

# Catalist – PowerUP! Conference February 23-25, 2020

## A Comprehensive Guide for Visitors to Seattle “The Emerald City!”



Welcome to Seattle! With the Space Needle and Mt. Rainier as prominent features, Seattle is home to nearly 800,000 residents and the 17th largest city in the U.S. It’s also the regional birthplace of Boeing, Microsoft, Amazon, Starbucks, Costco, Expedia and Nordstrom.

Surrounded by mountains, the city features three fresh-water lakes, one of which separates it from its tech upstart, the city of Bellevue. Numerous hiking and biking trails, over one hundred wineries and several major ski resorts lie right outside the city, making the region famous for its abundance of recreational, as well as business opportunities.

Seattle offers cultural and tourist activities year-round. February is cool and rainy, but milder than most areas of the country. There are close to 1,600 coffee shops in town, so visitors can always find a place to warm up as they explore the many unique opportunities in this vibrant Pacific Northwest city.

The Motif Hotel: Located in the heart of downtown on 5th Avenue and Pike Streets, most places listed are within walking distance or a 15-minute cab/Uber/Lyft ride.

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**[Pike Place Market:](#)** 85 Pike Street.

With ten million visitors annually, this is the oldest continuous farmers market in the country. Over 200 shops and booths sell fruits and vegetables, seafood, flowers and local crafts to residents and visitors daily. There are numerous globally-inspired restaurants as well as seafood cafes and craft boutiques, plus sidewalk musicians and even fishmongers tossing the daily catch to each other as entertainment. The



market is home to the original Starbucks Roastery and has great views of Elliott Bay. It's open every day.

**Restaurants in the Pike Place Market Area:** Matt's in the Market; The Pink Door; Cafe Campagne; Steelhead Diner; Cutter's; Etta's; Il Bistro; Maximilien's; Umai Sushi and Teriyaki.

**The Space Needle and [Seattle Center](#):** At Fifth and Broad Streets. Seattle hosted the 1962 World's Fair and the original 74-acre campus still offers concert halls, an amusement park, museums, restaurants, and, of course, the Space Needle. Only a fifteen-minute drive from the Motif, another option for getting to the Seattle Center is by **monorail**, which leaves every ten minutes from Westlake Center at Pine Street and 5th Ave. in the heart of downtown. (Returning, you can grab the monorail at a station close to the Space Needle.)



### Highlights at The Seattle Center

**[The Space Needle](#):** 400 Broad Street. At 605 feet high, the Space Needle offers a 360-degree view of the city as well as a revolving glass floor. Atmos Cafe is open for light bites.

**[The Chihuly Garden of Glass Museum](#):** 305 Harrison Street. Internationally known glass artist Dale Chihuly, established this 8-room exhibition center of his works, complete with a glass house modeled after London's Kew Gardens and a year-round outdoor garden area.

**[The Museum of Pop Culture](#):** 325 5th Ave. N. The Frank Gehry-designed building is hard to miss with its metallic facade and undulating architecture--inspired from one of Jimi Hendrix's smashed up guitars. Here's where you can see everything related to Hendrix, grunge music and, in addition, trivia related to the icons of science fiction.

**[Gates Discovery Center](#):** Fifth Avenue North and Republican Streets. Located across the street from Mopop, The Gates Foundation, created by Bill and Melinda Gates is the largest private foundation in the world. Its mission: to reduce inequities related to poverty, health and education. The Discovery Center, adjacent to the Foundation's buildings, features interactive displays related to the latest in science, technology and healthcare.

**Restaurants Nearby:** There's mostly fast food in the Armory building at the Seattle Center but if you're looking for something a little more upscale, check out Collections Cafe, part of The Chihuly Garden of Glass Museum or [Culture Kitchen](#) by Wolfgang Puck. Another can't

miss cafe: [La Marzocco Cafe](#), on the northwest corner of the Center: terrific atmosphere and wonderful coffee.

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### [Pioneer Square](#) and the International District

Located south of the Motif, at approximately First Ave. South and Yesler Streets (about a 15-minute walk from the hotel.) Here's where Seattle got its start as a major port city and center for the timber industry back in the early 19th century. A major fire in 1889 destroyed the original settlement, resulting in a new crop of buildings placed over the original town. Wandering through the district, it feels like stepping back in time to the days of pioneers, gunfights and frontier businesses. Shops, restaurants and galleries line First Avenue South and ring Occidental Square (bet. S. Main and S. Jackson Streets.) The International District borders this area and offers a wealth of Asian-inspired restaurants, plus the [Wing Luke Museum of the Asian Pacific American Experience](#).

#### Restaurants Nearby:

Grand Central Baking Co., London Plane, Bar Sajor, FX McRory's Steak, Chop and Oyster House, Nirmal's, Shanghai Garden, Tamarind Tree, Il Terrazzo Carmine, Taylor Shellfish Oyster Bar, Macrina Bakery and Cafe; Delicatus.

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### Central Downtown Area

The area surrounding The Motif is filled with interesting shops and many excellent restaurants. Check out Westlake Center and Pacific Place for major retailers such as: Saks Off Fifth, Zara, Barneys, The Gap and Anne Taylor. The Nordstrom Flagship is at 5th and Pine and Macy's is a block away at 4th and Pine. Eileen Fisher and Marios (upscale women's and men's clothing) are across the street from Nordstrom's.

**Restaurants:** Wild Ginger; Purple Cafe; Serious Pie; Dahlia Lounge; Lola; Loulay; Barolo Ristorante; Blueacre Seafood; A bit further: sushi at Shiro's.

[The Seattle Art Museum](#): Located at 1300 First Ave. The main art museum (SAM) represents several distinctive art collections, including Modern and Contemporary; Native American and selections from Classical and Impressionism. In addition to this downtown museum, there is also the **Seattle Asian Art Museum** located a short taxi ride from downtown Seattle in Volunteer Park, is home to extensive collections of Chinese and Japanese porcelain, jade, and scrolls.

[Seattle Central Library](#): Located at 1000 4th Ave. Located at 1000 4th Ave. One of the most unusual buildings in Seattle, the downtown library was conceived in 2004 by internationally-

acclaimed architect, Rem Koolhaas. The glass and steel structure, faceted like a giant diamond, allows self-guided tours of the eleven levels and features a 12,000-sq-ft reading room with 40-foot glass ceilings. Great views of downtown, too.

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### Seattle Waterfront

You can't help but notice Seattle is giving a giant facelift to its waterfront area. At the beginning of 2019, a brand new underground tunnel opened, carrying some 90,000 cars a day and allowing the raised eyesore-of-a-highway, the "Alaskan Way Viaduct" to be torn down. By 2023 the area will be completely transformed with stairs connecting Pike Place Market to the waterfront, plus construction of a concert area, bike path and tree-lined walkways. Currently, there are a bevy of tourist shops and inexpensive restaurants lining Alaskan Way, as well as one block over on First Avenue.



The most noticeable structure in the area is the [Seattle Great Wheel](#). Located at 1301 Alaskan Way (Pier 57), the 175-foot Ferris Wheel has 42 gondolas, each capable of seating eight people. It's about a 12-minute ride and goes all day into the late evening.

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### Notable Neighborhoods

#### South Lake Union:



Between Lake Union and Downtown is an area known as **South Lake Union** and one of the newest neighborhoods in the city. The main home of Amazon (the company has constructed eleven buildings here) the area is also home to other tech hubs such as Google, Microsoft, and several health-science research facilities, such as U.W. Medicine, Seattle Children's Hospital, the Allen Institute of Brain Science, and the Fred Hutchinson Cancer Research Center. Worth a closer look are the [Amazon Spheres](#), located on

Lenora Street between 6th and 7th Avenues (a fifteen-minute walk from the Motif.) The three, 4-story glass balls are constructed of a steel framework with hexacontahedron glass panels and house over 40,000 plants from thirty countries. They are used by Amazon employees to work as well as for relaxation. Tours of the inside are limited to the weekends, unfortunately.

## Capitol Hill:

This historic neighborhood is a steep climb (allow thirty minutes) or short cab ride from downtown and home to 19th and early 20th-century buildings now gentrified into shops, clubs and eateries. Catering to the city's LGBTQ contingent, tech-industry millennials and Seattle University students, it also has some of the best dining in the city.

**Restaurants:** Cafes and Light Fare: Victrola Coffee Roasters, Starbucks Reserve, Cafe Vita, Oddfellows Cafe, Cafe Presse and Semillon. Dinner: Cascina Spinasse, Sitka and Spruce, Terra Plata, Marmite, Bateau, Melusine, Altura, Capitol Cider, Mamnoon.

**Places to visit:** [Frye Art Museum](#), technically in the neighborhood of First Hill, this free museum is on the way to Capitol Hill and a quick walk from the Motif. Highlights include German Impressionist art as well as modern works. It also has a lovely cafe. **Volunteer Park**, which houses the **Seattle Asian Art Museum**; the Water Tower--great for views of the city; and a conservatory of plants. **Elliott Bay Book Company** is another fun place to visit on Capitol Hill. With over 15,000 titles, it's the granddaddy of bookstores and one of the most beloved in Seattle.

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## City Parks and Open Spaces

If you're looking to get away from urban noise, there are several quieter outdoor spaces nearby:

**Volunteer Park:** Mentioned above, on Capitol Hill at 1247 - 15th Avenue E. Lovely green spaces, great views of the city and walking paths.

[The Washington Park Arboretum U.W. Botanic Gardens](#): Located between Madison Park and the University of Washington, the Arboretum has 200 acres of forest, plants and nature paths, perfect for walking or running along. It's open year-round with spectacular scenery, even in February

**Myrtle Edwards Park and The Olympic Sculpture Park:** 3130 Alaskan Way. Here are two adjoining parks along the waterfront and about a fifteen-minute walk from the Motif. Take in views of Elliott Bay on one side and sculptures by Calder, Oldenburg and others on the other side. About a 1.25 mile trail.

**Lake Union Park:** At 860 Terry Avenue, this is a 12-acre park bordering Lake Union. The park features walking paths, **Seattle's Museum of History and Industry (MOHAI)**, The Wooden Boat Center and several historic ships, demonstrating Seattle's maritime industry.

### Further Away But Fun to Do:

[Northwest African American Museum](#): Located at 2300 S. Massachusetts Street, in Seattle's Central Area neighborhood, this museum provides a complete overview of the African American experience in the U.S. and the Pacific Northwest, in particular. Includes a gallery area featuring black artists' works.

[Seattle Museum of Flight](#): South of downtown at 9404 E. Marginal Way. S., is a major aviation museum, featuring approximately 160 examples of air and spacecraft from the origins of Boeing, through World War II and beyond; many interactive exhibits including flight simulators.