



Parks Board of Commissioners
+
Metropolitan Park District
Oversight Committee

December 17, 2019

**A GREAT COMMUNITY PARK NEEDS
A GREAT COMMUNITY PARTNER**

friends
of WATERFRONT SEATTLE

OUTREACH

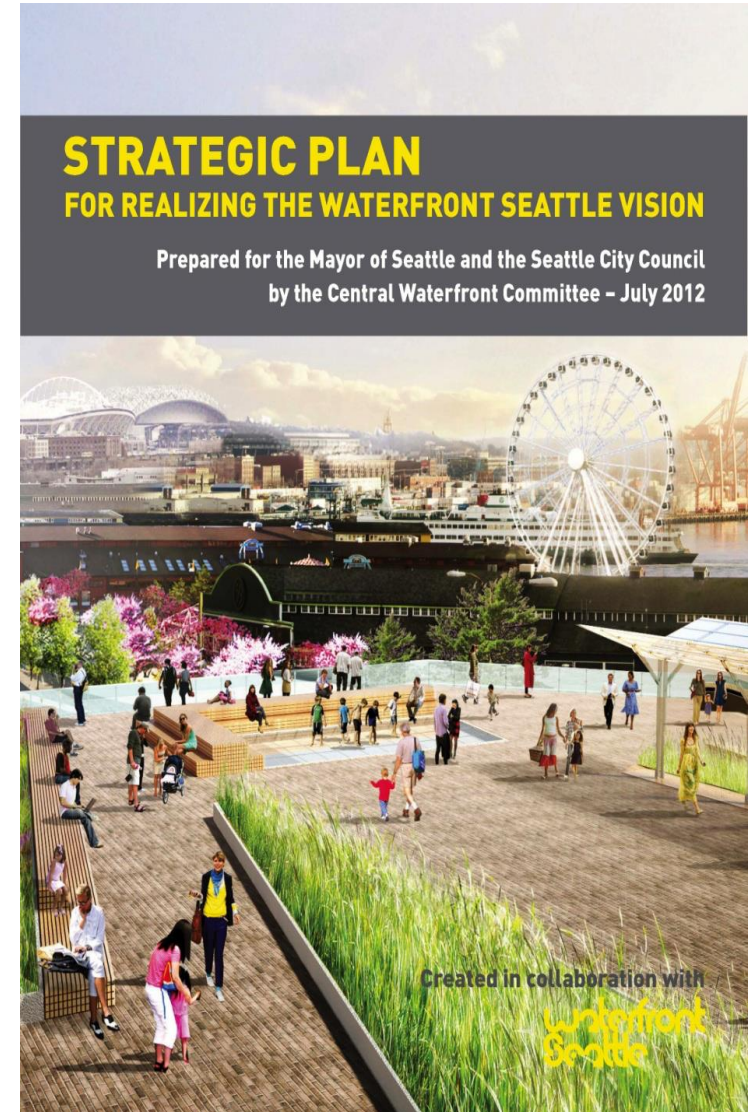
FUNDRAISING

PARK PROGRAMMING



STRATEGIC PLAN: 2012

- Engaged broader business / philanthropic community in “how we get it done”
- Long Term Stewardship, O&M to be carried out with non-profit partner
- Established public/private funding plan:
 - State and City funding
 - Philanthropy
 - Property Owner Assessment (LID)





BOARD MEMBERS

Mary Bass | Wells Fargo

Carol Binder | Formerly of Pike Place Market

Tom Byers | Cedar River Group

Chris DeVore | Founders' Co-op

Gene Duvernoy | Forterra

Stephanie Ellis-Smith | Phila Engaged Giving

Leonard Forsman | The Suquamish Tribe

Olive Goh | Citi Private Bank

Paul Goodrich | Madrona Venture Group

Patrick Gordon | ZGF Architects LLP

Nicole Grant | MLK Labor

Seth Grizzle | graypants

Leslie Hanauer | Nick and Leslie Hanauer Foundation

Sandra Jackson-Dumont | The Metropolitan Museum of Art

Gerry Johnson | Pacifica Law Group LLP

Falona Joy | Arabella Advisors

Paul Keller | Mack Urban

Martha Kongsgaard | Kongsgaard-Goldman Foundation

Dan Kully | Kully Struble

Carla Lewis | Formerly of Washington Women's Foundation

Kyle McCoy | Goldman, Sachs & Company

Lori Metcalf | Seattle Academy

Kollin Min | Bill & Melinda Gates Foundation

Glenn Nelson | The Trail Posse

John Nesholm | LMN Architects

Jeannie Nordstrom | Civic Leader and Philanthropist

Estela Ortega | El Centro de la Raza

Bob Ratliffe | Silver Creek Capital Management

Stuart Rolfe | Wright Hotels, Inc.

Charley Royer | Former Seattle Mayor

Ryan Smith | Martin Smith Inc.

Louis Ungaro | The Muckleshoot Tribe

Maggie Walker | The Walker Family Foundation

Brady Piñero Walkinshaw | Grist

Charles Wright | Merrill Gardens, LLC

2013-2014

With a small team + big vision and a stuck Bertha, we decided to create Waterfront Space.



WATERFRONT SPACE

1400 WESTERN AVENUE

HOURS

12 – 5

WED – SUN



AVERAGE MONTHLY VISITORS:

600-700

MONTHLY EVENTS:

7 - 8

2015



Hot Spot launch attracts multi-year funders and transforms dismal Waterfront Park (Pier 58)



NORDSTROM



2016

HOT SPOT got bigger and better with a beautiful pavilion and great events that drew thousands



UW Student Architect Team



28 events, average of ***165*** attendees/event, with events that brought ***600+*** attendees



friends
of WATERFRONT SEATTLE

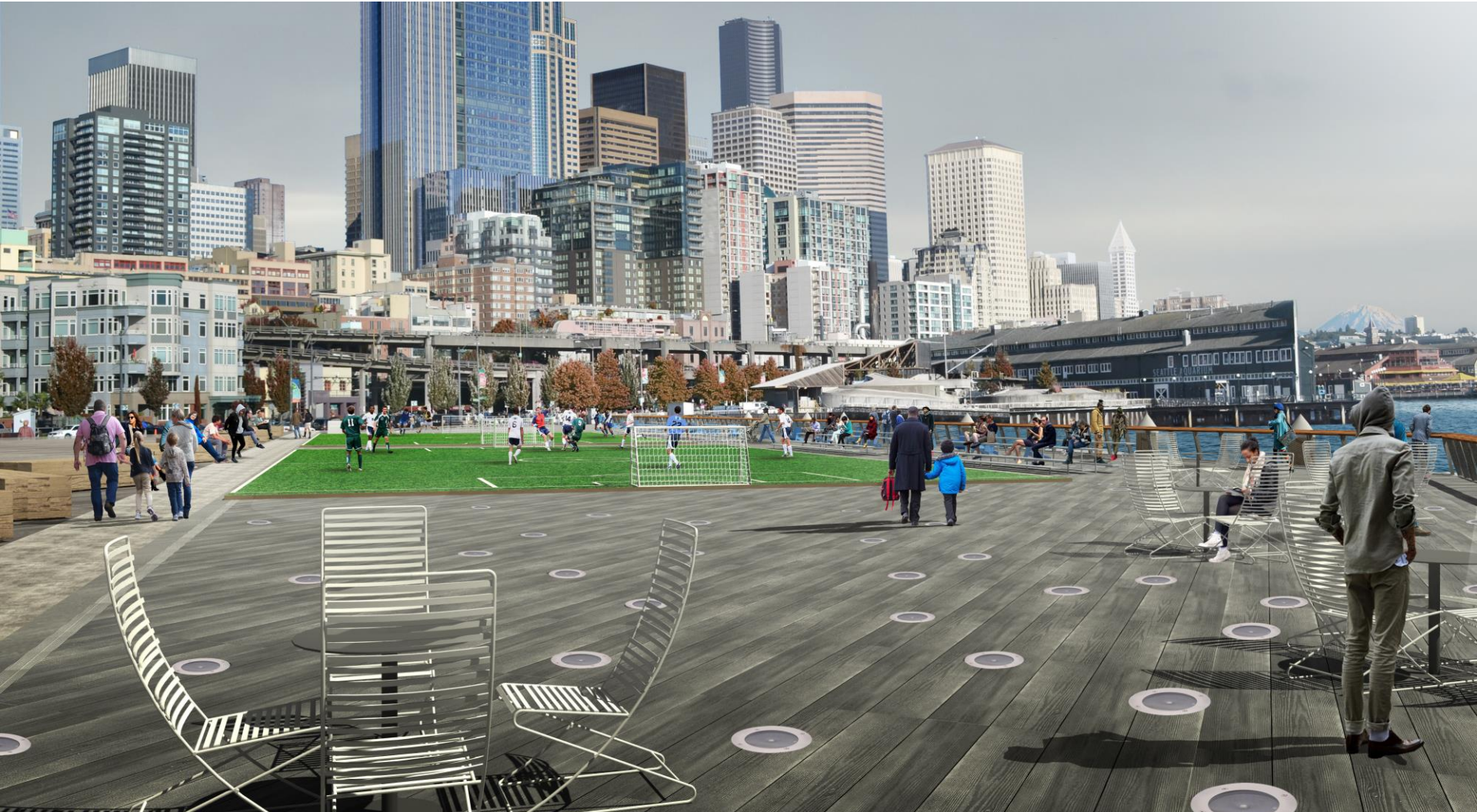
2016

HOT SPOT program partnerships grow



2016

**Pier 62 project — *first piece of park to open* — gets green light.
Friends doubles size and operating budget for 2017.**



2017

Realizing the park's power to promote equity



**Friends + Ventures begin planning park
Concessions/F&B spaces for low-income entrepreneurs.**



Hot Spot 2015 - 2019

127 Events

55,000+

Total # of attendees over the last five years



36%

Increase in average attendee count from 2015 - 2019

65%

Increase in events hosted with community partners from 2015 - 2019

2019 Survey Metrics

81%

of visitors surveyed at Hot Spot events reside in Washington state

of visitors surveyed at Hot Spot rated their experience at Pier 58

50%

“★★★★★”

30%

“★★★★”

65%

of visitors surveyed at Hot Spot spent more than two hours on the waterfront



2019 Social Metrics



9,156

FOLLOWERS

Gained 627 in 2019
up 13.6 %



1,822

FOLLOWERS

Gained 451 in 2019
up 32.9%

IMPRESSIONS

1,390,361

↗ **79.4%**
SINCE 2018

ENGAGEMENTS

72,563

POSTS

126



Top Facebook Post

1,333 Engagements | 8,248 Reach | 832 Clicks

IMPRESSIONS

93,938

↗ **32.7%**
SINCE 2018

LIKES

5,193

POSTS

143



Top Instagram Post



Liked by dansereaumance and 120 others

127 Engagements | 709 Reach

Hot Spot programming partners





KINESIS
PROJECT
dance theatre

Au
COLLECTIVE



ACROBATIC
CONUNDRUM

GOSTIA



SEATTLE AQUARIUM

velocity
DANCE CENTER



REFLECTA



RAVE FOUNDATION.



Kate Wallich



Advertising Channels

Seattle Times

The Stranger

KEXP

Northwest Vietnamese

Seattle Gay News

NW Facts

Runta NW

Daily Journal of Commerce

Seattle Chinese Times

Crosscut

International Examiner

The Evergrey

Seattle Mag

NW Asian Weekly

Facebook & Instagram



09.23.19 SPR

**HOT SPOT
AT PIER 58**



**FREE LIVE MUSIC
AND PERFORMANCES
EVERY WEEKEND
ALL SUMMER LONG**

friends
of WATERFRONT SEATTLE



EVENT DETAILS >

Seattle's waterfront hosts performance by Native youth theater program Red Eagle Soaring

Originally published August 18, 2019 at 5:48 pm | Updated August 18, 2019 at 9:24 pm



RED EAGLE SOARING
Seattle Times coverage

1 of 7 | Dancers join singer Nicole Suyama, a descendant of the Inupiaq tribe in Alaska, as members of Red Eagle Soaring, a Native youth theater group, perform at Pier 58 on the Seattle waterfront Sunday. Sunday's performers were members of 'Yesterday, Today and Tomorrow,' composed of alumni of the youth program, which currently serves over 100 students per year, ages 10-19. Suyama, an accomplished actress and singer, is the program manager for Red Eagle Soaring. (Bettina Hansen / The Seattle Times)

SALMON, ORCA, FAMILY- OUR RESPONSIBILITY.



Waterfront Park, Seattle

SALMON HOMECOMING CELEBRATION



Starbucks **SEAchanger** A WATERPROOF CONCERT SUPPORTING LOCAL UNHEALTHY FAMILIES

friends
KEEP

REOPENING
MAY 2015
collaborating
with
the
community

TEXT
HOME
TO
73356
FOR MORE INFORMATION
CONTACT US AT
73356



4110

KREI



TRICK OR TREAT ON THE WATERFRONT
October 2019



KEXP DECKS THE DOCK
December 2018

Sunday, December 8, 2019



Pier 62

OPENING 2020

WATERFRONT COMMUNITY VISIONING WORKSHOPS

FOCUS: YOUTH AND FAMILIES



Play a vital roll in shaping activities and events on Pier 62 and in the future Waterfront Park. Join Friends of Waterfront Seattle and Tiny Trees Preschool for upcoming input gathering sessions focusing on creating spaces for youth and families.

DAY 1

Friday, September 20

9:00am – 12:30pm

El Centro de la Raza

2524 16th Ave S, Seattle, WA

RSVP at:

<http://bit.ly/EICentrodelaRaza>

DAY 2

Sunday, September 22

10:00am – 1:30pm

Impact Hub

220 2nd Ave S, Seattle, WA

RSVP at:

<http://bit.ly/ImpactHubSeattle>

These community sessions will take the form of a *Design Swarm*, a process created and facilitated by Surya Vanka, in which participants collaborate to discover creative and actionable ideas.



Design Swarm - Facilitator

Surya Vanka is the founder and lead principal for AUTHENTIC DESIGN. His design studio focuses on social innovation and consulting in design strategy, user experience, futures prototyping, service design and interaction design worldwide.

As global leader in design best known for his work in user experience and for creating industry leading design practices, such as the Design Swarms, he is an author and educator who has taught design in over 20 countries.



AWAKE to
WOKE to
WORK:
Building
a Race
Equity Culture



Diversity, Equity, Inclusion Plan

friends
of WATERFRONT SEATTLE

Waterfront Park Donor Recognition

Evolving design and exploration with Friends of Waterfront Seattle

Snapshot of Interpretive Wayfinding Signage

48

Working Pier #s
Qty 12



Handrail Large
Qty 5



Bench, Etched
Qty 10

6

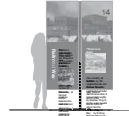
Ghost Pier #s
Qty 4



Handrail Medium
Qty 10



Bench, Panels
Qty 10



Poster Displays
Qty 5



Handrail Small
Qty 15



Ground Plane Story
Qty 4



Panoramic Maps
Qty 5



Boulder Text
Qty 3



Boardwalk Text
Qty 3



Planter Panels
Qty 10



Place Names Signage
Qty ~5



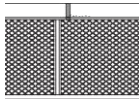
Misc Signs
Qty 20

Snapshot of Donor Recognition Signage

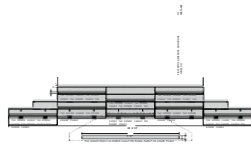
6



6
Gross
Pier#s
Qty 4



Railing Mounted Panel
Qty 3

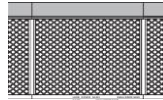


Stadium Bench, Panels
Qty 1(30 names total)



Panoramic Maps

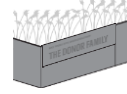
Qty 5



Railing mounted
Community panel
Qty 2

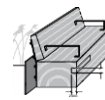


Kiosk
Qty 1

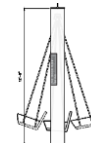


Planter Wrap, Panels

Qty 5



Single Bench
Max Qty 20



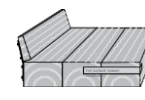
Swing Recognition
Qty 4



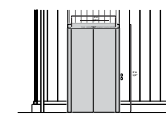
Planter Mount,

Panels

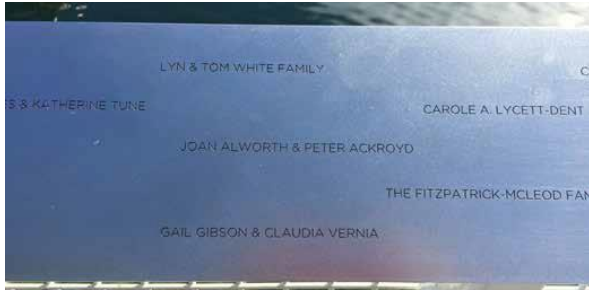
Qty 10



Viewpoint Bench
Qty 5



Union St. Various
Approx Qty 3



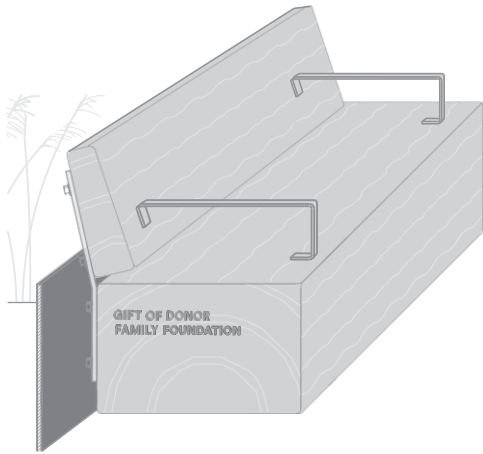
Olympic Sculpture Park

Seattle Public Library

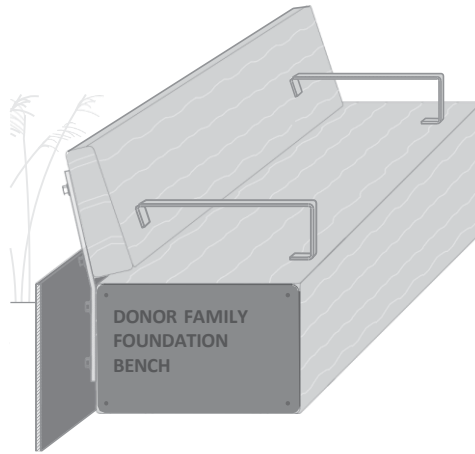
Various

Donor Recognition Signage Precedents

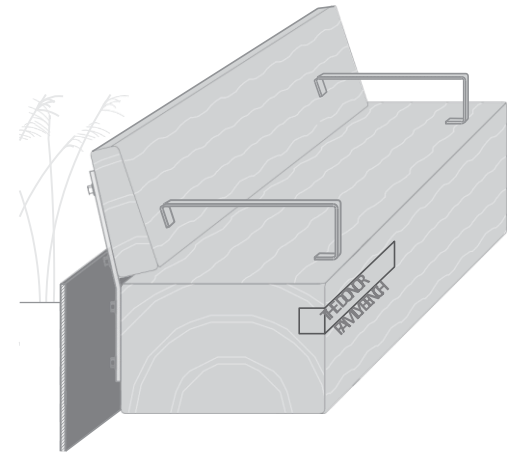
Single Bench Design Process



Iteration 1
Cut letters into bench

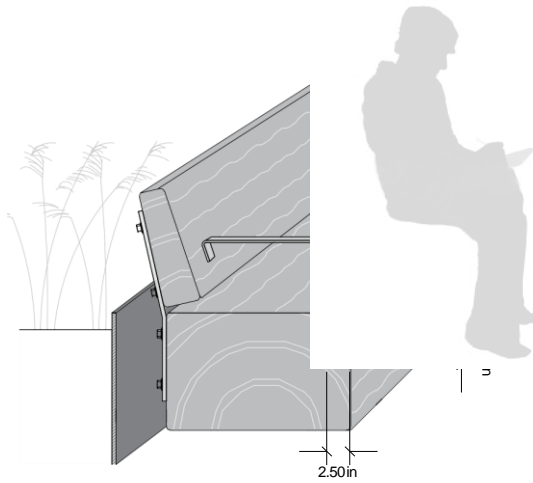


Iteration 2
Large steel end cap

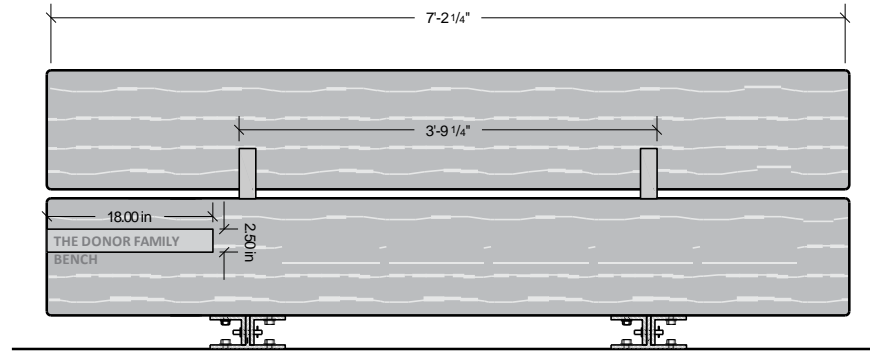


Resolved version
Slim stainless steel panel

Resolved Single Bench Design



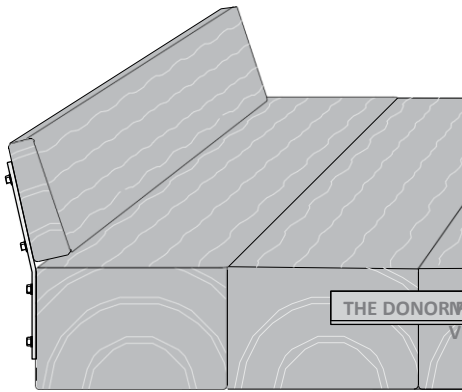
Perspective



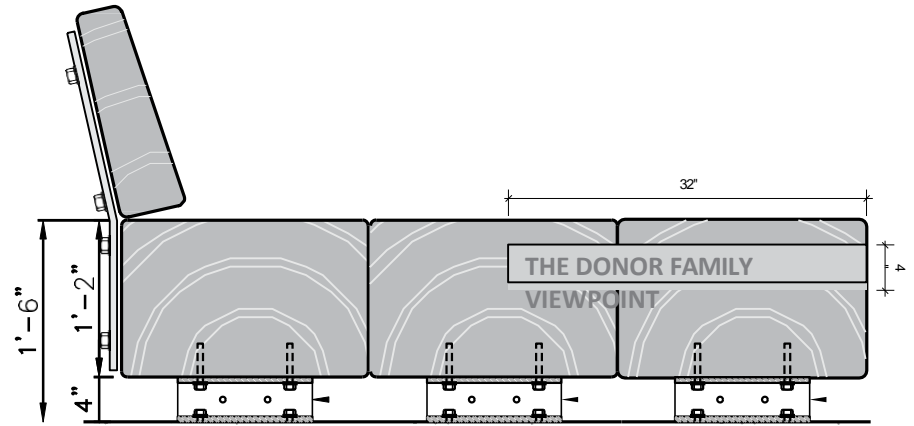
Front Elevation

Specifications: Max Qty. 30
Formed 1/8" steel panel,
wrapping bench corner.
Perforated or etched text.
Return along front edge,
1/4" radius. Countersunk
fasteners.

Larger Benches at Viewpoint Areas

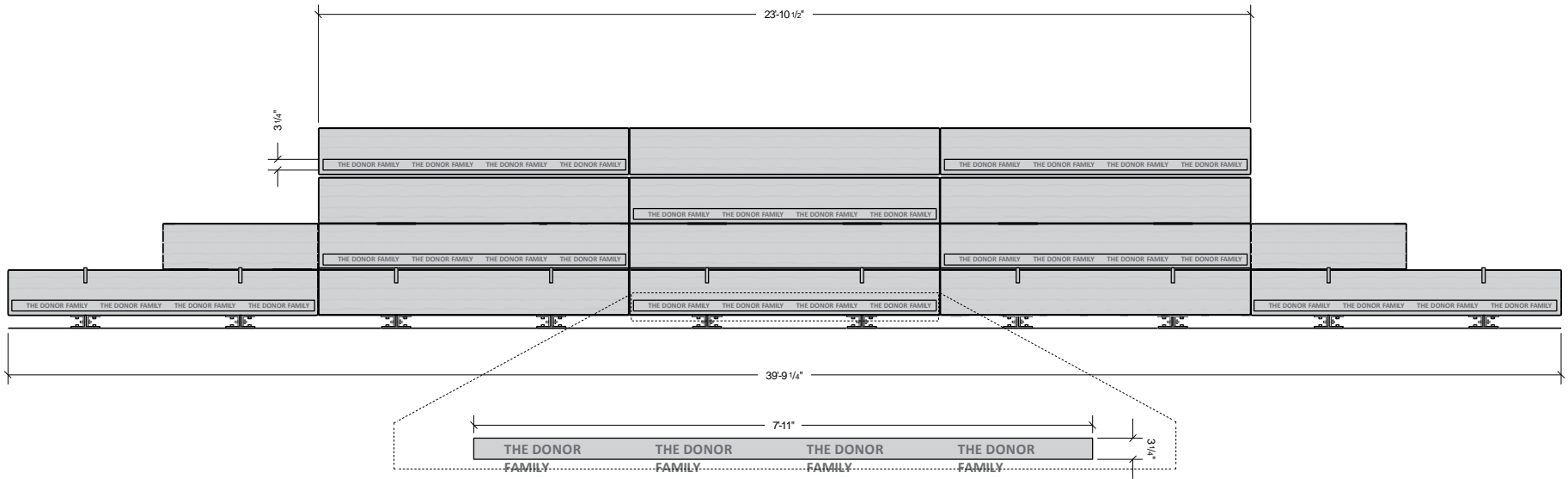


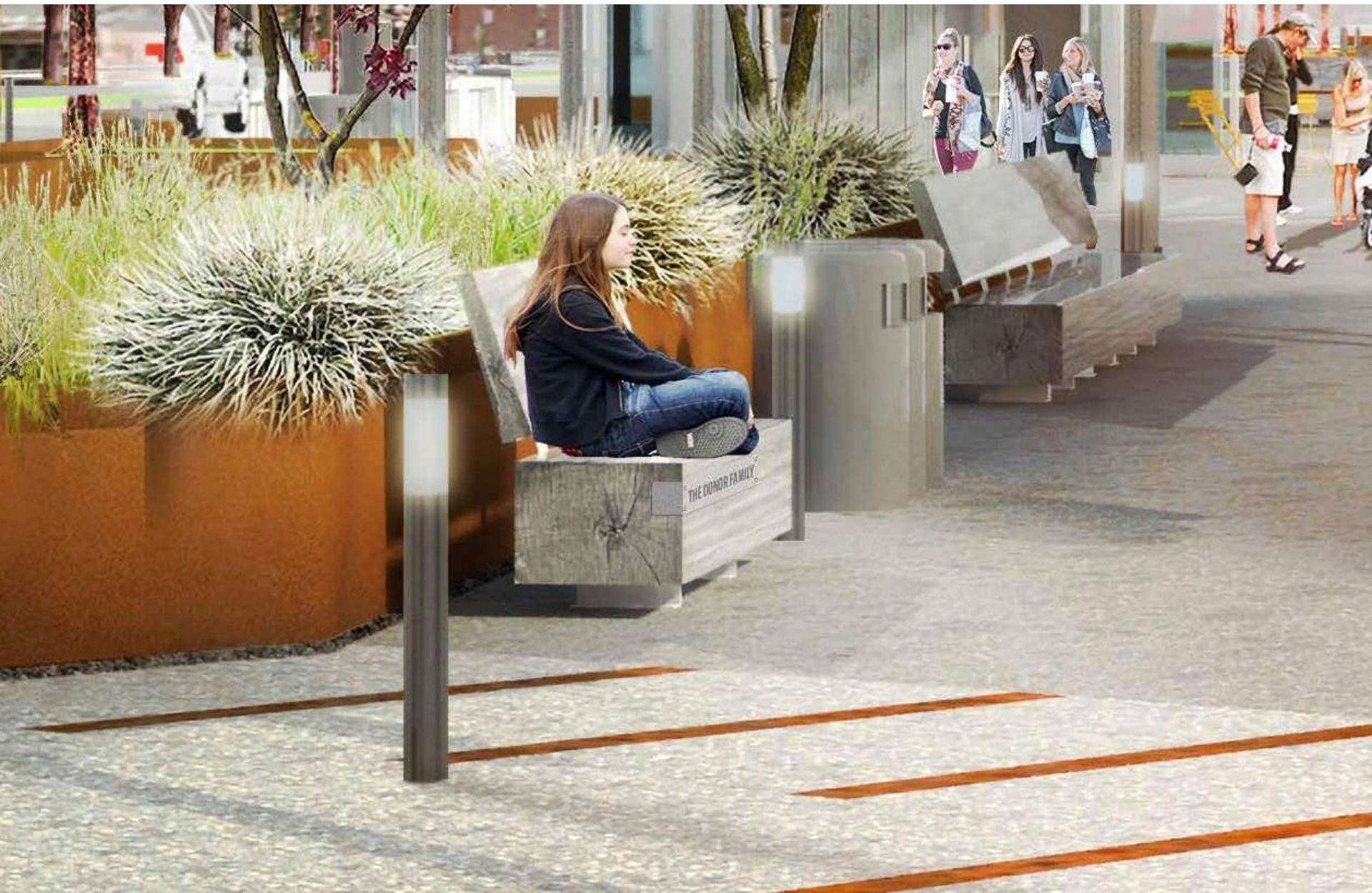
Perspective



Front Elevation

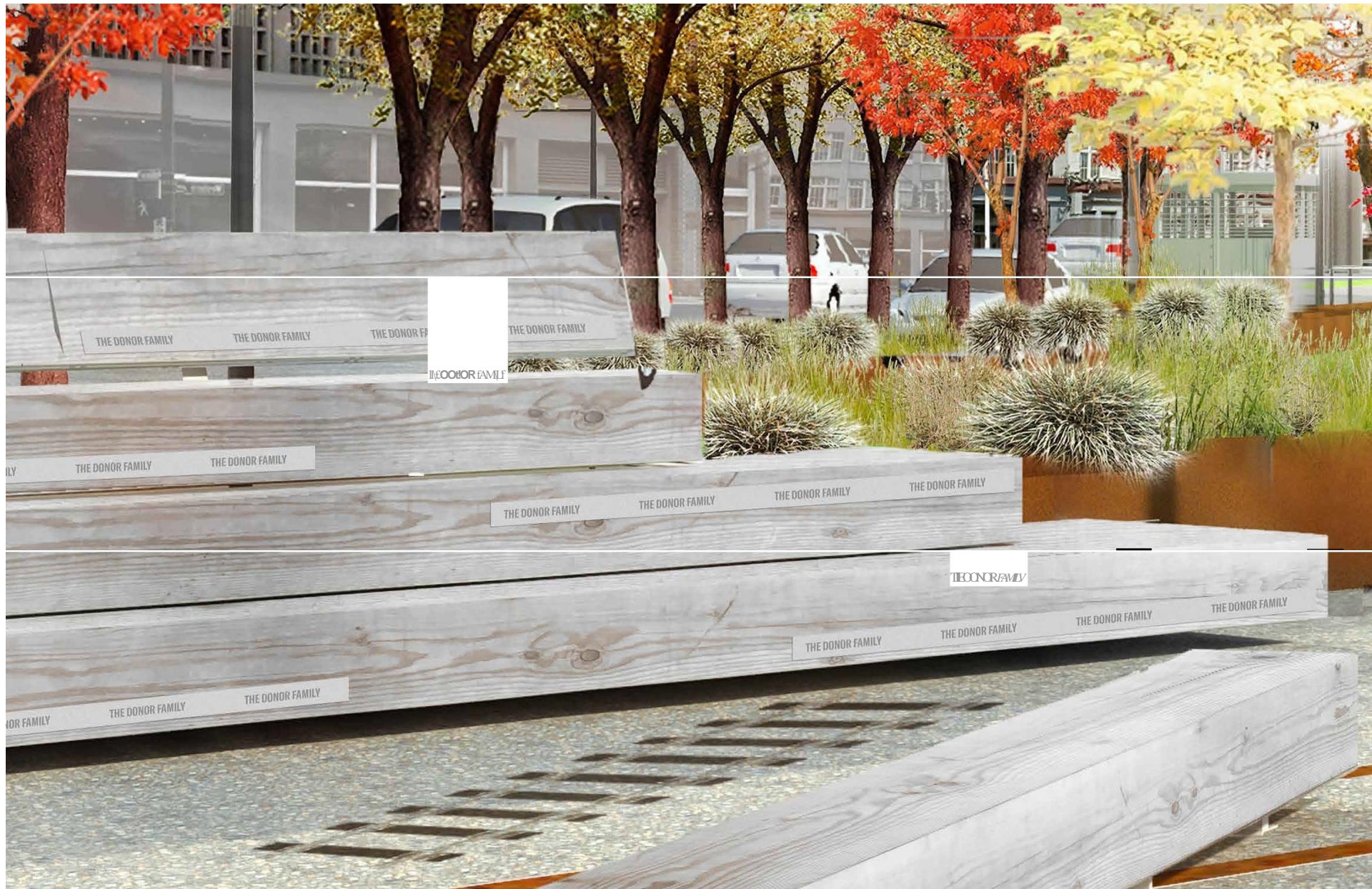
Stadium Bench at Union St. Intersection







THE DONOR FAMILY VIEWPOINT



THE DONOR FAMILY

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