

Cityvision

THE ASSOCIATION OF WASHINGTON CITIES MAGAZINE

CIVIC CELEBRATIONS

Cities support the community and the economy with special events



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CITYVISION MAGAZINE VOL. 18 / NO. 1

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FROM THE
PRESIDENT

Summer is just around the corner, which means cities and towns across the state are joining forces with community, business, and philanthropic partners to roll out the red carpet for residents and visitors alike at festivals, fairs, and other celebrations.

This issue of *Cityvision* explores how events and attractions help define community identity while supporting local economies and planting seeds for future partnerships.

Here in the “Quad-Cities,” we see firsthand how events strengthen regional and local ties. We cherish our community Easter Egg Hunt and activities held at Red Mountain Event Center in West Richland, the River of Fire Festival in Kennewick, the Art in the Park Festival in Richland, and the Benton Franklin Fair and Rodeo in Pasco, among other events. One of our area’s newest attractions, the Ironman 70.3 Washington Tri-Cities triathlon, touches all four communities as it draws visitors from around the world with the support of more than 1,500 local volunteers.

Large and small cities and towns all across our state have their unique histories and qualities that are celebrated with equally unique events and attractions.

Washington communities will take the global stage this summer. With FIFA World Cup-related events planned across the state, cities are preparing not only to welcome visitors, but also to ensure

these opportunities leave lasting benefits. From infrastructure improvements to increased tourism and community visibility, thoughtful planning can help cities derive long-term benefits from a single event.

Of course, behind every successful celebration is a great deal of work. City leaders and staff navigate logistics, safety, accessibility, and risk management, often in close partnership with volunteers, local organizations, and businesses. This issue includes practical guidance to help cities plan responsibly, recognizing that celebrations should be both joyful and well run.

I hope this issue sparks ideas you can adopt in your own community—and encourages you to connect with colleagues next month at the AWC Annual Conference in Spokane, coming up June 23-26. I look forward to seeing many of you there and continuing these conversations in person.



Fred Brink
Mayor, West Richland

Cityvision

Summer 2026

Redmond Mayor Angela Birney shares the benefits of city-sponsored events.

FESTIVE CITY

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Washington cities celebrate America's 250th anniversary; cultivating civic pride with unique attractions; food festivals nurture local economies.

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READY, SET, GOAL

Cities hosting official World Cup matches and fan zones hope Washington's once-in-a-generation opportunity will have lasting benefits.

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Looking back at the 1962 World's Fair and Expo '74.



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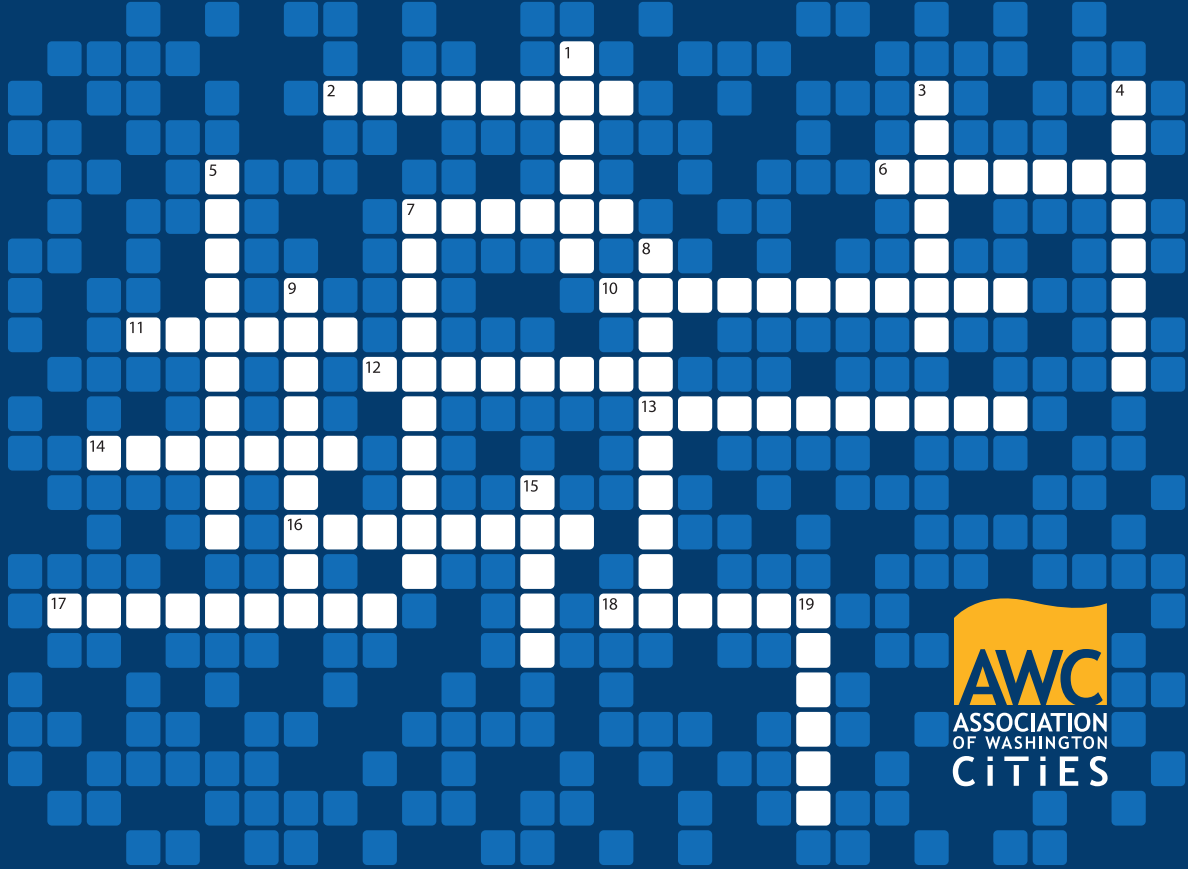
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security | stability | service

Citygames



Across

2. This city hosts the 20-day Washington State Fair at the end of each summer.
6. The annual Viking Fest celebrates the spirit of this city's Scandinavian founders.
7. This city's Huckleberry Festival honors the wild fruit found on nearby Mount Adams.
10. Spring comes alive in the fields of this city during the Skagit Valley Tulip Festival.
11. Attendees can soar into adventure at the Wings Over Water Northwest Birding Festival held in this city.
12. Bo Diddley, Jimmie Vaughan, and Los Lobos have all headlined this city's Rhythm & Blues Festival.
13. Beer enthusiasts love sipping their way through the Winterhop Brewfest in this city.
14. OysterFest brings more than 12,000 seafood lovers to this city each year.
16. Attendees celebrate the annual return of the salmon at Salmon Days in this city.
17. The Washington State Apple Blossom Festival in this city celebrates the apple industry.
18. The Irrigation Festival, Washington's longest-running festival, is held in this city.

Down

1. Known as the Rhubarb Pie Capital of the World, this city is home to Rhubarb Days.
3. This city is home to Hoopfest, the world's largest 3-on-3 basketball tournament.
4. This city's Planters Days celebration features frog jumping, bed races, and a car show.
5. The skies of this city are a delight to behold during the annual Balloon Stampede.
7. Teams compete in seven different sports in the Ski to Sea race that ends in this city.
8. Visitors can sample the bold, briny, and blue mussels grown in this town at Penn Cove Musselfest.
9. This city's Kla Ha Ya Days Festival takes its name from the Chinook word "Klahowya," meaning "welcome."
15. Pitmasters compete and tastebuds win at the South Sound BBQ Festival held in this city.
19. The Loggers' Jubilee in this city celebrates the Pacific Northwest's rich logging heritage.

For the answers: wacities.org/cityvision



Citybeat



Celebration Nation

Cities foster community connections while commemorating America's semiquincentennial.

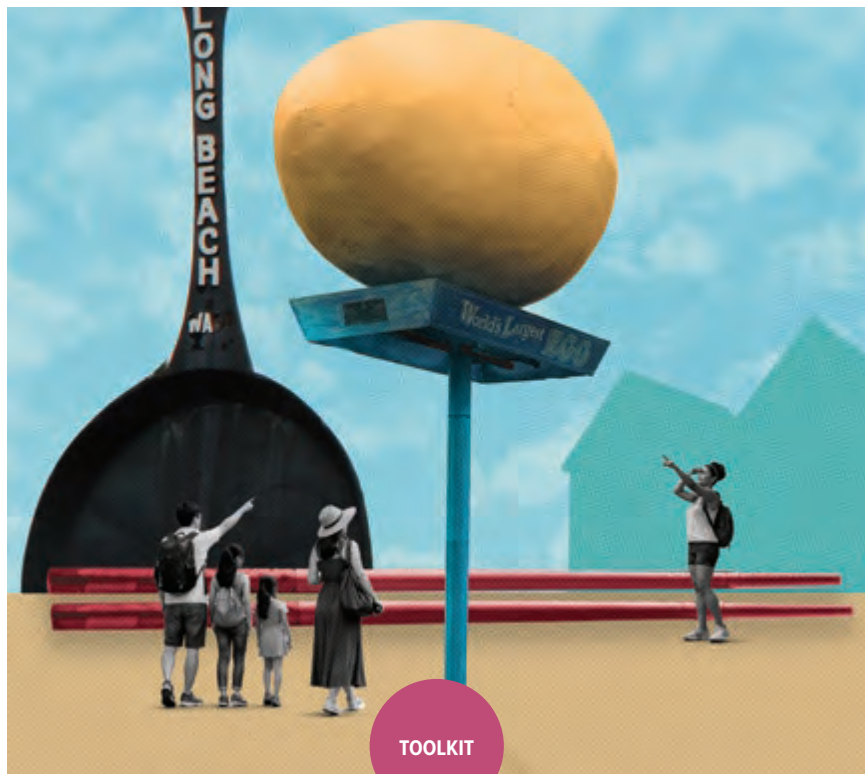
BY KAYA WILLIAMS

THROUGHOUT 2026, cities across Washington and around the nation are celebrating 250 years of what Spokane Valley Mayor Laura Padden calls “a continuous experiment in self-governance.”

July 4, 2026, marks the 250th anniversary, or semiquincentennial, of the signing of the Declaration of Independence. Because its own history is brief—Spokane Valley, Spokane's

largest suburb, was incorporated in 2003—the city is collaborating with the Spokane County Library District, the Daughters of the American Revolution, and the Sons of the American Revolution to add depth and gravitas to its celebrations. All four are local partners with Washington's Semiquincentennial Committee, which offers resources so every community can honor America's birthday. **CONTINUED ON P.10** ▶

FRESH IDEA ▶ FOOD FESTIVALS AS ECONOMIC ENGINES **FAIR GAME** ▶ FAIR FACTS AND FIGURES **TOOLKIT** ▶ UNIQUE ATTRACTIONS YIELD BIG RETURNS



TOOLKIT

Going Big

Cities draw tourists and cultivate civic pride with unique attractions.

BY KAYA WILLIAMS

THE CITY OF LONG BEACH has gone all in on big.

The Pacific County city of 1,730 lays claim to both the “World’s Largest Frying Pan” and the “World’s Largest Spitting Razor Clam.” For a while, Long Beach also was home to the “World’s Largest Pair of Chopsticks.” And then, of course, there’s the archway over Bolstad Avenue welcoming visitors to the “World’s Longest Beach.”

“We are full of very unique humans out here,” says Mayor Sue Svendsen, noting the community’s fair share of creatives and entrepreneurs. That might explain the enthusiasm for distinction, which, in Long Beach, goes back generations.

The frying pan originated in the 1940s, when the city appealed to clam-digging tourists with the Long Beach Razor Clam Festival and borrowed a giant pan from Chehalis to cook the “World’s Largest Clam Fritter.” The following year, the local chamber of commerce decided to commission a pan that would tour the region when

it wasn’t in use for the festival.

It was such a successful push that by 1948, the influx of visitors had depleted the razor clam population. Both the festival and the frying pan went on hiatus, and when civic boosters revived the festival in the 1990s, they discovered coastal moisture had taken its toll on the famous pan. The city replaced the genuine rusted metal artifact with another outsized utilitarian pan for making fritters; to advertise the festivities, a 14-foot-long by 9-and-a-half-foot-wide fiberglass reproduction (incorporating the cast iron handle from the original) was commissioned and put on permanent display outside Marsh’s Free Museum.

Since then, Long Beach’s World’s Largest Frying Pan has been upstaged by even bigger pans in Wallace, North Carolina, and Brandon, Iowa, both of which now claim the title. Some of the city’s other biggest claims to fame deserve footnotes, too. The 30-foot-long chopsticks, carved

by chainsaw in 2010, were fed into a wood chipper in 2024; its beach technically is the “World’s Longest Continuous Peninsula Beach,” which hardly fits on a bumper sticker.

But in Long Beach, the pan is still “a treasure,” Svendsen says, who adds that it might even help the city attract new residents.

“They don’t just come here for vacation,” Svendsen says. “They get addicted to what a great little town it is.”

A couple of hours east in Lewis County, Winlock’s “World’s Largest Egg” also serves as a tourism magnet. When Mayor Victoria Marincin was campaigning for her seat, she met visitors from New England, Florida, and Japan who all told her the same thing: “We came to see the egg.”

The current 1,200-pound behemoth was installed in 1991 atop a 10-foot-high pedestal in Vern Zander Memorial Park, named for a local chicken farmer who funded the egg’s construction before he died in 1993. It is the latest of several iterations. The first egg was commissioned in 1921 for Winlock Poultry and Egg Day, a festival recognizing the town’s dominance as an agricultural hub for chicken farming that commemorated the opening of a new road between Winlock and Cowlitz Corner. After touring the region by flatbed truck from Olympia to Portland, Oregon, Winlock’s egg was mounted on a platform near the train depot (the city was also a railway and lumber town; trains proved a boon for transporting all those eggs).

The celebration evolved into the annual Winlock Egg Days, held on the third weekend in June. The event includes a parade (the grand marshal is dubbed its CEO, or chief egg officer), a royal court, bingo, a custom car show, and plenty of egg salad sandwiches. The egg itself—created first of canvas and wood, then plastic, and now fiberglass—is maintained by volunteers as a symbol of civic pride.

Winlock is more a bedroom community than a poultry capital these days, but its giant egg is still the city’s centerpiece, drawing a steady stream of visitors off the state highway to pose for selfies.

“It’s there to support the businesses and residents,” Marincin says, “and give them something they can be proud of.”



FAIR GAME

Washington's rich agricultural heritage is reflected in the state's many fairs. From the flagship Washington State Fair to exhibitions and programs for local youth, these events provide educational opportunities, showcase the latest innovations, and bring communities together. Here's how the numbers add up:

69

Youth, community, county, and area fairs across the state

>3.3 million

Annual attendees

68,000

Exhibitors from inside and outside the state

5,600

Volunteers who donate approximately 136,000 hours

44

Percent of fairs featuring a rodeo

41

Percent of fairs featuring a carnival

\$397 million

Estimated revenue to the state's economy

Source: Washington State Department of Agriculture

FRESH
IDEA

FARE IS FAIR

Cities celebrate local foods while supporting the economy.

BY KAYA WILLIAMS

WHAT DO DUNGENESS CRAB, lentils, and strawberries have in common?

For three Washington cities, these are the key ingredients for festivals that foster economic development, community engagement, and civic pride.

Consider the Port Angeles Dungeness Crab Festival, which for 25 years has been luring some 12,000 visitors—more than half the city's population—including many from Vancouver Island who make an annual pilgrimage to feast on crab during the last weekend in October, which coincides with Canadian Thanksgiving. In addition to consumption, the point of the festival for most is partnerships with tribes, nonprofits, and other organizations that remind visitors about the importance of environmental stewardship and heritage. Throughout the weekend, festivalgoers get hands-on ecology lessons at the Feiro Marine Life Center, where Port Angeles Mayor Kate Dexter serves on the board of directors.

"It gives us an opportunity to say, 'Hey, if you like this, you can join us,'" Dexter says. "You come out, you experience the festival, and then maybe you care about stewardship in a different way."

On the other side of the state in Pullman, nicknamed the "Lentil Capital of the World," locals foster a similar message when it comes to celebrating their community's agricultural heritage. Since 1989, the population of Pullman has nearly doubled every year on the third weekend in August, when more than 20,000 visitors descend on Reaney Park for the National Lentil Festival. The weekend event revolves around lentil chili ladled from the "World's Largest Chili Bowl" (a 350-gallon vat prepared by Washington State University Catering); a grand parade; sporting events, including the Tase T. Lentil 5K; a wine and beer garden; a main stage with live music; and a playground called Lil' Lentil Land.

"We're surrounded by agriculture," says Mayor Francis Benjamin. "You can't leave Pullman without crossing a farm."

Benjamin notes that the festival reminds visitors, especially those from more urban areas who lack daily visual cues, where their food comes from. It's an opportunity to talk about the agricultural economy around a giant bowl of lentil chili, he adds, but it's as much about fun and togetherness as anything else.

"You think about the fabric of community and the impact that it has," he says, noting that the festival serves as a welcome not just for visitors, but also for the college students who arrive around the same time for the fall semester, bolstering Pullman's population and economy.

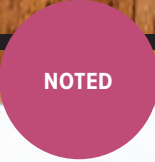
The Marysville Strawberry Festival dates to 1923, when Marysville was known as "Strawberry City." The festival celebrates the community's agricultural heritage even as suburban homes built on former strawberry fields and a proposed downtown and waterfront redevelopment have redefined the local landscape and economy.

People who have lived in Marysville for decades "will talk about the days when they picked strawberries as kids in the fields," Mayor Jon Nehring says. Even though Marysville is now a city of 75,000, locals regard the strawberry as a civic icon—and the festival in its honor helps keep the small-town feel through events like a parade, carnival, car show, and strawberry shortcake eating contest.

"A yearly reminder of our heritage, with strawberry fields and agriculture, is something that's grounding for people," Nehring says. "It reminds them that this is their community. This is their home."



For more information:
cityofpa.us; pullman-wa.gov;
marysvillewa.gov



HOUSE BILL 1515

CHAPTER 361, LAWS OF 2025

ALCOHOL SERVICE IN PUBLIC SPACES

AN ACT relating to modernizing the regulation of **alcohol service in public spaces**; amending RCW 66.24.380, 66.24.710, 66.08.030, 3 66.44.100, and 66.24.690; creating new sections; prescribing penalties; and providing an expiration date.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF WASHINGTON:

NEW SECTION. Sec. 1. (1) The Legislature finds that updating and modernizing the regulation of alcohol service in public spaces by building upon the regulatory framework established in agency rules governing this activity will benefit the citizens of Washington, the restaurant and hospitality industry, nonprofit organizations, as well as local and state government in Washington, and will **help prepare Washington to successfully host a major international sports event in 2026.**

(2) The Legislature intends that passage and implementation of this act will allow for event environments that **emphasize safe crowd management** of high volumes of people, a pleasant event experience that maximizes mobility for event guests, especially families, and maintains safe operations that ensure alcohol is not accessed or consumed by persons under age 21, overservice is prevented, and alcohol does not leave the premises.

(3) Therefore, subject to the requirements in this section:

(a) From the effective date of this section until December 31, 2027, the Legislature intends to authorize local governments to request from the Liquor and Cannabis Board, and for the board to reasonably approve, that **expanded outdoor alcohol service in public spaces** be allowed for liquor licensees in their jurisdictions;

(b) From the effective date of this section until December 31, 2027, the Legislature intends to **authorize certain cities** to request from the Liquor and Cannabis Board, and for the board to reasonably approve, that expanded outdoor and indoor alcohol service in public spaces be allowed for liquor licensees operating during events on **publicly owned civic campuses**; and

(c) During the months of June and July of 2026, the Legislature intends to authorize certain local governments to request from the Liquor and Cannabis Board, and for the board to reasonably approve, that expanded outdoor and indoor alcohol service in public spaces be allowed for certain liquor licensees operating during **a single multiday event** in an approved area or areas of a city, town, county, or port authority that is a **designated fan zone or host city.**

These expanded alcohol service areas are sometimes referred to as "libation zones."

The bill was inspired by Seattle's designation as a 2026 World Cup host city.

Cities may request authorization for expanded outdoor alcohol service in public spaces for the entire city or just part of it. The one-time fee for this authorization is \$1,700.

As a part of the application process, cities must specify how they will provide adequate local resources to ensure the safety of the community and keep the area clean and free of litter.

Cities designated as World Cup fan zones or host cities may request expanded alcohol service for one multiday event in June or July 2026. The fee is \$3,900.

Cities with a population of at least 220,000 may request authorization for expanded alcohol service for events on civic campuses. The fee for each event is \$1,500.

In addition to host city Seattle, there are nine designated fan zones across the state: Bellingham, Bremerton, Everett, Olympia/Lacey, Tri-Cities, Spokane, Tacoma, Vancouver, and Yakima.

A "publicly owned civic campus" is defined as "the buildings, facilities, grounds, lands, and spaces owned by a city and designated as a city center, and used for civic, arts, cultural, sports, and other community and family

events and activities, being not more than 100 acres in size."

THE QUESTION

TELL US ABOUT ONE OF YOUR FAVORITE COMMUNITY EVENTS AND WHY IT MATTERS TO YOUR CITY.



One of my favorite events in Mount Vernon is our Illuminight Winter Walk. In the darkest, coldest month of the year, over a thousand of our residents make beautiful luminaries and gather on our riverfront plaza to celebrate music, art, and connection. We push back against the cold and darkness of winter with our lights and the warmth of community. It has become a vibrant and unifying celebration, culminating in a light parade through our historic downtown.

PETER DONOVAN
Mayor, Mount Vernon



The Top Dog Parade is one of Chelan's most beloved traditions. This nearly 40-year celebration honors three generations of the Kelly family, who own the hardware store in our historic downtown. Every St. Patrick's Day, it fills Wooden Avenue with an energy that ripples through our small businesses at a time they need it most. It's a reminder of what makes small-town life special: community, heritage, and neighbors who show up for each other year after year.

ERIN McCARDLE
Mayor, Chelan



Asking me to pick my favorite event is like asking me to pick my favorite child—it can't be done. All of the events in our community are unique, from the Sandhill Crane Festival in March to Little League Opening Day in April to our annual Fourth of July celebration to the Othello Fair in September to our Miracle on Main Street event in December. One thing they all do have in common is how they bring our community together.

KEN JOHNSON
Mayor, Othello

AWC TRAININGS

AWC ANNUAL CONFERENCE
JUNE 23–26 | SPOKANE

AWC's Annual Conference offers a city-focused agenda combining general sessions, workshops, networking opportunities, an exhibit hall, and mobile tours for a rich and meaningful experience. This conference offers educational, thought-provoking, and inspirational sessions about a wide variety of city issues.

MUNICIPAL BUDGETING AND FISCAL MANAGEMENT WORKSHOP

AUGUST 5–6 | LEAVENWORTH

This popular annual workshop is an opportunity for local elected officials and staff who have a role in developing or implementing the budget to learn more about the basics of budgeting and take their skills to the next level. Hear from budget experts, get your challenging budget questions answered, and explore ways to engage your residents.

ELECTED OFFICIALS ESSENTIALS WEBINAR SERIES

- **Foundations of the city budget**
JULY 15 | ONLINE
- **Parks and arts**
SEPTEMBER 16 | ONLINE
- **Land use and growth**
NOVEMBER 18 | ONLINE

DISTRICT MEETINGS
FALL | MULTIPLE LOCATIONS

MEMBER EXPO
OCTOBER 7–8 | CHELAN

MAYORS EXCHANGE
OCTOBER 23 | TRI-CITIES

AWC ELEARNINGS
ANYTIME | ONLINE
wacities.org/events-education/elearning-library

“

ALL HISTORY IS LOCAL, AND THIS PLACE JUST PROVES THAT OVER AND OVER AGAIN.

—Dollie Boyd,
Moses Lake Museum & Art Center superintendent

Spokane Valley kicked off its festivities on April 18, 2025—the 250th anniversary of Paul Revere’s midnight ride—with a costumed actor reading Henry Wadsworth Longfellow’s poetic retelling to a crowd gathered on the lawn outside city hall. The event was inspired by Two Lights for Tomorrow, a nationwide initiative that invited communities to mark the onset of a yearlong semiquincentennial celebration by displaying two lights in recognition of our history of working together for a better tomorrow. Two Lights for Tomorrow’s message of community cohesion around a common cause resonates with Padden, both personally and in her role as mayor.

“We’re people. We’re fallible, we stray, and we get off the path,” she notes. “We need to be reminded: What are our goals? What was the purpose of the United States of America? If we don’t believe that it’s something to fight for and something to preserve, in one generation, truly, it will be gone.”

Spokane Valley’s mayor issued a proclamation in June recognizing 2026 as a celebration of America’s 250th and another in September in honor of Constitution Week. A November public forum at the Spokane Valley Library provided an overview of the local and statewide semiquincentennial initiatives. Other activities included a patriotic bus tour for elementary school students and an upcoming picnic in the park featuring patriotic music by the military’s Navy Band Northwest, colonial games, flag displays, and costumed actors.


This summer, a hundred miles west of Spokane Valley in Moses Lake, a concert series in the city’s creative district will highlight a spectrum of

American music genres, from country and rock to a Tejano and conjunto band that represents the area’s large Hispanic population. The Moses Lake Museum & Art Center is hosting a speaker series for America’s 250th as well as several workshops featuring local artisans and crafts such as quilting and woodworking.

“We wanted to focus on our community and the American experience here in Moses Lake,” explains Museum Superintendent Dollie Boyd, who also plans to stage exhibitions that capture both the joys and challenges of life in Moses Lake. “All history is local, and this place just proves that over and over again.”

Over on Puget Sound, the City of Gig Harbor is organizing its first significant Fourth of July event in recent memory. The focus is family-friendly entertainment, says Mayor Mary Barber, with a downtown celebration that includes hands-on activities, carnival games, a parade of kids and pets in patriotic colors and costumes, and possibly a drone show in place of fireworks.

There will also be “a ceremonial raising of the flag that will hearken back to 1776,” she promises, with Old Glory flying on a flagpole that was installed at Skansie Brothers Park for America’s bicentennial 50 years ago. The Gig Harbor Waterfront Alliance, which is partnering with the city on the event, is organizing a finger-painted flag project as “a way for participants to basically leave their mark on the city.”

“This is an opportunity to show our community spirit and what we can do as a group,” says Barber. “We want to showcase things that bring us together rather than things that divide us.” 



Cityscope

Mayor Angela Birney
outside Redmond
City Hall



Festive City

Redmond Mayor and AWC Board Member Angela Birney prioritizes finding common ground with leaders across the state and celebrating the vibrancy of her multicultural city.

INTERVIEW BY JENNIFER KRAZIT

How did you come to live in Redmond?

I was born in Western Washington, but I grew up in the Tri-Cities, in Richland. I moved to Redmond because my husband worked at Microsoft, and I've been here for almost 28 years. I love the trees here and all the activities you can do. There's walking, hiking, beautiful parks, and an enormous amount of culture. It's a growing, dynamic region, and the influx of different cultures from around the world makes it really fun and interesting to be a part of.

Before joining the Redmond City Council in 2015, you were a middle school science teacher, then a stay-at-home mom. What prompted you to run for office?

I had been on the Redmond Parks and Trails Commission, and I had not really thought about running for office before a council seat opened up and

CONTINUED ON P.12 ►



Mayor Birney in her City Hall office.

someone approached me about running. At the time, the city council had seven members and only one was a woman. I was raising three daughters, and I thought it was really important to have representation and ensure that the council became more balanced over time.

You were elected mayor in 2019. Why run for mayor?

I could see the opportunities that Redmond had into the future. We were growing. Light rail was coming. We had this amazing thing in front of us, and Redmond was at an inflection point; there were still community members who were not interested in growth and wanted to stop things from changing. I saw the opportunity for what lay ahead, and I felt it was important for me to lead that vision of Redmond and keep us moving in that direction.

How did you get involved with AWC?

Like many people, I attended AWC's Elected Officials Essentials Workshop when I was first elected to council. Then, as a city council member and mayor, I would go to Olympia for City Action Days, and I saw even more of the educational opportunities AWC provided.

You were elected to the AWC Board of Directors in 2025. What are your priorities as an AWC Board member?

I bring a strong sense of regionalism. I want to represent not just Redmond, but all of the cities in my district at the state level. I'm very interested in nonpartisan cooperation



and ensuring that we, as a state, work together on common goals. Having lived in Eastern Washington and now in Western Washington, I know we have a lot of differences. But I think we have much more in common than not, and cities have an opportunity to work in a nonpartisan fashion and get things done for local communities. My goal is always to get us to a point

where we find agreement and work for the betterment of cities throughout the state.

Redmond has two signature events—Derby Days in July and Redmond Lights in December. What does Derby Days bring to the city?

Derby Days is a two-day event that includes a craft fair, booths for community organizations and businesses, bike races at

the velodrome in Marymoor Park, and the popular Kids Bike Parade. It ends with what was one of the first drone shows in the region. Because it's not on the Fourth of July weekend, when most cities have something going on, it ends up drawing people from all over the region. The cycling element shows off how bike-friendly Redmond is. We have great bike trails and bike-friendly streets.

What's special about Redmond Lights?

Redmond Lights starts in early December with a big kickoff featuring local performers and marching bands. We have light installations developed by regional artists on display in two of our parks through early January. The goal is just to celebrate winter. We're a really multicultural city, so we have people celebrating different winter holidays. Even in the darkest months, Redmond Lights gives people a reason to get out, explore parts of the city, and enjoy some beautiful art.

Why do you think city-sponsored events like these are important?

They give cities a sense of vibrancy. If you look around the state, you could probably fill up your calendar with ways to explore different cities, get a little bit of their vibe, and see what kinds of cool things they offer. They give each city some personality and show the rest of the region or state the fun things they have going on and why they're such a great city. **C**

BY THE NUMBERS

Redmond

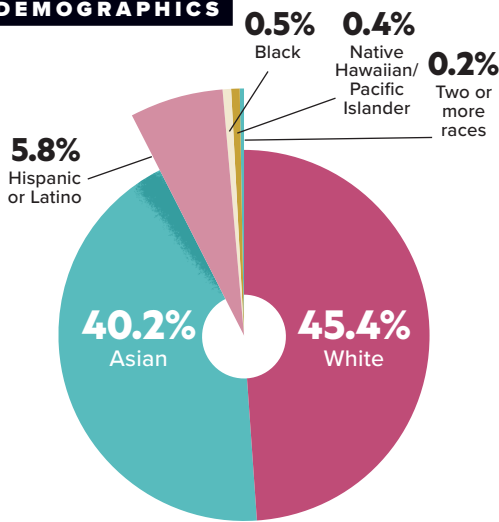
Tracking events and other metrics in Redmond.

POPULATION

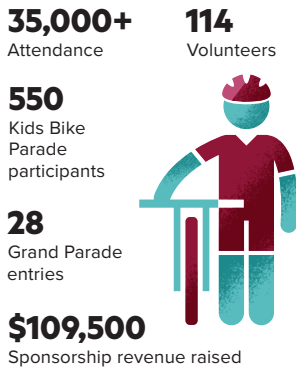
POPULATION DATA FROM THE U.S. CENSUS BUREAU



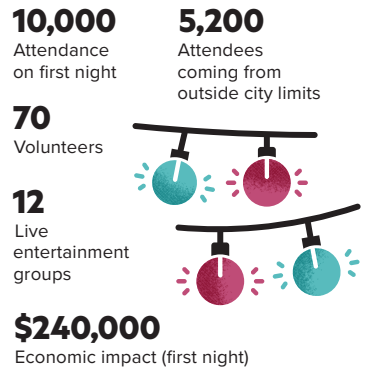
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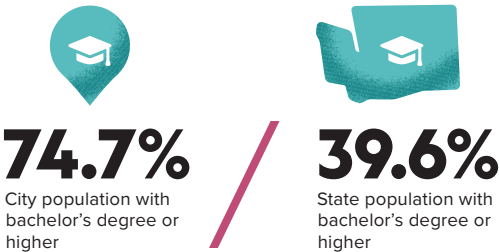
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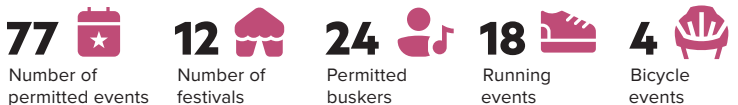
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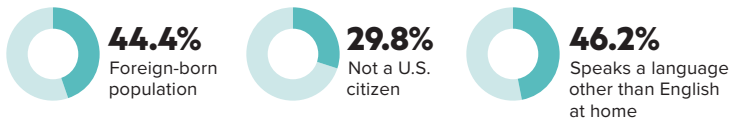
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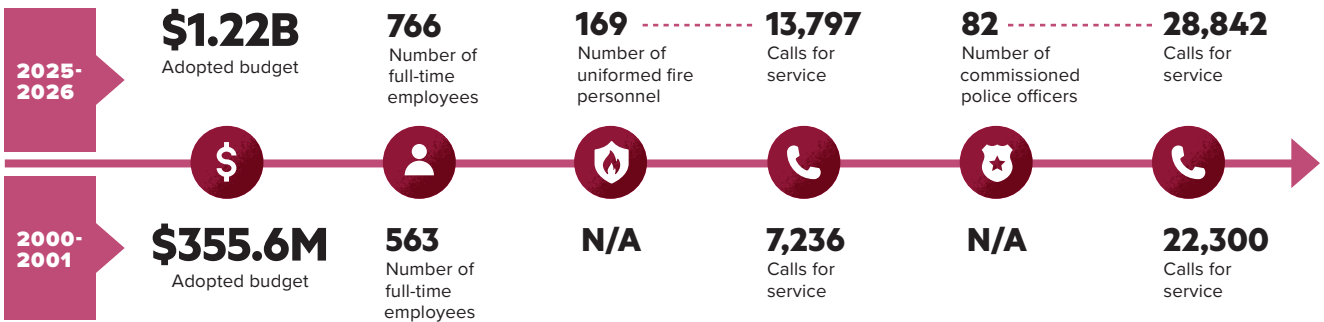
SPECIAL EVENTS (2025)



IMMIGRATION & NATIONALITIES



CITY STATS



SOURCES: U.S. CENSUS BUREAU, CITY OF REDMOND

READY, SET, GOAL!



AS THEY MAKE FINAL PREPARATIONS, CITIES HOSTING **OFFICIAL WORLD CUP MATCHES AND FAN ZONES** HOPE WASHINGTON'S ONCE-IN-A-GENERATION OPPORTUNITY WILL HAVE LASTING BENEFITS.

story by
JENNIFER KRAZIT

illustrations by
THE GRIFFIN AGENCY



A pickup match on soccer fields that are part of Seattle's newly renovated waterfront

W

When the national soccer teams from Belgium and Egypt face off at Lumen Field on June 15, it will signify the culmination of years of effort to bring the World Cup to Washington and a thrilling opportunity to put Seattle—and the whole state—on the world stage.

Seattle is one of 16 cities across the United States, Mexico, and Canada that are hosting matches in the 2026 FIFA World Cup. The tournament, which consists of 48 teams playing 104 matches over the course of about a month this summer, will be watched by billions of people around the world. More than a million people will travel to the U.S. to watch matches in person.

No city in Washington will experience the same influx of tourists as Seattle (and all the benefits and burdens that will come along with them). But many cities throughout the state will have their own World Cup moments.

“Seattle’s local organizing committee has done an incredible job of saying, ‘This is not just going to be Seattle’s moment with the World Cup. This is going to be the entire state’s moment,’” says Spokane City Administrator Alexander Scott, who has been leading World Cup planning for his city.

To ensure just that, SeattleFWC26, the local organizing committee, is partnering with nine cities across the state to host official FIFA-branded game-day events called fan zones. Additionally, Renton and Spokane were approved as potential base camps, or temporary home bases for competing teams. These opportunities offer Washington cities a rare chance to welcome visitors from around the world and participate in a global event in ways that are unique to their local communities.



CENTER CIRCLE IN SEATTLE

For city leaders in Seattle, this World Cup is a long time coming. Planning officially began the moment Seattle was named a host city in 2022. But in reality, preparations have been in the works much longer, according to Seattle Deputy Mayor Brian Surratt, who says the city had been talking about hosting a World Cup and putting together its bid to host for years.

“I would make the argument that it goes back to the love affair that we have

with the Sounders and the construction of Lumen Field. That stadium does not get built without the support of soccer fans across the state,” says Surratt, pointing out that it was designed to host not just football and soccer games, but also major events like a World Cup.

“Now, 25-plus years later, the vision has been realized to have the world’s eyes on Seattle,” he adds.

Knowing there would be a spotlight on Seattle meant the city needed to invest in some basic capital improvements to make the downtown area more accessible, including right-of-way improvements, Americans with Disability Act improvements, and additional signage. It also meant prioritizing larger projects that were already in progress to ensure they’d be completed before the big event. That included finishing an \$800 million renovation of the waterfront; an overhaul of downtown’s Westlake Park, where watch parties will be held; and upgrades to and restoration of miles of protected greenway trails and parks called the Elliott Bay Connections project.

Although the city looks forward to showing off these renovations, it’s not focusing on downtown alone. Using a distributed festival model, the city’s Office of Arts & Culture, Department

“

THESE ARE SIGNALS TO THE WORLD AND, FRANKLY, TO OURSELVES THAT WE CAN DO BIG THINGS. WE CAN INVEST IN OURSELVES.

—BRIAN SURRATT
SEATTLE DEPUTY MAYOR



WASHINGTON WORLD CUP SOCCER 2026

Fan zones



Visit Seattle's economic impact projections

\$929 MILLION

Total economic impact

\$106.5 MILLION

Total state & local taxes generated

20,762

Jobs supported

\$652.6 MILLION

Direct spending impact

Viewer numbers

6 BILLION

Number of people expected to watch at least one World Cup match around the world

1.2 MILLION

Number of tourists expected to come to the U.S. for a match

12

Average number of days World Cup visitors stay in a host country

Matches to be hosted at Lumen Field

JUNE 15

BELGIUM VS. EGYPT

JUNE 19

AUSTRALIA VS. USA

JUNE 24:

BOSNIA-HERZEGOVINA VS. QATAR

JUNE 26

EGYPT VS. IRAN

JULY 1

ROUND OF 32

JULY 6

ROUND OF 16

As a designated fan zone, Spokane will host major FIFA-branded watch parties at the Gesa Pavilion in Riverfront Park.



of Neighborhoods, and Parks and Recreation is working with neighborhoods citywide to organize watch parties and smaller-scale celebrations in every corner of the city.

As it happens, city leaders got a bit of a test run for hosting an event of this magnitude in February with a Super Bowl championship parade for the Seattle Seahawks.

“Several hundred thousand people had a good time, and all of our operations

—fire, police, transportation, utilities—were in place to make that parade safe, fun, and memorable,” says Surratt.

Whether visitors end up spending the off days downtown, exploring other Seattle neighborhoods, or heading out to the mountains or the San Juan Islands, Surratt says this is an opportunity for the region to shine.

“It’s not just six matches that happen to be here,” he says. “These are signals to the world and, frankly, to ourselves

that we can do big things. We can invest in ourselves.”

CAMPING OUT IN SPOKANE

Although it’s almost 300 miles from downtown Seattle, Spokane will be a hub of World Cup activity all on its own.

Team Egypt selected Spokane as its official team base camp, meaning its players will make Spokane their home away from home throughout the tour-



nament and train at Gonzaga University's Luger Field. One of its members, Liverpool FC forward Mohamed Salah, happens to be one of the most popular soccer players in the world.

Beyond one training session that will be open to the public, little is known about whether the team will make public appearances. But if history is a guide, throngs of the team's fans will make their way to Spokane just for a chance to be in their heroes' orbit.



“WE REALLY WANTED TO MAKE SURE THAT WE COULD TAKE THIS FAN ZONE DESIGNATION AND HAVE IT ADD VALUE TO THE REST OF THE COMMUNITY.”

—ALEXANDER SCOTT SPOKANE
CITY ADMINISTRATOR

“The city has a big role to play in terms of event security and logistics, and we’ll be working with the team on securing their travel and making sure that everything they need is provided,” City Administrator Alexander Scott says.

In addition to being a base camp, Spokane is a designated fan zone and will host major FIFA-branded watch parties at the Gesa Pavilion in Riverfront Park. However, the city wants to make sure local businesses get to reap the economic benefits of hosting their own parties.

“We really wanted to make sure that we could take this fan zone designation and have it add value to the rest of the community,” says Scott. “We don’t want to cannibalize from neighborhood bars and restaurants that hopefully will be seeing big boosts this summer.”

In partnership with the county, local destination marketing organization Visit Spokane, and event organizer Spokane Sports, the city developed a Summer of Soccer branding campaign, which will allow local businesses to decorate and market their own World Cup festivities throughout the tournament,



drawing in fans to watch the dozens of games that will air over several weeks.

In addition to driving business, Scott says the city hopes its World Cup events will leave a lasting legacy by shining a spotlight on the sport of soccer. Spokane has a professional

men's team (the Spokane Velocity) and women's team (the Spokane Zephyr). Local colleges Gonzaga University and Whitworth University have successful collegiate programs. And the area has robust youth soccer programs and hosts a large multistate tournament each year.

"Aside from all the benefits you might think of, we want to see what can happen with the game of soccer here," he says. "How can interest at the youth level be turned into interest in showing up to a Velocity or Zephyr match? How can showing up in town for a prep soccer tournament turn into a scholarship offer at one of our local colleges or universities?"

MINI FAIRS IN THE TRI-CITIES

The Tri-Cities will host official fan zone activities for four of the six Seattle-based games at Pasco's Gesa Stadium, home to Minor League Baseball's Tri-City Dust Devils. Three games will be shown on the big screen inside the stadium, and one will be shown just outside the stadium.

Meanwhile, the whole area will have a mini-festival vibe: live bands; a soccer video game tournament; booths for arts, crafts, and merchandise; and a dedicated kid zone with games and soccer drills led by local high school teams.

The choice of venue, which can seat more than 3,600, means the city won't have to deal with logistics like restrooms or food. But that doesn't mean pulling off the event will be a cakewalk. The games come right in the middle of an already packed time of year.

"We do a huge Cinco de Mayo event every year, and then we have a big Fourth of July event," says Pasco Recreation Manager Brent Kubalek, "so it's a large lift to add these events into the mix."

Funding has been a joint effort: The Pasco City Council committed some of its budget for the festivities, with additional support from corporate sponsors and Visit Tri-Cities, the region's destination marketing organization. The city continues to look for other funding sources, including



THREE OF THE GAMES HAVE MIDDAY KICKOFFS. WE COULD HAVE 400 PEOPLE THERE, OR WE COULD HAVE 4,000 PEOPLE. WE DON'T HAVE ANY HISTORY TO GO OFF OF.

—BRENT KUBALEK
PASCO RECREATION MANAGER



applying to its Lodging Tax Advisory Committee for funds to help promote the events. Meanwhile, the police department applied for grant funds through SeattleFWC26 to help defray added security costs.

One big unknown? Turnout. It's hard to know what to expect, especially because the games aren't happening locally and aren't centered around typical evening or weekend entertainment schedules.

"Three of the games have midday kickoffs," says Kubalek. "What kind of crowd are you going to draw Friday at noon or Wednesday at one o'clock? That's a big question mark. We could have 400 people there, or we could have 4,000 people. We don't have any history to go off of."

Still, the city is hopeful that people who live in the region will be enthused about coming together to share a World Cup experience of their own and that some global travelers will tour around the state.

"We're looking forward to what we hope is a good and fun event for not



Seattle Reign FC soccer star Lauren Barnes speaks at Redmond's Fútbol for All Speaker Series.

only everybody here in the Tri-Cities, but people in surrounding areas and visitors, too," says Kubalek.

READY IN REDMOND

About 17 miles east of Lumen Field, Redmond has had an eye on the opportunities the World Cup could bring to the region since Seattle was announced as a host city.

"We've known the World Cup was coming for years and that hopefully the light rail station in Redmond was going to connect to Seattle by then, so there was this amazing opportunity

for Redmond to show off to the world," says Mayor Angela Birney.

The Crosslake Connection—the world's first light rail on a floating bridge—opened in late March, making it that much easier for fans to get between Redmond and the center of the action in downtown Seattle.

Given its proximity to the games, the city expects to see a significant boost in tourism.

"Our expectation is that our hotels will be full, and even if people go to the game, they will be spending time in and around Redmond when they're staying here," says Birney. "They might

The 2025 Fourth of July fireworks display at Pasco's Gesa Stadium, where three World Cup games will be broadcast on the venue's big screen this summer.



“WHEN PEOPLE ARE REALLY PROUD OF THE COMMUNITIES THEY LIVE IN, IT MAKES THEM WANT TO BE MORE INVOLVED. I THINK YOU GET BACK FROM YOUR COMMUNITY WHEN YOU INVEST LIKE THIS.”

—ANGELA BIRNEY
REDMOND MAYOR



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The Crosslake Connection is the world's first light rail on a floating bridge and a means for fans to travel between Redmond and downtown Seattle.



not stay in Redmond the whole time, but it's going to be very busy."

Redmond isn't hosting any official FIFA-sanctioned events, but the city has been ramping up the World Cup spirit for months.

"I did want to make sure that our community was involved in whatever was going on, so in our last biennial city budget, I set aside money for World Cup activities," says Birney.

One of those programs awards grants to help small businesses host watch parties. And it's not just restaurants and bars applying for the grants. Several small, local organizations are planning watch parties that will feel safe for people who don't want to cram into a rowdy bar. For example, one group is hosting a party for women to watch with their kids, while another is hosting a party for neurodivergent people so they can be in a comfortable space but still enjoy the experience of watching the game with a group.

The city is partnering with King County to host a big, family-friendly watch party in Marymoor Park for the final match of the tournament.

Redmond is also hosting the Fútbol for All Speaker Series, a wide-ranging series of talks with experts, in the months leading up to the tournament. Speakers have included former Sounders FC player James Riley, former Seattle Reign FC team captain Lauren "Lu" Barnes, and longtime sports broadcaster Jen Mueller. In an especially popular presentation, Sounders team photographer Corky Trewin taught people how to take better sports action shots, whether they're at a Sounders match or capturing their kid's gymnastics routine.

"The series has been really successful and a great educational opportunity for the community," says Birney.

From her standpoint, making residents feel that their city is invested in big, international events and helping them feel a part of those events doesn't just create a strong sense of community.

"When people are really proud of the communities they live in, it makes them want to be more involved," says Birney. "I think you get back from your community when you invest like this."

Citywise



“

Eating al fresco is an enjoyable summer pastime, and having food vendors at your summer celebration is a terrific way to provide a fun outdoor dining option.”

— CITY 101 P.26 ▶

24 SPECIAL EVENT PREPARATION CHECKLIST **26** A PRACTICAL GUIDE TO SPONSORING SUMMER CELEBRATIONS **28** EVERYTHING YOU NEED TO KNOW ABOUT LODGING TAXES



What Could Go Wrong?

Accidents and incidents can—and do—happen at special events. Here are a few examples of claims that may be made against your city without proper precautions.

■ PROPERTY DAMAGE

Stray fireworks from a fireworks display ignite nearby buildings and fields, leading to claims related to fire and property damage.

■ LIQUOR LIABILITY

An intoxicated attendee at a beer garden injures another attendee. The injured party files claims against both the event organizer and the city for negligent sale and consumption of alcohol.

■ SLIPS, TRIPS, AND FALLS

A visitor slips on a wet surface due to inadequate signage and floor maintenance. The resulting injuries lead to a claim for medical expenses, lost wages, and pain and suffering.

■ CROWD CONTROL

A parade lacks crowd control measures and adequate spacing between those in the parade and spectators, leading to a trampling incident injuring several attendees who file claims against the city for negligence.

PROPER PREP

Make sure your city is ready for its next event with these tips.

BY AWC STAFF

NOTHING BRINGS a community together like a celebration—but special events present special risks. Whether it's a parade, sports tournament, fireworks display, or beer garden, cities need to manage the risks associated with hosting a special event. Here are a few steps you should take in the planning stages of your next event to minimize risks and maximize success.

Evaluate Your Role

Identify your city's level of involvement. Is it a city-sponsored event, or is it an event that happens to be held in your city but is hosted by another entity? This is a critical determination. If you control the event, hire a contractor to run it. But if you have the primary responsibility for organizing and planning the event, then you must take appropriate safety and planning measures. If an individual or outside organization manages the event, you should transfer liability to the organizer, minimizing your city's exposure to potential claims that may arise from the event.

Review Your Contracts and Coverage

Written agreements and contracts are the most important risk management tools to help you reduce your exposure. These agreements transfer liability and risk to individuals and groups by formalizing the roles and responsibilities of each. Make sure your city's attorney reviews all contracts and agreements, from your special event ordinance and permit applications to fee schedules and deadlines. These documents should contain the specific date, time, and

location of the event; the exact premises and name(s) of the individuals and/or groups involved; and compensation and/or other considerations.

Require Proof of Insurance

Remember, your liability insurance only insures your city. Vendors, organizers, and co-sponsors should provide a certificate of insurance that names your city as an additional insured, thereby extending their liability coverage to you. Be sure to set specific coverage limits. Special event applications and contracts should also include a waiver of subrogation (recovery), which prevents the applicant's insurance company from suing other parties, including your city, to recover money after paying a claim.

Develop a Strong Volunteer Program

Volunteers can be key to hosting a successful event. Having a comprehensive volunteer program in place safeguards both your city and the generous community members who donate their time. Appoint a staff member to be the volunteer coordinator, and adopt policies and procedures that address position descriptions, waivers, supervision requirements, and other issues. Provide training on your practices and equipment, and document the training. Don't forget to conduct background and reference checks as appropriate.

Reevaluate Your Event Contract's Hold Harmless/Indemnification Language


When another entity or organization is holding an event, or when a city-sponsored event brings in vendors, you should

request a hold harmless agreement and indemnification clause in the contract. This will indemnify and protect your city, as well as its officials, officers, and employees, against all claims, damages, losses, or other liabilities of any kind that occur in connection with the event except those that arise due to the city or town's sole negligence.

Inspect Your Premises

Before and during the event, assign a member of your public works team to inspect the event site for safety concerns, including trip hazards, wear and tear of facilities or equipment, occupancy standards, and lighting or electrical issues. Consider Americans with Disabilities Act (ADA) compliance and accessibility issues. Be sure to address any potential hazards, such as broken benches or sidewalk cracks, in advance. If an issue cannot be resolved prior to the event, post a warning sign or cordon off the area in question. Document and maintain records of this process to show that prudent efforts and planning were executed prior to the event.

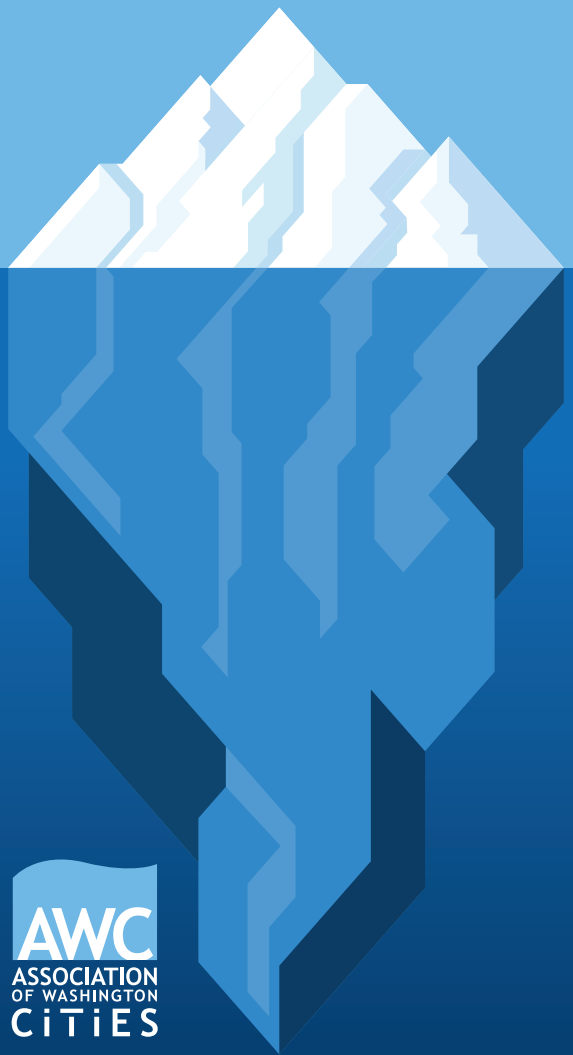
Know Your Limits

Some activities sound fun in theory but are high risk in practice. Carefully weigh the pros and cons before allowing high-risk events such as obstacle courses, carnival or animal rides, motorized sporting events, truck/tractor pulls, rodeos, aircraft/flying events, and inflatables such as bounce houses. Remember, your liability coverage may have specific exclusions, including alcohol service, water-related activities, or fireworks. Be sure to obtain special coverage for these activities as needed. 



Legislative success:

Session is only the tip of the iceberg



The interim is the most effective time to build relationships with legislators, help them get to know your community better, and talk about the critical impact that legislative actions have on cities and towns.

Get the tools and resources you need to be a strong city advocate on the AWC website.

wacities.org/advocacy



Parade Prep

Everybody loves a parade, and many municipalities include a parade as part of their special event. Many considerations go into planning a parade, including managing parade participants, traffic control, and crowd safety.

Due to constitutional free speech restrictions, a municipality has limited ability to deny a group from participating in a celebratory summer parade. Nevertheless, all participants should be required to submit a parade application form, which will help with logistics and minimize agency liability. The application form should include an indemnification and hold harmless clause and require proof of automobile liability insurance if participants plan to drive a vehicle in the parade.

To minimize complaints from the non-parade-goers, take the time to develop a traffic detour and street closure plan. Be sure to provide plenty of advance notification about traffic impacts. Don't forget to inspect the parade route and sidewalk viewing area and repair any significant hazards, such as holes and cracks, that could cause injury to those watching or participating.

Excerpted from "A How-To Guide to Sponsoring Summer Celebrations" on MRSC.org

SMART SPONSORSHIPS

A how-to guide to sponsoring summer celebrations.

BY MUNICIPAL RESEARCH AND SERVICES CENTER (MRSC) STAFF

SUMMER INVITES a celebration, with longer days, the dry, warm weather, and community spirit in full swing. Cities, counties, and other municipalities like to join in the summertime fun by organizing community celebrations and events, such as carnivals, parades, outdoor basketball tournaments, and outdoor music festivals.

While municipalities can sponsor such events, they need to be mindful of the gift of public funds prohibition in Article VIII, Section 7 of the Washington State Constitution:

No county, city, town or other municipal corporation shall hereafter give any money, or property, or loan its money, or credit to or in aid of any individual, association, company or corporation, except for the necessary support of the poor and infirm. ...

AVOIDING GIFTS OF PUBLIC FUNDS

When evaluating whether public expenditures on community events are impermissible gifts of public funds, the Washington State Auditor's Office refers to and relies on *Eating and Drinking at Public Expense*, a 1987 memorandum written by former Senior Assistant Attorney General James Pharris, which still provides excellent guidance on this issue, even decades later.

As detailed in the memorandum, the following three questions determine the legality of a municipality's expenditure on a celebratory event:

1. Does the event match the purposes/power of the jurisdiction? Cities, as general governments with broad powers, can more appropriately sponsor community celebrations (such as parades and festivals) than smaller special purpose districts whose purposes are more focused and limited.
2. Is the celebration being held for a valid purpose? A 'valid municipal purpose' could be strengthening a city's sense of community or celebrating a county's history.
3. What role does the jurisdiction play in the event? If the city is a co-sponsor, the municipality's sponsorship of the celebration cannot be in the form of a gratuitous contribution to a private organization. To protect against this, the city should enter into a contract with the other sponsor(s) detailing the terms of the co-sponsorship, including funding, and distribution of duties and responsibilities for management and operation of the event.



FORMALIZING EVENT PLANS

To ensure your summer celebration goes off without a constitutional hitch, your city should adopt a resolution about the celebration. The resolution should describe the event's valid municipal purpose and identify the municipality's role in the event.

Finding local sponsors may also be part of your event planning, and it gives local businesses and organizations a fantastic opportunity to be involved in and supportive of the community.

ADDITIONAL CONSIDERATIONS

Summer events are made that much better by well-planned-out details. To ensure your event really brings in the public, be sure to address items that can make attendees feel welcomed, safe, and excited to be there.

■ Health and safety

Some individuals may need assurance that health and safety factors are being considered before being comfortable attending a special event that can attract thousands. Consider including stations where attendees can grab a mask and/or sanitizer or offer temporary washing stations to promote frequent handwashing.

■ Food and drink

Eating al fresco is an enjoyable summer pastime, and having food vendors at your summer celebration is a terrific way to provide a fun outdoor dining option. The most essential requirement is that food vendors obtain a permit from the local health department as well as a state business license and any local permit.

■ Beer and wine gardens

Alcohol can be sold at community celebrations held in public parks and other public spaces so long as local permitting requirements are met and a special occasion license is secured from the Washington State Liquor and Cannabis Board (LCB) or an independent vendor hosting the beer garden is licensed to sell alcohol at events.

While there are a lot of details to cover when planning a celebration or special event, the community building that can occur through these events makes them a win-win for your city and its residents. **C**

Excerpted from "A How-To Guide to Sponsoring Summer Celebrations" on MRSC.org



TOOLS FOR TOURISM

Lodging taxes help cities support tourism and the local economy.

MUNICIPAL RESEARCH AND SERVICES CENTER (MRSC) STAFF

FESTIVALS and other events do more than foster community pride. They also attract tourists who stay in local hotels, dine in local restaurants, and shop in local stores, boosting the economy. Cities can increase revenue, help draw visitors, and pay for some of the impacts of tourism on the local economy through the use of a lodging tax.

The lodging tax, also known as the “hotel-motel tax,” can be imposed and spent in support of tourism. Any city or town has the authority to levy lodging taxes on all charges for furnishing lodging at hotels, motels, and short-term rentals, including Airbnb vacation rentals, RV parks, and bed-and-breakfasts, for periods of time less than 30 days. The tax is collected as a sales tax and paid by the customer at the time of the transaction. These taxes may be imposed by the legislative body and do not require voter approval.

Excerpted from “Revenue Guide for Washington Cities and Towns” on MRSC.org

LODGING TAX OPTIONS

There are two lodging tax options in Washington:

- A “basic” or “state-shared” lodging tax up to 2% that is taken as a credit against the 6.5% state sales tax rate, so that the lodging patron does not see any tax increase.
- An “additional” or “special” lodging tax up to 2% on top of the state sales tax rate that results in a higher tax bill for the patron.

If a city imposes both options at the maximum rate, the total lodging tax rate would be 4%. However, a few specific jurisdictions are not authorized to collect certain lodging taxes, while others have additional authority.

USE OF REVENUES

All lodging tax revenues—including both the basic and additional lodging taxes—must be used for tourism promotion, acquisition of tourism-related facilities, or operation of tourism-related facilities, including:

- Tourism marketing;
- Marketing and operations of special events and festivals designed to attract tourists;
- Operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district; or
- Operations of tourism-related facilities owned or operated by nonprofit organizations (but not capital expenditures).

Cities and towns may use the funds either directly or indirectly through a convention and visitor’s bureau or destination marketing organization. It was the state legislative intent to provide local control over the use of lodging tax revenues and to provide for the distribution of this tax back to those organizations and agencies that promote tourism within the city.

The guiding principle is that these facilities should be used by tourists. So, for example, a municipal golf course would likely be a permitted lodging tax expenditure in vacation destination Chelan, while it probably would not be if it were in a residential neighborhood in Spokane. Each situation is unique and requires careful assessment.

APPLICATION AND AWARD PROCESS

The entities that may apply for lodging tax funding are:

- Convention and visitors bureaus;
- Destination marketing organizations;
- Nonprofits, including main street organizations, lodging associations, or chambers of commerce; and
- Municipalities (defined as any city, town, or county).

All applications must include estimates of how funding the activity will result in increases to the number of people staying overnight, traveling 50 miles or more, or coming from another state or country. There is no requirement that priority for funding be given to applicants expected to generate the largest number of tourists. ©

Cityscape



Spokane's Great Northern Clock Tower during Expo '74 (left) and earlier this year (above)

A Lasting Legacy

Special events leave an enduring mark on communities statewide

HOSTING A SPECIAL EVENT can be a major undertaking for a city or town, especially if it is a one-time occurrence. But even singular celebrations can leave a lasting mark on their communities—and continue to draw interest for decades to come.

One of Seattle's most iconic landmarks, the Space Needle, was constructed for the 1962 World's Fair (also known as the Century 21 Exposition). The 605-foot-tall tower's unique design—essentially a flying saucer sitting atop a tripod base—reflected the fair's focus on science and the space age. It was built in Seattle Center alongside several other still-existing structures, including the United States Science Pavilion (now Pacific Science Center) and the International Fountain. About 2.5 million people visited the Space Needle during the fair's six-month run; today, it draws approximately 1 million visitors each year.

On the other side of the state, Spokane revitalized its downtown in preparation for Expo '74, the first world's fair with an environmental theme. The event, which drew 5.6 million attendees, was held in what is now known as

Riverfront Park. Buildings and attractions dating from the fair still stand today, including the Great Northern Clock Tower (all that remains of a train station that was demolished to make room for the exposition), the U.S. Pavilion (which was recently renovated), the Washington State Pavilion (now the Spokane Convention Center and the First Interstate Center for the Arts), and the Garbage Goat (a metal sculpture with a vacuum that allows visitors to “feed” it). More than 3 million people visit Riverfront Park each year.

Smaller-scale celebrations can also have an enduring impact on a city and strengthen community pride. Long Beach's “World's Largest Frying Pan” was commissioned for the first annual Long Beach Razor Clam Festival in 1941 and continues to be a popular roadside attraction (see “Going Big,” p. 6). Newport's Centennial Plaza was built in 1989 to commemorate Washington's 100th anniversary and is used today for local events, including the annual Christmas tree lighting.

The value of hosting a special event—no matter its size—can extend far into the future. **C**



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 Benton-Franklin Council of Governments
 Black Diamond
 Bonney Lake
 Bothell
 Buckley
 Burien
 Burlington
 Carnation
 Cascade Water Alliance
 Chelan
 Cheney
 Colfax
 College Place
 Colville
 Concrete
 Coulee Dam
 Covington
 Davenport
 Des Moines
 DuPont
 Duvall
 East Wenatchee
 Eatonville
 Edgewood
 Edmonds
 Electric City
 Ellensburg

Entiat
 Enumclaw
 Ferndale
 Fife
 Fircrest
 Friday Harbor
 Gig Harbor
 Hoquiam
 Issaquah
 Kenmore
 Kennewick
 Kitsap Regional Library
 Kitsap Transit
 Lacey
 Lake Forest Park
 Lake Stevens
 Lakewood
 Liberty Lake
 Long Beach
 Longview
 LOTT Clean Water Alliance
 Lynden
 Lynnwood
 Maple Valley
 Mason County Emergency Communications
 Mason Transit Authority
 Medical Lake
 Mercer Island
 Mid-Columbia Libraries
 Mill Creek
 Milton
 Moses Lake
 Mountlake Terrace
 Mount Vernon
 Mukilteo
 Mukilteo Water & Wastewater District
 Northeast King County Regional Public Safety Communication Agency
 Normandy Park
 North Bend
 Northeast Tri County Health District
 Northwest Clean Air Agency
 Oak Harbor
 Okanogan
 Olympia
 Olympic Region Clean Air Agency

Orting
 Pacific
 Pierce County Library System
 Pierce Transit
 Port Angeles
 Port Orchard
 Port Townsend
 Pullman
 Sammamish
 Sammamish Plateau Water & Sewer District
 SeaTac
 Seattle Convention Center
 Sedro-Woolley
 Sequim
 Shelton
 Shoreline
 Skagit Transit
 Snohomish
 Snoqualmie
 South Sound 911
 Spokane Regional Transportation Council
 Spokane Valley
 Stanwood
 Steilacoom
 Sultan
 Summer
 Tacoma-Pierce County Health Department
 Thurston 911
 Timberland Regional Library
 Toledo
 Toppenish
 Tumwater
 Union Gap
 University Place
 Valley Communications Center
 Valley View Sewer District
 Walla Walla
 Washington Cities Insurance Authority
 Washougal
 Wenatchee
 West Richland
 Whatcom Transportation Authority
 Woodinville
 Woodinville Water District
 Yakima Valley Conference of Governments
 Yelm

The AWC Employee Benefit Trust's WellCity designation recognizes employers that meet six best practice standards for employee health promotion. wacities.org/wellcity