



Folklore Mexicano Tonantzin performing at Family Day at Pier 62 in 2022. PHOTO BY SUNNY MARTINI



# 642,567

Total visitors to Pier 62 at Waterfront Park since opening in fall 2020

## **Events + activations**

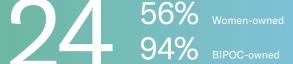
pple of Color (BIPOC)

### 81,761

Attendees at Pier 62

140% ↑ compared to 2021

Vendors at Pier 62





Awe. It's the word that best describes how I feel when I see the neardaily changes happening along the waterfront. I am constantly amazed by the progress and thrilled that the vision is becoming reality. The dramatic upgrades along Alaskan Way and the Park Promenade, the sheer amount of new greenery being planted at Stadium Plaza, and the construction progress on the stunning Overlook Walk connecting the waterfront to Pike Place Market allow us to see our city's future emerging before our eyes. These changes have been a long time coming, yet they feel surprising and invigorating—as if we're accelerating toward that promised moment in 2025 when the majesty and ingenuity of Waterfront Park will be fully unveiled for the public to experience.

Friends of Waterfront Seattle is looking ahead to the grand opening and our critical role in the coming decade and beyond. Alongside park supporters and champions, we are the stewards and managers of this place. Pier 62 has become more than just a proof of concept-it's a place where everyone can experience what is to come along the entire waterfront. In 2022, we welcomed 384,543 total visitors to this revitalized public space, more than 81,000 of them for free summer events reflecting the diverse cultures, creativity, and joyful resilience of our city-more than double the in-person attendance in 2021. Friends has a new office on Pier 56, we have a new partnership with Seattle Center to help manage public safety and maintenance on the waterfront, and we're working closely with the city to help open new pieces of the park, including the Union Street Pedestrian Bridge, Elliott Way/ Dzidzilalich, and Pioneer Square Habitat Beach.

Through all this growth and change, some things have remained consistent. Our work in 2022 reflected the same values that our organization was founded on 10 years ago. Our community engagement around designing, piloting, and developing programs; the launch of our comprehensive campaign; and our stewardship of the waterfront were all done in ever-deepening partnership with communities, organizations, donors, and city institutions. These are the people and organizations who share our belief that Waterfront Park will be a place unlike any other, filled with beauty and majesty unique to our region and reawakening Seattle's connection to the Salish Sea. They share our belief that Waterfront Park must be a place where everyone, especially Black and Indigenous people and other people of color, can feel welcome, safe, and connected to nature, to our city, and to community.

We are so grateful to our partners, supporters, and donors. This 2022 Gratitude Report shares stories from the past year and provides a window into what we have achieved together. Here's to more to come.

Thank you,

Joy Shigaki, President & CEO



Left: Overlook Walk. Image by James Corner Field Operations courtesy of the City of Seattle. Right: The waterfront shortly before the Alaskan Way Viaduct was removed in 2019.

#### WHAT PARK VISITORS ARE SAYING\*



with their Pier

62 experience

8% Increase from 2021

among Black-identifying visitors compared to 2021

**ATTENDEE DEMOGRAPHICS** 



61% 260% 1

épresente. Ihan in 2021

\*Data is from the 2022 Guest Experience Survey, which had more than 3,000 respondents, most of them during 2022 events and programs at the Community Engagement Welcome Table; others responded online via email and social media

## **Ten years of connecting Seattle** to its downtown waterfront

From our early days of facilitating public engagement around the design of Waterfront Park to our historic fundraising effort with the Campaign for Waterfront Park and our development of public safety strategies centered in compassion, Friends of Waterfront Seattle has been a key partner of the City of Seattle and communities across the city in an unprecedented effort to build an extraordinary new public space.

#### **PROGRAMMING, OPERATIONS &** COMMUNITY ENGAGEMENT

Friends has been piloting programs and operations along the waterfront since 2013. Early "Hot Spots" programs were held on the old Pier 58, where we welcomed over 20,000 guests for performances, classes, and cultural events. Since the new Pier 62 opened in the fall of 2020, we have continually expanded programming and operations there, deepening partnerships with program partners from across the city through a co-design model. These programs have enabled us to provide inclusive waterfront experiences for people of many cultural backgrounds, centering historically excluded communities like Black, Indigenous, and People of Color and ensuring that Waterfront Park is a park for all.



#### Waterfront Space was a place for constant public engagement, where folks of all ages and demographics

#### ADVOCACY AND PUBLIC AWARENESS

We advocated for the Waterfront Local Improvement District, which passed in 2019 after years of community feedback and arbitration, providing the park with \$160 million in construction funding. Between 2014 and 2018, We operated Waterfront Space, a showroom housing a scale model of the future park, as well as vision boards and comment areas that allowed the public to share their hopes and dreams for the new park. We held 400 community meetings, public presentations, and events, inviting thousands of people from all backgrounds to engage in the space.

Center and city staffing costs.

Friends board chair Maggie Walker (foreground) and former Seattle mayor Charlie Royer speaking at the Pier 62 groundbreaking event at Waterfront Space in 2017.





The Evergreen Treatment Services REACH team provides homeless support outreach-part of how we and our partners are redefining public safety along the downtown waterfront corridor.

Friends staff at a staff retreat in 2023

Hot Spot events (2015-2019) were among the earliest free programs we hosted on the old Pier 58.

could come in and share their thoughts nd hopes for the new Waterfront Park.

#### PUBLIC SAFETY

Over the past 10 years, we have invested over \$2 million in a humane and compassionate approach to public safety and providing a positive park experience for everyone who visits. In 2016, we spearheaded Law Enforcement Assisted Diversion (LEAD), a program supported by a coalition of law enforcement agencies, public officials, and community groups working together to redirect low-level offenders to community-based services rather than jail and prosecution. By 2019, LEAD engagement had contributed to a 30% decrease in arrests and citations and a 40% increase in attendance at events. With the opening of Pier 62 during the pandemic, we invested heavily in a tiered public safety and social services plan and laid the groundwork for an operational partnership with Seattle Center beginning in 2023 to support public safety. Friends will contribute \$5.54 million to match the city's \$5.4 million in funding to support Seattle



#### FUNDRAISING

In 2016, we launched the \$200 million comprehensive Campaign for Waterfront Park, with the goal of raising \$110 million in capital support for the city and \$90 million to invest in the work of our organization. To date, we have raised \$100 million, giving the city confidence in our financial commitments and underwriting \$25 million in pilot programs, activations, operations, and fundraising and community engagement efforts.

#### STARTUP AND STAFFING

From office space to hiring, we have made significant changes as an organization to meet the growing needs of programming, operations, fundraising, and public safety over the years. We went from one staff member in 2013 to a team of 27 fulltime employees by the end of 2022.



## **Pier 62:** The place to be BY VALERIE SCHLOREDT



#### COMMUNITY

## Thank you to our 2022 Community **Partnership Committees**

BY CHIMADAE FORD

The 2022 season of performance and activities on Pier 62 helped move Waterfront Park beyond the last few years of pandemic uncertainty, says Yoon Kang-O'Higgins, director of public programs for Friends of Waterfront Seattle. "We were seeing people behave differently, more confidently going out and about," she says. "It was an exciting development as our program partners and community partners help inform us what the use of Waterfront Park, once it's completed, can really look like."

In 2022, Friends put on 163 events and activations attended by 81,761 people—a big increase from 33.901 in 2021. These events were held in partnership with a diverse group of 41 organizations and 177 artists and performers, who helped invite people from all cultural backgrounds to enjoy Seattle's waterfront through inclusive and representational programming.

One of those partners was Afua Kouyate of ADEFUA Cultural Education Workshop. ADEFUA brought West African music and dance, via the Rainier Valley, to Pier 62, ADEFUA evoked a West African village on the pier, inviting joyous, diverse, multigenerational participation.

A typical ADEFUA performance began with five or more performers plaving traditional music from Guinea. with diembe drums and the balaphon, a wooden xylophone that has been used in West Africa for generations. The

music would bring in an audience and then become collaborative as Kouyate and her fellow performers began teaching songs and dance moves to the crowd. A large basket of rhythm instruments, shakers, and bells was on hand so that people who were not quite ready to sing and dance could easily take part. "If it was hot, and people were dancing and they wanted to cool down and relax a bit." says Kouvate, "they could just grab a shaker and carry on."

Kouyate has been involved in West African dance and music performance all her life, but when the pandemic lockdowns made travel and public performances nearly impossible, she decided to concentrate on unifying arts projects at home, for her South Seattle neighborhood. A few years on, she's proud that the state-certified Rainier Vallev Creative District she instigated is a reality. Now she has a new goalraising funds to build a Rainier Valley African Cultural Arts Center.

Another irresistible dance form that charmed waterfront audiences in 2022 was rhythm tap, brought to Pier 62 by Northwest Tap Connection and its artistic director. Melba Avco. Known as Ms. Melba to students and the community, Ayco is carrying on a decadeslong tradition that has trained generations of dancers and teachers at one dynamic Rainier Valley dance studio.

Ayco grew up outside of New Orleans and is a master Gullah

Geechee storvteller as well as a teacher, artistic director, and community builder. She attended one of the South's famously successful Black-run Rosenwald schools and brings a broad historical awareness to her work. "I usually tell people," says Ayco, "that I grew up in segregation, survived integration, and came to Seattle to discover diversity."

Northwest Tap Connection's mission is to center social consciousness and create bridges between brown and Black communities through dance and travel. Its classes and performances draw on traditions across the African diaspora-Afro-Brazilian, stepping, modern, and hip-hop as well as rhythm tap, guiding youth development through the art of dance. Some of the kids who began classes at the studio when they were tinv are now the teenaged tap ambassadors who performed at Family Day on the pier in 2022.

Programs at Pier 62, and the dozens of partners who help bring them to life, help Friends infuse this developing place with a sense of community and belonging. 2022 gave us a glimpse of what's to come with the completion of Waterfront Park in 2025-a major project that goes beyond infrastructure to create a place that brings people together, a place that belongs to everyone.

In 2022, Friends of Waterfront Seattle piloted two Community Partnership Committees, working to build inclusion and accountability in our organization's equity efforts: the Pulling Together Committee (PTC) and the Community Partnership Committee (C3). Together, these groups give representatives of historically marginalized communities a venue to offer comments, concerns, and ideas on creating a waterfront that benefits people and groups who have historically been left out.

PTC consists of local Indigenous representatives, including Tribal leaders, Native urban residents, and Indigenous community members from North America and the Pacific Islands who live in the greater Puget Sound region. C3 consists of BIPOC residents of Seattle and the Puget Sound region.

Says Nico Onoda-McGuire, assistant director of community engagement for Friends: "We invited folks who wanted to be advocates and were curious to learn more-those who are coming in with prior knowledge, those who are intentional in their day-to-day work and want to bring their experience and insight into this space to make it a truly welcoming, inclusive, and equitable space for all."

Friends staff present future projects and initiatives to the committees and give all members an opportunity to comment and provide feedback or ideas on making them beneficial for marginalized communities.

PTC member Ellany Kayce, a Tlingit She adds: "We are also thinking

Nation member, notes PTC's emphasis on including the perspectives of elders-"making sure the waterfront is accessible for elders and showcasing not just the youth, because that's often what most organizations prioritize." about, How do we honor the elders? How do we honor our ancestors? And by partnering together, we can do all of the above. It's about honoring the past, being fully present, and looking towards the future."

One of C3's founding members, José Vazquez, joined the committee because of his leadership work throughout Seattle. He says that the level of input the committee members are invited to provide is among the most rewarding aspects of the role. "Finishing the year and seeing the reports and seeing some of my feedback and some of the things that I brought to the table-it feels really good to feel heard and seen," Vazquez



Partnership Committees, facilitators, and community engagement staff.

says. "It's just like, okay, I contributed to something. My experience, expertise, and skill sets are represented here and will be used for a larger impact through the work that [Friends] does."

Vazquez's main takeaway from his first year on the committee was the intentional and continued effort by Friends to bring in the Seattle community.

"[Friends wants to] bring in people from Seattle to be in that space, to enjoy themselves, to learn through culture-through education, music, you name it-to continue creating these spaces for community building," he says.

Onoda-McGuire stresses that these committees are essential to creating the inclusive and community-driven environment that Friends envisions. "I have so much gratitude to all of the committee members who are each doing such incredible work in their own realms," she says. "Many folks have experienced or seen a lot of segregation, siloing, and otherness throughout the city. These committees have shown that there's beauty in coming together from different places with a shared mission and goals."

## Nordstrom's

Nordstrom team members tour the Seattle waterfront and explore the future of

downtown.

# to commit y

Certain names have been inextricably linked to Seattle for generations, and Nordstrom is one of them. The company as well as individual members of the Nordstrom family have shown a deep love for and longstanding devotion to our city.

"Seattle has been Nordstrom's home since 1901, and our commitment to this city, this community, and its people is steadfast," says Erik Nordstrom, president and CEO of the company. In the fall of 2021, in the midst of the pandemic, the company committed \$1 million to support Waterfront Park. "We believe in this city and the incredible assets we have here—assets that make Seattle a special place where people want to be," Erik explains.

These sentiments are echoed by Bruce Nordstrom, the family patriarch, who is known to expound on his immense love for this place. Bruce and his wife Jeannie are longtime supporters of Friends of Waterfront Seattle, giving generously and recently stepping up with a second leadership gift to the Campaign for Waterfront Park. Jeannie, a longtime Friends board member, believes strongly in the power of Waterfront Park to serve as a catalyst for a reimagined downtown that will be here for generations. "Bruce and I made a second gift to the campaign to cement our commitment to not only building the park, but all it will take to care for it in the future." she says.

The \$200 million Campaign for Waterfront Park is the largest fundraising effort for public space in Seattle's history, and members of the Nordstrom family understand that it's going to take all of us—from major corporations to individual donors at every level—to realize a vision this big. "It's a big tent—there's room for everyone," notes Jeannie.

A big tent is a fitting metaphor for Waterfront Park. This project is bringing people, organizations, and institutions together, building new partnerships, and deepening connections in enthusiastic support of this transformative new public space.

"This is why projects like Waterfront Park are so important," explains Erik. "Its very design is intended to keep us connected—to the landscape, to our city, and to each other."

# With gratitude, we recognize the many donors, partners, and volunteers who support our work.

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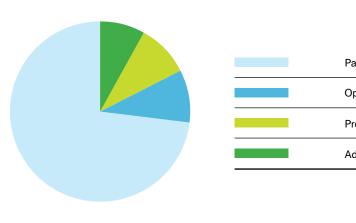
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#### 2022 financials

Download full financial statements online at wpsea.org/financials.



South Sound Roller Skaters Spectrum Dance Theater Stanley & Ingrid Savage Stanley PMI Stella Rossi Stephanie Ellis-Smith & Douglas Smith Stephanie Johnson-Toliver Stephen & Paula Reynolds Steve & Carol Koehl Steve Metruck Steve Wells Stevie Shao Stewart Landefeld & Margaret Breen The Stranger Stuart & Lee Rolfe Sue Byers Suhua Lee Summit to Sound Sundiata African American Cultural Association Sunita Martini Sunset Club Sunshine from Polynesia Suquamish Tribe Susan & Bill Potts Susan Brotman Sustainable Seattle Suvama Household Suzanne Ragen Suzi & Eric LeVine Sweatnet Seattle Sweet D'licias T-Mobile T.E.W. Foundation Tacos El Taiin Taelore Rhoden Tai Nguyen Takiyah Ward Seattle City Councilmember Tammy Morales Tariga Waters Taswira Gallerv Taylor Hoang Tea Moss Shop Tekla Waterfield Teresa Moore Seattle City Councilmember Teresa Mosqueda Terry & Debra Miller That Brown Girl Cooks! Thatcher Bailey Thinking of Them (TOT) Third Way Creative Thomas P. Bleakney & Margaret T. Stanley Foundation Thomsen Family Foundation Tiffany Melake Tim Lehman Tim Lennon **Timothy Corey** Titan Rigging Tod Leiweke

Tom & Elizabeth Ormond Tom Beck Tom Byers & Carol Lewis Tom Donlea & Julia Maywald Tom Minty Seattle Port Commissioner Toshiko Grace Hasegawa Tosin Arasi Totem Star Tracey Wong Treasure Movement Tricia & Jeff Raikes Trish Rogers True Family True Household Ty'Shaun Raine Úmana Household Undefined Clothing United Indians of All Tribes Foundation University of Washington UW Wetland Ecosystem Team Valerie Schlored Vanessa Bankson Velma Chaney Vera Project Verity Credit Union Victor Loo Villa Comunitaria Virginia Bloedel Wright Family Visit Seattle Vivian Phillips Wa Na Wari Wakulima Walker Family Foundation Walton Enterprises Washington Trust for Historic Preservation Wassef & Racha Haroun Wayapay Limited Inc We Move to Give Wells Fargo Whim W'Him White Household Will & Beth Ketcham Will & Jennifer Daugherty Willard Bill Williams Household Wing Luke Museum Wong Household Wyatt Miller Wyking Garrett Wyman Youth Trust Wyncote Foundation Northwest Yahn Bernier & Beth McCaw Yamel T. vəhaw Yiling Wong Yoon Kang-O'Higgins Zahin Rejuan Zarina Infante Zorn Taylor

Park construction to the City of Seattle		\$20,000,000
Operations and stewardship		\$2,547,621
Programming, marketing, and community engagemen	t	\$2,625,574
Administrative and fundraising expenses		\$2,243,174
	TOTAL	\$27,416,369

Friends of Waterfront Seattle is a 501c3 not for profit responsible for fundraising, stewarding, and programming Waterfront Park alongside our community—today and into the future.

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