

THE VALUE OF WATERFRONT SEATTLE

SUMMARY OF THE ECONOMIC AND COMMUNITY BENEFITS OF SEATTLE'S FUTURE CENTRAL WATERFRONT

Waterfront Seattle is a 26-block transformative open space and roadway improvement project that will reconnect Downtown Seattle, the city, and the region to Seattle's central shoreline, generating new economic activity and improving the quality of life for surrounding communities.

HR&A Advisors studied this once-in-a-generation opportunity to create a central public space for locals and visitors alike to enjoy the sweeping views and natural beauty of Seattle's front porch — Waterfront Park. Offering open, green urban spaces to gather, play, and relax, the future park confirms that the community's values, vision, and investments have aligned to achieve lasting economic, social, and environmental impact now, and for the benefit of future generations.

Friends of Waterfront Seattle is the City of Seattle's nonprofit partner helping to build the park and ensure its lasting success. Following the public-benefit partnership model, we educate the public about the park and its benefits, raise philanthropic funds to build the park, and will partner with the City to manage, fund, and program the park long term.



COMMUNITY & REGIONAL OPPORTUNITIES*

- Consistent open space: 20 acres of new park space
- Reinforced connections between the city's center, Pike Place MarketFront, and the waterfront
- Economic and fiscal benefits, including employee recruitment and retention advantages
- Creation of a "Waterfront for All" that drives toward equity goals
- Seattle Aquarium's Ocean Pavilion expansion
- New business and entrepreneurship opportunities

*Source: HR&A 2019 Study "Beyond Real Estate Increment: The Value of the Central Seattle Waterfront"

CASE STUDY: HOW DO WE CREATE A WATERFRONT FOR ALL?

Waterfront Summer Pilot Programming 2015 - 2018

A great park is accessible, comfortable, active, and social. Friends deploys a three-pronged strategy to create a successful, well-managed, family-friendly, safe public space that is welcoming to all:

1. Robust, free cultural, educational, & recreational programs bring people to the waterfront, ensuring dynamic, lively spaces
2. Public safety enforcement creates a safe atmosphere where rules of conduct are followed
3. Meeting people where they are to address social service needs on the waterfront

Result: 400 hours of park programs featuring 1,000+ artists and organizations reaching more than 50,000 park users

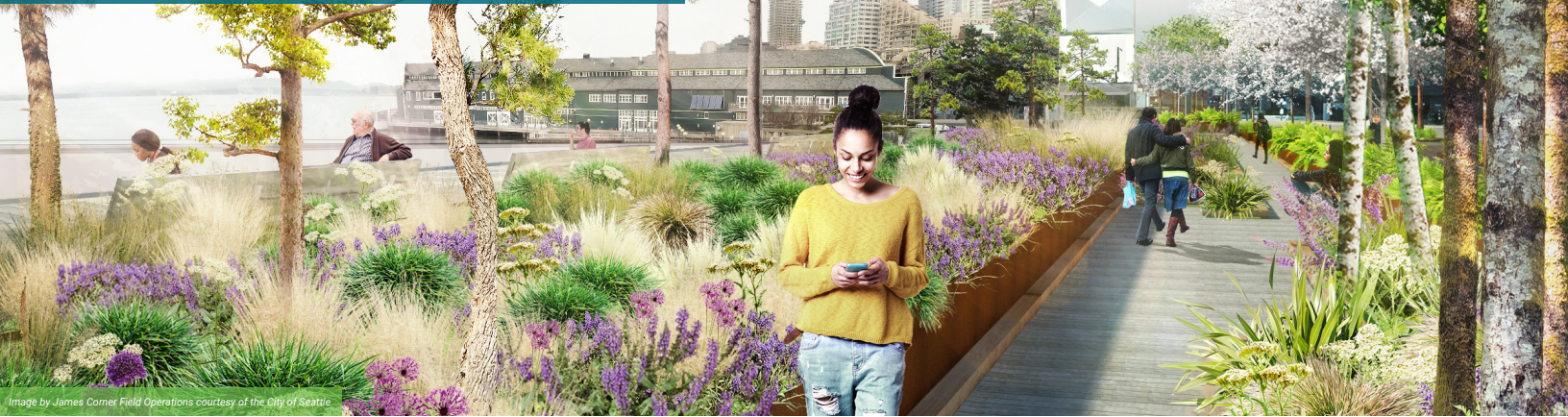
Law Enforcement Assisted Diversion (LEAD) Waterfront Partnership

Waterfront LEAD: A law enforcement-led diversion program that incorporates social service workers who serve vulnerable populations, supported by a unique coalition of law enforcement agencies and the community.

Result: Through Friends' park programs coupled with LEAD, we saw a 30% decrease in citations and arrests, and a 40% growth in event attendance.

Delivering A Waterfront For All: Operations & maintenance funding is in place to maintain the future Waterfront Park at the highest standard by Seattle Parks & Recreation with enhanced security and year-round, daily programming through Friends of Waterfront Seattle. We have the plan and the secured public funding augmented by philanthropic funding.

ECONOMIC VALUE TO SEATTLE & REGION



WATERFRONT SEATTLE WILL GENERATE SIGNIFICANT ECONOMIC VALUE*

One-time construction of Waterfront Seattle and ongoing impacts of the project will generate meaningful economic impacts for Seattle, including job creation and wages.

- One-time construction period impacts:
 - \$1.1B economic impact
 - 6,240 jobs (FTEs)
 - \$376M in wages
 - \$30M local taxes
- Ongoing impacts from operations and maintenance, programming and amenities including food and beverage sales, and incremental visitor spending:
 - \$288M ongoing economic impact
 - 2,385 jobs (FTEs)
 - \$103M in wages
 - \$10M ongoing taxes

WATERFRONT SEATTLE ONGOING ECONOMIC IMPACT SNAPSHOT*

\$288M

ongoing economic impact

2,385

permanent jobs

\$103M

wages

\$10M

local taxes

VISITOR SPENDING*

Based on typical visitor spending patterns, 1.5 million net new day and overnight visitors associated with Waterfront Seattle are estimated to generate 2,210 permanent jobs (FTEs) and \$191M in annual spending.

BREAKDOWN: \$191 MILLION ANNUAL VISITOR SPENDING*

\$64M
lodging

\$48M
food & beverage

\$29M
retail

\$27M
recreation

\$23M
transportation

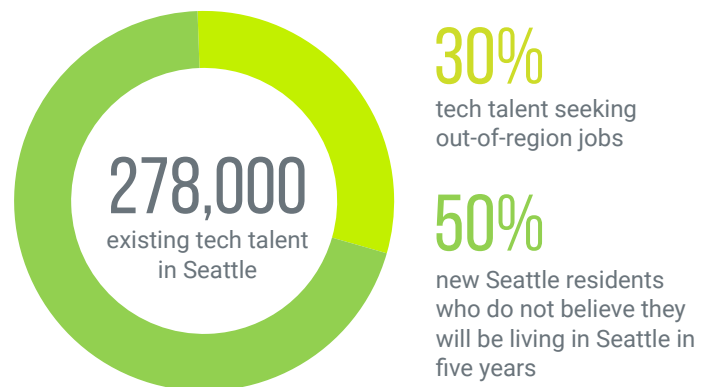
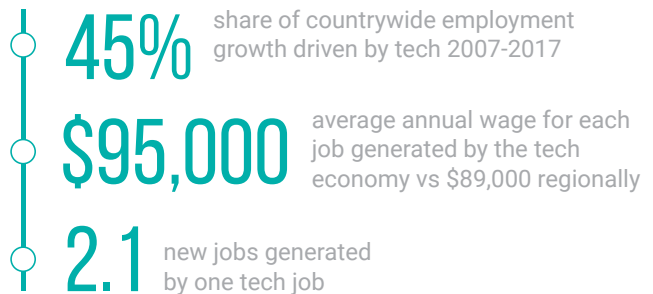
REGIONAL COMPETITIVENESS: TALENT ATTRACTION & RETENTION

Waterfront Seattle will attract and retain the talent to support the city's growing tech economy. Tech occupations are critical to long-term health of other industries that comprise Seattle's economy (e.g. aerospace, advanced manufacturing, professional services, and scientific research).

Economy workers want to live and work in dense, walkable, mixed-use environments with quality open space that facilitates social interaction. Waterfront Seattle will reinforce these qualities in downtown.

Urban amenities increasingly drive location decisions for fast-growing companies and top tech talent.

Seattle has established itself as a tech powerhouse, which also supports other sectors. Tech talent is highly mobile.

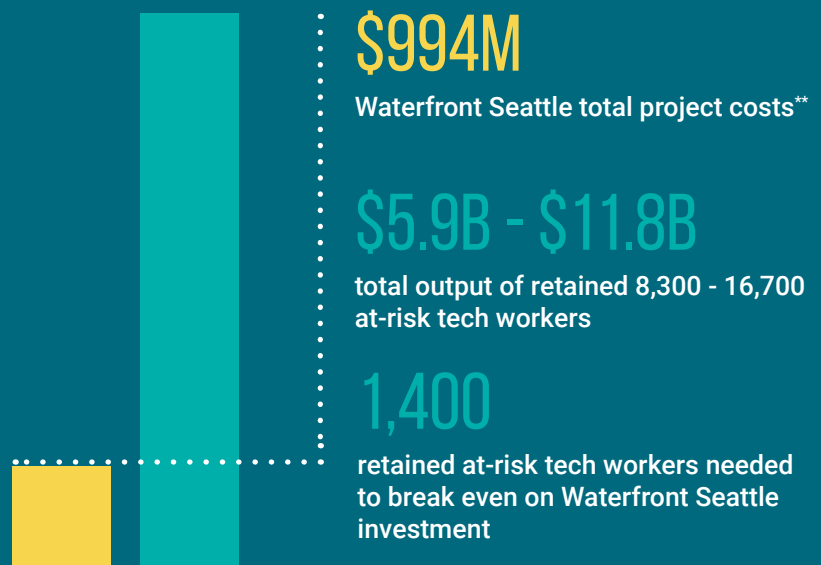


WATERFRONT SEATTLE: RETENTION & OUTPUT*

Along with other major investments planned for the waterfront and downtown, Waterfront Seattle could result in retention of 10% to 20% of talent that would otherwise leave.

The retention of just 1,400 workers at risk of leaving the region would generate economic output equivalent to total capital and O&M costs associated with Waterfront Seattle.

The total output associated with potential retention of tech workers far exceeds costs by a measure of at least 6:1.



*Source: HR&A 2019 Study "Beyond Real Estate Increment: The Value of the Central Seattle Waterfront"
**Capital to build the project plus operating and maintenance costs over 30 years

COMMUNITY ENRICHMENT & ECONOMIC EMPOWERMENT

Waterfront Seattle will improve quality of life for neighboring communities within one-half mile of the waterfront, which are less affluent and more diverse than Seattle on average.

For instance, surrounding neighborhoods rank high on the diversity scale shown at right, have a median household income of \$43,600 per year (versus the Seattle-wide median of \$83,500), and 42% of the population in this area is low income (making less than \$35,000 per year).

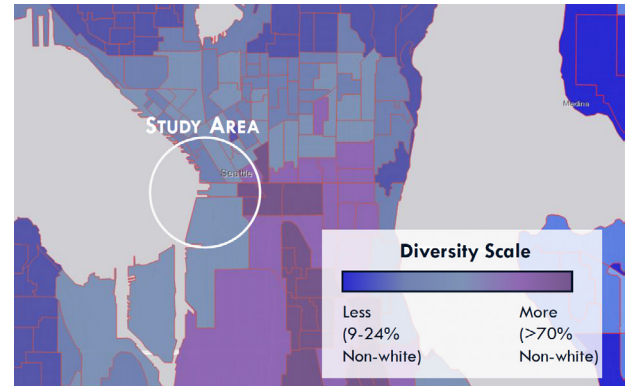
Rising retail rents, a limited inventory of small spaces, falling vacancy rates, and narrow access to debt adversely impact small businesses, and constrain opportunity for low-income populations.

FRIENDS OF WATERFRONT SEATTLE + VENTURES

To consciously ensure that all socioeconomic levels benefit from the economic vitality of the future waterfront, Friends of Waterfront Seattle is partnering with Ventures to expand opportunities for small businesses in the park. Ventures is a local nonprofit that serves low-income entrepreneurs through business training, capital, coaching, and hands-on learning opportunities to empower underserved communities through business ownership.

- Affordable spaces in the park for vending and concessions
- Incubation of events, catering, and chef career ladders
- Business and customized coaching
- Microloans and other savings and credit-building tools

NON-WHITE POPULATION*



MICROBUSINESS PROGRAMMING ONGOING ANNUAL IMPACT*

\$3M
economic impact

\$1M
wages

\$90K
local fiscal impact

80%
share WMBE

*Source: HR&A 2019 Study "Beyond Real Estate Increment: The Value of the Central Seattle Waterfront"

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FOR DETAILS, VISIT

www.friendsofwaterfrontseattle.org

VISIT US AT WATERFRONT SPACE

Wednesday - Sunday | Noon - 5 p.m.
1400 Western Avenue
Seattle, WA 98101

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