

2023

Gratitude Report



Friends of
Waterfront
Park

We've rebranded: new look, new name, same Friends!

A Collective Vision of the Future



Festival Xopantla Tianquiztli at Pier 62. SUNNY MARTINI

Audacious.

More than 25 years ago, a vision took root in our city—a vision of what was possible if we replaced the old double-decker highway on the waterfront with a new park. As we anticipate Waterfront Park’s grand opening, this vision is in our sightlines, a testament to the audacity, innovation, passion, and dedication it took to reach this point. This world-class, 20-acre public space will seamlessly reconnect Pike Place Market, the Seattle Aquarium, downtown, and the surrounding neighborhoods after more than 65 years. Waterfront Park will be a place to honor the stories of the First Peoples of this land. It will provide breathtaking views of the Salish Sea, foster connections to nature amidst 250,000 plants and 1,000 trees, and provide space for quiet reflection, joyful play, and being in community.

Reflecting on the past year, we are filled with pride at what we have achieved together. We raised over \$42 million in 2023 for the Campaign for Waterfront Park, bringing us to 83.5% of our \$170 million target. We forged a new partnership with Seattle Center, solidified through a joint operating agreement, that will be instrumental in ensuring a positive park experience. The agreement calls for us to invest over \$5 million in our humane public safety approach, underscoring our commitment to creating a safe and welcoming environment for all visitors. After three years of piloting free community-centric public programs, we welcomed our 1 millionth visitor to the new Pier 62 since it opened in 2020. Furthermore, we have strategically reorganized and established a five-year financial model to ensure the long-term sustainability of our organization to support our park now and into the future.

On top of all that, with the park’s grand opening less than a year away, we have embraced a new name—**Friends of Waterfront Park**—and new

branding to reflect the exciting new phase we have entered.

Our collaboration with neighbors and community partners culminated in the finalization of our Cultural Masterplan, a guiding document for a vibrant, inclusive, and cherished public space for all Seattle residents. All of these accomplishments and more were achieved through our partnership with the City of Seattle, community organizations, donors, our board of directors, residents, institutions, volunteers, and businesses. To all of you, we extend our deepest gratitude.

Friends of Waterfront Park is advancing a new model of nonprofit leadership in our city. Through a dynamic public-private partnership, we are providing organizational leadership to raise essential philanthropic resources to manage, program, and steward this new public space for generations to come. Building on more than a decade of groundwork, 2023 offered just a glimpse of what’s to come as Waterfront Park moves from one acre on Pier 62 to a full 20 acres, welcoming an estimated 15 million visitors annually.

Here’s to continuing to do audacious things together.

In gratitude,



Joy Shigaki
President & CEO
Friends of Waterfront Park

2023 Highlights



Hip-Hop 50 celebration of the 50th anniversary of the birth of hip-hop. CHLOE COLLYER



The 31st Annual Salmon Homecoming at Pier 62. JO COSME



Ren Xue Qigong class with instructor Heru TchaasAmen. JO COSME



The 2023 Waterfront Block Party was the first parkwide event. Mark your calendars for even more fun at the 2024 Waterfront Block Party on August 30th! ADAM LU



We had a record number of furry friends at the park last year, including this good boy dressed to impress at the Lunar New Year celebration. ADAM LU



In partnership with Seattle Historic Waterfront Association, Friends relaunched the free downtown Waterfront Shuttle, providing over 14,000 free rides last year. RITA SABBACK

Pier 62 at Waterfront Park

413,604

Visitors in 2023, totaling 1.3 million visitors since 2020.

107

Free events, programs, and activations

69,819

Attendees at events, programs, and park activations

Fundraising

\$42M

Raised for the Campaign for Waterfront Park (83.5% complete)

Audience and Reach

43%

Social media follower growth since 2022

Public Safety

\$100K

Invested in Evergreen Treatment Services' REACH program

2023 Guest Experience Survey

94%

Park visitor satisfaction

99%

Event attendee satisfaction

53%

People of color

29%

Speak a language other than English

15%

People with disabilities

282%

Increase in donors since 2022

20%

Email subscriber growth since 2022

\$5M

Invested in our joint operating partnership with Seattle Center to support 24/7/365 public safety efforts along the waterfront

Waterfront Park: A New Chapter for Seattle

After over 25 years of effort by the City of Seattle and a coalition of countless individuals and organizations, 2025 will be the year to experience Waterfront Park's full 20 acres—connecting downtown's shoreline to nature, to the city, and to one another.

The Beginning

The Alaskan Way Viaduct, a double-decker highway, spanned our entire downtown shoreline for over 65 years, dividing our waterfront from downtown and the surrounding neighborhoods and cutting our city's connection to the Salish Sea. With its removal in 2019, the work of reconnecting our city to the water finally began.

VIEWS OF TRAFFIC AND THE CONCRETE VIADUCT HAVE GIVEN WAY TO INCREDIBLE SIGHTLINES TO THE SALISH SEA, THE PUGET SOUND, AND THE MOUNTAINS BEYOND.



“With the removal of the viaduct, we had the opportunity to reclaim and reconnect downtown Seattle to our waterfront. What’s resulted is a new, uniquely beautiful place for people of all walks of life to enjoy.”



ANGELA BRADY, DIRECTOR
OFFICE OF THE WATERFRONT AND CIVIC PROJECTS
CITY OF SEATTLE

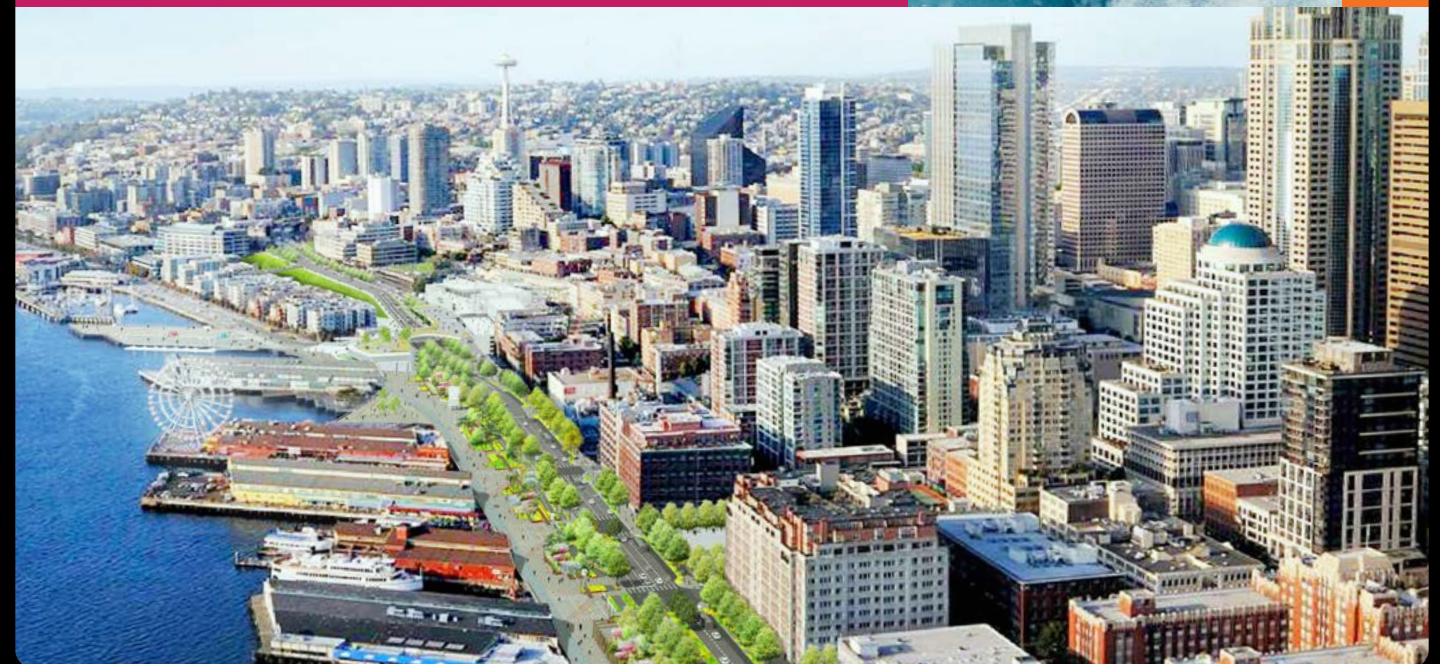
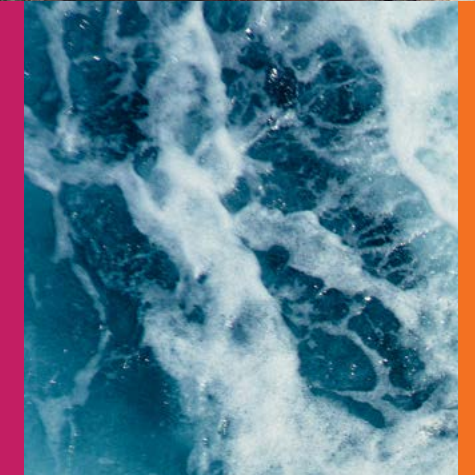


IMAGE BY FIELD OPERATIONS, COURTESY OF THE CITY OF SEATTLE



“For Coast Salish people to be included in this new iteration of the waterfront is part of the healing story of Indigenous people here. The place where we used to have a highway buzzing overhead has been reclaimed through the connection of land and waterways.”



VALERIE SEGREST
TRIBAL CULTURAL PLANT CONSULTANT AND ENROLLED MEMBER OF THE MUCKLESHOOT TRIBE

SET TO BE COMPLETED LATER THIS YEAR, OVERLOOK WALK WILL BE A BRIDGE FROM PIKE PLACE MARKET TO THE WATERFRONT WHILE SIMULTANEOUSLY OFFERING STUNNING VIEWS OF THE SALISH SEA AND PLACES TO REST, GATHER, AND PLAY.



WATERFRONT PARK WILL REVITALIZE DOWNTOWN WITH 150,000 PLANTS AND MORE THAN 1,000 NEW TREES, CREATING 4.2 ACRES OF PLANTINGS IN AN AREA FORMERLY DOMINATED BY CONCRETE.



“The materials that are used on the waterfront are very authentic to Seattle. The exposed aggregate pavement underfoot calls back to Pacific Northwest shorelines, metal planters that naturally patina reflect the area’s history as a working waterfront, and large cedar benches tie back to the timber’s significant cultural importance.”



ANDREW TENBRINK
LEAD LANDSCAPE ARCHITECT FOR WATERFRONT PARK AT FIELD OPERATIONS

A An Extension of Our Natural World

What sets Seattle apart from so many other major cities is our connection to nature. We are a city of mountain views, lakes, rivers, coastlines, and forests, with wildlife of all kinds at our doorstep. Waterfront Park will become an extension of our natural world into our urban environment as we’ve never experienced before.

PHOTO COURTESY OF LAND MORPHOLOGY

B Promenade

From north to south, stretching from Overlook Walk to Railroad Way and the stadiums, the mile-long park promenade will serve as the backbone of Waterfront Park, connecting the large open spaces of Overlook

Walk, Pier 62, Pier 58, and Pioneer Square Habitat Beach. This new linear park will consist of a boardwalk and promenade, plantings and trees, and a winding, protected bike path—offering visitors, commuters, and families a safe and beautiful place to move, rest, and take in the views.

IMAGE BY FIELD OPERATIONS, COURTESY OF THE CITY OF SEATTLE

C A Sense of Place and Culture

Along the length of the park, visitors will find benches made from reclaimed old growth cedar, swings, and public artworks that tie Waterfront Park to nature, culture, and a sense of place.

PHOTO BY SUNNY MARTINI

D An Opportunity to Connect

Overlook Walk, perhaps the park’s most visible feature and most ambitious engineering feat, will serve as both a pedestrian connector from Pike Place Market to the waterfront and a beautiful green space. Connected to Overlook Walk, the Seattle Aquarium’s new Ocean Pavilion will house over 3,500 plants and animals and will be open to the public this summer.

The City of Seattle worked with food sovereignty advocate and traditional ecological knowledge keeper Valerie Segrest (Muckleshoot Indian Tribe) to design an ecosystem on Overlook Walk that will mimic natural ecosystems found throughout our region.

Pier 62 and the newly rebuilt Pier 58 will provide large, flexible open spaces where visitors can enjoy the views, be with friends and family, and enjoy events and daily activities.

IMAGE BY FIELD OPERATIONS, COURTESY OF THE CITY OF SEATTLE

2025 and Beyond

Waterfront Park will be a celebration of the landscapes, natural beauty, and communities that make Seattle special. It will be a new kind of civic space that connects us more deeply to each other and to the Salish Sea. We can’t wait to show it to you.

Introducing Our Cultural Masterplan

A Roadmap to a Culturally
Revitalized Waterfront



Waba Korea Festival
in 2023. JESSICA LEA

Over the past three years, Friends has been working with hundreds of community partners to develop public programming on Pier 62, with the goal of ensuring that everyone who visits the park feels like they belong. Last year, those efforts coalesced around a co-created Cultural Masterplan—a guiding document that outlines our commitment to fostering inclusivity, equity, and cultural vibrancy throughout our work.

The Cultural Masterplan is grounded in authentic commitment to racial equity and to ensuring that the park will reflect community values and ignite positive change for Seattle and the people who call it home. Perhaps just as important as the document itself is the process that was used to create it. Friends partnered with Third Way Creative to facilitate a series of conversations across the city, involving 142 people in 11 roundtable sessions that centered Indigenous perspectives and community voices. The process engaged a diverse group of individuals in their own neighborhoods to explore ideas for events, art, food, and vending.

When the full park opens in 2025, this framework will position Friends alongside the community and serve as a roadmap to a culturally revitalized waterfront for generations to come.

The Cultural Masterplan Pillars

- | | |
|---------------------------------|--|
| Belonging | Waterfront Park should reflect the full breadth and diversity of Seattle and its rich cultures, a place where stories are shared, history is interrogated, and curiosity is explored. |
| Land Stewardship | Connection to the land, water, and mountains is essential to the character of Waterfront Park, which nurtures and sustains the land as well as those who continue to care for it. |
| Healing and Sustenance | Waterfront Park is a space that can bring people together across differences to reflect on and address harms of both the recent and historic past. |
| Living Culturally | Waterfront Park should feel like an immersive cultural experience, one that amplifies Seattle's authentic stories to the city and the world. |
| Neighborhood Reciprocity | Waterfront Park should be a space that all Seattle residents feel an authentic connection to; this means building and maintaining meaningful relationships with communities and neighborhoods throughout the city. |



READ THE FULL CULTURAL MASTERPLAN →
wpsea.org/cmp

Updates from the Campaign for Waterfront Park

GOAL
\$170M

83.5%

2023
\$142M

Campaign Progress by the Numbers

The \$170 million comprehensive Campaign for Waterfront Park is the largest fundraising effort for public space in Seattle’s history. Friends ended the year with record numbers, raising \$42 million from 483 generous donors and bringing the campaign to 83.5% of its goal. We are humbled by the incredible outpouring of community support and are grateful to every single donor, partner, and volunteer whose name you see listed in this report.

The work of Friends is always done in partnership, and fundraising is no exception. We warmly invite everyone to be part of the Campaign for Waterfront Park. Philanthropic partners at all levels are helping to support the final year of park construction and ensure that this new civic space is welcoming, safe, and activated for the community well into the future.

To join our campaign, please contact:

Anna O’Donnell
Chief Philanthropy Officer
anna@waterfrontparkseattle.org
(206) 854-4843



PHOTO COURTESY OF LAND MORPHOLOGY



Jim and Gaye Pigott’s Passion for Waterfront Park

The Campaign for Waterfront Park experienced a magical moment last December when donors Jim and Gaye Pigott stepped in to help with a generous second gift.

In late 2023, many early campaign donors were making second gifts to leverage a \$10 million matching challenge by the Bill & Melinda Gates Foundation, and Friends board chair Maggie Walker checked in with Jim and Gaye to see if they might be willing to do the same. At this point, Friends had raised \$6.3 million toward the challenge goal and had a balance of \$3.7 million to raise by calendar year-end.

Within minutes, Maggie received a brief, jaw-dropping reply, indicating that Jim and Gaye would send a check to close out the match. “Keep up the good work and Merry Christmas,” Jim wrote.

The Pigotts are passionate supporters of Waterfront Park, making a generous personal gift in 2020 and encouraging significant investments from both the Norcliffe Foundation and the Moccasin Lake Foundation. “Waterfront Park is the most transformative project for our city since the 1962 World’s Fair,” Jim says. “The impact of this effort cannot be understated, and we are so pleased to be part of such a positive change for our city.”

In 2023, we partnered with over 1,400 individuals, institutions, organizations, agencies, and businesses. From fundraising to programming, public safety to community engagement, partnerships are at the center of everything we do. We extend our deepest gratitude to everyone on the following lists.

Board of Directors

Mary Bass
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 Karla Brollier
 Tom Byers
 Chris DeVore
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 Thomas Goldstein
 Patrick Gordon
 Jodi Green
 Mike Halperin
 Martha Kongsgaard
 Connie Kravas
 Kayley Runstad Swan
 Julie Stein
 Maggie Walker

Community Partners

Individuals, organizations, and businesses that work with us on Waterfront Park programming and engaging Seattle's diverse communities.

10 Buffalo
 206 Zulu
 314 Pie
 Abundance of Hope
 Ace Massage Chair
 Adeshe Brand
 African Print Takeover
 Africatown Community Land Trust

Afsaana Dance
 Aiyana Reid
 Akia Ronai Dinish
 AKIARONAI
 Al's Gourmet Sausage and Catering
 Albina Cabrera
 Aleksa Manila
 Alex Duncan
 Alliance for Pioneer Square
 Ancestral Sisterhood
 Annabel Quintero
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 Authentic Massive
 Axsm Art LLC
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 Braided Seeds
 Buddha Bruddah
 Buddha Bath and From the Heart Pottery
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 Kayley Runstad Swan
 Julie Stein
 Maggie Walker
 Can Can Culinary Cabaret
 Careful It Bites
 Caribbean Sea Fest
 Carla Crawford
 Carlos Barrientes
 Carlos Martínez Art
 Cascadia Consulting Group
 CD Panthers
 Central District Community Preservation and Development Authority
 Central Washington University
 Chamel Simmons
 Charles Wright High School
 Cherri Bepsi
 Chick'n Fix
 Chief Seattle Club
 Chinatown-International District Business Improvement Area (CIDBIA)

Chinese Information and Service Center
 Chipuco Martínez
 Chong the Nomad
 Chris Gamble
 Chukar Cherries
 citizenM Seattle Pioneer Square Hotel
 Alex Duncan
 City Kid Style
 City of Seattle
 Commute Seattle
 Connors and Company
 Coway
 Creative Soul
 Creative Stylez
 Creole Soul
 CSM Sport & Entertainment
 D'Vonne Lewis & NW D'Lux
 Dandy
 Darnel Hill
 Davey Jones Brand Locker
 David Della
 Daybreak Star Radio
 Deejay Hershe
 Demanuel Lamone Dawn
 Derrick Seals
 Día de Muertos Committee
 Día de Muertos Festival Seattle
 Dignity for Divas
 Disability Empowerment Center
 Disco-nnection
 DJ Afreesha Cee
 DJ Chilly
 DJ Frantz
 DJ Garifuna Punta
 DJ Lace Cadence
 DJ Mala Noche
 DJ OS Pete Entertainment
 DJ Paco
 DJ Quins
 DJ Redman
 DJ Riz Rollins
 DJ Rizoma
 DJ Sean Malik
 DJ Supreme La Rock
 Double Dutch Divas
 Downtown Seattle Association
 DrinkingStraws.Glass LLC
 Duckhunt
 Duwamish Longhouse and Cultural Center
 Duwamish River Community Coalition
 EarthCorps
 Eduardo Mendonça
 El Centro de la Raza
 El Tesoro Jewels
 Elizabeth Ralston Consulting LLC
 Elners Herbal Apothecary
 Emmanuel Onen
 Energy and Equity
 EnviroIssues
 Epiphanies of Equity
 Erika White
 Escritorias (Local Writers)

Everett Freeman
 Evergreen Treatment Services
 Expressions By CC
 F-Rock
 Fanatics
 Folklore Mexicano Tonantzin
 Freya Bakery
 Friduchis Recuerdos del Corazon
 Friduka
 Friends of Little Saigon
 Frye Art Museum
 G3 Consultants
 Gabriel Teodros
 Gathered in This Place
 Genesis Storm
 Georgio Brown
 Ghost alley
 Gigs4U
 Gila Spectrum
 Golden Bricks Events
 Gone to Pot
 Good Medicine Jewelry
 Gourmet Noodle Bowl Seattle
 Guma Gela
 Haley Graves
 Hayden Hiner
 Hella Black Books
 Heru Health & Wellness LLC
 High Line Network
 Historic South Downtown
 HistoryLink
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 Massive Monkees
 Mathosapa Beads
 Melody Institute
 Mending Matriarch
 Michael Hall
 Mike Ramos
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 Moe Vegan
 Moko Jumbies
 MoMo Express
 Momoko Shimada
 Monyee Chau
 Morning Star Korean Cultural Center
 Morthaim Borders
 Moses Sun
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 N2E Youth Entrepreneurs
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 Nada Rosa
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 Narr Artwork

Nate B
 National Park Service – Klondike Gold Rush Museum
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 Navy League of the United States
 Neecee's Ancestral Art
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 Nes Rodriguez
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 Nia Tero Foundation
 Nimkish
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 Santiago Crosby-Vega
 Savannah Smith
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 Sea Potential
 SeaFair
 Seahawks
 Seahawks Blue Thunder Drumline
 SEAMAR
 Seattle Aquarium
 Seattle Art Museum
 Seattle Chinatown International District Preservation and Development Authority (SCIDpda)
 Seattle Chamber Music Society
 Seattle Department of Neighborhoods
 Seattle Foundation

Seattle Historic Waterfront Association (SHWA)
 Seattle Indian Health Board
 Seattle Indian Services Commission
 Seattle Mariners
 Seattle Maritime High School
 Seattle Office of Arts and Culture
 Seattle Office of Economic Development
 Seattle Office of Intergovernmental Relations
 Seattle Office of the Mayor and Civic Projects
 Seattle Parks and Recreation
 Seattle Public Utilities Green Business Program
 Seattle Seahawks Health Board
 Seattle Skate Features
 Seattle Sports Commission
 Seattle Youth Employment Program
 Seciwa's SW Native Jewelry & Crafts
 Selenus
 Shalika Martin
 Shareiff Austin
 Shelton's Boiled Peanuts and Snowcones
 Shomari Shanks
 Shop Imani
 Sierra Parsons
 Sierra Tasi Baker
 Pike Brewing Company
 Simply Seattle
 Singing Pots & Love Warrior Medicinals
 Skate Like a Girl
 Skye Dior
 Snoqualmie Indian Tribe
 Sole Mates
 Soul Fusion
 SoundProof
 STAR (Seattle Tamil Arts of Rhythm)
 State Farm Insurance
 Stephy Styles
 SuperSones
 Surround Sound Band
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 Sweet Native Expressions
 Tabassum Food Truck
 Tabletop Village
 Takiyah Ward
 TASWIRA
 Tea Moss Shop LLC
 Teia Green
 That Brown Girl Cooks!
 The Ancient Robotz
 The Frybread Factory
 The Ignited Soul LLC
 The Kerrys
 The Residency Seattle
 The Rhapsody Project Songsters
 Throwbacks Northwest
 Tiembla Tierra
 Tobi's Turquoise & Co.
 Tomo Nakayama
 TOT Thinking Of Them
 Totem Star
 Tracy Lynn Jewelry
 Trae Holiday
 Treasure Movement

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 Umoja Fest
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 Upendo Moore
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 Vivid Matter Collective
 VULGAR DREAMER
 Wa Na Wari
 Washington Hall
 Washington Trust for Historic Preservation
 Waterfront Landings, Seattle Condominium Association
 We Move to Give
 West Shore Canoe Family
 West Side Baby
 Whateke
 Wilderness Inner-City Leadership Development (WILD)
 William Rider
 Wing Luke Museum
 World Trade Center
 Xola Malik
 yahaw
 You Are Nature Wellness
 Z Jones / Omega
 Zhanea June
 Zue Sawtell
 ZynabeBeauty

Community Partnership Committees

Committees that provide recommendations and feedback in support of Friends' inclusion and racial equity efforts

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 Joseph Guanlao
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Jessica Juarez-Wagner
Ellany Kayce
Tim Lehman
Mercedes Luna
Melanie Montgomery
Jordan Remington
Ixтли White Hawk
Edna Wyena

Cultural Masterplan Participants

Individuals who contributed their voices and perspectives to co-create our Cultural Masterplan.

Tarik Abdullah
Miranda Arney
Ebony Arunga
Susan Balbas
Avery Barnes
Charlotte Beall
Blessing Beam
Fabienne Beard-Wright
Michael Beetham
Carol Binder
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Cat Tarvin
Tierra Taylor
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Chris Woodward
Kitty Wu
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David Zapolsky & Lynn Hubbard

Philanthropic Partners

Donors who have helped fund the Campaign for Waterfront Park and sustain our work.

4Culture
The Ackerley Family
Douglas & Susan Adkins
Tom Alberg & Judi Beck
Dina Alhadeff
Margaret & Jim Allison
Rhoda Altom
Amazon
Amazon Smile
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The Chisholm Foundation
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Barton Family Foundation
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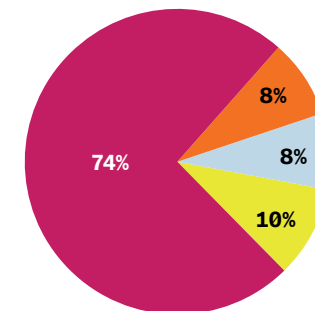
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- OPERATIONS AND STEWARDSHIP**
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- ADMINISTRATION AND FUNDRAISING**
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