

CITY OF KIRKLAND

MULTI-PURPOSE FACILITY

ICE SKATING FACILITIES, RESTAURANT, AND COMMUNITY CENTER



GENERATOR
STUDIO

PROPOSAL SUBMITTED ON MARCH 28, 2025



KRAKEN COMMUNITY ICEPLEX | SEATTLE, WA

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KRAKEN COMMUNITY ICEPLEX / SEATTLE, WA

RELEVANT EXPERIENCE

+ PROJECT SPECIFIC EXAMPLES.

Seattle Hockey Partners, LLC, d/b/a the Seattle Kraken (“Kraken”) is pleased to submit a Statement of Qualifications in response to a request from the City of Kirkland. The Kraken hereby puts forth its qualifications to be the Developer of Ice Skating Facilities, Restaurant, and Community Center in Kirkland, WA.

The development team for this project has worked together on numerous projects in the Puget Sound area. The (“Project Team”), led by Lance Lopes, Executive Vice President and General Counsel for the Seattle Seahawks, Seattle Sounders, and Seattle Kraken at various times in the last 20 years, includes Tom Chiado, as project manager and Generator Studio, a full-service sports architecture firm based in Kansas City, MO.

Together they have teamed up in developer/architect/project manager format for the following projects:

The Project Team developed the Kraken headquarters and community ice rinks known as the Kraken Community Iceplex at Northgate Station in Seattle (“KCI”). KCI opened its doors in September 2021 with three regulation ice rinks, 40,000 sq. ft of Kraken hockey and business offices, a 3,000 sq. ft. full-service restaurant named the 32 Bar & Grill, a health clinic, Starbucks coffee, retail store and supporting rink facilities such as locker rooms, skate rental and multi-purpose rooms. This was a design/build project using BN Builders as the General Contractor.

The Project Team also developed the Seattle Seahawks training facility in Renton, WA (“VMAC”) in 2007, using Bailey Construction out of Seattle, WA as the General Contractor. This same Project Team developed a 23,000 sq. ft. restaurant/bar near Climate Pledge Arena named Tom’s Watch Bar.

The Project Team is currently developing a new \$140M Memorial Stadium rebuild at Seattle Center for Seattle Public Schools and the City of Seattle. The stadium will have a capacity of 8,500 spectators.

In addition to the above Project Team experiences in Seattle, both Generator Studio and Chiado have worked on several related projects for recreation and community center spaces. Specifically, they designed and project managed the Seattle Sounders' new headquarters and training facility at the former Boeing headquarters at Longacres in Renton, WA.

GENERAL PROJECT EXPERIENCE.

Generator Studio has designed the following facilities outside the State of Washington:

- Centene Community Ice Center | Maryland Heights, MO
- Fifth Third Arena Chicago Blackhawks Community Ice Rink | Chicago, IL
- Ice Pavilion at Kansas City Ice Center | Shawnee, KS
- Chanhassen Bluffs Community Center | Chanhassen, MN (in programming phase)

Amalie Arena Masterplan + Multiyear Renovation – Tampa Bay Lightning

- Phase 1 (24,000 sq. ft. Expansion and Comprehensive Arena Renovation) - Scope included a new main entry expansion; renovating the existing suites, VIP clubs and public concourses; adding a new performance stage with organ and lightning strike; a new signature outdoor deck; and reseating the bowl.
- Phase 2 (78,000 sq. ft. Renovation) - Scope included: a new 160 person loge; new concession stands throughout the arena; remodeled restrooms; remodeled visitor locker rooms; an improved VIP Outdoor deck on club level; the expansion and rebranding of two club level lofts; and a private stair for club level ticket holders.
- Phase 3 (Food Service Refresh, Expansion and Rebrand) - The design solution centered on rebranding all stand-alone concessions to a kit of parts that could respond to the individual food provider through accent materials and signage, while presenting a consistent visual. For club and suite ticket holders, a series of districts were proposed to increase the quality and variety of available foods.



AMALIE ARENA | TAMPA, FL

Enterprise Center Masterplan + Multiyear Renovation – St. Louis Blues

- Phase 1 (46,200 sq. ft. Renovation) – Scope included the home team’s facilities and operations of the venue. High points of the renovation included: a new Generator Studio-designed center-hung scoreboard, renovated restrooms on public concourses, new concessions, an expanded and renovated Blues locker room, various event level renovations- with training, medical, storage, lounge areas for the team. Additionally, technology upgrades for sound and lighting, a new press/media space, an expanded family lounge, and more. It also included Theater Boxes bringing a large new center bar featuring rotating craft cocktails, menus inspired by regional ingredients and food trends, pre- and post-event access, and club chairs with side tables overlooking the end of the floor.
- Phase 2 (102,600 sq. ft. Renovation) - Step one of the Phase 2 renovation scope was relocating the front offices for Enterprise Center, the Stifel Theater and the St. Louis Blues. Consolidating the front offices into a single space to allow for collaboration and enhanced office culture, the team ultimately decided to renovate the existing 55,000 SF basement of the historic Stifel Theatre (attached to the arena via an underground link). Step two targeted renovations to the arena itself with three new team stores, four new and very different clubs, and numerous upgrades to public concourses.

Centene Community Ice Center – St. Louis Blues

- This 277,000 sq. ft. facility includes four ice sheets, three indoor and one outdoor. It’s home to the St. Louis Blues practice facility and the Lindenwood University hockey programs. It includes the Mercy Medical Sports Performance Center, the Bauer Skills Training Center and 312 Social Restaurant and Bar. In warmer weather the outdoor rink transforms into a covered 4,400 spectator amphitheater operated by Live Nation. The three indoor rinks are fully adaptable for sled hockey. The St. Louis Blues Sled Hockey, Blues Blind Hockey and the St. Louis Blues Special Hockey all call the ice center home.

Kansas City Current Training Facility – Kansas City Current

- This unique training facility is home to the KC Current NWSL team. With three practice pitches totaling over 25,000 square yards, this world-class facility is part of the team’s aspiration to set the standard for the future of women’s sports.
- With sustainability in mind, the training center is constructed of CLT, a layered wood material bonded by adhesive making it lightweight and strong. This building method is 50-60 percent more carbon-efficient than steel or concrete,

providing environmental, physical and mental health benefits.

- Locker rooms, weight and cardio rooms, nutrition and wellness areas, outdoor gathering spaces and front office staff are all included in the design, strategically unifying the team, coaches, staff and players under one roof. A future youth academy with 10 additional soccer pitches is a part of the long-term vision for the surrounding development.

CPKC Stadium – Kansas City Current

- The first-ever stadium built specifically for a women's professional sports team resides on the Berkley Riverfront in downtown Kansas City. The \$117 million project features 11,500 seats, luxury hospitality suites and bars that overlook the pitch.
- CPKC Stadium is the first LEED Gold-certified professional women's sports stadium and the first LEED Gold-certified stadium in Missouri.
- Every seat in CPKC Stadium is no more than 100 feet from the pitch, offering an intimate viewing experience for fans in every seating type. Premium suites are intentionally positioned low to the ground to provide an unparalleled game experience anchored by private climate-controlled lounges.
- The stadium was completed in time for the home opener on March 16, 2024.

Tom Chiado has worked as project manager on the following relevant projects:

- **Virginia Mason Athletic Center (VMAC), Seattle Seahawks, Renton, WA:** VMAC athletic training room remodel and modernization. In addition to master plan programming and implementation. Ongoing. Original training facility completed in 2008.
- **Memorial Stadium, Seattle Public Schools, Seattle WA:** Ongoing / 8,500-spectator stadium rebuild
- **Sounders FC Center at Longacres, Renton WA:** 50,000 sq. ft. office and training facility including four outdoor soccer pitches. Completed June 2024.
- **Kraken Community Iceplex, Seattle WA:** 175,000 sq. ft. office, training facility and multi-rink community ice facility. Completed 2022.
- **CenturyLink Field, Seattle, WA:** 70,000-seat professional football and soccer stadium. Public/Private Partnership.



COMPANY INFORMATION

The Seattle Kraken have been in existence since 2019, when they became the 32nd franchise in the National Hockey League. The Kraken are currently in their 4th season competing in the NHL.

LEED PROJECTS

The Seattle Kraken has on staff a LEED consultant, Briana Treat. Climate Pledge Arena—the home of the Kraken and 49% owned by the Kraken—is the first arena in the world to achieve the esteemed Zero Carbon Certification from the International Living Future Institute.

CPKC Stadium designed by Generator Studio, is the first LEED-certified professional female sports stadium and the first LEED Gold stadium in the State of Missouri.

REFERENCES

GENERATOR STUDIO

- **Tom Riley**, CFO, Seattle Sounders: 206-331-0093
- **Dani Welniak**, VP of Communications, KC Current: 817-602-6399
- **Terry Savarise** EVP/COO, United Center: tsavarise@unitedcenter.com

TOM CHIADO

- **Tom Riley**, CFO, Seattle Sounders FC: 206-331-0093
- **Peter Fonfara**, VP of Finance, Seattle Seahawks: 425-203-8000
- **David Kunselman**, Project Director, Memorial Stadium, Seattle Center: 206-786-9164

KEY PERSONNEL + PARTNERS



MANAGEMENT + DESIGN

MANAGEMENT OF THE FACILITY.

The Kraken currently self-operates the Kraken Community Iceplex with 25 full-time and 140+ part-time staff. This group is led by Rob Lampman, Chief Operating Officer, Seattle Kraken.

Rob Lampman, COO, Seattle Kraken

As Chief Operating Officer, Rob oversees Seattle Kraken Business Operations and the team's practice facility. In this role, he manages Kraken Community Iceplex operations while also leading the Kraken organization in marketing, game presentation, IT, people, and culture, ticketing, membership, and sales. He has worked in sports and entertainment for 25+ years. Previously, he served as Head of FIFA World Cup Operations and later business development for FIFA in Zurich before founding and operating Eiger Marketing Group. A former member of the University of Washington's Division I soccer team, Rob brings a breadth of knowledge from both the player and operational sides.

Krista Leesment, VP of Business Operations, Kraken Community Iceplex

Krista has over 25 years of experience in global sport, event, and project management, spanning the Olympic Games and several professional sports leagues and major corporations. She joined the Kraken in 2020 when the Iceplex was still an active construction site. She worked to bring business systems, staff, special events, and processes into place to successfully open the building nine months later amid COVID-19 restrictions. Four years later, the building continues to see over one million fans, players, skaters, parents, diners, and general passers-through each year.

Iggy Tarajos, Director of Operations, Kraken Community Iceplex

Iggy joined the Kraken in 2021 as the Iceplex was mid-construction, marking this the second time he has led the opening of a new ice facility. He oversees the staff who take care of all facets of building maintenance, ice making, special projects, and more. Before officially joining the rink industry, Iggy served in the U.S. Coast Guard, playing hockey on military teams in Hawaii and Maine. He holds more than 30 years of experience in the rink industry, having managed seven rinks all along the east coast from Maine to Florida before joining the Kraken. For 17 years throughout, he owned and operated his own business painting and installing new ice rinks. He has served on the board

of directors for the U.S. Ice Rink Association, and helped establish the Certified Ice Technician (CIT) designation, the gold standard for ice techs in the U.S. Iggy will be inducted into the Hockey Hall of Fame in his home state of New York this May for his dedication to the ice rink industry.

Martin Hlinka, Youth Hockey Director, Kraken Community Iceplex

Martin joined the Kraken in 2021 to develop the Kraken Youth Hockey Association (KYHA) from the ground up. He brought with him more than a decade of coaching experience spanning NCAA Division I, Czech Extraliga, Alps Hockey League, U-18 Belarus and Poland National Teams, and beyond. In his four years with the Kraken, Martin has grown the KYHA from six rec teams in 2021 to 37 teams including four AAA teams. He has served as an ambassador to the region, bringing the Kraken's Learn to Play program to rinks across Washington, Alaska, and Oregon. Prior to coaching, Hlinka played for Augsburg College in Minneapolis, where he amassed 125 points in 85 games played (1995-99) and appeared in the 1998 NCAA Division III Frozen Four. Following his time at Augsburg, Hlinka embarked on a 15-year professional career that was spent mostly in the American Hockey League and the Deutsche Eishockey Liga (DEL) in Germany. He won league titles in 2001 and 2010 and holds a USA Hockey Level 5 coaching certification.

Chad Goodwin, Skating Director, Kraken Community Iceplex

Chad joined the Kraken in 2021 after spending four years as Skating Director for the Vegas Golden Knights. In addition to launching skating programs for two NHL teams, he has over 10 years of experience developing and implementing figure skating, power skating, and Learn to Skate programs throughout North America. During his time with the Kraken, Chad has recruited and managed a coaching staff of 35+ and grown Kraken Skating Academy from a handful of Learn to Skate lessons to a multi-tiered program offering elite and club skating, as well as developing novice youth and adults into figure skaters and hockey players. He is a committee member with U.S. Figure Skating for the Aspire Program, an ISI Certified Program Director, a PSA Registered Program Director, and holds a PSA Certified Rating in Freestyle. A professional figure skater himself, Goodwin is a four-time Canadian National Competitor and three-time Sectional Champion. In addition to his work with the Kraken, Goodwin serves as the Membership Chair for Learn to Skate USA.

Ken Moriarty, Director Food & Beverage, 32 Bar & Grill

Ken joined the Kraken in 2021 to open the Iceplex's full-service restaurant, 32 Bar & Grill.

This 200-person capacity restaurant is open 360 days a year for lunch, dinner, and late-night service. While managing the daily operations of the restaurant, Ken's team also delivers hundreds of one-off rink-side and private catering events throughout the facility. Most prominent, the 32-person staff under Ken's leadership also delivers the team feed program, developing menus and feeding Kraken players on practice and gamedays throughout the season. Ken was introduced to the hospitality business as an intern for Seattle restaurateur Victor Rosellini, eventually managing various departments in his restaurants. After Rosellini retired, Ken began working for yet another well-known Seattle restaurateur, Mick McHugh, managing some of his iconic restaurants and off-premise catering operations. In 1999, Ken formed Classic Catering, providing his signature food and beverage offerings and hospitality to top companies in Seattle and managing some of the largest festivals in the Pacific Northwest for 21 years before joining the Kraken.

GENERATOR STUDIO KEY DESIGN PERSONNEL.

Generator Studio plans to staff this critical project with the following key personnel:

Mike Kress will act as Partner in Charge.

Mike will leverage his 30+ years in sports facility design to keep the budget and design intent aligned.

Andrew Kesel will act as the Senior Project Manager

Andrew's client list in sports facilities is impressive; he most recently managed a complex team of design consultants to deliver CPKC Stadium, a certified LEED Gold venue. His ability to keep the design team in cadence is unsurpassed in sports facility design.

Jared Hagedorn will act as the Senior Project Architect

Jared will lead the programming effort, oversee documentation, and guide and coordinate the consultant team from beginning to end. He will oversee Construction Administration and guide the project to its grand opening.

Christina Franklin will act as the Director of Interior Design

What sets Generator apart from our peer designers is the look and feel and general placemaking we create. Christina will guide and oversee facility materiality, finishes, fixtures, and furnishings. Her skills will elevate this community center to a prideful destination for the City of Kirkland.

Your key design personnel is the exact team responsible for the Kraken Community Iceplex; we uniquely know the Kraken tenant and their operational desires. Other recent rink facilities include:

- Fifth Third Arena Chicago Blackhawks Community Ice Rink, Chicago, IL
- Centene Community Ice Center, Maryland Heights, MO
- Ice Pavilion at Kansas City Ice Center, Shawnee, KS
- Chanhassen Bluffs Community Center, Chanhassen, MN (in programming phase)

All the above facilities include restaurant or concession scope. In addition, this design team played leadership roles in similar restaurant or concession scopes including:

- Complete overhaul of concessions at Amalie Arena, Tampa, FL
- Complete overhaul of concessions at Enterprise Center, Saint Louis, MO
- Taco Republic, a fast-casual restaurant with multiple locations
- Carriage Club, a private country club with main kitchen and outpost renovations, Kansas City, MO
- Hallbrook Country Club, a swim complex with main kitchen and bar, Leawood, KS



LEED-CERTIFIED

PROJECT EXPERIENCE.

Your Senior Project Manager, Andrew Kesel is a LEED accredited professional.

Generator Studio has eight design professionals on staff with LEED/USGBC accreditation or WELL AP certification. Recently, CPKC Stadium was recognized as the first LEED-certified professional female sports stadium and the first LEED Gold Stadium in Missouri. Additionally, the Kansas City Current Training Facility—the first professional training center in North America to use an all-timber superstructure—was a finalist for the Architizer A+ Award for the Sustainable Sports & Recreation Building category.

Roughly 50% of our built work includes documented sustainability measures and we can document and seek accreditation or certification, if desired. The path starts with designing a baseline facility featuring sustainable measures while staying within budget. The degree to which we can employ additional sustainable strategies will be site and program-specific.



CPKC STADIUM | KANSAS CITY, MO

PROJECT UNDERSTANDING + STRATEGY



KRAKEN COMMUNITY ICEPLEX | SEATTLE, WA

PROJECT

UNDERSTANDING.

Senior design and management leadership at Generator Studio assigned to this project are industry leaders in community ice facilities. Specific to Kirkland, not only did Generator layout the facility to get through feasibility, but we also were able to connect with Kirkland personnel on their desires for the shared lobby and dedicated city programs envisioned on floor two.

Through the feasibility studies to date, we uniquely understand the nuance of the site from its tight dimensional fit east to west, the topography, existing utilities, and the critical adjacencies in all directions.

CAPACITY.

Based on our experience with designing and documenting similar facilities, we've set aside key staff that can all commit a minimum of 30% of their given time to this important project. Generator will staff this project with three of our firm's partners all with a myriad of community and ice facility experience.

STRATEGY.

Generator Studio follows a Value-Centered Design approach, bridging client goals and user experience to create meaningful community assets. By identifying shared objectives, we establish the foundation for project success. Our practice is structured into dedicated project teams led by a principal-in-charge, ensuring continuity from concept to completion. We believe great project management fosters strong relationships, which are essential for success.

Our leadership prioritizes clear communication, attention to detail, schedule adherence, and design and cost management. To enhance quality control, we've developed document checklists, scheduling tools, and other management resources. Each phase is meticulously planned to optimize design time and keep projects on schedule. By integrating these strategies, we deliver thoughtful, well-executed projects that align with our clients' vision while enhancing the built environment.

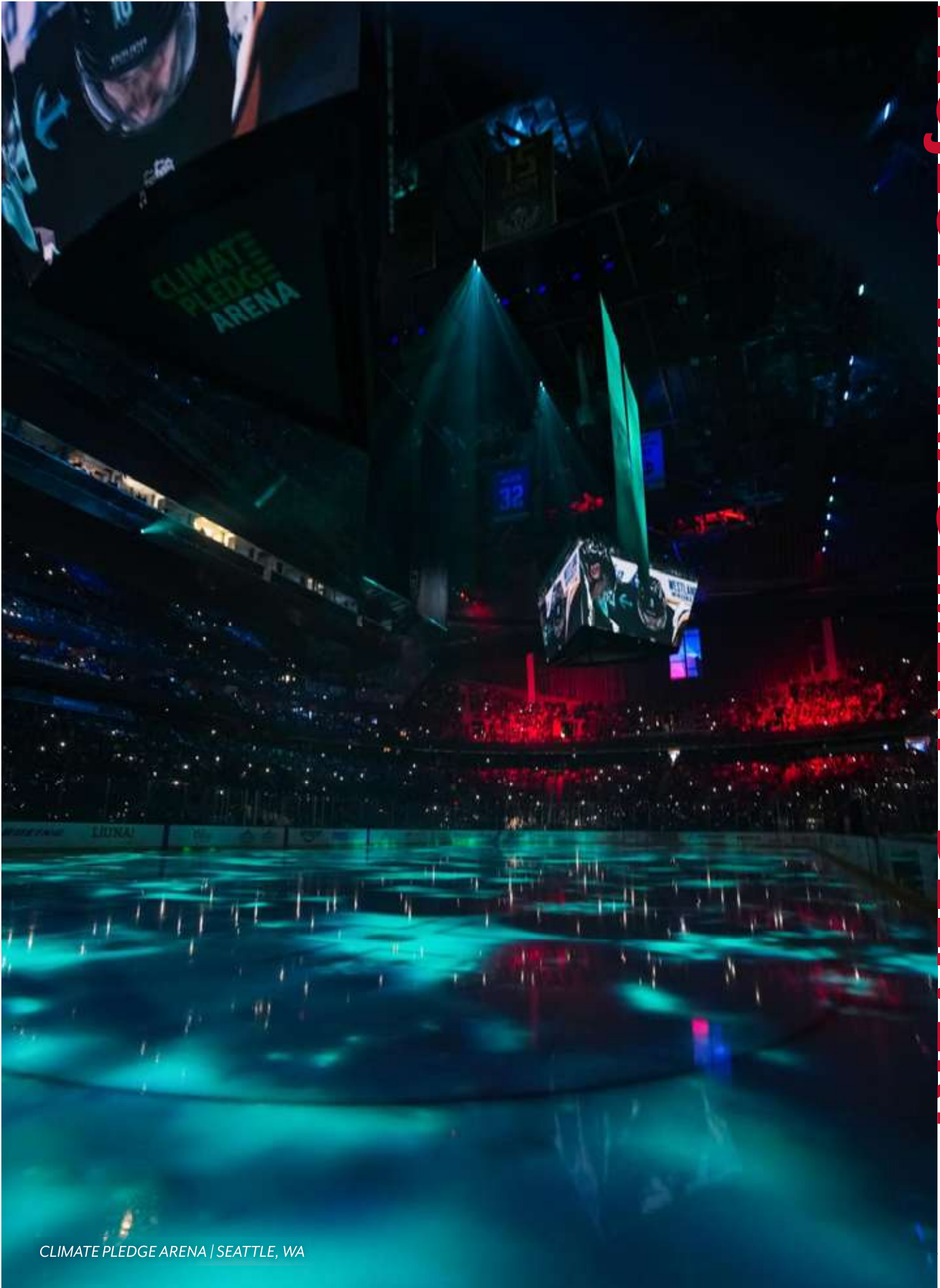
CAPACITY TO INNOVATE + EXPLORE.

We believe that having the right team for a project's needs is critical. Your project should welcome the community, provide a place to gather, and create a platform to provide a variety of programming and events. We believe that our team brings the strongest expertise and experience in every aspect of the project that will allow this project to meet the established and emerging goals to create a world-class destination second to none.

We collaborate with consultants on every project at a variety of scales and they are an integral part of the design team. For all projects we engage the entire design team early in the process to allow them to understand the development of the project and the “why” behind the design decisions.

Practical experience is paramount. The City of Kirkland can rest assured that the Generator team, in conjunction with the Kraken, have attained previous success in Northgate. In addition, the designers of Generator delivered thriving ice facilities in other markets. While we believe there are no stronger subject matter expertise in the industry, some of the ways we will manage design and coordinate effectively include:

- The Project Manager holds **weekly meetings** with the entire design team to ensure that everyone is on track, any issues are identified early, and there's clarity on deadlines and responsibilities. Frequently this is followed up with focused meetings with specific design disciplines to dig into specific issues.
- Utilizing a **Project Management Tracking Log**: A live document tracking all decisions made throughout the design process and open items that require either design team coordination or input from the City. This is reviewed with the City during weekly status meetings.
- We use trusted **software tools** like BIM 360 and Bluebeam for automated conflict checks, cross-discipline coordination, and ensuring all team members are reviewing the latest documents.
- Our full team will use our **QA/QC checklists and coordination templates** to ensure nothing is missed and that all required standards are met.



CLIMATE PLEDGE ARENA | SEATTLE, WA

OUR APPROACH

TO PROJECT MANAGEMENT + DELIVERY.

As you are now aware, our proposed team has successfully executed similar projects. With this project, we will work collaboratively to first establish a clear understanding of the project's scope and the stakeholders' needs. The proposed strategy involves meticulous planning, innovative design, and efficient construction management. Our team, led by experienced project managers, will focus on maintaining open communication with all stakeholders, addressing any challenges promptly, and delivering a high-quality community ice rink facility that serves the needs of the community for years to come.

DETAILED METHODOLOGY.

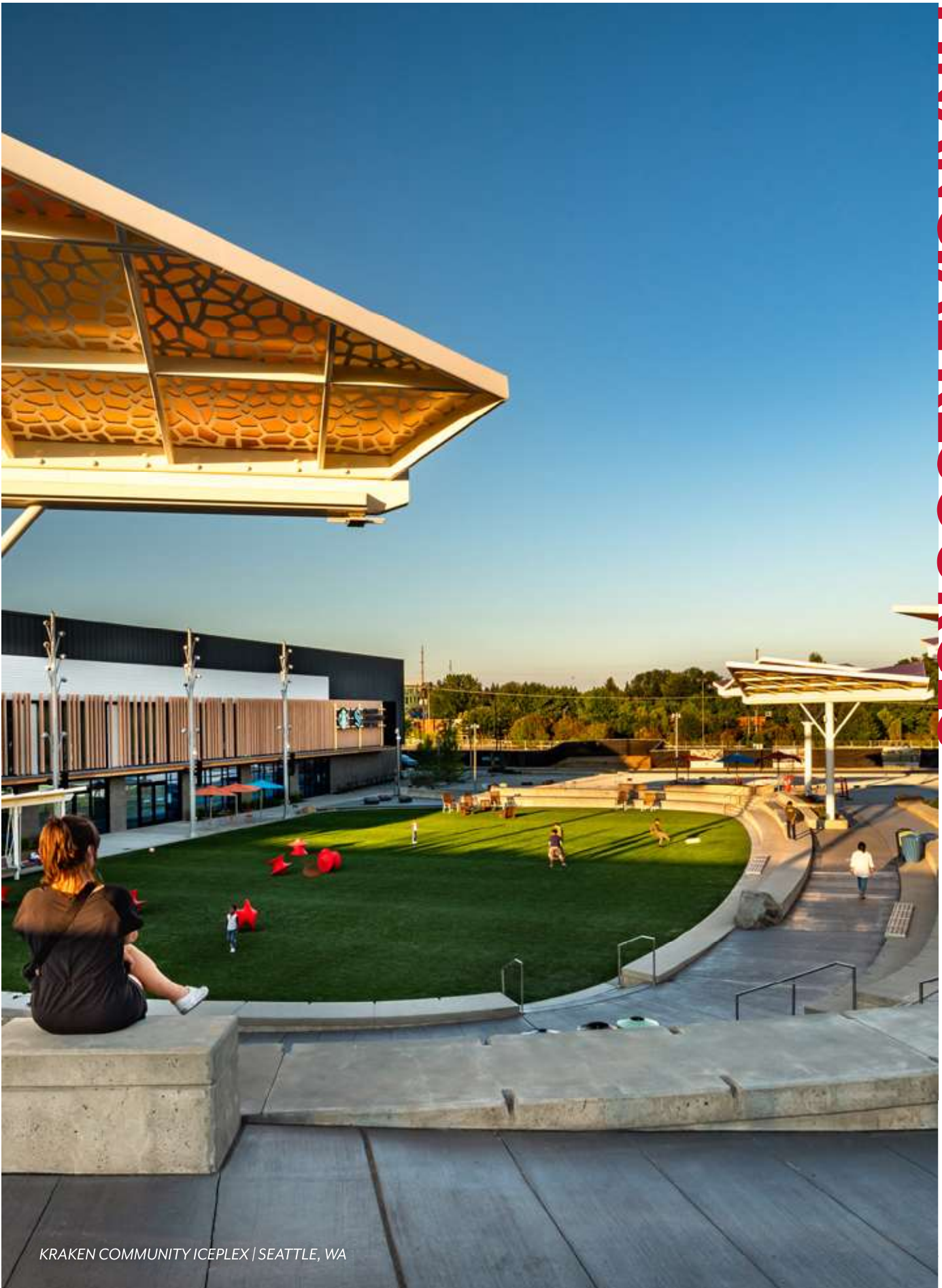
Our project management approach is structured around the following key stages:

- **Initiation:** Establish project objectives, stakeholder engagement, and define project scope and deliverables.
- **Planning:** Draw on past experience and our broad network of collaborators to develop a comprehensive project plan that includes timelines, resource allocation, budget estimates, and risk management strategies.
- **Design:** Collaborate with architects and engineers to create a functional and aesthetic design that meets community needs. Incorporate sustainable practices and energy-efficient solutions. Engage general contractor to assist with pre-construction activities during this phase. Revisit budget assumptions to ensure design and intended construction are aligned.
- **Permitting:** Assess all entitlement and permitting requirements (and likely timing). Establish appropriate jurisdictional relationships to plan, then understand and execute accordingly. Continuously manage progress leading up to and during all related reviews.
- **Construction:** Engage General Contractor to appropriately execute the work. Negotiate and execute all contracts for contractors and specialty vendors and suppliers. Coordinate with contractors and suppliers to ensure smooth construction processes. Monitor progress and maintain quality control throughout the construction phase.

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- **Monitoring and Control:** Regularly review project milestones, adjust plans as necessary, and ensure adherence to timelines and budgets. Establish rigorous reporting tools and provide timely updates. Understand and manage risk to complete project per original schedule and within planned budget.
 - **Closure:** Conduct final inspections, ensure all project deliverables are met, and obtain necessary certifications. Facilitate a smooth transition to facility management.

WORK COORDINATION PLAN & SCHEDULE.

A detailed work coordination plan and schedule has been developed, and is attached as an exhibit to this response, outlining specific goals, tasks, and timelines—based on our successful execution as a team on multiple projects. This roadmap ensures that all project activities are aligned and executed efficiently, from initial planning to final construction.



KRAKEN COMMUNITY ICEPLEX | SEATTLE, WA

FINANCIAL RESOURCES

OUR STRENGTH + STABILITY.

In 2019, Seattle Hockey Partners LLC paid an expansion fee of \$650,000,000 to the NHL to acquire the team. Seattle Hockey Partners joined forces with Oak View Group for a \$1.15 billion dollar rebuild of Key Arena, now Climate Pledge Arena. In addition, the group built the \$90 million Kraken Community Iceplex.

Samantha Holloway is the owner of the Seattle Kraken. Samantha oversees the strategic direction of the enterprise, supported by the leadership team and the Executive Committee, which includes members of the Seattle Community: David Wright, Jay Deutsch, Adrian Hanauer, and Chris Ackerley.

Seattle Hockey Partners has a banking relationship with WaFd Bank as an official partner, and WaFd financed the Kraken Community Iceplex. Seattle Hockey Partners also has financing relationships with Truist Bank, JPMorgan, and Wells Fargo.



KRAKEN COMMUNITY ICEPLEX | SEATTLE, WA

KIRKLAND ICE CENTER WORK PLAN - RFQ RESPONSE

