Dear Friends,

It is by no accident that Seattle stands ready to replace the Viaduct with a beautiful waterfront park. The result of vigorous community engagement and guided intentional choices, Waterfront Seattle demonstrates what forward-thinking, equitable cities can do in the face of tremendous growth to improve quality of life for all residents. Friends’ focus on forging connections with many people, partners, and communities along the way continues to be an important part of this work. The waterfront will be a success through the power of partnership, convened and catalyzed.

The removal of the Viaduct also creates a moment for reflection on the changes Friends has experienced as an organization during the past five years. Since our early beginnings in 2013, Friends has grown from an ambitious start-up organization into a thriving and impactful organization, bringing infrastructure, programming, and events to the current waterfront, while always keeping an eye to the future park we are helping to build and program. Waterfront Space, our headquarters and project showroom, has become an important resource for connecting with the community.

During the past four years, beginning with seawall construction in 2015, Friends’ waterfront programming has enlivened existing spaces with temporary art, music, horticulture, and performance. Our Hot Spot summer series has grown into a full lineup of weekend events celebrating diverse talents and innovative artists. Trick or Treat returned to the waterfront and we have begun to host holiday family programming in the winter with KEXP Deck the Dock. The turnout for our Hot Spot pilot project has been robust: bringing 40,000 people to waterfront events since its inception while providing research and data to inform our future park operations. Hot Spot has been a fun and invaluable tool for Friends’ work, demonstrating that programming, coupled with enhanced security and programs like Law Enforcement Assisted Diversion (LEAD), can ensure the future waterfront park is welcoming, safe, and used by all.

Next, Friends turns to programming the first piece of the new park, Pier 62 opening in 2019, which will be a pivotal moment for the project. As a flexible event pier offering space for concerts, soccer, ice skating, food trucks, art installations, performances, fishing, and much more, Pier 62 will serve as a dynamic platform for a diverse range of activities in all seasons. Friends is already at work applying the valuable learnings during the past four years to the planning of Pier 62 operations, thus assuring it will become an essential, thriving part of the Seattle experience.

Throughout its history, our waterfront has been shaped by many different forces and will continue to be a dynamic place. As we watch the Viaduct disappear and the future park get underway, Friends will continue to maximize this once-in-a-generation opportunity for the good of people and natural environment, working with many partners, communities, and cultures. Through the power of partnership and a mighty belief in an equitable and sustainable future for all Seattleites, we are all on this journey together.

All the best,

Heidi Hughes, Executive Director
WATERFRONT SEATTLE: OUR SHORELINE'S FUTURE PARK

The long-anticipated transformation of Seattle’s central shoreline is happening now. Replacement of the Elliott Bay Seawall with new salmon-friendly infrastructure (completed in 2017) and the scheduled removal of the Alaskan Way Viaduct (early 2019) have opened the way for a new waterfront park. It will allow streets to be reimagined, making way for an all-season shoreline park. Designed by James Corner Field Operations, this project is called Waterfront Seattle (opening 2023).

The vision for the park has been developed over the last 10 years through unprecedented collaboration between government, community leaders, tribes, the business sector, numerous stakeholders, and the public at large. With construction getting underway, Friends will continue public engagement to inform park programming.

The principles guiding this vision are:

• Create a waterfront for all
• Put the shoreline and innovative, sustainable design at the forefront
• Reconnect the city to its waterfront
• Embrace and celebrate Seattle’s past, present, and future
• Improve access and mobility for people and goods
• Create a bold new vision that is adaptable over time
• Develop consistent leadership from concept to ongoing maintenance and operations

MEET FRIENDS OF WATERFRONT SEATTLE & OUR ROLE IN THE FUTURE WATERFRONT PARK

Friends of Waterfront Seattle is the nonprofit partner to the City of Seattle, helping to execute, steward, and program the waterfront park. Our mission is to build awareness, fundraise, and lead strategies that support the long-term health of the park, all with the goal of ensuring the waterfront is beautiful, vibrant, and welcoming to all.

A celebration of Seattle’s working waterfront, Waterfront Seattle enables the expansion of partner institutions like Pike Place Market and the Seattle Aquarium, while making the urban shoreline more accessible by foot, ferry, water taxi, light rail, bike, bus, and automobile. Dynamic programming in the park will celebrate all communities and cultures, establishing the waterfront as a place where Seattleites and visitors alike can gather to appreciate our spectacular natural environment. Community partners are key to producing successful events that bring people to the waterfront for cultural, recreational, and educational programming.

Overall, Waterfront Seattle is a once-in-a-century opportunity when the community’s values, vision, and investments align to achieve lasting economic, social, and environmental impact — now, and for the benefit of future generations.
EDUCATION & ENGAGEMENT
Friends raises awareness about the project and advocates for the park and its sustainable stewardship in alignment with the public’s vision. In 2015, Friends created and opened Waterfront Space, the project showroom, community event venue, and Friends’ headquarters. Open to the public Wednesday through Sunday from noon to 5 p.m., the Space engages people on the project through exhibits, events, and activities, and receives an average of 600 visitors per month.

FUNDRAISING
Though philanthropy makes up a relatively small portion of the overall waterfront project funding, it is influential in leveraging public investments in the critical infrastructure projects that are the impetus for the park, yielding maximum public benefit. Once all the public funding is secured, Friends will raise $110M through philanthropy to fund park capital. Friends will also raise additional funds to augment public maintenance funding to bring robust programming and realize maximum community benefits.

PROGRAMMING
In partnership with the City of Seattle, Friends will manage the activation of the future park with community-driven park programming. By activating existing public spaces today, we are already working with a range of diverse partners, which we will continue to scale up to ensure the future waterfront serves all communities and cultures. Friends’ Hot Spot program is our main initiative to activate the waterfront today with the types of free cultural and recreational programs that will make the future park a place that belongs to everyone. The key to our success is inviting and welcoming organizations and individuals throughout the community to the waterfront.
DECEMBER 2009
Central Waterfront Partnership Committee formed by City ordinance to advise on public spaces and framework for waterfront design.

SEPTEMBER 2010
James Corner Field Operations (JCFO) wins the international competition to work with the City to design Seattle’s waterfront park.

2011
Broad public outreach with wide-ranging community participation to design waterfront park begins.

AUGUST 2012
City Council adopts JCFO concept design and CWC strategic plan.

NOVEMBER 2013
Seawall construction begins.

NOVEMBER 2014
Friends of Waterfront Seattle and City open Waterfront Space, a public project showroom, event space, and Friends’ headquarters.

SEPTEMBER 2014
Friends of Waterfront Seattle is incorporated.

JUNE 2015
Pike Place Market expansion — called MarketFront — with $34M in city funding; MarketFront will connect to the future waterfront, an expansion enabled by the park project.

PUBLIC OUTREACH & PLANNING

JULY 2012
Waterfront park concept design, by JCFO and informed by community input, and CWC strategic plan rolled out.

NOVEMBER 2012
77% Seattle voters approve $290M seawall bond to replace the Elliott Bay Seawall.

AUGUST 2014
Metropolitan Parks District (MPD) approved by Seattle voters designates $3.5M in annual support for waterfront park operations and maintenance.

MARCH 2015
Council action authorizes Pike Place Market expansion — MarketFront — with $34M in city funding; MarketFront will connect to the future waterfront, an expansion enabled by the park project.

IMPLEMENTING THE PLAN
SEATTLE'S WATERFRONT PARK TIMELINE

AUGUST 2015
Aquarium Master Plan expansion approved by Mayor and City Council.

JULY 2016
City Council approves Pier 62 Rebuild project, allowing Friends and City to deliver a piece of the waterfront park early.

FALL 2017
Groundbreaking for Pier 62 rebuild project.
Elliott Bay Seawall replacement project is complete.

EARLY 2019
City Council votes on LID.

LATE 2019
Rebuilt Pier 62 opens to public.
Alaskan Way Viaduct is removed; waterfront park construction begins.

2023
Entire waterfront park opens to public.

2016
Aquarium expansion concept design begins.

JUNE 2017
Pike Place Market’s expansion MarketFront opens.

2017-18
Local Improvement District (LID) outreach to property owners; the LID is an important funding piece for the waterfront park.

PARK CONSTRUCTION

friendsofwaterfrontseattle.org
SEATTLE’S NEW WATERFRONT PARK BEGINS HERE: PIER 62
THE FIRST PIECE TO BE DELIVERED IN 2019

OPENING 2023
The entire 26-block Waterfront Park

HABITAT BEACH
BIKE PATH
PROMENADE GARDENS
PIER 62 OPENING 2019

YEAR-ROUND USE

ELEVATED VIEWS

RECREATION
Opening 2019: The First Piece of the Park to Enjoy

Opening Pier 62 in 2019 allows the City and Friends to transform a piece of our central waterfront for the community to enjoy while the rest of the waterfront park is constructed. A new floating dock, artful lighting, flexible furniture, ADA-compliant access, public art, and a range of year-round cultural, recreational, and educational programming will make Pier 62 a place where our city can experience our central waterfront anew.

Friends worked with the City throughout 2016 to identify Pier 62 as an “early win” opportunity, and committed to contribute $8 million to match the City’s $21 million to reconstruct the Pier. Friends also will supplement public funding for programming the Pier. Many of Friends’ programs and partnerships developed for Hot Spot, a pilot project to program the existing Waterfront Park (Pier 58), will scale to the Pier, and later to the entire park. Partnerships seeded now and in the future will continue to grow.
FLEXIBLE PUBLIC SPACES

LIGHTING, SEATING, & OTHER UPGRADES

WATER ACCESSIBILITY: NEW FLOATING DOCK

WATERFRONT EXPERIENCES: ENVIRONMENT & EDUCATION

FOOD AND BEVERAGE: PLENTIFUL OPTIONS

LIVE PERFORMANCE: MUSIC & DANCE

RUN + PLAY: SPORTS & RECREATION

friendsofwaterfrontseattle.org
ENLIVENING THE WATERFRONT AT HOT SPOT

Since 2015, Friends has been enlivening existing Pier 58 with free live music and performances every weekend, July through September.
Image: Old Army Jacket Photo

FREE LIVE MUSIC & PERFORMANCES EVERY WEEKEND, ALL SUMMER LONG
The vision for Seattle’s future waterfront park is an accessible and inclusive space that welcomes everyone during every season. It will provide a distinctive space for communities across the region to convene, creating a sense of place and uniting different cultures.

Friends has initiated the transformation of the waterfront into an arts and culture hub with diverse events, where programming can connect new audiences to the waterfront. Since 2015, Friends of Waterfront Seattle has been activating the existing waterfront with the Hot Spot pilot project, presenting events that focus on local organizations and artists working within the realms of culture, recreation, and education. Hosted at existing Pier 58, this iconic location features views of Elliott Bay, the Olympic Mountains, Mount Rainier, the Port of Seattle, and the Seattle skyline. Hot Spot events are all free, family friendly, and open to the public.
To enliven our urban shoreline with programs that celebrate all communities and cultures, Friends has partnered with more than 100 community organizations and local artists, including KEXP public radio, local contemporary choreographers, youth hip-hop collectives, the Seattle Sounders FC’s RAVE Foundation, musicians, and visual artists. Programming is designed to attract small and large crowds, and to include many locals, and we have seen a correlation between the diversity of partners and the diversity of event audiences.

Every weekend from July to September during the last four years, Friends presented dynamic live music and performances with more than 40,000 people joining us on the waterfront for free programming.

Hot Spot has drawn Seattleites and visitors alike to our waterfront to experience it in new ways, and has enabled Friends to explore partnerships and practices that attract diverse audiences.
HOT SPOT: ENLIVENING THE WATERFRONT
In 2018, Friends continued its partnership with the Port of Seattle and REI to provide guided educational kayak tours of the new award-winning, salmon-friendly Elliott Bay Seawall.

Friends invited community partners to paddle along the new seawall and under the light-penetrating surface, including Downtown Seattle Association, KEXP, Seattle Aquarium, Seattle Foundation, Stewardship Partners, and Trust For Public Land, and many more. Briefed by scientists from University of Washington’s School of Aquatic and Fishery Sciences, kayak paddlers explored the largest incorporation of habitat features on a seawall in the world.

These tours allowed Friends to understand the logistics of running a program on the water and helped us to refine the educational program in preparation for making tours a regular part of waterfront programming.

Following each kayak tour, paddlers were asked to complete a survey regarding their on-the-water experience; we received 100 percent positive feedback — people truly love being on the water!

We are grateful to our kayak tour partners for their help in making the guided kayak tours fun and informative. Friends continues to build its network of recreational and educational partners to create more opportunities to take advantage of our unique waterfront.
WATERFRONT EVENTS IN EVERY SEASON

The future 26-block waterfront park is designed to support activities through all seasons, with lighting, shelter, bathrooms, and other amenities.

Since 2016, Friends has designed programs to present during shoulder seasons Spring, Fall, and Winter.

SPRING: THE SOURCE SPEAKER SERIES

Each spring, Friends of Waterfront Seattle hosts “The Source” speaker series, a sequence of community open house events celebrating our waterfront as a source of heritage, creative inspiration, and appreciation for the natural world.

“The Source” audiences heard from a range of historians, artists, and scientists about the past, present, and future of Seattle’s waterfront during free educational talks open to the public.

Hosted in Waterfront Space, the project showroom for Waterfront Seattle, Friends held three speaker events in March, April, and May 2018.

In March, HistoryLink’s Assistant Director Jennifer Ott, presented on the history of recreation on Seattle’s waterfront.

April’s talk featured Waterfront Seattle artist Norie Sato and Katherine Chilcote, Artistic Director of Building Bridges Arts Collaborative sharing creative inspiration for their work on Seattle’s waterfront at the Union Street location.

May’s event highlighted the Seattle Aquarium’s conservation vision for the Salish Sea and Coral Triangle in the South Pacific Ocean with a presentation by Jim Wharton, Director of Conservation Engagement and Learning at the Seattle Aquarium.
WINTER: DECK THE DOCK
Friends partnered with KEXP and the Port Seattle to present the annual KEXP Deck the Dock, a family-friendly holiday dance party held at Pier 66’s Bell Harbor. On December 9, more than 200 children and adults enjoyed dancing, free snacks and hot cocoa, and live performances by the Not-It’s and Mikey Mike the Rad Scientist, plus KEXP’s DJ Abbie.

FALL: TRICK OR TREAT ON THE WATERFRONT
Partnering with the Seattle Aquarium, the Historic Waterfront Association, and more than 20 waterfront businesses, Friends hosted the free, family-friendly Trick or Treat On The Waterfront October 28. Friends provided temporary tattoos and hired costumed actors to interact with trick-or-treaters along the promenade, and the Chief Sealth High School Mariachi Las Aguilas band performed mariachi music.
Waterfront Space has been Friends’ headquarters and showroom for the Waterfront Seattle project showroom since 2014. Designed to be a place where the public can engage and learn about the waterfront project through displays and interactive exhibits, it also accommodates a wide range of public events hosted by Friends and others.

Hosting gatherings for diverse groups provides an opportunity to expose the waterfront project to people from Seattle and beyond. In addition to Friends’ popular spring speaker series, The Source, Waterfront Space hosts community groups including regular neighborhood association meetings, arts and culture events like the annual Cephalopod Appreciation Society meeting, networking events like Sustainable Seattle’s Greendrinks, and lectures with local organizations like Space.City.

Working with community partners for Waterfront Space programming gets the project in front of potential advocates, such as young local conservation leaders, the art and design communities, and downtown residents. As Friends’ presence in the community grows, large event turnouts are increasingly important to Friends’ goal of engaging as many people as possible with the Waterfront Seattle project.
URBAN CONNECTIONS: PIKE STREET HILL CLIMB

Improvements to the Pike Street Hill Climb between Western Avenue and Alaskan Way began in 2016. In order to make this a prime pedestrian route, Friends worked with partners the Downtown Seattle Association, UrbanArtworks, and Space.City to install new café lighting and murals. These improvements, as well as increased sanitation and staffing, have made this unique access route and public connection space shine as it should. In 2017, Friends replanted 3,406 square feet of space along the Hill Climb’s southern side with a total of 1,306 new plants with the support of the Seattle Garden Club.

Designed by Richard Hartlage of Land Morphology, this garden uses plant species that are planned as part of the future waterfront park gardens.

Transforming the Hill Climb capitalizes on a unique and timely opportunity to enhance the overall waterfront experience by making this once-dreary thoroughfare a beautiful and inviting connection. To ensure the Hill Climb continues to thrive in 2018, Friends team members watered Hill Climb planters two to three times per week in addition to performing a deep clean of Hill Climb steps with special equipment to capture the used water. Improvements to the Hill Climb reduced illegal behavior, resulting in less need for regular daytime staffing.

In 2019, as Pier 62 opens, the Hill Climb’s importance as a pathway to our waterfront will only increase.
OUTREACH & ENGAGEMENT

PRINT & DIGITAL PROMOTIONS FOCUS

Friends’ outreach and communications goals are to reach Seattleites from all backgrounds in every community to share the vision for the future waterfront park, and to invite and welcome them to the waterfront to enjoy Friends’ free and family-friendly cultural, recreational, and educational events.

Friends chose a diverse mix of outreach mediums in 2018 including print, signage, radio, online, eBlasts, and social media, to maximize our efficiency and reach to Seattle residents and visitors.

SOCIAL MEDIA

Friends promoted and boosted Hot Spot and shoulder-season events events on social media channels, primarily on Facebook to increase engagement, followers, and impressions, which provided the following results: 1,076,182 impressions, 4,611 clicks and RSVPs, and 14,054 engagements in 2018.

8,554 FOLLOWERS

8,554 FOLLOWERS

gained 692 in 2018, up 4.1%

1,368 FOLLOWERS

1,368 FOLLOWERS

gained 221 in 2018, up 24.5%

Seattle Chinese Times web ad

NW Asian Weekly print ad

NW Facts web ad

Somalian Runta News print ad
THE FUTURE IS SO BRIGHT
STEP INTO THE FUTURE
WATERFRONT PARK

DOWNLOAD AND OPEN THE APP; THEN
POINT YOUR DEVICE’S CAMERA AT THE MAP

FRIENDS’ AUGMENTED REALITY APP
Check out the Waterfront Virtual Experience on
your smart phone or tablet! To see Seattle’s future
waterfront park, download and open the app; point
your device’s camera at the map above to see
seven different views of new public spaces.

Image: James Corner Field Operations, courtesy of the City of Seattle
The vision for the future waterfront park was conceived through a community-wide effort. Building and programming the park is fueled by the combined strength of community partners — now and into the future. Friends of Waterfront Seattle deeply values our partnerships with local nonprofits, foundations, government entities, and corporations that make the waterfront project possible.

THE POWER OF PARTNERSHIP

PARTNERS ON THE WATERFRONT
$1,000,000+ WATERFRONT PARK VISIONARY CIRCLE

$100,000 - $999,999 WATERFRONT PARK FOUNDERS CIRCLE

$50,000 - $99,999 WATERFRONT PARK GROUNDBREAKER
Ginger Ackerley, Bullitt Foundation, Committee of 33, Mike Halperin & Jodi Green, Bruce & Gretchen Jacobsen, Eleanor & Charlie Nolan, Pohlad Family Fund, Stuart & Lee Rolfe

$25,000 - $49,999 WATERFRONT PARK CHAMPION

$10,000 - $24,999 WATERFRONT PARK ENTHUSIAST

$5,000 - $9,999 WATERFRONT PARK PATRON

$1,000 - $4,999 WATERFRONT PARK ADVOCATE
THANK YOU, SUPPORTERS.
YOU MAKE IT HAPPEN.

$500 - $999 FRIENDS BENEFACtor

$250 - $499 FRIENDS SUSTAINER

$100 - $249 FRIENDS SUPPORTER

UNDER $100 FRIENDS OF FRIENDS

Note: Philanthropic levels reflect cumulative gifts.

FRIENDS OF WATERFRONT SEATTLE’S WORK TO ADVANCE THE VISION FOR OUR CENTRAL WATERFRONT’S TRANSFORMATION INTO A VIBRANT, WELCOMING 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.

WE ARE DEEPLY GRATEFUL TO THE MANY DONORS WHOSE GENEROSITY HAS HELPED ADVANCE THE PROJECT. THANK YOU FOR YOUR SUPPORT.
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BUILDING SOMETHING GREAT TOGETHER

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