



# **WATERFRONT FUNDING PLAN AND PARTNERSHIP FOR MANAGEMENT AND OPERATIONS**

September 7, 2017

PARKS, SEATTLE CENTER, LIBRARIES, AND WATERFRONT  
COMMITTEE

# TODAY'S AGENDA



- Background
- Overview of proposed resolution
- Funding plan
- Local improvement district
- Philanthropy
- Operations and maintenance

# BACKGROUND



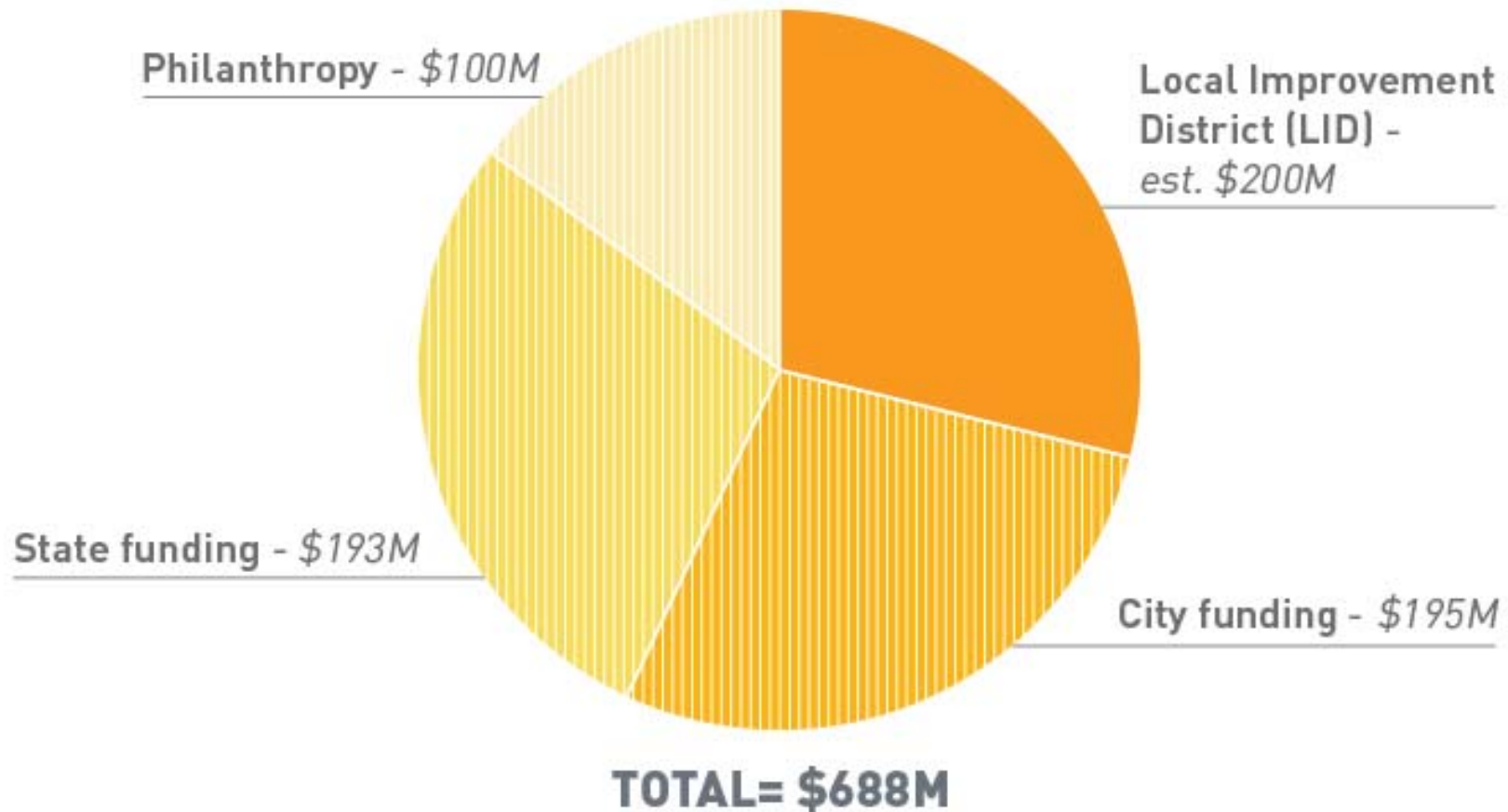
Year	Action	Purpose
2009	Ordinance 123142	<ul style="list-style-type: none"> <li>Established Central Waterfront Partnerships Committee</li> </ul>
2012	Resolution 31399	<ul style="list-style-type: none"> <li>Endorsed Waterfront Program Strategic Plan, established funding plan, including local improvement district and philanthropy</li> <li>Acknowledged role of non-profit conservancies in other cities, recommends City pursue similar arrangement for Waterfront Program</li> </ul>
2014	Letter	<ul style="list-style-type: none"> <li>Letter from Central Waterfront Committee to City recommending Friends for operations and management</li> </ul>
2015	Ordinance 118478	<ul style="list-style-type: none"> <li>Authorized execution of Westlake/Occidental Park agreement between Downtown Seattle Association and Parks Department</li> </ul>
2015-2017	Agreements	<ul style="list-style-type: none"> <li>Successful operating agreements between City and Friends to program and activate waterfront spaces</li> </ul>
2016	Ordinance 125248	<ul style="list-style-type: none"> <li>Authorized joint funding agreement with non-profit partner Friends of Waterfront Seattle to finance Pier 62/63 Phase 1 Rebuild</li> </ul>

# OVERVIEW OF PROPOSED RESOLUTION



- Reaffirm final elements of funding plan
- Create transparency for local improvement district (LID) formation process
- Identify milestones for Friends of Waterfront Seattle philanthropic campaign plan and early pledge
- Create framework for operations and management with Friends of Waterfront Seattle

# FUNDING PLAN



\*Does not include WSDOT-funded Marion Street Pedestrian Bridge over Alaskan Way (pending future agreement)

# LOCAL IMPROVEMENT DISTRICT (LID)



- Assessment of properties that will receive special benefit
- Council forms LID through prescribed legislative process
- Robust outreach to ensure transparent and fair process
- Resolution affirms City will pursue LID and is clear about timeline and opportunities for property owner and stakeholder input

# LID FORMATION STEPS



<b>SPRING 2018</b>	<ul style="list-style-type: none"><li>• Council announces intent to form (by resolution)<ul style="list-style-type: none"><li>○ Formal notice of public hearing</li><li>○ Public hearing</li></ul></li></ul>
<b>FALL 2018</b>	<ul style="list-style-type: none"><li>• Council establishes LID (by ordinance)<ul style="list-style-type: none"><li>○ 30-day protest period</li><li>○ 30-day appeal period</li></ul></li></ul>
<b>EARLY 2019</b>	<ul style="list-style-type: none"><li>• Assessment roll<ul style="list-style-type: none"><li>○ Formal notice of public hearing</li><li>○ Public hearing</li></ul></li><li>• Council confirmation of assessment roll<ul style="list-style-type: none"><li>○ 10-day appeal period</li></ul></li></ul>

# PHILANTHROPY



- Friends of Waterfront Seattle: \$100 million commitment
- Pier 62 rebuild campaign
  - \$5.1 million of \$8 million raised already
- Resolution calls for Friends to provide the following prior to LID formation:
  - Philanthropic campaign plan with pledge/payment schedule
  - Initial \$25 million pledge (inclusive of Pier 62 rebuild campaign)

# OPERATIONS AND MANAGEMENT



# OPERATING AGREEMENT



## Baseline Maintenance

- Managed by appropriate City departments

## Enhanced Maintenance

- Parks and Friends Operating Agreement
  - All maintenance work performed and managed by Parks staff; close ongoing coordination with Friends.
  - Consistent and dedicated Parks staff presence on Waterfront
  - Negotiated level of service
  - Protocols established for Friends to:
    - Provide feedback on staff selection and performance
    - Work with Parks to address changing needs in real time

# OPERATING AGREEMENT



## Programming and Activation

- Informed by Westlake/Occidental Model
- Friends manages:
  - Park Ambassadors
  - Permitting and Scheduling Events (non-First Amendment)
  - Concessions

## Phased Implementation

- Agreement phased to include elements that are completed early (i.e., Pier 62/63)

# OPERATING AGREEMENT



## Budget

- Seattle Parks District: \$3.5 million annually dedicated to Parks staff
- Friends of Waterfront Seattle: anticipated \$1+ million annually

## City Oversight and Participation

- Annual report to Council
- Two City ex-officio seats on Friends' board
- Stakeholder oversight committee

## Agreement Review

- Term of no less than five years, joint review



# AGREEMENT TIMELINE

- 2018 – Operating Agreement to Council (prior to LID formation)
- 2019-20 – Initial operations in Pier 62/63
- 2023 – Full operations begin



**QUESTIONS?**