



Westlake Park and Occidental Square DSA Activation Agreement



**CITY COUNCIL PARKS, SEATTLE CENTER,
LIBRARIES AND WATERFRONT COMMITTEE**

JULY 21, 2016



Agreement Background



- Under a Pilot Agreement, launched May 2015, the Downtown Seattle Association (DSA) has been managing activation of Westlake Park and Occidental Square
- The agreement is with DSA's management subsidiary: DBIA Services
- New amenities: furniture, ping pong, foosball, reading rooms, enhanced plantings



Agreement Highlights



- Programs and events: yoga classes, buskers, ping pong tournaments, kids activities, etc.
- 24/7 staffing: daily ambassadors, nighttime security



Pilot Agreement Outcomes--2015



- Ratio of private dollars to SPR dollars = \$9.25 : \$1
- Westlake, July 2015 -- 31% increase in park visitors versus same period the previous year.
- Female : Male Ratio Average
 - Westlake June-December -- 1 : 1.3
 - Occidental July-December -- 1 : 2.15
- Park Surveys
 - 82% felt safe
 - 95% plan to return



Agreement Highlights



- Following a formal RFP review process, DSA was identified as the partner with which to enter into a 5-year agreement for activation of these same parks

Agreement Highlights



The City will:

- Provide \$900,000 over the 5-year term of the agreement
 - Funding is from the Park District's Urban Parks Partnership Initiative
- Complete a capital projects prioritization assessment of Westlake Park
- Permit and manage First Amendment and free speech activities



Agreement Highlights



DSA will:

- Match the City's \$900,000 contribution at a minimum of 3 private dollars for every 1 City dollar.
- Manage permitting and scheduling of activation, programming, concessions, vending and special events
- Track and report to SPR attendance and financial data

