

FRIENDS OF WATERFRONT SEATTLE



2020 REPORT OF GRATITUDE
COMING TOGETHER ON THE WATERFRONT



FRONT COVER

Image from *Reflections: What The Water Holds*, a virtual Black and Indigenous Peoples' dance festival held on Pier 62 in November 2020 featuring dancers Nia-Amina Minor, Akoiya Harris, and Michele Dooley of Spectrum Dance.

PHOTO BY FUTSUM TSEGAJ

PHOTO BY APRIL JINGCO

With immense gratitude to all of you who stand with us in fulfilling the long-held community vision of a beautiful and welcoming public park along Seattle's central waterfront

WATERFRONT PARK =

- + 20 acres of beautiful and vibrant public space where everyone is welcomed and celebrated**
- + Free year-round cultural, educational, and recreational activities for everyone**
- + Safe, clean, well-maintained spaces**
- + Downtown reconnected with the waterfront**
- + Easy, convenient access**
- + Economic revitalization**
- + Seattle celebrated: past, present, and future**

DEAR FRIENDS,

LETTER FROM THE EXECUTIVE DIRECTOR

When I was approached to serve as interim executive director of Friends of Waterfront Seattle, I said yes without hesitation. I grew up in Seattle, and as a little kid I experienced the magic of the World's Fair and the transformation of the city brought about by that visionary investment in our future. The new waterfront will be just as transformational for our city. Once again, civic leaders — like you — have stepped up with a combination of vision, dogged persistence, and extraordinary generosity to lead us into a better future.

I love this project, and, more specifically, I love that Friends of Waterfront Seattle was established to be the long-term steward of the new waterfront park. Nonprofit conservancies such as Friends are how major urban parks around the country are thriving — from the High Line in New York City to Millennium Park in Chicago and the Golden Gate National Parks in San Francisco.

Friends of Waterfront Seattle will not do this alone, of course. To continue to be successful, we will have to keep learning through collaboration and partnership. Water is what connects us to this place, to our histories, to each other, and to the world beyond. Some of those connections are complicated, fraught, and contested, but they may be the most important stories for this new park to tell.

The opening of Pier 62 was a huge moment in 2020, introducing 40,000 square feet of new park space over Elliott Bay. Suddenly and powerfully — and at a time when Seattle really needed some good news —

the idea of a new waterfront park became a reality.

Seventy thousand people have visited the pier since it opened in September, reflecting our shared human need to touch the water and underscoring how park space has been a common salve in this time of COVID.

Of course, Pier 62 is just the beginning. Thanks to the visionary leadership of Mayor Durkan, the unflinching support of our City Council, and Marshall Foster's extraordinarily committed and competent team at the Office of the Waterfront and Civic Projects, construction on Seattle's new waterfront is forging ahead, to be completed on schedule in 2024.

The opening of Pier 62 was also a moment for founding Executive Director Heidi Hughes to say, "Mission accomplished." During her seven-year tenure, Heidi built a robust, nimble, and — by any measure — very successful organization from scratch, navigated with grace the inevitably complex politics to always-positive outcomes, and designed and implemented an innovative, human-centered public safety program that could well serve as a model for the whole city. We all owe Heidi an enormous debt of gratitude.

I want to offer a personal shout-out to the staff at Friends of Waterfront Seattle, who so graciously welcomed me into the fold, and who — as you will read about in the following pages — pivoted so creatively and accomplished so much to realize the

waterfront park vision during a year of significant disruption. And a big thank you to the Board of Directors for their welcome and guidance, and, of course, for carrying the torch for the past decade and leading us all toward the next, and better, version of our city's downtown.

Finally, and most emphatically, to all of you who have stepped up so generously to turn an idea into a reality: THANK YOU. What you have already made possible and what you will make possible in the years ahead is a stunning physical transformation of 20 linear acres along Seattle's central waterfront — and, of course, so much more.

How we care for our parks is the story of how we care for each other. You know this. You know that the places that matter are the places where people matter — like those 70,000 people who have shown up at Pier 62 because they want to feel themselves in the center of a natural and built environment like no other in the world, to know they are a part of something much bigger, to be together in a new and better Seattle.

So, on behalf of Friends, a toast to you, and to being together in this new year!

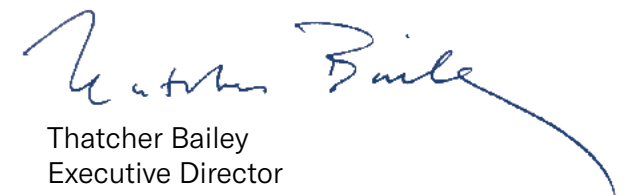

Thatcher Bailey
Executive Director



PHOTO BY APRIL JINGCO

WHO WE ARE

Friends of Waterfront Seattle has worked for more than a decade to realize the dream of Waterfront Park. We started out as grassroots advocates, bringing together residents, government, and local supporters around a grand idea: **transforming Seattle's dilapidated waterfront into a beautiful new park for residents and visitors alike.**

As the self-funded nonprofit partner to the City of Seattle, Friends provides fundraising, programming, and operational support for Waterfront Park.



“Our waterfront park truly will be Seattle’s front porch — a place for recreation and restoration for those from near and far and a place of economic opportunity and a legacy to our city. Our waterfront will represent the resilience and vitality of our entire region as we emerge from difficult times.” MAGGIE WALKER, Chair, Friends of Waterfront Seattle Board and Campaign Steering Committee

WHAT WE DO

1

Our Campaign for Waterfront Park is raising \$200 million in private philanthropy to support critical infrastructure, programming, and operations for Waterfront Park.

2

Through a year-round lineup of free and low-cost cultural, recreational, and educational events for all interests and ages, our programs will help the park reach its full potential as a vibrant public space for everyone.

3

In coordination with the City, we will operate and maintain Waterfront Park as a clean, safe, and welcoming environment that can be enjoyed by all.

4

Through community partnerships, outreach, and education, we will strive to enhance the experiences of park visitors and build a community dedicated to conserving Waterfront Park for the future.

IN 2020, YOU HELPED US GET THE JOB DONE!



\$63 MILLION
Amount raised to date from 264 donors to the Campaign for Waterfront Park

**6,240 JOBS/
\$376 MILLION
IN WAGES**
Projected employment impact of Waterfront Park construction

\$10 MILLION
Largest single commitment to the Campaign

OUR THREE-PRONGED STRATEGY for managing Waterfront Park:

- + Diverse programming to ensure that spaces are active and lively
- + A safe environment, with dedicated staff to enforce park rules and mitigate negative behavior
- + Proactive and compassionate attention to social needs

30%
Decrease in arrests on the waterfront as a result of our partnership with the Law Enforcement Assisted Diversion (LEAD) public safety program, which meets people where they are and connects them to the services they need

1.5 MILLION
Projected number of visitors to Waterfront Park each year, after pandemic restrictions are lifted

\$1.1 BILLION
One-time economic impact of Waterfront Park construction

\$191 MILLION
Projected new consumer spending per year spurred by Waterfront Park, including for lodging, food and beverage, shopping, recreation, and transportation

20 ACRES
Total area of Waterfront Park, which will connect Elliott Bay, the downtown core, Pike Place Market, the Seattle Aquarium's new Ocean Pavilion, and surrounding historic neighborhoods

44,000
People living within a half-mile of Waterfront Park, 42% of them low-income residents who would otherwise have no park access within close walking distance

**400+ PUBLIC MEETINGS
15,000 PEOPLE/10,000+
WRITTEN COMMENTS**
Community participation over the past decade to create a shared vision for Seattle's new waterfront

44 PLANTERS
Beautifying elements along Alaskan Way that will be regularly replanted and maintained in a partnership between Friends and the City

2024
Anticipated completion date for all components of Waterfront Park

\$6
Amount of public funding leveraged by every philanthropic dollar

214 CONCRETE DECK PANELS/175 STEEL PILES
Materials forming the new Pier 62

\$200 MILLION
Campaign goal that builds on City and taxpayer investments in Waterfront

5,000+
trees, shrubs, bulbs, grasses, and flowers to be planted in Waterfront Park

2020 HIGHLIGHTS: PROGRAMS

“I’m excited about the opportunity to bring a variety of art to the waterfront that speaks to the essence of the city and the most vibrant parts of Seattle’s culture, to highlight the beauty of our shared story and the truth of our perseverance.” TAKIYAH WARD, Chair, Waterfront Park inaugural Artist In Residence (2020–2021)

+ For nearly 10 months, the COVID-19 pandemic severely limited waterfront programming due to public safety concerns.

+ In response to the economic stresses caused by the pandemic and to support Seattle artists, Friends and Seattle’s Office of the Waterfront and Civic Projects launched **Future Forward: Artist In Residency**, a rapid-response project that made more than \$100,000 available for temporary art installations on the waterfront in 2020.

Future Forward came to life both virtually and on Pier 62 in November and December, led by Artist in Residence Takiyah Ward. Incorporating elements of the Central Seattle Waterfront Art

Plan, the project posed questions about the past, present, and future, calling on local artists to respond.

The first **Future Forward** installation, highlighting the present, featured the work of Chi Moscou-Jackson and Devon Midori Hale of Psych-Pop, who created two large-scale sculptures that incorporated photos of cultural objects that “act as symbolic reliquary from communities and families in Seattle.” The second installation honored the past through the work of local artists Sam “Sneke One,” Scott Méxcal, and Damon “Creative Lou” Brown through tribal elder stories on video and murals with QR codes displayed outside Pier 63. Exploring the



PHOTO BY MIKE HIPPLE

future, five young artists — Evelynn Li, Rey Daoed, Jac Oliver Trautman, Marcus Jackson, and Tyler Ung — created mixed media artwork for a virtual reality waterfront environment on Pier 62’s north-facing railing and a Friends virtual art website.

+ **Reflections: What The Water Holds**, a virtual dance festival held in November, featured a selection of emerging Indigenous and Black performing artists and cultural practitioners dancing “over the waters of memory,” with Pier 62 as its stunning backdrop. The festival was a collaboration among Friends, Seattle Public Library, Seattle Office of Arts & Culture, Seattle Art Museum, Office of the Waterfront and Civic Projects, and nine other arts partners.

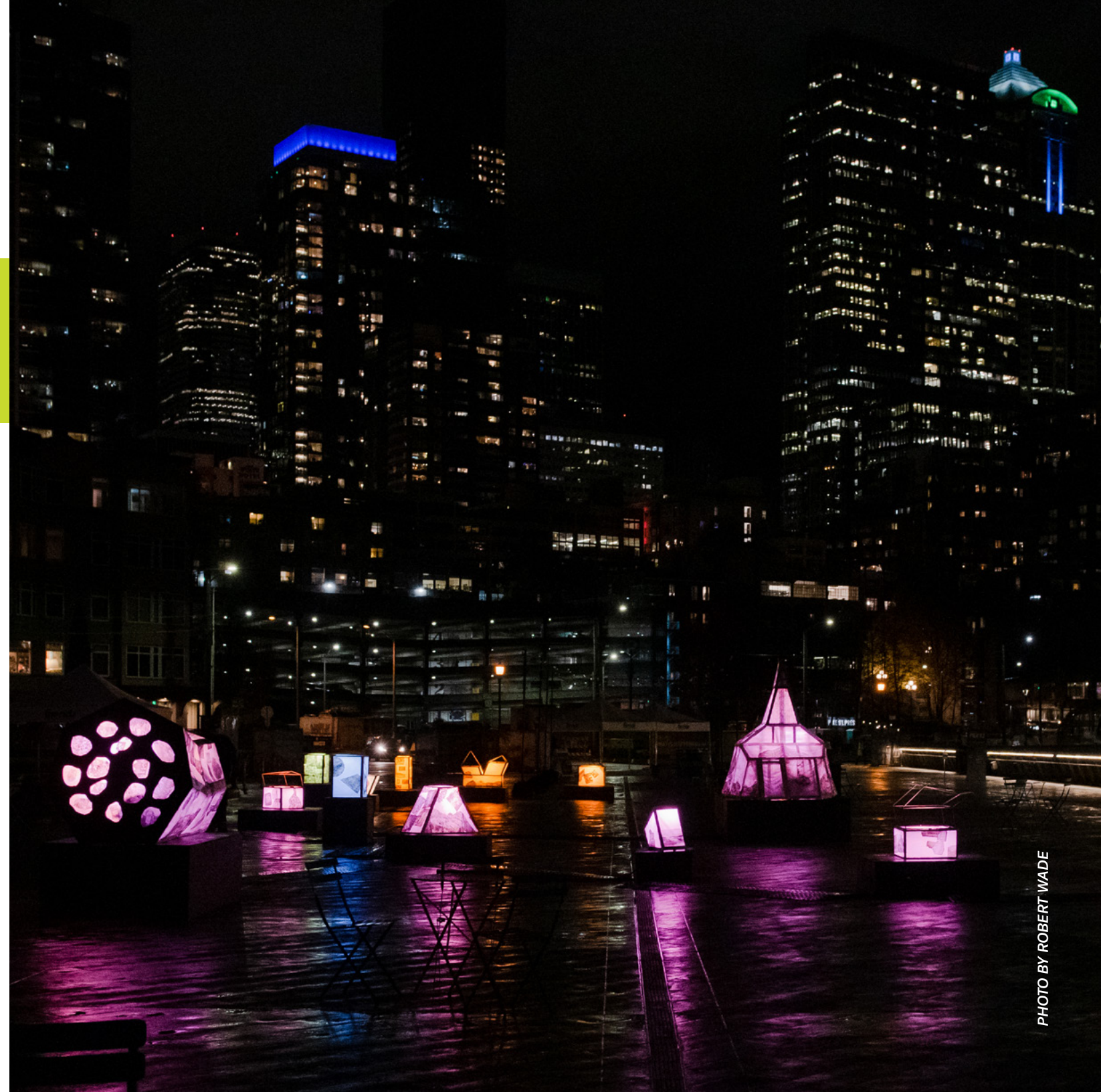


PHOTO BY ROBERT WADE

2020 HIGHLIGHTS: COMMUNITY ENGAGEMENT

“Waterfront Park enables Greater Seattle to reimagine what public space can be, and it creates a new place for connections to be made. The park will invite everyone to join in creative community building, founded on the principles of equity and opportunity for all.” TONY MESTRES, President & CEO, Seattle Foundation

This past holiday season, Friends partnered with **REACH**, a program of Evergreen Treatment Services, to provide holiday meals, clothing, and essential supplies to unsheltered neighbors on the waterfront. A community holiday dinner on December 20 and 21 — held in partnership with Chief Seattle Club and Tiny’s Creole Bistro — provided meals to more

than 300 unsheltered people from the SODO area, downtown, and the waterfront corridor.

Working with Vivian Phillips, Seattle communications professional and longtime civic arts leader, Friends is launching three new groups — an **Indigenous Cultural Advisory Council**, a **Park Programming**



Panel, and a **Community Engagement Committee** — to engage communities of color in Waterfront Park planning and programming.

2020 HIGHLIGHTS: OPERATIONS

+ Pier 62, the first completed component of Waterfront Park, opened in late September, providing nearly 40,000 square feet of new park space with views of Elliott Bay, the Olympic Mountains, and the Seattle skyline. The rebuilt pier includes a floating dock that provides direct water access, new grating along the seawall that increases light to the nearshore salmon habitat below, and new handrails with embedded LED lighting. The rebuilt pier has attracted more than 70,000 visitors since it opened, averaging nearly 500 people a day. Once pandemic restrictions are lifted, Pier 62 will be home to an array of cultural programs and activities administered by Friends.

+ Removal of Pier 58 by the City began in early September in response to recent movement and continued deterioration, provoking the mid-month collapse of the pier’s northeast corner. The removal project will conclude in early 2021. Plans for a new Pier 58, tentatively scheduled to be completed in 2024, include an elevated seating area and lawn, a viewing area that provides wide-open views of the water and the Olympic Mountains, restoration of the Fitzgerald Fountain, a plaza and event space for seasonal activities such as concerts, outdoor movies, and other pop-up events, a play area for kids and families, and nearby public restrooms.

+ Restoration of the *Trades of the Duwamish* mural at Union Street by artist Katherine Chilcote was coordinated by Friends and completed in mid-November. The richly colored staircase mural between Western Avenue and Alaskan Way, entirely covered by seven layers of graffiti, was lovingly restored over several months in partnership with the artist, the City, the Downtown Seattle Association’s Clean Team, Seattle-based Graffiti Busters, and LC Jergens Painting. Two coats of protective sealant will help protect the panoramic mural of the Duwamish River from future tagging.



PHOTO BY MINEA HERWITZ

PHOTO BY FUTSUMTSEGAI

PHOTOS © CITY OF SEATTLE

+ Revitalization of the Pike Street Hill Climb, the sprawling staircase linking Western Avenue to Alaskan Way, was completed this summer. The project, coordinated by Friends in partnership with landscape architects Landscape Morphology and maintenance provider Horticultural Elements, included replanting the entire Hill Climb with more than 75 new trees and shrubs. The Hill Climb's 2017 mural by Carolina Silva, after several seasons of wear as well as graffiti, has been fully

repainted, restored, and sealed. Friends also worked closely with the City to restore lighting for the Hill Climb, ensuring that the popular pedestrian corridor is brightly illuminated for safety. These improvements have created a vibrant and safe pedestrian walkway to connect downtown with the waterfront.

+ Friends and the City collaborated to clean out, maintain, and beautify the 44 planters along Alaskan Way on the waterfront. Old and damaged greenery and debris were cleaned out, and a fresh layer of quality mulch was added. A new maintenance plan includes inspections, weekly garbage clean-out, and watering. Friends is working closely with the Downtown Seattle Association's Clean Team to address sporadic tagging and graffiti on the planters. Several planters will feature artistic murals in 2021.

CONSTRUCTION SCHEDULE

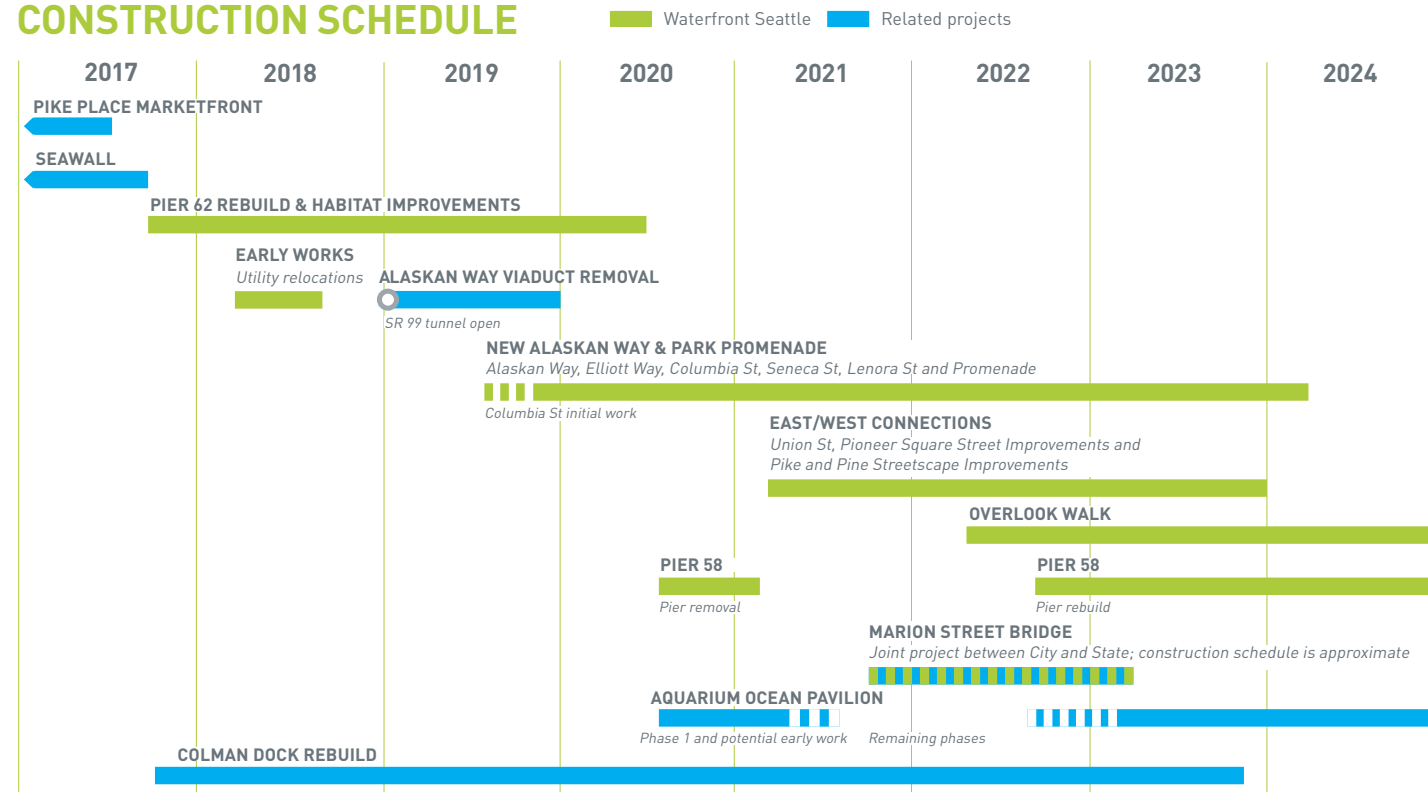


PHOTO BY APRIL JINGCO

✦ Since Pier 62 opened in September, Friends' newly established Safety Team has delivered 24/7/365 security coverage with a friendly approach along the waterfront, receiving many accolades from visitors and neighbors alike. The Safety Team, contracted through Allied Universal and clad in approachable and easily visible neon yellow and gray uniforms, provides an inclusive and welcoming environment for visitors through positive, customer service-oriented interaction. In addition to enforcing park rules, the Safety Team has offered friendly public health guidance during the pandemic by encouraging social distancing, mask wearing, and small-group gatherings.

✦ Over the past year, Friends' highly successful outreach program has helped hundreds of vulnerable people on the waterfront who are unsheltered or are experiencing behavioral health and substance abuse issues. Through a contract with REACH, a program of Evergreen Treatment Services, Friends' Outreach Care Coordinator has provided food, clothing, and hygiene supplies and facilitated medical care, shelter placement, and mental health and substance use treatment. The program meets people where they are and addresses their social needs proactively and with compassion, while ensuring that negative behavior is not allowed and does not adversely affect the experiences of others.

✦ As part of the effort to keep the waterfront safe and welcoming, we partner with a network of service providers, including the Market Commons' community resource center, Law Enforcement Assisted Diversion (LEAD), Co-LEAD (a hotel-based intervention program), Seattle Public Health, Neighborcare Health clinics, and the People's Harm Reduction Alliance.

✦ Due to health and safety concerns arising from the pandemic, Waterfront Space, Friends' office and showroom, was closed in March. Planning for a new, larger space is underway, with hopes of opening in the summer of 2021.



PHOTO BY MINEA HERWITZ

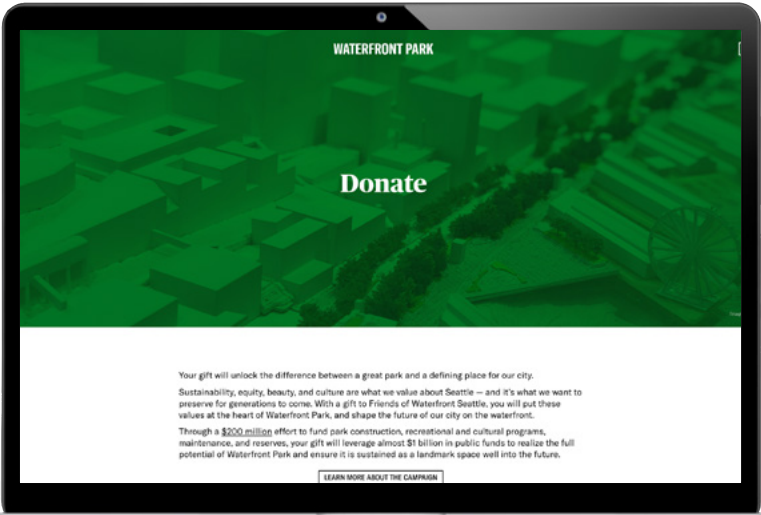
2020 HIGHLIGHTS: FUNDRAISING AND COMMUNICATIONS

“When Friends of Waterfront Seattle asked us to consider a certain gift, we did — and then we doubled it. The waterfront is one of Seattle’s greatest assets, and this project is a game changer for our region. Game changers don’t come along very often.” MATT GRIFFIN, Managing Partner, Pine Street Group



Campaign for Waterfront Park raised \$25,670,167 from 41 donors in 2020, bringing our cumulative campaign total in gifts and pledges to nearly \$63 million.

On The Waterfront, a monthly e-newsletter for donors and supporters of Waterfront Seattle, was launched in the summer, and a new website — waterfrontparkseattle.org — went live in September.



waterfrontparkseattle.org/donate

\$63 MILLION



PHOTO BY EMILY CANTRELL

WAYS TO MAKE A DIFFERENCE

STAY CONNECTED

Subscribe at waterfrontparkseattle.org

 twitter.com/friendsWFS

 facebook.com/friendsofwaterfrontseattle

 instagram.com/friendsofwaterfrontseattle

MAKE A GIFT

Make a secure gift to support the Campaign for Waterfront Park, including park construction, programming, and operations, at donate@waterfrontparkseattle.org.

- + **Make checks payable to Friends of Waterfront Seattle, P.O. Box 21272, Seattle, WA 98111.**
- + **For wire transfers, reference Bank of America account # 138110421218; ABA #026009593.**
- + **For stock transfers, reference Fidelity DTC 0226; account # Z73485543.**
- + **For more information, contact Joseph Smith at (206) 245-4649.**

BECOME AN ANNUAL SUPPORTER

Become part of our dynamic annual support community. All annual donors enjoy access to special donor events as well as early registration for events and discounts at Waterfront Park businesses. For more information, email us at donate@waterfrontparkseattle.org.

MATCHING GIFTS

Many companies offer gift-matching opportunities for employees. If you work for one of these companies, your support of Friends of Waterfront Seattle could be matched by your employer. Please check with your company's human resources department to learn more, or contact us at donate@waterfrontparkseattle.org.

LEAVE A LEGACY

Make a lasting gift through your will or living trust and protect Waterfront Park for years to come. If you would like to discuss a tribute or legacy gift, please contact us at donate@waterfrontparkseattle.org or **(206) 245-4649**.

Friends of Waterfront Seattle is a 501c3 nonprofit organization. Contributions to Friends are tax deductible to the extent allowed by law. Our Tax ID number is 80-0867356.

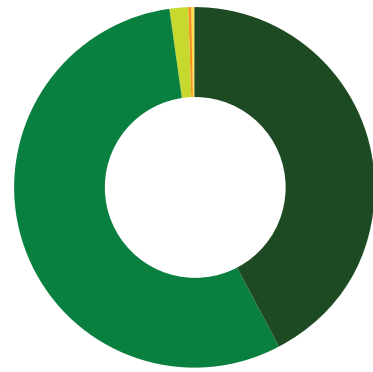
ATTEND WATERFRONT EVENTS

Enjoy an array of cultural events activities on the waterfront. Visit waterfrontparkseattle.org for updated information.

FINANCIALS

Ordinary Income/Expense January–December 2020

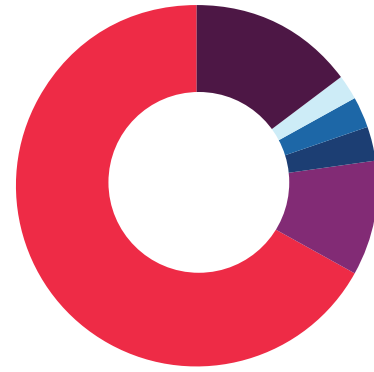
INCOME



Phase I Campaign Income	25,670,157
■ Individuals	10,923,235
■ Foundations	14,331,500
■ Corporations	415,422
■ City Contracts	110,192
■ Interest and Other Income	11,674

Total Income **25,792,023**

EXPENSE



■ Staffing	1,642,179
■ Professional Fees	256,477
■ Fundraising Expenses	307,875
■ Office and Overhead	349,086
■ Park Operations and Programming	1,183,168
■ Grant to City of Seattle	7,500,000

Total Expense **11,238,785**

Net Income **14,553,238**





PHOTO BY APRIL JINGCO

BOARD OF DIRECTORS

- Mary Bass**
Wells Fargo
- Carol Binder**
Community volunteer
- Tom Byers**
Cedar River Group
- Chris DeVore**
Founders' Co-op
- Gene Duvernoy**
Forterra
- Stephanie Ellis-Smith**
Phila Engaged Giving
- Leonard Forsman**
Suquamish Tribe
- Olive Goh**
Citi Private Bank
- Paul Goodrich**
Madrona Venture Group
- Patrick Gordon**
ZGF Architects LLP
- Nicole Grant**
MLK Labor
- Leslie Hanauer**
Nick and Leslie Hanauer Foundation
- Sandra Jackson-Dumont**
Lucas Museum of Narrative Art
- Falona Joy**
SNP Strategies, Inc.
- Paul Keller**
Mack Real Estate Development

- Martha Kongsgaard**
Kongsgaard-Goldman Foundation
- Dan Kully**
Kully Struble
- Carla Lewis**
Community volunteer
- Kyle McCoy**
Goldman Sachs
- Lori Metcalf**
Seattle Academy
- Kollin Min**
Bill & Melinda Gates Foundation
- John Nesholm**
LMN Architects
- Jeannie Nordstrom**
Civic leader and philanthropist
- Estela Ortega**
El Centro de la Raza
- Stuart Rolfe**
Wright Hotels, Inc.
- Charley Royer**
Former Seattle mayor
- Kayley Runstad Swan**
Runstad Foundation
- Ryan Smith**
Martin Smith, Inc.
- Louie Ungaro**
Muckleshoot Tribe
- Maggie Walker**
Walker Family Foundation
- Brady Piñero Walkinshaw**
Grist
- Charles Wright**
Merrill Gardens, LLC

LEADERSHIP TEAM

- Thatcher Bailey**
Interim Executive Director
- Blake Bowers**
Finance / People and Culture Administrator
- Nicole Dansereau**
Director of Communications
- Katheryn Edwards**
Executive Assistant
- Sarneshea Evans**
Community Impact Manager
- Esteban Ginocchio Silva**
Data Systems Analyst
- Yoon Kang-O'Higgins**
Senior Programs Manager
- Aarti Khanna**
Senior Philanthropy Officer, Corporate Partnerships
- Marie Kidhe**
Senior Community Engagement Manager
- Anna O'Donnell**
Associate Chief Philanthropy Officer

- Anne O'Dowd**
Events & Festivals Manager
- Jeff Ozimek**
Park Operations & Recreation Manager
- Jordan Remington**
Community Engagement & Programs Coordinator
- Heather Ryan**
Vending & Concessions Lead
- Margie Shurgot**
Chief Philanthropy Officer
- Joey Smith**
Philanthropy Operations Manager
- Lizanne Wicklund**
Senior Philanthropy Officer, Individual Giving



PHOTO BY APRIL JINGCO

HONOR ROLL OF DONORS CAMPAIGN FOR WATERFRONT PARK

**This list reflects gifts of
\$5,000+ to the Campaign for
Waterfront Park**

\$10,000,000+

Walker Family Foundation

\$5,000,000 – \$9,999,999

Brotman Family Foundation
Bill & Melinda Gates Foundation
Norcliffe Foundation
Jim and Gaye Pigott

\$2,500,000 – \$4,999,999

Anonymous (1)
Nesholm Family Foundation
Jeannie and Bruce Nordstrom
The Virginia Wright Family and
The Charles and Barbara Wright
Foundation

\$1,000,000 – \$2,499,999

Anne E. Gittinger
Joshua Green Foundation
Matt Griffin and Evelyne Rozner
Nick and Leslie Hanauer Foundation
Alison and Glen Milliman
Neukom Family
James and Sherry Raisbeck
Lee and Stuart Rolfe

\$500,000 – \$999,999

Anonymous
Grousemont Foundation
Christopher and Alida Latham
Lakeside Industries / The Lee Family
Moccasin Lake Foundation
Judy and Jon Runstad

\$250,000 - \$499,999

Linda and Ted Johnson
Hughes Family Fund
Peter and Mary Kerr
Bill Ketcham Family
The Mack Family
Simpson Family Fund
Kathryn and Robert Strong

\$100,000 - \$249,999

Ellen Ferguson and The Hugh and Jane
Ferguson Foundation
Kongsgaard-Goldman Foundation
Linda Larson and Gerry Johnson
Michael and Barbara Malone
Family Fund
McKibben Merner Family Fund
Raikes Foundation
Richard and Leanne Reel
Seattle Foundation
Douglas Smith and Stephanie
Ellis-Smith Thomsen Family
Foundation

\$50,000 - \$99,999

Anonymous
Jodi Green and Mike Halperin
Bruce and Gretchen Jacobsen
Don and Carla Lewis
Eleanor and Charles Nolan
Pohlad Family Fund
Paula Rosput and Steve Reynolds
Martin Smith Inc.

\$25,000 – \$49,999

Anonymous (2)
Mark and Heather Barbieri
Anne and Geof Barker
Tom Byers and Carol Lewis
Eloise and Carl Pohlad Family Fund
Chisholm Foundation
Cecile and J.D. Delafield
Jody Foster and John Ryan
James Corner Field Operations
David Jones and Maryanne Tagney
Suzanne Ragen
Catherine and Thurston Roach, in
remembrance of Jim Ellis
Elizabeth and Jonathan Roberts

Catherine and Stephan Roche
Kayley Runstad Swan and Tony Swan
Wyman Youth Trust

\$5,000 – \$24,999

Anonymous
Carol and Carl Binder
James and Barbee Crutcher
Chris DeVore and Emily Parker
Gene Duvernoy and Carolyn Madsen
Joseph and Terri Gaffney
Gary and Vicki Glant
Paul Goodrich and Shannon Sperry
Patrick Gordon and Christine Lamson
Leon Grundstein
Jan Hendrickson and Chuck Leighton
Dan Kully and Maritza Rivera
Michael and Lisa Losh
Edward and Susan Medeiros
Bob and Lisa Ratliffe
Heather and Eric Redman
Charley Royer and Lynn Claudon
Jared Smith and Karen Daubert
Moya Vazquez
Brady Walkinshaw and Micah Horwith
David Wu and Richard Hansen
David Zapolsky and
Elizabeth Lynn Hubbard



PHOTO BY APRIL JINGCO

**BUILDING
A GREAT
WATERFRONT
TOGETHER**
waterfrontparkseattle.org