	\$41.2	335	\$13.8
<b>Total</b>	<b>\$47.5</b>	<b>385</b>	<b>\$17.2</b>
<b>2021</b>			
Facility Operations	\$3.3	50	\$2.0
Vendor Operations	\$0.4	5	\$0.1
Visitor Spending	\$14.6	110	\$4.6
<b>Total</b>	<b>\$18.3</b>	<b>165</b>	<b>\$6.8</b>

Sources: Angel of the Winds Arena, 2022; Community Attributes Inc., 2022.

## Downtown Scenarios

Total impacts for Downtown Scenario A include an estimated \$35 million in business revenues, 300 jobs, and more than \$12 million in labor income supported throughout Snohomish County. Compared to the direct impacts supported by the AquaSox in 2022, this represents an increase of nearly \$28 million in business revenue, 235 jobs, and \$10 million in labor income. Direct impacts generated by Downtown Scenario B represent a potential increase in business revenue of nearly \$22 million, 185 jobs, nearly \$8 million in labor income throughout Snohomish County. (**Exhibit 27**)

**Exhibit 27. Downtown Scenario A and B Direct Impacts, Snohomish County, 2022**

Direct Impacts	Business Revenue (mils 2022\$)	Jobs	Labor Income (mils 2022\$)
<b>Downtown Scenario A</b>			
Facility Operations	\$5.8	60	\$2.8
Vendor Operations	\$2.2	30	\$0.7
Visitor Spending	\$27.2	210	\$8.6
<b>Total</b>	<b>\$35.1</b>	<b>300</b>	<b>\$12.2</b>
<b>Downtown Scenario B</b>			
Facility Operations	\$5.2	55	\$2.5
Vendor Operations	\$1.9	25	\$0.6
Visitor Spending	\$22.0	170	\$7.0
<b>Total</b>	<b>\$29.2</b>	<b>250</b>	<b>\$10.1</b>

*Sources: City of Everett, 2022; Everett AquaSox, 2022; Community Attributes Inc., 2022.*

## Total Economic Impacts

Total economic impacts include the direct, indirect and induced impacts supported by the Everett AquaSox at Funko Field, Angel of the Winds Arena, and the potential economic impacts supported by the two alternative scenarios.

### Everett AquaSox and Funko Field

In 2019, the Everett AquaSox operations at Funko Field supported more than \$10 million in business revenues, 75 jobs, and \$3.5 million in labor income throughout Snohomish County. Total economic impacts are generally evenly spread out amongst facility operations and visitor spending impacts, with facility operations generating 52% of total business revenues, 47% of total jobs, and 46% of total labor income (**Exhibit 28**).

**Exhibit 28. Everett AquaSox at Funko Field, Total Economic Impacts, 2019**

	<b>Business Revenue (mils 2022\$)</b>	<b>Jobs</b>	<b>Labor Income (mils 2022\$)</b>
Direct	\$5.8	45	\$2.0
Indirect	\$1.3	10	\$0.5
Induced	\$3.2	20	\$1.1
<b>Total</b>	<b>\$10.3</b>	<b>75</b>	<b>\$3.5</b>

*Sources: City of Everett, 2022; Everett AquaSox, 2022; Washington State Employment Security Department, 2022; Washington State Department of Revenue, 2022; Washington State Office of Financial Management, 2022; Community Attributes Inc., 2022.*

Total jobs and labor income supported in 2022 were slightly higher compared to 2019, due in large part to the increase in AquaSox games resulting from the MiLB restructuring. In total, the AquaSox supported \$12 million in business revenues, 100 jobs, and an estimated \$4 million in labor income throughout Snohomish County in 2022 (**Exhibit 29**). Facility operations and visitor impacts represent a similar share of total impacts, each supporting roughly 40% to 45% of total impacts.

**Exhibit 29. Everett AquaSox at Funko Field, Total Economic Impacts, Snohomish County, 2022**

	<b>Business Revenue (mils 2022\$)</b>	<b>Jobs</b>	<b>Labor Income (mils 2022\$)</b>
Direct	\$6.9	65	\$2.3
Indirect	\$1.6	10	\$0.6
Induced	\$3.6	25	\$1.2
<b>Total</b>	<b>\$12.1</b>	<b>100</b>	<b>\$4.0</b>

*Sources: City of Everett, 2022; Everett AquaSox, 2022; Washington State Employment Security Department, 2022; Washington State Department of Revenue, 2022; Washington State Office of Financial Management, 2022; Community Attributes Inc., 2022.*

**Angel of the Winds Arena**

Visitor spending represents the large portion of total impacts generated by the Angel of the Winds arena in 2019, accounting for between 81% and 85% of total business revenues, jobs, and labor income. Overall AOTWA supported \$74.3 million in business revenue, 575 jobs, and \$29 million in labor income in 2019. (**Exhibit 30**).

**Exhibit 30. Angel of the Winds Arena, Total Economic Impacts, Snohomish County, 2019**

	<b>Business Revenue (mils 2022\$)</b>	<b>Jobs</b>	<b>Labor Income (mils 2022\$)</b>
Direct	\$39.4	385	\$17.2
Indirect	\$9.0	45	\$3.1
Induced	\$26.0	145	\$8.7
<b>Total</b>	<b>\$74.3</b>	<b>575</b>	<b>\$29.0</b>

*Sources: Angel of the Winds Arena, 2022; Washington State Employment Security Department, 2022; Washington State Department of Revenue, 2022; Washington State Office of Financial Management, 2022; Community Attributes Inc., 2022.*

Total economic impacts generated by Angel of the Winds Arena in 2021 totaled more than \$29 million in business revenues, 240 jobs, and \$11.5 million in labor income. Compared to 2019, economic impacts generated by the arena dropped significantly. The arena held fewer events in 2021, and total attendance for arena events decreased by roughly 65% as the arena continued to manage the impacts of the COVID-19 pandemic. Visitor spending is the largest driver of total economic impacts, accounting for roughly 74% of total business revenues and 68% of jobs and total labor income (**Exhibit 31**).

**Exhibit 31. Angel of the Winds Arena, Total Economic Impacts, Snohomish County, 2021**

	<b>Business Revenue (mils 2022\$)</b>	<b>Jobs</b>	<b>Labor Income (mils 2022\$)</b>
Direct	\$15.4	165	\$6.8
Indirect	\$3.5	20	\$1.2
Induced	\$10.3	55	\$3.5
<b>Total</b>	<b>\$29.2</b>	<b>240</b>	<b>\$11.5</b>

*Sources: Angel of the Winds Arena, 2022; Washington State Employment Security Department, 2022; Washington State Department of Revenue, 2022; Washington State Office of Financial Management, 2022; Community Attributes Inc., 2022.*

**Alternative AquaSox Site Scenarios**

Downtown Scenario A and B both use the economic impacts associated with 2022 AquaSox operations and visitor spending, combined with the potential additional impacts generated by hosting a variety of non-baseball events throughout the year at a new outdoor baseball field. The analysis aims to capture the potential increase in economic impacts generated by an AquaSox ballpark that can host non-baseball events year-round, while holding current AquaSox operations impacts constant.

This may be a conservative estimate for the potential total economic impacts generated by AquaSox operations at a new stadium, especially given the

lasting impacts of the COVID-19 pandemic. Scenario analysis uses the 2022 impacts for the AquaSox for consistency with the analysis presented in this report and comparison to economic impacts of the AquaSox at Funko Field. Additionally, available data is insufficient to confidently forecast the impacts a new stadium would have on AquaSox operations and their visitor attraction.

Assumed events and operations in Downtown Scenario A support more than \$55 million in business revenues, 440 jobs, and \$21 million in labor income throughout Snohomish County. Compared to the AquaSox 2022 economic impacts, this is an increase in business revenues of roughly \$43 million, 340 jobs, and nearly \$17 million in labor income (**Exhibit 32**).

**Exhibit 32. Downtown Scenario A, Total Economic Impacts, Snohomish County, 2022**

	<b>Business Revenue (mils 2022\$)</b>	<b>Jobs</b>	<b>Labor Income (mils 2022\$)</b>
Direct	\$29.7	300	\$12.2
Indirect	\$6.8	35	\$2.3
Induced	\$18.6	105	\$6.2
<b>Scenario Total</b>	<b>\$55.1</b>	<b>440</b>	<b>\$20.7</b>
<i>Difference</i>	<i>\$42.9</i>	<i>340</i>	<i>\$16.7</i>

*Sources: City of Everett, 2022; Everett AquaSox, 2022; Angel of the Winds Arena, 2022; Washington State Employment Security Department, 2022; Washington State Department of Revenue, 2022; Washington State Office of Financial Management, 2022; Community Attributes Inc., 2022.*

In total, Downtown Scenario B increases business revenues by an estimated \$34 million, supported employment by 260 jobs, and total labor income by \$13 million (**Exhibit 33**).

**Exhibit 33. Downtown Scenario B, Total Economic Impacts, Snohomish County, 2022**

	<b>Business Revenue (mils 2022\$)</b>	<b>Jobs</b>	<b>Labor Income (mils 2022\$)</b>
Direct	\$24.8	250	\$10.1
Indirect	\$5.6	25	\$2.0
Induced	\$15.4	85	\$5.2
<b>Scenario Total</b>	<b>\$45.8</b>	<b>360</b>	<b>\$17.2</b>
<i>Difference</i>	<i>\$33.7</i>	<i>260</i>	<i>\$13.2</i>

*Sources: City of Everett, 2022; Everett AquaSox, 2022; Angel of the Winds Arena, 2022; Washington State Employment Security Department, 2022; Washington State Department of Revenue, 2022; Washington State Office of Financial Management, 2022; Community Attributes Inc., 2022.*

## SUMMARY AND CONCLUSIONS

This study analyzes the current economic and community impacts of the Everett AquaSox and their operation at Funko Field. The Everett AquaSox organization is cherished by many and continues to provide family-friendly entertainment for a range of income levels. In 2019 and 2022 the AquaSox generated more than \$10 million in business revenues, 75 jobs, and \$3.5 million in labor income annually throughout Snohomish County.

Angel of the Winds Arena is another significant entertainment venue for Everett and Snohomish County, contributing to community vitality, supporting downtown businesses through attendee spending pre-and post-event, and generating significant annual economic impacts. AOTWA supported more than \$29 million in business revenues, 240 jobs, and \$11.5 million in labor income in 2021 while continuing to contend with the ongoing impacts of the COVID-19 pandemic. Pre-pandemic the arena supported \$74.3 million in business revenue, 575 jobs, and \$29 million in labor income.

The AquaSox and the City of Everett are assessing alternative sites suitable for building a new ballpark, in addition to options to update Funko Field to meet the new requirements implemented by MLB as part of their restructuring of MiLB. Two alternative scenarios, based on City of Everett feedback on alternative site location characteristics, describe the potential impact associated with a new AquaSox stadium located within the City of Everett. This analysis aims to provide an understanding of the potential economic impacts associated with an AquaSox field that can more host non-baseball events year-round. Each scenario captures differing levels of non-baseball events held alongside AquaSox home games. A new downtown ballpark could increase economic impacts generated by the AquaSox and non-baseball events by an additional \$34 to \$43 million in business revenues, 260 to 340 jobs, and \$13 to \$17 million in labor income throughout Snohomish County.

## APPENDIX

### Scenario and Modeling Assumptions and Data Sources

#### Scenarios

Events are broken down by tier for each scenario to capture and differentiate among the potential types of events a new ballpark could host. Tier I events aim to capture events such as concerts, non-baseball pro sporting events, motocross or monster trucks, and other large-scale events. These events draw in an assumed 4,000 attendees and draw from a wider geographical area, with the potential to attract more visitors depending on the nature of the event and the layout of the stadium. Tier II events capture smaller concerts, special college games, movie nights, and other diversified and unique entertainment offerings. These events could attract between 2,000 to 4,000 attendees depending on the event and are assumed to have less geographical draw compared to Tier I events. Tier III events are similar to the specialty events currently held at Funko Field and include weddings, company events, specialized athletic events, and other community-centered events.<sup>5</sup>

**Exhibit 34. Scenario Event and Attendance Assumptions**

Scenario	Downtown Scenario A	Downtown Scenario B
<b>Events Held</b>		
AquaSox Games	66	66
Tier I	12	8
Tier II	50	40
Tier III	90	75
<b>Total</b>	<b>218</b>	<b>189</b>
<b>Total Attendance</b>		
AquaSox Games	128,700	128,700
Tier I	48,000	32,000
Tier II	150,000	120,000
Tier III	45,000	37,500
<b>Total</b>	<b>371,700</b>	<b>318,200</b>
<b>Average Attendance</b>		
AquaSox Games		1,950
Tier I		4,000
Tier II		3,000
Tier III		500

Sources: Everett AquaSox, 2022; Community Attributes Inc., 2022.

Direct impacts associated with non-baseball events for Downtown Scenarios A and B are informed by the following assumptions (**Exhibit 35**). Each

<sup>5</sup> Everett AquaSox, 2022.



assumption represents an average value from the annual data provided by Angel of the Winds Arena for 2019 and 2021.

**Exhibit 35. Revenue and Wage Assumptions**

<b>Assumption</b>	<b>Value (2022\$)</b>
Revenue per Event	\$22,300
Revenue per Worker	\$106,400
Wage per Worker	\$64,800
Vendor Revenue per Event	\$12,400

*Sources: Angel of the Winds Arena, 2022; Community Attributes Inc., 2022.*

**Visitor Spending**

**Exhibit 36** presents the assumptions informing the direct impacts of visitor spending. Out-of-county visitors and overnight visitor numbers are needed to properly capture visitor spending attracted to Snohomish County by an event or venue. The non-baseball event assumptions are derived from ticket data provided by the AOTWA. Data provided by the AquaSox informs Baseball game assumptions and used to understand the out-of-town and overnight visitors attracted to Snohomish County by the AquaSox.

- Day Trips. The analysis assumes ticket purchasers living within a roughly 100-mile driving radius which includes King, Pierce, Kitsap, Skagit, and Chelan County.
- Overnight Trips. Ticket purchasers from outside of these five counties are assumed to be overnight visitors.

**Exhibit 36. Visitor Place of Residence Assumptions**

<b>Assumption</b>	<b>Proportion of Visitors</b>
<b>AquaSox Games</b>	
Out-of-County Visitors	25%
Overnight Visitors	5%
<b>Non-baseball Events</b>	
Out-of-County Visitors	63%
Overnight Visitors	26%

*Sources: Angel of the Winds Arena, 2022; Everett AquaSox, 2022; Community Attributes Inc., 2022.*

In the absence of directly collected consumer data, the analysis presented above uses travel data produced by Dean Runyan Associates from 2017, adjusted for inflation, to create spending profiles for visitors entering Snohomish County to attend AquaSox games, AOTWA, or the hypothetical non-baseball events modeled for each scenario. These profiles represent purchases made outside of the events or venues that attracted a visitor.

## Spending by Visitor

- Day visitors spend \$56 during per trip
- Overnight visitors spend \$113 per trip.

This spending occurs on the following expenditures:

- Lodging (overnight visitors only)
- Food and beverage
- Transportation and gas
- Art, entertainment, and recreation
- Retail purchases.

## Vendor Operations

Given limited data availability, the analysis utilizes assumptions to arrive at the employment and wages for food and beverage vendors. The analysis utilizes an assumption of average revenue per worker and average wage per worker by industry based on statewide output and employment from the Washington State Office of Financial Management's 2012 Input-Output (IO) table to estimate total vendor employment and wages.<sup>6</sup>

### **Exhibit 37. Vendor Employment and Wage Assumptions**

<b>Assumption</b>	<b>Value (2022\$)</b>
Revenue per worker (2022\$)	\$87,300
Wage per worker (2022\$)	\$28,800

*Sources: Washington State Office of Financial Management, 2022; Community Attributes Inc., 2022. Total Economic Impacts by Impact Source*

**Exhibit 38** through **Exhibit 43** present the detailed total economic impacts generated by the AquaSox at Funko Field, Angel of the Winds Arena, and each of the Downtown Scenarios modeled for this study.

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<sup>6</sup> Note: The 2012 IO table is the latest available IO table and was released by OFM in 2021.

**Exhibit 38. Everett AquaSox at Funko Field Total Economic Impacts by Impact Source, Snohomish County, 2019**

	<b>Business Revenues (mils 2022\$)</b>	<b>Jobs</b>	<b>Labor Income (mils 2022\$)</b>
<b>Facility Operations</b>			
Direct	\$3.2	20	\$0.9
Indirect	\$0.7	5	\$0.3
Induced	\$1.4	10	\$0.5
<i>Facility Operations Total</i>	\$5.3	35	\$1.6
<b>Visitor Spending</b>			
Direct	\$2.6	25	\$1.1
Indirect	\$0.6	5	\$0.2
Induced	\$1.7	10	\$0.6
<i>Visitor Spending Total</i>	\$5.0	40	\$1.9
<b>Total Economic Impacts</b>	<b>\$10.3</b>	<b>75</b>	<b>\$3.5</b>

*Sources: City of Everett, 2022; Everett AquaSox, 2022; Washington State Employment Security Department, 2022; Washington State Department of Revenue, 2022; Washington State Office of Financial Management, 2022; Community Attributes Inc., 2022.*

**Exhibit 39. Everett AquaSox at Funko Field Total Economic Impacts by Impact Source, Snohomish County, 2022**

	<b>Business Revenues (mils 2022\$)</b>	<b>Jobs</b>	<b>Labor Income (mils 2022\$)</b>
<b>Facility Operations</b>			
Direct	\$3.0	25	\$0.8
Indirect	\$0.7	5	\$0.2
Induced	\$1.4	10	\$0.5
<i>Facility Operations Total</i>	\$5.1	40	\$1.5
<b>Vendor Operations</b>			
Direct	\$0.9	10	\$0.3
Indirect	\$0.2	1	\$0.1
Induced	\$0.5	5	\$0.2
<i>Vendor Operations Total</i>	\$1.5	15	\$0.5
<b>Visitor Spending</b>			
Direct	\$3.0	30	\$1.2
Indirect	\$0.7	5	\$0.2
Induced	\$1.8	10	\$0.6
<i>Visitor Spending Total</i>	\$5.5	45	\$2.0
<b>Total Economic Impacts</b>	<b>\$12.1</b>	<b>100</b>	<b>\$4.0</b>

*Sources: City of Everett, 2022; Everett AquaSox, 2022; Washington State Employment Security Department, 2022; Washington State Department of Revenue, 2022; Washington State Office of Financial Management, 2022; Community Attributes Inc., 2022.*

**Exhibit 40. Angel of the Winds Arena Total Economic Impacts by Impact Source, Snohomish County, 2019**

	<b>Business Revenues (mils 2022\$)</b>	<b>Jobs</b>	<b>Labor Income (mils 2022\$)</b>
<b>Facility Operations</b>			
Direct	\$4.8	35	\$2.9
Indirect	\$1.0	5	\$0.4
Induced	\$4.2	25	\$1.4
<i>Facility Operations Total</i>	\$10.0	65	\$4.7
<b>Vendor Operations</b>			
Direct	\$1.5	15	\$0.5
Indirect	\$0.4	2	\$0.1
Induced	\$0.8	5	\$0.3
<i>Vendor Operations Total</i>	\$2.6	22	\$0.9
<b>Visitor Spending</b>			
Direct	\$33.1	335	\$13.8
Indirect	\$7.6	40	\$2.6
Induced	\$21.0	115	\$7.1
<i>Visitor Spending Total</i>	\$61.7	490	\$23.5
<b>Total Impacts</b>	<b>\$74.3</b>	<b>575</b>	<b>\$29.0</b>

*Sources: City of Everett, 2022; Angel of the Winds Arena, 2022; Washington State Employment Security Department, 2022; Washington State Department of Revenue, 2022; Washington State Office of Financial Management, 2022; Community Attributes Inc., 2022.*

**Exhibit 41. Angel of the Winds Arena Total Economic Impacts by Impact Source, Snohomish County, 2021**

	<b>Business Revenues (mils 2022\$)</b>	<b>Jobs</b>	<b>Labor Income (mils 2022\$)</b>
<b>Facility Operations</b>			
Direct	\$3.3	50	\$2.0
Indirect	\$0.7	5	\$0.3
Induced	\$3.0	15	\$1.0
<i>Facility Operations Total</i>	\$6.9	70	\$3.3
<b>Vendor Operations</b>			
Direct	\$0.4	5	\$0.1
Indirect	\$0.1	1	\$0.0
Induced	\$0.2	1	\$0.1
<i>Vendor Operations Total</i>	\$0.8	7	\$0.3
<b>Visitor Spending</b>			
Direct	\$11.7	110	\$4.6
Indirect	\$2.7	15	\$0.9
Induced	\$7.1	40	\$2.4
<i>Visitor Spending Total</i>	\$21.5	165	\$7.9
<b>Total Impacts</b>	<b>\$29.2</b>	<b>240</b>	<b>\$11.5</b>

*Sources: City of Everett, 2022; Angel of the Winds Arena, 2022; Washington State Employment Security Department, 2022; Washington State Department of Revenue, 2022; Washington State Office of Financial Management, 2022; Community Attributes Inc., 2022.*

**Exhibit 42. Downtown Scenario A Total Economic Impacts by Impact Source, Snohomish County, 2022**

	<b>Business Revenues (mils 2022\$)</b>	<b>Jobs</b>	<b>Labor Income (mils 2022\$)</b>
<b>Facility Operations</b>			
Direct	\$5.8	60	\$2.8
Indirect	\$1.3	5	\$0.5
Induced	\$4.2	25	\$1.4
<i>Facility Operations Total</i>	<i>\$11.2</i>	<i>90</i>	<i>\$4.7</i>
<b>Vendor Operations</b>			
Direct	\$2.2	30	\$0.7
Indirect	\$0.5	5	\$0.2
Induced	\$1.1	5	\$0.4
<i>Vendor Operations Total</i>	<i>\$3.9</i>	<i>40</i>	<i>\$1.3</i>
<b>Visitor Spending</b>			
Direct	\$21.7	210	\$8.6
Indirect	\$5.0	25	\$1.7
Induced	\$13.2	75	\$4.4
<i>Visitor Spending Total</i>	<i>\$40.0</i>	<i>310</i>	<i>\$14.8</i>
<b>Total Impacts</b>	<b>\$55.1</b>	<b>440</b>	<b>\$20.7</b>

*Sources: City of Everett, 2022; Everett AquaSox, 2022; Angel of the Winds Arena, 2022; Washington State Employment Security Department, 2022; Washington State Department of Revenue, 2022; Washington State Office of Financial Management, 2022; Community Attributes Inc., 2022.*

*Note: Columns may not sum due to rounding.*

**Exhibit 43. Downtown Scenario B Total Economic Impacts by Impact Source, Snohomish County, 2022**

	<b>Business Revenues (mils 2022\$)</b>	<b>Jobs</b>	<b>Labor Income (mils 2022\$)</b>
<b>Facility Operations</b>			
Direct	\$5.2	55	\$2.5
Indirect	\$1.1	5	\$0.4
Induced	\$3.7	20	\$1.2
<i>Facility Operations Total</i>	\$10.0	80	\$4.1
<b>Vendor Operations</b>			
Direct	\$1.9	25	\$0.6
Indirect	\$0.5	2	\$0.2
Induced	\$1.0	5	\$0.3
<i>Vendor Operations Total</i>	\$3.4	30	\$1.1
<b>Visitor Spending</b>			
Direct	\$17.6	170	\$7.0
Indirect	\$4.0	20	\$1.4
Induced	\$10.7	60	\$3.6
<i>Visitor Spending Total</i>	\$32.4	250	\$12.0
<b>Total Impacts</b>	<b>\$45.8</b>	<b>360</b>	<b>\$17.2</b>

*Sources: City of Everett, 2022; Everett AquaSox, 2022; Angel of the Winds Arena, 2022; Washington State Employment Security Department, 2022; Washington State Department of Revenue, 2022; Washington State Office of Financial Management, 2022; Community Attributes Inc., 2022.*

*Note: Columns may not sum due to rounding.*