



friends  
of WATERFRONT SEATTLE

# 2015 ANNUAL REPORT





# 2015: A LOOK FORWARD TO THE FUTURE WATERFRONT

Dear Friends:

In 2015, we saw the first physical pieces of our future 26-block waterfront park installed: The light penetrating surfaces (LPS), part of the Elliot Bay Seawall construction and an element of our new waterfront promenade. Migrating salmon that travel our urban shoreline prefer the light filled environments created by the LPS, making the promenade an important part of the waterfront project's restoration of our aquatic habitat. Salmon are already showing up!



View from below seawall light penetrating surface (City of Seattle)



The Pike Place Market expansion design (The Miller Hull Partnership)

One of our partner projects, The Pike Place Market's MarketFront expansion, broke ground in June. The Market will ultimately connect visitors directly to the new waterfront park without crossing a street via the elevated park feature known as Overlook Walk. With MarketFront's 47 new stalls for farmers and vendors, 300 new parking spaces, and more social services and low-income senior housing, the Market's expansion will provide more of what we love. The Overlook Walk will link the Market's visitors to an 8.5 acre central public space that will be the bustling heart of the future waterfront park, featuring play structures, spaces for performances and festivals, gardens, viewpoints showcasing Elliott Bay and the Olympic Mountains, and a new Seattle Aquarium Plaza.

Another partner project also advanced this year: In August, City Council approved the Seattle Aquarium's Master Plan to expand 80%, growth made possible by the waterfront park, with some of their new exhibits to be housed under the park's Overlook Walk. The Aquarium will now proceed with design development, with construction anticipated to take place alongside park construction. We look forward to seeing the results of the design work next year.

We also witnessed a glimpse of our future waterfront this year through Hot Spot, a three-year pilot Friends is spearheading in existing Waterfront Park. Through Hot Spot, Friends enlivened this park space with new tables, chairs,



Design for the Overlook Walk, an elevated park structure which will connect Pike Place Market and the Waterfront (James Corner Field Operations)

umbrellas, a performance stage, and a wide range of free concerts and other performances and activities. These free programs drew people of all ages and backgrounds from all over the city to experience the waterfront anew, which is what our future waterfront park will do on a larger scale. Hot Spot builds on Friends' involvement in the Downtown Seattle Association's urban park activation initiatives that have dramatically transformed both Westlake Park and Occidental Park from empty to magnetic.

A successful park is one that is well used by the public, which is why free community programs are key to our future waterfront park's success as an active, welcoming destination for all. Hot Spot and other urban park activation projects allow Friends and its partners to experiment and understand how to employ different resources and programming to achieve this outcome. This work is important R&D for ensuring the new waterfront park is a success the day it opens.

Seattle is seizing this rare opportunity to expand the public realm on its central waterfront. Through six years of broad community input, bold vision, committed leadership, and thoughtful planning, we are taking advantage of a once-in-a-century moment to capitalize on infrastructure projects—the replacement of the seawall and removal of the Viaduct—to create a park that will physically and psychologically reconnect us to our urban shoreline and Elliott Bay. Coupled with other City investments in transportation and mobility, affordable housing, and the park system, Seattle is demonstrating what forward thinking, equitable cities can do in the face of growth to improve quality of life for all residents.

Take a look at Friends' annual report to see how we have helped advance our community's vision for the future waterfront park this year. None of this work would have been possible without our dedicated board members, donors, elected and City officials, community partners, and our Ambassadors. We are extremely grateful to collaborate with such passionate and committed people and organizations. After all, the success of the park and partner projects hinge on our collective support, involvement and energy.

The people of Seattle and surrounding region give purpose to Friends' work to achieve the most optimal public outcome for the new park. If a park's success is measured by how well it is used by the public, Friends' success will be measured by how well we are able to realize what the public wants to experience in our reimagined waterfront. We are excited for the opportunity to work with the community to achieve this goal.

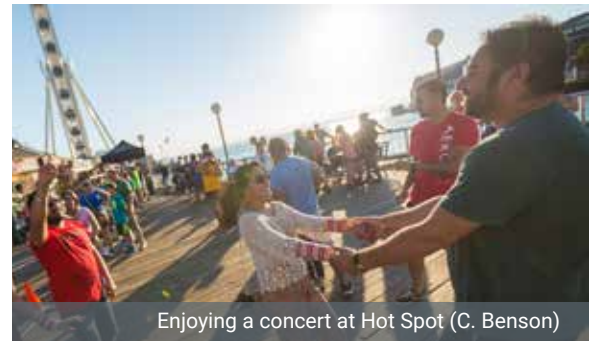
From all of us at Friends of Waterfront Seattle, we wish you a Happy New Year, and look forward to celebrating future progress with you.

All the best,



Heidi Hughes  
Executive Director, Friends of Waterfront Seattle

P.S. If you haven't already, visit us at Waterfront Space, the project showroom located at 1400 Western Avenue, featuring park exhibits and a calendar of free community events.





From Belltown to Pioneer Square...

# A 26-BLOCK PUBLIC PARK

Stadium connection



Habitat beach



Bike path



Street-level retail



Tree-lined promenade



## PEOPLE LOVE THE PARK!

FROM EMC RESEARCH PUBLIC OPINION SURVEY, MARCH 2015

**78%**

Seattleites are paying attention to plans for the waterfront

**83%**

support a public waterfront park

**87%**

say they are likely to visit the new park

K

Waterfront Plaza



de



Aquarium expansion

Overlook walk



Market expansion



Blanchard Street Overlook



## OUR ONCE-IN-A-CENTURY OPPORTUNITY

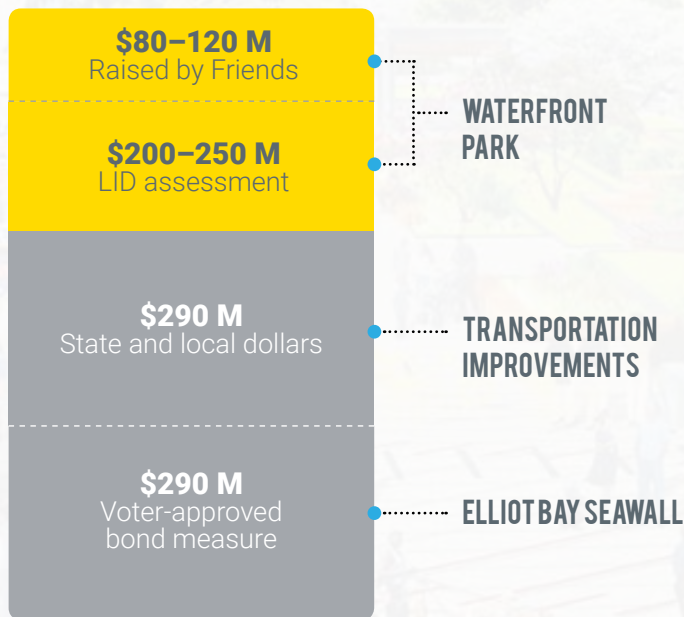
to transform our central waterfront into a 26-block public park. Like all great park projects, ours requires strong leadership and sustained support from the City, the community, and donors like you.



# A GREAT WATERFRONT PARK NEEDS YOUR SUPPORT NOW!

Large, successful  
to plan and are v  
organization tha  
community part

## CAPITAL BUILDING THE PARK



### LEVERAGING INFRASTRUCTURE INVESTMENT

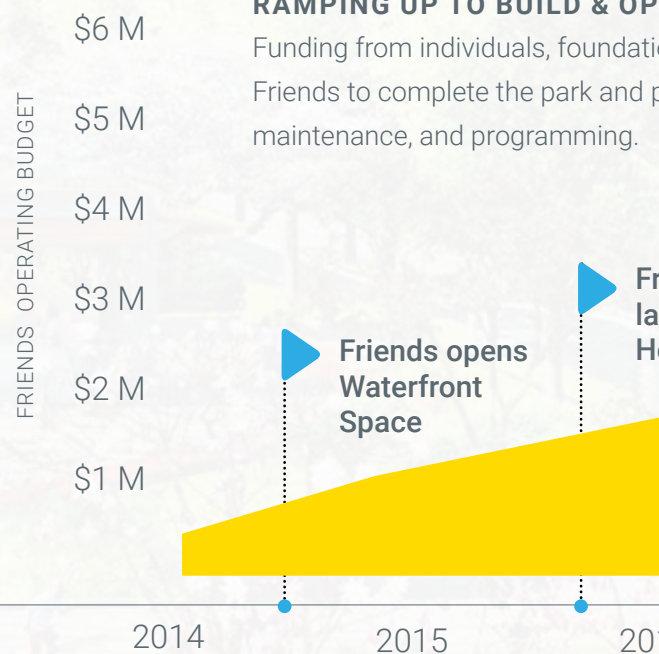
The park leverages infrastructure projects already funded by public dollars with philanthropy and a Local Improvement District (LID) assessment on downtown property owners.

■ PUBLIC ■ PRIVATE

## OPERATIONS RUNNING THE PARK

### RAMPING UP TO BUILD & OPERATE

Funding from individuals, foundations, and Friends to complete the park and for ongoing maintenance, and programming.



Pike Place Market  
expansion  
breaks ground

Seattle  
expansion  
plan approved

## YOUR MULTI-YEAR GIFT



ul park projects need a strong community partner to ensure they are created according well stewarded after they're built. **Friends of Waterfront Seattle** is the nonprofit at will make this happen on Seattle's central waterfront. The stronger Friends is as a ner today, the better the outcome will be for the community tomorrow.

## NG THE PARK

### ERATE THE PARK

ons, and corporations will enable  
provide operations, security,

riends  
unches  
ot Spot

**Friends begins Capital  
Campaign donor  
engagement**

**Friends launches  
Capital Campaign**

**Waterfront Park  
opens!**

### STEWARDED THE PARK:

Operations, maintenance,  
security, programming,  
and park user amenities

\$3.5 million annual  
public funding via  
Metropolitan Park  
District (MPD)

### EXECUTING THE PLAN:

Developing the park operating model, scaling up,  
testing new ideas, delivering the park

16

2017

2018

2019

2020

2021

2022

Seawall  
completed

Park construction begins

e Aquarium  
sion master  
approved

Park Place Market  
expansion opens

Viaduct demolition and  
Alaskan Way relocation

**+ FRIENDS = A GREAT WATERFRONT PARK.**

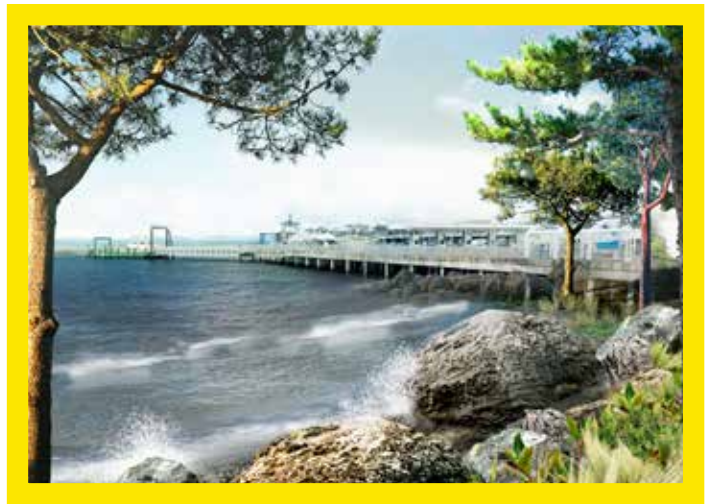
**friends**  
of WATERFRONT SEATTLE



# THE FUTURE SEATTLE WATERFRONT









**friends**

of WATERFRONT SEATTLE

**FUN FACTS FOR 2015**

**90 DAYS**

OF WATERFRONT ACTIVATION

**5**

DAYS A WEEK  
WATERFRONT  
SPACE IS  
OPEN TO  
VISITORS

**24**

COUNTRIES  
REPRESENTED  
BY WATERFRONT  
SPACE VISITORS

**25**

SUMMER 2015 EVENTS  
AT HOT SPOT  
(AVERAGE TWO EVENTS  
PER WEEKEND)

**150+**

HOURS OF LIVE MUSIC

**7**

DAYS A WEEK  
INFORMATION+GAMES ON  
WATERFRONT PROMENADE  
DURING SUMMER 2015

**20**

NEW UMBRELLAS

**87%**

OF SEATTLITES WILL VISIT THE  
FUTURE PARK (ACCORDING TO  
A 2015 EMC SURVEY)





AN AVERAGE OF  
**300**  
PEOPLE AT EACH  
HOT SPOT EVENT

**6800+**  
VISITORS TO WATERFRONT  
SPACE IN ONE YEAR

**1600+**  
PROJECT MAPS OF FUTURE  
WATERFRONT PARK DISTRIBUTED  
JULY-SEPTEMBER 2015

**150**  
NEW CHAIRS ON  
THE WATERFRONT

**37** COMMUNITY  
GROUPS  
HOSTED  
EVENTS AT  
WATERFRONT  
SPACE





# WATERFRONT SPACE

Friends created and opened Waterfront Space in September 2014, the showroom for the waterfront project, to provide the public with a home base where people can learn more and become engaged on how this project will reconnect us to our central waterfront. Important for sustaining community momentum around the project, the Space has become a popular destination for locals and tourists alike.

Located at 1400 Western Avenue near Pike Place Market, the Space features exhibits that illuminate the project's many environmental, historical, and cultural aspects, and is the location for numerous community events. It is also Friends headquarters.



Visit Friends at Waterfront Space! 1400 Western Avenue



Visitors leave feedback and ideas for programming on post-its



Visitors exploring the exhibits during a community event



Lydia Ramsey and Stephen Baldock perform at a Source event

Waterfront Space is open Wednesdays through Sundays, 12:00 p.m. – 5:00 p.m. Space Guides are available to greet visitors, lead tours, and answer questions. Visit us soon!

## COMPELLING EXHIBIT DESIGN

Waterfront Space's project exhibits were designed by Ann Farrington and Pacific Studio, the talented team behind the Museum of History and Industry's new displays. The attention to communicating the many layers of our central waterfront's story throughout exhibit content creates a comprehensive overview of our urban shoreline's role throughout history and its potential for the future.

## WATERFRONT PROJECT EVENTS

To celebrate our central waterfront as a source of heritage, creative inspiration, and appreciation for the natural world, Friends hosted The Source throughout spring 2015, a series of open house events focused on these three different subjects:

- **Mercedes Yaeger, owner of Market Ghost Tours**, enlightened audiences on the Pike Place Market and waterfront's first boom period for the Source: History event;
- **Duwamish River hero B.J. Cummings** spoke about connections between the river and waterfront for the Source: Environment event; and
- **Coast Salish artist and member of the Puyallup tribe Qwalsius-Shaun Peterson** joined us for the Source: Art event and shared insight into his creative process and his approach towards creating a major public piece for the future waterfront park, commissioned through the City's Waterfront Art Plan.



## COMMUNITY EVENTS

Waterfront Space is designed to be a community resource, and Friends hosted many community organizations at Waterfront Space in 2015 including:

- **West Edge Neighborhood Association** monthly meetings
- **Sustainable Seattle** Greendrinks networking happy hours
- **Architects Without Borders** Carve for a Cause annual fundraiser
- **American Planning Association** conference presentations
- **American Institute of Architects** Seattle Committee on the Environment presentation and reception
- **Urban Land Institute** Young Leadership Group Team reception
- **Seattle Design Festival** Women in Design Leadership panel
- and many more!



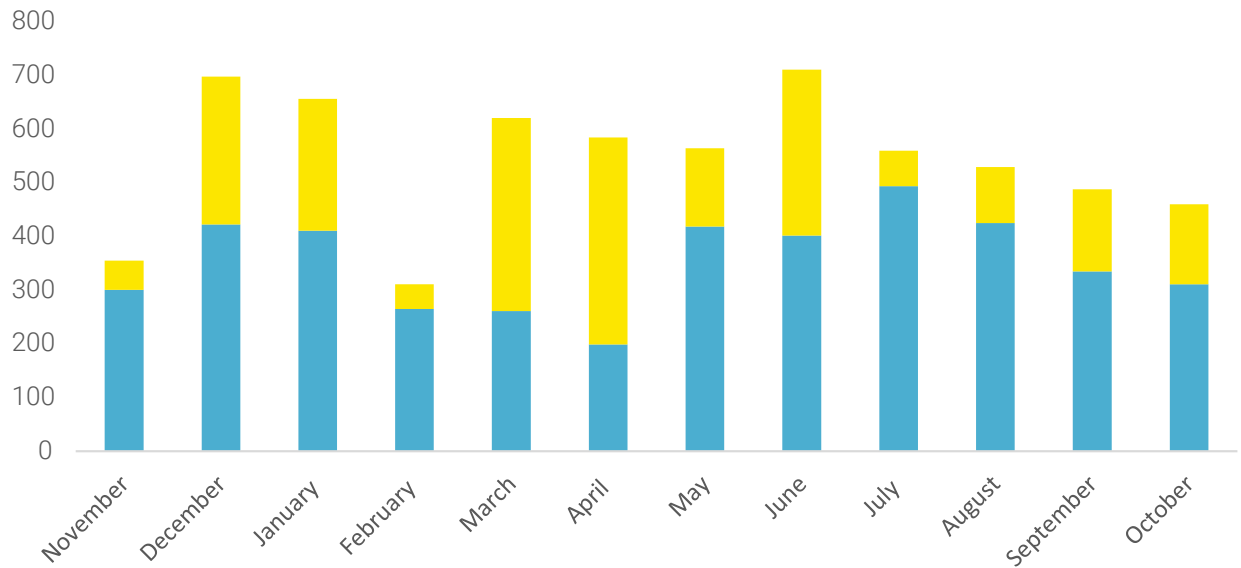
## SEAWALL CONSTRUCTION TOURS DEPART FROM SPACE

Friends worked with the City to begin all Elliott Bay Seawall construction tours at Waterfront Space so that those curious about this infrastructure project could have the opportunity to gain insight on the new seawall's relationship to the future park and the long term vision for creating an environmentally sustainable waterfront.



# WATERFRONT SPACE

visitors  
2014-2015



**OVER 6800 VISITORS IN ONE YEAR**  
(DEC 2014-NOV 2015)

■ SPACE VISITORS  
■ EVENT ATTENDEES

In 2015 Waterfront Space welcomed visitors from every Seattle neighborhood and at least 35 states and 24 countries.





Visitors to Waterfront Space are very excited about the project!  
Visitor comments logged in 2015 include:

**"Seattle will probably have the best waterfront in the world when this happens."**

**"THE DESIGNERS HAVE DONE AN AMAZING JOB."**

**"This will be an amenity for the ages."**

**"This is my dream come true."**

**"I love that it's a collaborative effort."**

**"The new waterfront will be so great for this neighborhood and for Seattle."**

**"We had a similar project in Spain where we fought to bring down an ugly piece of infrastructure and now it is a beautiful garden open space loved and used by all."**



# WATERFRONT ACTIVATION

“The promenade was an overwhelming success. Even the stuff we screwed up on we did right because we learned.”

Bob Donegan  
Ivar's President

# 20



# LEARNING FOR THE FUTURE

# 15



The success of the future waterfront park will be measured by how well it is used by the public. In 2015, Friends of Waterfront Seattle began understanding and planning for how this can be achieved with the launch of two initiatives that serve as valuable research and development for the future, while also providing our community with fun, free activities: Waterfront Promenade Activation and Hot Spot.

Friends of Waterfront Seattle will partner with the City and others to steward the future waterfront park long-term. Between and now and when the park opens, Friends is helping to create a thoughtful and robust maintenance and operations plan for the park. Gaining a first-hand understanding of what it takes to create a clean, safe, active, and inclusive environment on our waterfront today greatly informs this plan. By answering critical questions—for example, *What draws people from all communities to the waterfront? What makes them linger and return?*—in advance of the park's opening, we are able to ensure it is a success from day one. Waterfront Promenade Activation and Hot Spot help us accomplish this.



# WATERFRONT PROMENADE

When the seawall construction paused for summer 2015, the City's seawall team, adjacent businesses, and Pier owners approached Friends about activating the temporary promenade put in place until construction resumed in the fall. The goal for activation was to signal that the waterfront was open for business, create a welcoming environment for visitors, and experiment with ideas for the future waterfront.

From July 1 to October 15, under a contract with Seattle Department of Transportation, Friends transformed this raw, empty space into a lively, family-friendly corridor with numerous games, live music, flexible seating and umbrellas, colorful murals, and portable bathrooms that were kept so clean they garnered compliments. Friends also brought in its partners in the Urban Parks Activation Partnership, the Downtown Seattle Association and Metropolitan Improvement District, for promenade staffing and sanitation services to ensure plenty of on-site assistance throughout weekdays and weekends, and ample upkeep.

**2700**  
PEDESTRIANS PER HOUR DURING  
PEAK PROMENADE TRAFFIC IN JULY



A MID Ambassador eats lunch on the promenade



Youth from Urban Artworks paint the temporary promenade

**60**  
PEOPLE USING  
PORTABLE  
TOILETS PER HOUR  
ON THE PROMENADE

PROMENADE MANAGER  
HOURS PROVIDED BY  
FRIENDS  
**565**

**"I was down there several times and just enjoyed the obvious effort being made to make the space enjoyable for people...It was great!"**  
—Jennifer Ott, community member/mom





“If a few colorful chairs and simple games can make such a positive difference on people’s days I can only imagine the beautiful stories that unfold on the new park for the people of Seattle.”

- Gabriela Hidalgo, Waterfront Promenade Manager



Movable furniture and temporary sidewalk painting



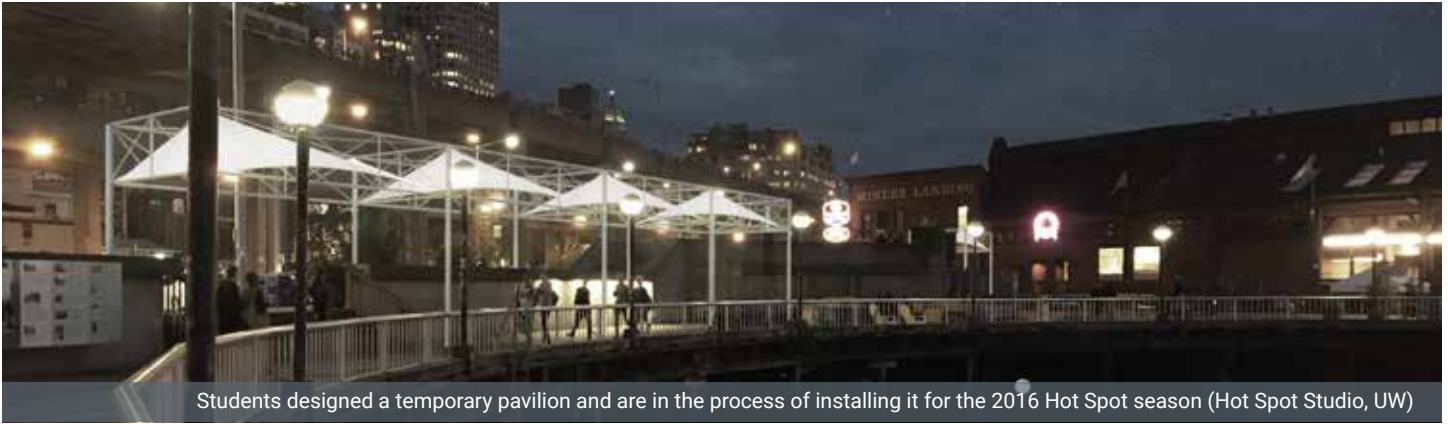
# HOT SPOT

The existing Waterfront Park between the Seattle Aquarium and the Great Wheel affords some of the city's most stunning views of Elliott Bay and the Olympic Mountains. However, this park has long been underutilized, with little to draw in the community and a large concrete wall obstructing access to the site.

Hot Spot is a three-year pilot designed to activate this park in ways that invite people from throughout all of Seattle's neighborhoods to re-imagine it as their own and experience our waterfront anew. Through



Friends' Hot Spot is enhancing the Central Waterfront now with fresh, diverse activities that provide a preview of our urban shoreline's future as a vibrant, dynamic park for all.



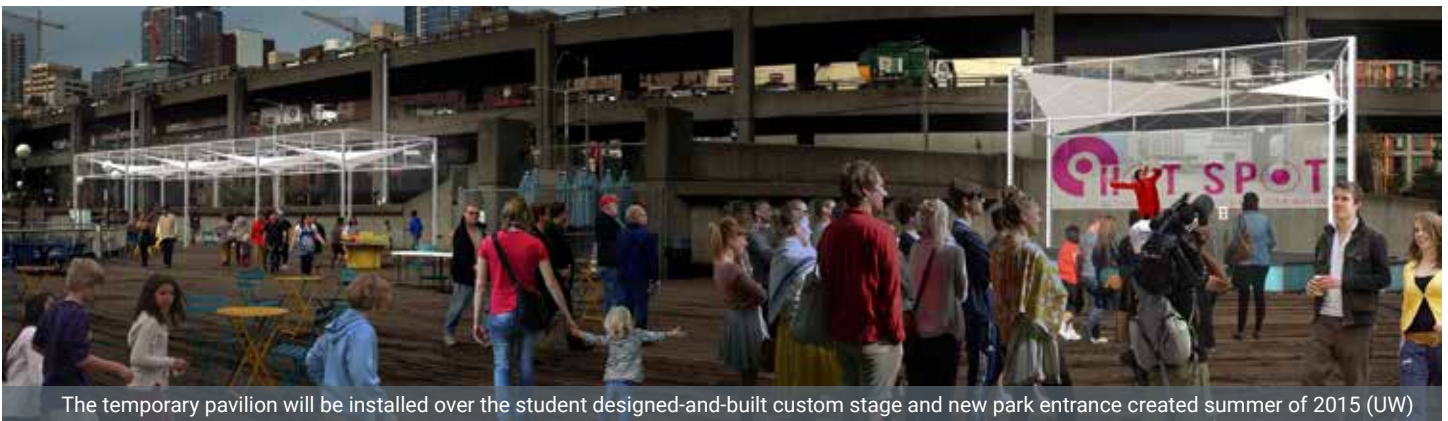
Students designed a temporary pavilion and are in the process of installing it for the 2016 Hot Spot season (Hot Spot Studio, UW)

site improvements and free, seasonal cultural programs, Hot Spot is enlivening existing Waterfront Park leading up to the construction of the 26-block waterfront park, providing the community with a preview of the types of activities they will be able to enjoy in the future park. Hot Spot is also providing Friends with valuable data related to implementing these activities.

In Hot Spot's inaugural summer 2015 season: new colorful tables, chairs, and umbrellas were added; a stage designed and built by UW architecture students was installed; an opening with steps was cut in the barrier-like concrete wall dividing the site from the sidewalk to allow for easier access and better sightlines. Friends also partnered with the owners of Pier 57 to create an outdoor café as an amenity for those visiting the site.

The most exciting part of Hot Spot's first season was the range of free cultural programs that welcomed people of all ages and backgrounds to existing Waterfront Park to treat it as their canvas and playground. A total of 21 events were presented by Friends, with an additional 4 events presented in partnership with other organizations. These included performances by children's band Recess Monkey, country singer Natalie Stovall and The Drive, local hip-hop collective 206 Zulu, and soul and blues group LeRoy Bell and His Only Friends, among other performances. Events also included activities designed specifically for the local community, for example, Savvy Market's Pop-Up Market featuring unique goods by local artisans, and Kids Design the Waterfront, an interactive family activity for the Seattle Design Festival. An average of two events were presented each weekend between July and September, with an average of 300 people attending each event.

In 2016, a temporary pavilion designed by master architecture students at UW will be installed, along with Hot Spot signage. Wireless Internet will be added as another amenity for visitors. Friends will also continue to expand free cultural programming, inviting more and more groups and individuals to design events and experiment with shoulder-season events.



The temporary pavilion will be installed over the student designed-and-built custom stage and new park entrance created summer of 2015 (UW)



# WATERFRONT PARK BEFORE HOT SPOT





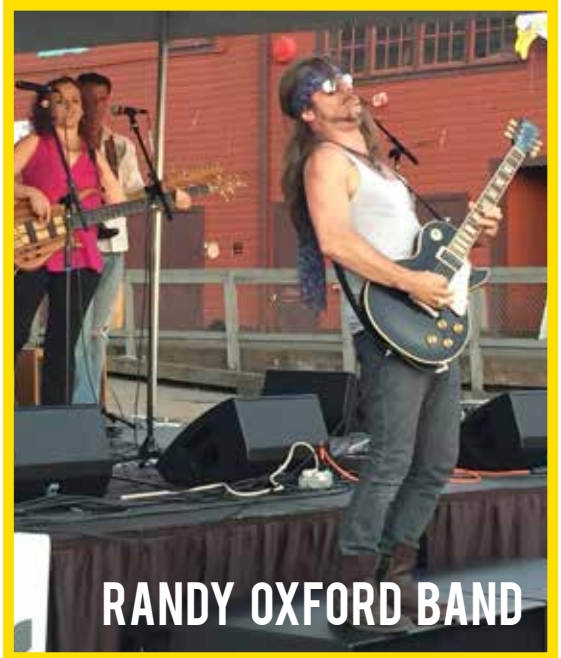
# HOT SPOT: TRANSFORMATION BY ACTIVATION







**NATALIE STOVALL & THE DRIVE**



**RANDY OXFORD BAND**



**CLINTON FEARON**



**CALEB CHAPMAN SOUNDHOUSE**



**CAMBALACHE**

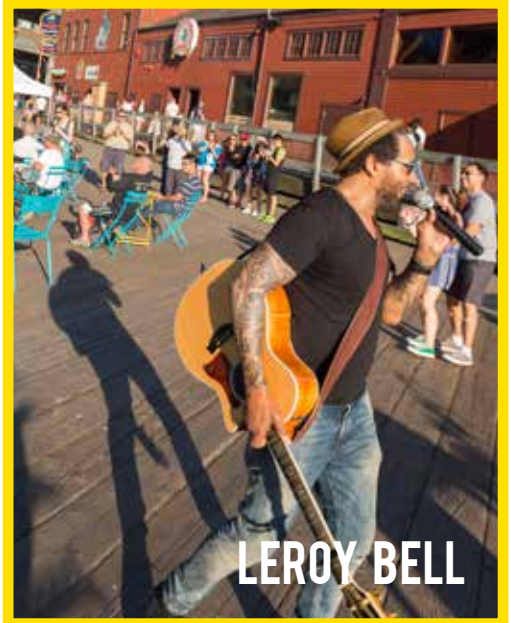


**SAVVY MARKET**

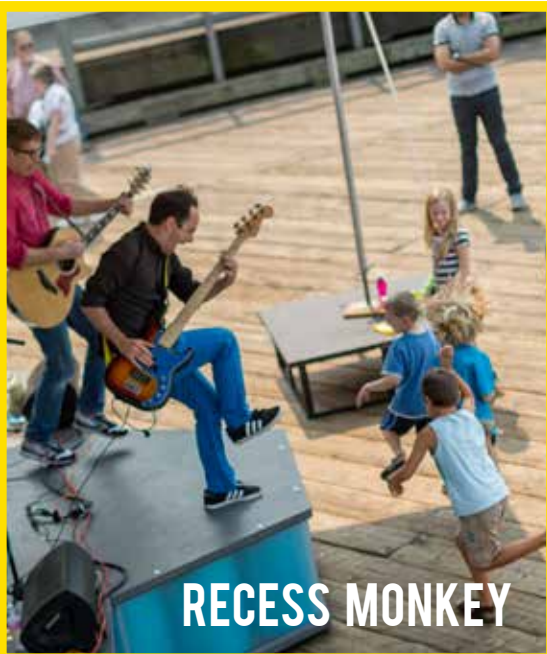




**206 ZULU**



**LEROY BELL**



**RECESS MONKEY**



**GARFIELD HIGH SCHOOL JAZZ BAND**



**REFLECT DJS**



**14/48 PROJECTS**



# ACTIVATE TODAY, PREPARE FOR TOMORROW

## URBAN PARKS ACTIVATION PARTNERSHIP

Waterfront Promenade Activation and Hot Spot build on Friends of Waterfront Seattle's involvement in the Urban Parks Activation Partnership, a groundbreaking initiative to make Westlake Park and Occidental Park welcoming, vibrant public spaces. Led by the Downtown Seattle Association (DSA) and Metropolitan Improvement District (MID), in partnership with Friends, Alliance for Pioneer Square, Seattle Parks Foundation, Seattle Parks Department, and others, this initiative has made significant progress in helping these urban parks reach their full potential as fabulous community destinations for people of all backgrounds.

The Urban Parks Activation Partnership was formed in 2014 around the implementation of a pilot in Westlake Park. This pilot experimented with how aligned nonprofit and public investments can improve the park through such additions as café style seating and blooming planters, augmented operations and security, and free cultural and community programs, for example, concerts, yoga, outdoor libraries, children's play areas, ping-pong, and theatrical performances.

The results of these investments were so positive that Seattle Parks Department signed a one-year contract with the DSA/MID to implement a second, enhanced phase in Westlake Park and a new first phase of park activation investments in Occidental Park in 2015. The Urban Park Activation Partnership is currently exploring a longer-term agreement that would allow this initiative to be sustained moving forward. Through this partnership, Friends is gaining valuable experience and data applicable to its future role as the steward of the new waterfront park and engaging in partnerships that are relevant to the future park.

**5TH**  
**FASTEST**  
**GROWING**  
**CITY IN**  
**THE USA**  
(Forbes, 2015)





PIKE PLACE MARKET



FUTURE KIOSKS

## WATER | STOREFRONT: THE NEW WATERFRONT DISTRICT

Recognizing that a carefully considered mix of shops and eateries - aka retail - can help activate the public realm and support the development of livable communities, Friends of Waterfront Seattle engaged retail consulting firm Downtown Works to assess the new potential for shopping and dining in the waterfront area, specifically along Alaskan Way, Western Avenue, and Post Alley. The study is also assessing planned, publicly owned retail spaces in the park, in the Overlook Walk structure and in kiosks along the waterfront. The park spaces have the potential to generate operating revenue while providing park users with amenities and reasons to linger. These publically owned spaces present the opportunity to house local, small businesses, including microfinanced and minority-owned businesses. The waterfront park will be a catalyst to transform the surrounding area into a district for locals seeking new culture, food, shopping, and entertainment experiences.

This year, in Phase I of III, we gathered baseline information and began initial analysis with an eye toward the future park. This process included:

- Meeting with two dozen stakeholders (property owners, business operators, area developers and city officials/staff) to better understand the area's background, existing conditions, outlook, assets, and challenges
- Assessing the enabling environment (i.e., conditions, transportation/circulation, parking) in the defined area through the lens of retail
- Conducting a general assessment of buildings and uses
- Evaluating waterfront program improvements designed to create a street retail environment
- Developing initial thinking on appropriate merchandise mix

This initial study will inform more detailed next phases to develop ideas for the area's retail development.



CURRENT

Shops selling goods and food/ beverage operations of all types - i.e., cafes, bakeries, coffee shops, fast food eateries, full-service restaurants - are considered to be retail establishments.



FUTURE



# THANK YOU, SUPPORTERS. YOU MAKE IT HAPPEN.

Friends of Waterfront Seattle's work to advance the vision for our central waterfront's transformation into a vibrant, welcoming 26-block park simply would not be possible without the generous support of our donors. We are honored to have their partnership in realizing the vision for our waterfront.

## \$50,000+ Friends Visionary Circle

Ginger Ackerley, Brotman Family Foundation\*, Committee of 33\*, The Joshua Green Foundation\*, The Nick and Leslie Hanauer Foundation, The Mack Family\*, The Nesholm Family Foundation\*, Bruce and Jeannie Nordstrom, Nordstrom Inc., Maggie and Doug Walker Family Foundation\*, Virginia and Bagley Wright\*, Wells Fargo\*

## \$25,000-\$49,999 Friends Founders Circle

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## \$10,000-\$24,999 Friends Transformative Circle

The Brainerd Foundation, Eloise and Carl Pohlad Family Fund, Exxel Pacific, Mike Halperin and Jodi Green\*, David Jones and Maryanne Tagney, Craig McKibben and Sarah Merner, Stuart and Lee Rolfe, Satterberg Foundation, David and Catherine Skinner\*, The Lester and Bernice Smith Foundation, Robert and Katie Strong, T.E.W. Foundation, Jim and Camille Uhler, Jerry Tone and Martha Wyckoff

Friends of Waterfront Seattle relies on philanthropy for operating Waterfront Space, park activation R+D, and other activities critical for realizing the future waterfront park

## \$5,000-\$9,999 Friends Vibrancy Circle

Anonymous, Anonymous, Richard Barbieri and Lyn Tangen, Bruce and Ann Blume, Tom Byers and Carol Lewis, CH2M Hill, The Chisholm Foundation, Joseph and Terri Gaffney, Chuck Leighton and Jan Hendrickson\*, Horizons Foundation, Laird Norton Wealth Management, Gerry Johnson and Linda Larson, Don and Carla Lewis, Edgar and Linda Marcuse, Martin Smith Inc., The Moccasin Lake Foundation, Charles and Eleanor Nolan, John and Deanna Oppenheimer, Rich and Leanne Reel, Unity Electric, Wright Hotels

## \$1,000-\$4,999 Friends Champion Circle

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### \$500-\$999 Friends Benefactor

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### \$250-\$499 Friends Sustainer

Douglas and Susan Adkins, Anthony Angell and Lee Rolfe, ATS Automation, The Berger Partnership, Bright Engineering, James and Gayle Dunham, Fluidity Design Consultants, Kevin Geiger, The Greenbusch Group, Charlie Hafenbrack, John Hoyt, Marwan Kashkoush and Phoebe Brockman, Michael and Julia Levitt, Midge McCauley\*, Beth McCaw and Yahn Bernier, Ed and Susan Medeiros, Frank and Tommie Monez, Linda Mitchell\*, David Moseley and Anne Fennessy, Charles Nordhoff, H. Stewart Parker, Riddell Williams P.S., Jonathan and Elizabeth Roberts, The Rushing Company, Becky Street, Urban Tech Systems

### \$100-\$249 Friends Supporter

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### \$50-\$99 Friend of Friends

Erin Gainey\*, Chris Hurley and Marlys Erickson, Frana Milan, Robert and Eleanor Roemer, Linda Simonson and Lisa Graumlich, Herman Walker, John Walker

\*Denotes multi-year gifts

Friends would like to thank the following supporters of Hot Spot for generously funding this exciting pilot project throughout its three-year lifespan from 2015 - 2017.

Committee of 33



NORDSTROM



FRIENDS' FUNDING SOURCES

Friends is deeply grateful to Laird Norton Wealth Management for presenting *Thought Forum: Innovative Public Spaces*, featuring James Corner and Robert Hammond, October 7, 2015, at Benaroya Hall.



# BOARD OF DIRECTORS

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Carla Lewis // former President, Washington Women's Foundation  
Tomoko Matsuno // Uwajimaya  
Ed Medeiros\* // former Executive Director, Phinney Neighborhood Association (PNA)  
Kollin Min // Bill & Melinda Gates Foundation  
David Moseley // former Director of Washington State Ferries  
John Nesholm\* // LMN Architects  
Jeannie Nordstrom // Civic Leader and Philanthropist  
Chris Pohlad // Vice President-Producer, NorthMarq Capital  
Stuart Rolfe // Wright Hotels Inc  
Charley Royer\* // former Seattle Mayor  
Kabir Shahani // tech entrepreneur  
Ryan Smith // Martin Smith Inc  
Lyn Tangen\* // formerly of Vulcan  
Maggie Walker\* // Civic Volunteer  
Jessie Woolley-Wilson // Chair, President, and CEO, DreamBox Learning, Inc.  
Charles Wright // Merrill Gardens LLC  
David Wu // PATH

\* Denotes those board members who served on the Central Waterfront Committee, the body of 34 community volunteers and civic leaders chartered to advise the Mayor and City Council on the waterfront's future, and those who serve on the current Waterfront Steering Committee



# FRIENDS OF WATERFRONT SEATTLE AMBASSADORS

Friends' Ambassadors are a group of volunteers who are passionate about our central waterfront's transformation into a vibrant park that serves all communities and helps restore our near shore habitat. They apply their diverse skills, experience and interests in helping Friends execute a range of projects.

Alessandra Allen // Real Estate and Environmental Attorney

Molly Barker // Attorney, Veris Law Group PLLC

Jessica Brown // Project Manager and Hydrogeologist

Jaebadiah S. Gardner, J.D. // Real Estate Developer

Kevin Geiger // Principal, Blue Wave Political Partners

AV Goodsell // Program Manager, AIA Seattle

David Harris // Program Manager for STEM, Technology Access Foundation

Kevin Kennedy // Real Estate Investor

Julia Levitt // Development Manager

Benjamin Maestas // Dancer and Architectural Designer

Kate Murphy // Architectural Designer

Benjamin Nivison // Attorney, Helsell Fetterman (Google)

EunJean Song // Director of Operations, Matt Dillon Restaurants

**"Throughout the world, the greatest cities have always had great public spaces. We are at that rare junction of opportunity and inspiration that makes remarkable things happen."**

**—Benjamin Nivison**

**"No matter what your zip code is in Seattle, there are a few things that most residents feel are iconic and represent their city – the Seahawks, the Space Needle, and the Waterfront."**

**—David Harris**

**"I am most excited about the waterfront becoming a true gathering place for Seattlites and visitors alike. With a thoughtful and ever-rotating roster of concessions, music, art, performance and other special programming, there is limitless opportunity to further develop Seattle as a thriving city with amazing cultural offerings!"**

**—EunJean Song**



# friends

of WATERFRONT SEATTLE  
2015 ANNUAL REPORT

**WE ARE  
BACK!**



[www.friendsofwaterfrontseattle.org](http://www.friendsofwaterfrontseattle.org)



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