

1903 – 2003
Olmsted Centennial Celebration

Honoring our Past,



Inspiring the Future



Help Shape the Seattle of 2103 !

Olmsted Centennial Sponsorship Proposal

Friends of Seattle's Olmsted Parks
PO Box 9884, Seattle, WA. 98109
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www.seattle.gov/friendsofolmstedparks

1903 – 2003
The Olmsted Centennial Celebration

A once-in-a-century sponsorship opportunity !

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The Olmsted Centennial Celebration is being developed and coordinated by the

Friends of Seattle's Olmsted Parks

in collaboration with *Seattle Parks and Recreation* and over 40 partner organizations.

1903 – 2003 The Olmsted Centennial Celebration

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Olmsted Centennial Sponsorship Proposal



Olmsted Centennial Sponsors

1/15/03

Presenting Sponsor (\$50,000)

available

Centennial Supporters & Sponsors (\$10,000 and up)

Seattle Foundation (grant support)

Seattle Post-Intelligencer

Anonymous (2)

...only 3 more available

Legacy Supporters & Sponsors (\$3,000 - \$9,999)

Hugh and Jane Ferguson Foundation (grant support)

King County Landmarks and Heritage Commission

National Association for Olmsted Parks

Heritage Sponsors (\$1,000 - \$2,999)

Canadian Consulate General

Washington Chapter- American Society of Landscape Architects

Preservationists (\$500 - \$999)

City Park Alliance

Supporters (\$250 - \$499)

John Chaney

Bob Kildall

Canadian Studies Center, Henry M. Jackson School for
International Studies, University of Washington

Historic Seattle

Steve Worthy and Associates

Washington Trust for Historic Preservation

In-Kind Support

Seattle Channel

Seattle Parks Foundation

Seattle Parks and Recreation

Media Partner

The Seattle Post-Intelligencer



Olmsted Centennial Partner Organizations

1/15/03

1. Friends of Seattle's Olmsted Parks
2. Seattle Department of Parks and Recreation
3. AIA Seattle
4. The Arboretum Foundation
5. Audubon Society of Portland
6. Canadian Consulate General
7. Canadian Studies Center, Henry M Jackson School for International Studies, UW
8. Cascade Land Conservancy
9. Center for Urban Horticulture
10. Department of Landscape Architecture, University of Washington
11. EarthCorps
12. E.B. Dunn Historic Garden Trust
13. Friends of Cowen Park *
14. Friends of Frink Park
15. Friends of Gasworks Park
16. Friends of Interlaken at 26th
17. Friends of Interlaken Park
18. Friends of Schmitz Park Preserve *
19. Friends of Seward Park *
20. Friends of South Ferdinand Street Park *
21. Friends of the Conservatory in Volunteer Park
22. Groundswell Off Broadway
23. Heritage Tree Committee- Plant Amnesty
24. Historic Seattle
25. History Link
26. Jefferson Park Alliance
27. Mount Baker Community Club
28. Mountains to Sound Greenway Trust
29. Northwest Flower and Garden Show
30. Portland Olmsted Centennial Committee
31. Portland Parks and Recreation
32. Ravenna Creek Alliance *
33. Seattle Board of Park Commissioners
34. The Seattle Channel
35. Seattle Department of Neighborhoods
36. Seattle Design Commission
37. Seattle Garden Club
38. Seattle Landmark Preservation Board
39. Seattle Parks Foundation
40. Spokane Preservation Advocates
41. Trust for Public Land
42. Urban Greenspaces Institute
43. Washington Chapter- American Society of Landscape Architects
44. Washington Community Forestry Council, Department of Natural Resources
Executive Advisory Council
45. Washington State Nursery and Landscape Association
46. Washington Trust for Historic Preservation

... and growing

* forms not yet returned

The Olmsted Centennial Celebration

Seattle's Olmsted Legacy:

Seattle's park system is a public resource that makes Seattle one of the nation's most livable cities. Thanks to forward-thinking citizens and visionary city planners at the turn of the last century, in 2003 Seattle is celebrating the *centennial of the Olmsted Plan for our citywide park and boulevard system*.

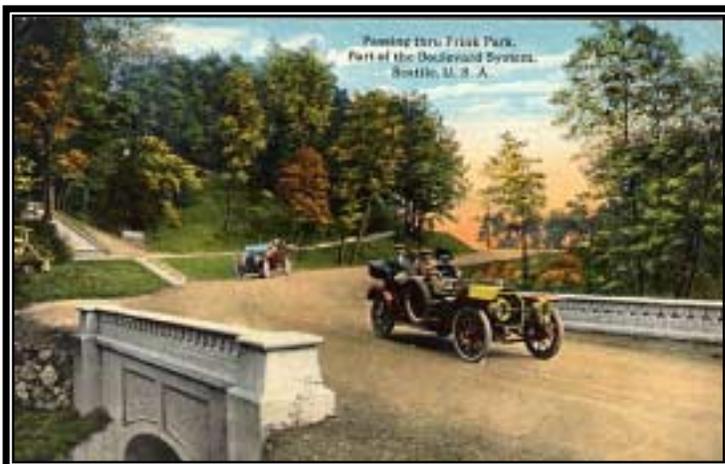
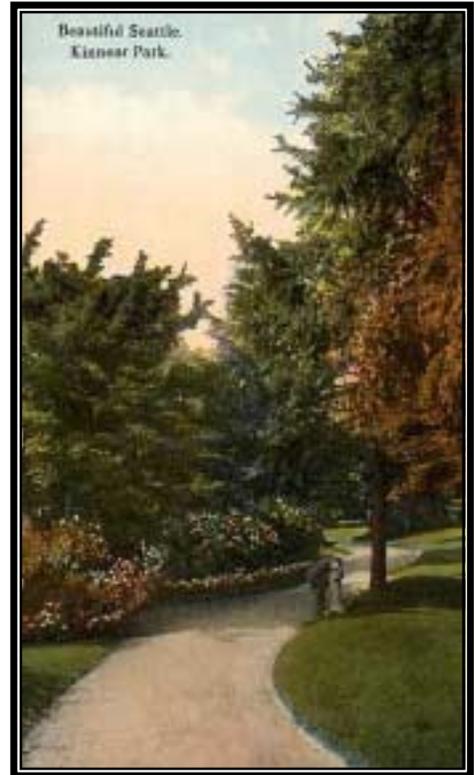
In 1903, at the invitation of city leaders, the Olmsted Brothers firm proposed a comprehensive system of parks for the city of Seattle. The plan took advantage of the city's spectacular natural landscape to create hundreds of vistas, walking paths, and roads that offer innumerable views as boulevards connect parks throughout the city.

The Olmsted Brothers' plan included numerous playgrounds and playfields, a manifestation of the new concept of public recreation that had been introduced with success in the East, and provided the master plan for virtually all of Seattle's park system for over 65 years. Even today, Seattle is still acquiring green spaces recommended originally by the Olmsted Brothers' plan 100 years ago (for example, the newly acquired South Lake Union Park).

In addition to their work in Seattle, the Olmsted Landscape Architecture Firm was active throughout Washington, Oregon and Western Canada. Nationally, it is responsible for designing New York's Central Park, the State Capitol plan in Washington D.C as well as numerous other park systems throughout the nation.

The Centennial Celebration:

In 2003, the city has a unique opportunity to *celebrate Seattle's Olmsted legacy* and thus *increase public awareness, understanding and support for our nationally-recognized Olmsted park system* as well as *the philosophy of providing open space for urban places*. The health, happiness and overall quality of life in Seattle and King County are intimately tied to the spectacular natural environment and the preservation and celebration of this natural beauty in parks and open spaces within reach of all residents. The Friends of Seattle's Olmsted Parks is working with community, city and county organizations to develop and coordinate a yearlong calendar of events celebrating our unique park system and its important role in our rapidly growing region.



Our Partners and Projects:

FSOP is working with *over 40 partner organizations* to develop a diverse calendar of projects and events running throughout 2003. Events will include *educational exhibits, lectures, walking and bicycle tours, garden displays, community celebrations, concerts*, as well as *work projects in parks*. The keynote event will be a *national conference* with the theme *Learning from the Past, Inspiring the Future*, to be held in Seattle, April 30th – May 4th, 2003.

Centennial events

Throughout 2003, the City of Seattle and *over 40 partner organizations* will be celebrating 100 years of Parks with emphasis on the Olmsted contribution and the next century of park and open space planning.



A sample of some of the events planned for the centennial year:

<i>NAOP International Conference – Keynote event</i>	<i>4/30/03 – 5/4/03</i>
<i>Olmsted Events & Traveling Exhibits</i>	<i>January – December</i>
Ivy Free 2003	January – December
Video of Olmsted Parks	January – December
Arboretum Signature Garden	January – December
Walking and Bicycle Tours of Olmsted Parks	January - December
<i>NW Flower and Garden Show (over 100,000 visitors)</i>	<i>2/19/03 – 2/23/03</i>
Olmsted Lecture Series	January – June
Bicycle Sunday...and Saturday, Too!	May - September
<i>Days in the Parks Summer Event Series (in 10 neighborhood parks)</i>	<i>May – September</i>
Music in the Parks Series	July to September

Media Coverage:

The Seattle Post Intelligencer.

The P.I. will be running a ***weekly Centennial section throughout 2003*** as well as covering centennial events and producing centennial articles.

In addition to these events and the PI coverage, we will have *commemorative brochures, posters, books, postcards, volunteer days* and coverage in neighborhood newsletters throughout the region.



Learning from the Past, Inspiring the Future

As a part of the Centennial, FSOP is organizing and hosting the
National Association for Olmsted Parks Annual Conference
Seattle, April 30th – May 4th, 2003

National and local experts will address the challenges facing park designers, open space and urban planners, and historic preservationists today and in the next century:

- ❖ **Honoring our Olmsted Legacy**
- ❖ **Extending the Olmsted Philosophy and Vision**
- ❖ **Responding to Contemporary Issues: Economic, Environmental and Social Challenges**



Regional Focus: The Olmsted Brothers had a significant influence throughout the Pacific Northwest, designing public and private landscapes in Washington, Oregon and Western Canada. The Seattle conference committee is working with groups throughout Washington, as well as in Portland, Oregon and British Columbia to develop a Pacific Northwest regional focus for the conference.

dates:

Seattle Conference	May 1st – May 4th
Portland Symposium	April 28 th – 29 th
Tours - Seattle and Portland	April 30 th
Tours- Canada	May 4 th

Participants:

The conference will attract a **national audience of landscape designers and planners, urban planners, park professionals, historic preservationists and park and open space advocates**. We expect a strong audience from the Pacific Northwest including landscape and park professionals and planners, as well as local park, open space and community advocates.

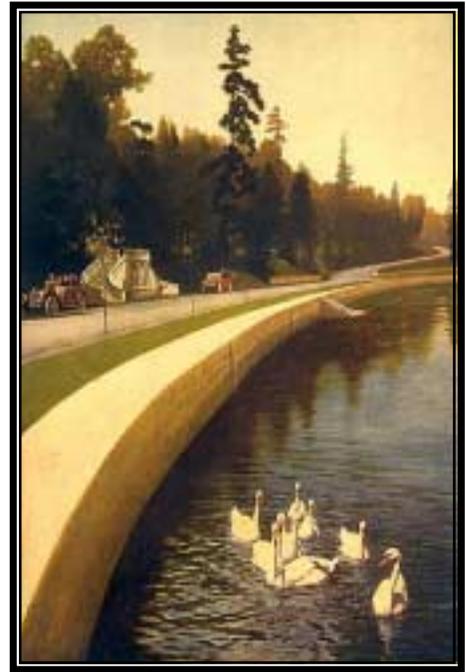
Venue:

The conference will be held in the **South Lake Union Center** at the new South Lake Union Park. This provides an opportunity to showcase one of Seattle's newest park sites and the rapidly changing South Lake Union neighborhood.

Friends of Seattle's Olmsted Parks

The Friends of Seattle's Olmsted Parks (FSOP) is an active, volunteer organization dedicated to the promotion of awareness, enjoyment and care of Seattle's historic Olmsted legacy. We work to protect our unique park system because it is a valuable community resource that provides

- ❖ **Healthy recreational opportunities** for all residents of a rapidly growing urban region
- ❖ Opportunities to **educate citizens** about the importance and beauty of our natural environment and cultural legacies
- ❖ A **unique public gathering place** where *all* community members can come together to relax, play, celebrate and exchange ideas



FSOP was formed in 1983 in response to the growing recognition of the national significance of the Olmsted Firm and the national as well as local importance of our own Olmsted park and boulevard system: *Seattle has one of the nations most fully-realized, comprehensive Olmsted park systems*. Two decades of active participation in preserving Seattle's historic resources and helping shape the future of its green spaces, has taught us that our most effective role in the Seattle community is as a catalyst, encouraging and stimulating collaboration between neighborhood, community, parks and historic groups.

Past and Present Partners and Projects:

Project Manager/Fiscal Agent:

Olmsted Interpretive Exhibit- Volunteer Park Water Tower
Seattle Olmsted Park Document Access Project
Olmsted Centennial Brochure Project
Groundswell Off Broadway: two Department of
Neighborhood Projects at Lincoln Reservoir/Bobby
Morris Playfield
25th Ave at Interlaken Boulevard improvement project
Friends of South Ferdinand Street Park's project at Lake
Washington Boulevard

Review and Advising:

Open Space Policies for the City of Seattle
Park Master Plans: Frink, Jefferson, and Lincoln Reservoir
Parks, Cheasty Boulevard, Arboretum, Woodland Park Zoo
Volunteer Park Conservancy Expansion
Lake Washington Boulevard improvements
Woodland Park improvements
Children's Playground development at Volunteer, Mt. Baker
and Seward Parks

Citizen Advisory Committees:

Parks 20-Year Comprehensive Plan
Shoreline Parks Improvement Fund
Sound Transit McClellan Station Town Center
Cheasty Boulevard
Jefferson Park

Presentations:

West Seattle and Delridge communities on the
Olmsted heritage and a modern "Olmsted
Vision" for West Seattle
Association of King County Historians
Washington State Heritage Conference
American Horticultural Society Annual Conference
WASLA Annual Fall Expo
Historic Seattle

Olmsted Centennial Sponsorship Proposal

Sponsorship Benefits

Presenting Sponsor – \$50,000, 1 available (still available)

- ❖ Recognition at Olmsted Centennial Events:
*Olmsted Centennial presented by _____
and Seattle Parks and Recreation.*
- ❖ Your logo on title banner at all centennial events
- ❖ Special recognition by Mayor Greg Nickels
- ❖ Your company name and logo on 50,000 brochures distributed at key locations in Seattle throughout 2003
- ❖ Title visibility in monthly spread and special feature issues in Seattle's metropolitan newspaper, Seattle Post-Intelligencer
- ❖ Special recognition and link during 2003 on the Friends of Seattle Olmsted web site
- ❖ Special recognition and link during 2003 on the City of Seattle, Parks and Recreation web site
- ❖ Internal distribution of your participation to over 3000 employees
- ❖ Your company name and logo on 500 colorfully designed posters
- ❖ Your company name included in all press releases and PSA's to the media
- ❖ Your sponsorship will cover the cost for all permits required by the city for distribution of company related signage
- ❖ You will create a positive community relationship with an established Seattle tradition
- ❖ *Additional benefits are possible*

Centennial Sponsor – \$10,000, 6 total (3 more available)

- ❖ Category exclusivity
- ❖ Your logo on title banner at all centennial events
- ❖ Special thank you by Mayor Greg Nickels
- ❖ Your company name and logo on 50,000 brochures distributed at key locations in Seattle throughout 2003
- ❖ Title visibility in monthly spread and special feature issues in Seattle's metropolitan newspaper, Seattle Post-Intelligencer
- ❖ Sponsor recognition and link during 2003 on the Friends of Seattle Olmsted web site
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- ❖ You will create a positive community relationship with an established Seattle tradition
- ❖ *Additional benefits are possible*

Legacy Sponsor – \$3,000 & Heritage Sponsor – \$1,000

- ❖ Company name and logo on 100,000 brochures distributed at key locations in Seattle throughout 2003
- ❖ Sponsor recognition and link during 2003 on the Friends of Seattle Olmsted web site
- ❖ Sponsor recognition and link during 2003 on the City of Seattle, Parks and Recreation web site
- ❖ Internal distribution of your participation to over 3000 employees
- ❖ Company name and logo on 500 colorfully designed poster
- ❖ Your company will build a positive relationship with our participants, our neighborhoods, our businesses

Relationship Commitment

The Olmsted Centennial event organizers, the City of Seattle, Parks and Recreation staff and volunteers are committed to helping our partners achieve maximum return on investment from their sponsorship. We will coordinate programs with your office to ensure success in reaching your marketing objectives.

Olmsted Centennial Sponsorship Proposal

Seattle's Olmsted Landscapes

Olmsted Designed, Influenced or Recommended:

Alki Beach Park	Kinnear Park
<i>Atlantic City Park</i>	Lakeview Park
Ballard Playground	Leschi Park
Beacon Hill Playground	Lincoln Park
Bobby Morris Playfield/	<i>Licton Springs Park</i>
Lincoln Park	<i>Longfellow Creek Greenspace</i>
<i>Cascade Playground</i>	<i>Louisa Boren Park</i>
<i>City Hall Park</i>	Madison Park
Collins Playfield	Madrona Park
Colman Park	<i>Magnolia Park</i>
Columbia Park	Marshall Viewpoint
Cowen Park	McGraw Square Monument
Dearborn Park	Miller Playfield
Denny Park	Mount Baker Park
Denny Blaine Park	<i>Myrtle Edwards Park</i>
Discovery Park	<i>Observatory Park</i>
<i>Fairview Park</i>	Pioneer Square
Frink Park	<i>Pritchard Beach</i>
<i>Garfield Playground</i>	<i>Puget Park</i>
<i>Gasworks Park</i>	<i>Rainier Playfield</i>
<i>Genesee Park</i>	Ravenna Park
<i>Gilman Playground</i>	<i>Roanoke Park</i>
Golden Gardens Park	<i>Rogers Park</i>
Green Lake Park	<i>Rodgers Playground</i>
<i>Greenwood Triangle</i>	Salmon Bay Park
Hamilton Viewpoint	Schmitz Park
Hiawatha Playground	Seward Park
<i>Howell Park</i>	<i>South Lake Union Park</i>
<i>Interbay Playfield</i>	<i>South Park Playground</i>
Interlaken Park	Sunset Hill Park
Jefferson Park	Union Station Square
<i>John Muir Playground</i>	<i>University Playfield</i>
<i>Kerry Park</i>	<i>Viretta Park</i>



Volunteer Park
Washington Park Arboretum
West Seattle Stadium
Woodland Park

Olmsted Boulevards:

Ballard Parkway
 Beach Drive
 Beacon Avenue
Cheasty Boulevard
Green Lake Boulevard
 Hunter Boulevard
 Interlaken Boulevard
Lake Washington Boulevard
Magnolia Boulevard
Montlake Boulevard
Mount Baker Boulevard
Puget Boulevard
Queen Anne Parkway – Gilman Parkway
 Ravenna Boulevard
Schmitz Boulevard
 Seward Park Avenue
17th Avenue NE (University Parkway)
Washington Park Boulevard

Other Olmsted Landscapes:

The Olmsted landscape legacy extends far beyond Seattle. In the Pacific Northwest, the Olmsted firm designed three park systems (Portland, Seattle and Spokane), five college campuses, an arboretum, the grounds of the Washington State Capitol and other buildings, as well as two world fairs and 160 private estates, subdivisions, and residential communities.

