



SEATTLE THE NEW OCEAN PAVILION: FUNDRAISING EXECUTIVE SUMMARY

AQUARIUM AN EXPANDED AQUARIUM AT THE HEART OF SEATTLE'S NEW WATERFRONT

PROJECT DESCRIPTION

The Seattle Aquarium is taking a bold first step to advance its conservation mission within and beyond its walls through the creation of the Ocean Pavilion. Integrated into the base of the new waterfront park's Overlook Walk, the expanded Aquarium with the Ocean Pavilion will be a defining civic gem within Seattle's waterfront. The project will propel us toward a world-class aquarium campus that is fit for our growing city—inviting everyone to experience the ocean through Seattle's eyes.

Today, we're witnessing the most profound change in our planet's ocean in the past 64 million years, and it's happening within one human lifetime. Our generation will define what it looks like to live on Planet Earth for those who follow. Seattle can lead the way, and the new Ocean Pavilion will help us shed light on the urgent threats facing our ocean, mobilize a new generation of marine conservationists and create something remarkable for our city in the process.

A respected authority on Puget Sound and Salish Sea, the Aquarium serves as the largest platform for ocean conservation and engagement in the Pacific Northwest. Through expanded partnerships and community programming we are fostering an emerging ocean ethic, increasing awareness and taking action to help preserve and protect our marine environment.

PROJECT OVERVIEW

Completion:

The estimated timeline includes groundbreaking in 2021, with an opening celebration for the new Ocean Pavilion in late 2023, corresponding with the completion of the city's new waterfront park.

Budget:

- Projected cost for design and construction of the Ocean Pavilion is approximately \$113 million that will be financed through a combination of public and private funds.

Goals of the expanded Aquarium:

- Reconnect the city with Puget Sound and its central waterfront.
- Further the Aquarium's mission of *Inspiring Conservation of our Marine Environment* and accommodate an expected increase in future attendance that can be expected from the completion of the new waterfront park.
- Expand the Aquarium's reach as the largest marine conservation organization in the Pacific Northwest, a place where education, conservation, research, fieldwork and public policy all intersect to help inspire behavior change on behalf of our ocean.
- Broaden our conservation impact by launching new conservation partnerships in the Indo-Pacific and Coral Triangle that will be brought to life in the new Ocean Pavilion—helping millions understand the challenges facing our local Puget Sound in a critical global context.
- Develop of an offsite animal care center to address short and long-term animal care, veterinary and rehabilitation needs, and expanded research capacity.

Projected outcomes:

- Increase the Aquarium’s capacity from its current attendance of 850,000 per year to an approximate 1.2 million that we will inspire with our conservation mission—a 40 percent increase over today.
- Offer a unique window into ocean conservation by offering: compelling exhibits and event experiences; education programs for people of all ages and backgrounds; community outreach to underserved communities; conservation research that advances understanding and improves management of marine species; and more.
- Provide our volunteers, Youth Ocean Advocates, and other Aquarium community members new opportunities to learn, interpret and share.
- Expand our conservation impact and offer a spectacular window into the importance of ocean health: showing us not just what’s at stake, but how, why and where our own lives fit into the ocean equation.

Project fundraising timeline

- **Feasibility and Preparation:** Comprehensive Feasibility Analysis was completed in 2017 and 2018 including development of the Project Case Statement and identification of Campaign Leadership.
- **Phase I:** Secure Keystone & Leadership gifts (\$500K +; July 2018–Dec 2020) from individuals, corporations and foundations.
- **Phase II:** Launch Major Gift Phase (\$100K+; Jan 2020–Dec 2021).
- **Phase III:** Launch of Aquarium Community Phase (Jan 2021–Dec 2022) and Public Phase (Jan 2023–Opening) to help build excitement and engage public in the campaign.

FUNDRAISING STRATEGY FOR THE OCEAN PAVILION

PROFILE OF GIFTS NEEDED TO RAISE \$60 MILLION

Gift Size	No. of Gifts Needed	Category Total	% of Total	# Prospects Needed
Keystone Gifts				
\$10,000,000	1	\$10,000,000		3
\$5,000,000	3	\$15,000,000		9
\$2,500,000	5	\$12,500,000		15
Sub-Total	9	\$37,500,000	63%	27
Leadership Gifts				
\$1,000,000	10	\$10,000,000		30
\$500,000	10	\$5,000,000		30
Sub-Total	20	\$15,000,000	25%	60
Major Gifts				
\$250,000	12	\$3,000,000		36
\$100,000	15	\$1,500,000		45
\$50,000	25	\$1,250,000		75
\$25,000	30	\$750,000		90
\$10,000	50	\$500,000		150
Sub-Total	132	\$7,000,000	12%	396
General Campaign				
Up to \$10,000	100	\$500,000		Many
Sub-Total	100	\$500,000	1%	300
TOTAL	261	\$60,000,000	100%	