



WATERFRONT PARK OPERATIONS AND MANAGEMENT AGREEMENT

05/17/2023



Pier 62: Events and Programs in 2022

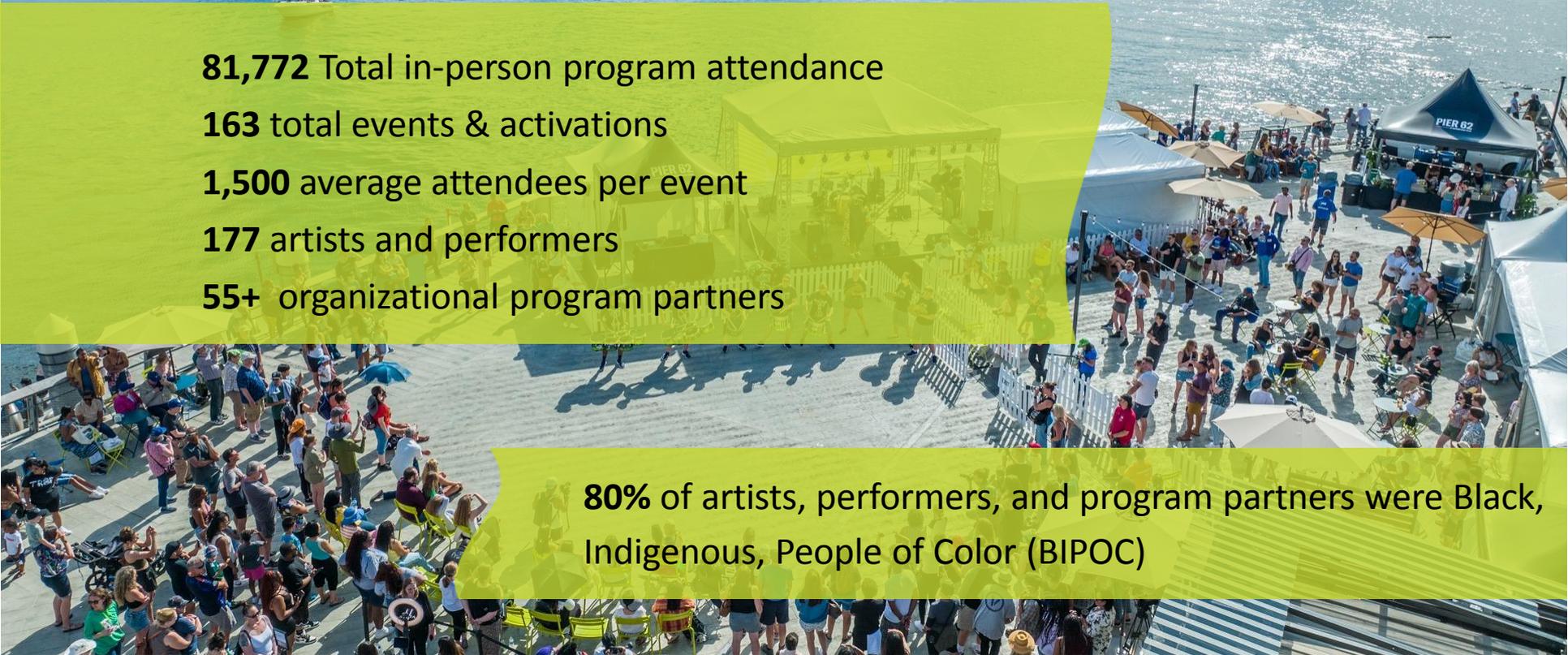
81,772 Total in-person program attendance

163 total events & activations

1,500 average attendees per event

177 artists and performers

55+ organizational program partners



80% of artists, performers, and program partners were Black, Indigenous, People of Color (BIPOC)

2023 Major Events & Programs

MUSIC! DANCE! PERFORMANCES!

EVERY THURSDAY
MAY 19 – JUNE 29

Spotlight on the Waterfront

5–7PM

SAT. MAY 27

Massive Monkeys Day

12–8PM

BREAKDANCING!

JUNE

Junteenth on the Waterfront

DATE + TIME TBD

FRI. JUNE 23

Indigiqueer

PRIDE WEEK

Festival

4–8PM

FRI. JULY 28 +
SAT. JULY 29

Pier Sounds

4–8PM

LIVE CONCERTS!

SAT. AUGUST 12

Hip-Hop 50th Anniversary

12–8PM

와봐!

SAT. AUGUST 5

Waba Korea Festival

11–6PM

EVERY THURSDAY

Beats and Eats

AUG. 24 – SEP. 14
4:30–8PM

ROLLER SKATING + Djs!

FRI. SEPTEMBER 1

Waterfront Block Party

4–8PM

SUN. SEPTEMBER 3

we are water

TIME TBD

NATIVE ART AND PERFORMANCES!

SAT. SEPTEMBER 19

Waterfront Histories

STORYTELLING EVENT
TIME TBD

FRI. SEPTEMBER 22 / 5–8PM

Salmon Homecoming

SAT. SEPTEMBER 23 / 12–8PM



Programming through 2028

- Community events selected through open call process
- Spotlight on the Waterfront series:
 - Engages audiences of all ages to experience music and visual performances.
 - 'Pop-up' platform for local artists and cultural communities to introduce dance, art, and cultures to new audiences.
Encourages spontaneity
- Temporary art installations
- Hosting annual and one-time regional and global moments: Pride parade, World Cup
- Ongoing Indigenous programs includes Indigiqueer Festival, Salmon Homecoming



How do we gather input from community?



LEGISLATIVE HISTORY FOR PARK OPERATIONS



Ordinance/Resolution	Date	Description
Ordinance 123142	November 2009	Establishes Central Waterfront Partnerships Committee to advise City; large scale community engagement on design begins
Resolution 31264	January 2011	Endorses Central Waterfront Guiding Principles; creates Central Waterfront Committee
Resolution 31399	August 2012	Resolution 31399 endorses Waterfront Concept Design and Strategic Plan, establishing funding plan, including LID and philanthropy
		Friends of Waterfront Seattle incorporated as non-profit organization
Resolution 31768	September 2017	Stated intent to enter into an agreement with Friends for the long-term provision of high-quality operations and management services commensurate with Central Waterfront Improvement Program

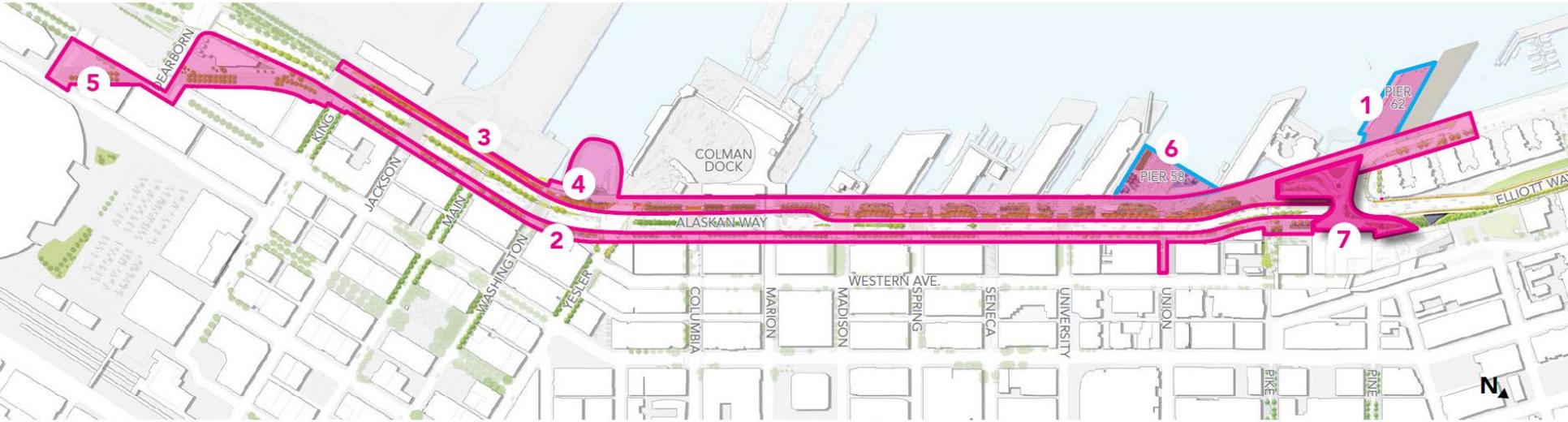
LEGISLATIVE HISTORY FOR PARK OPERATIONS



Ordinance/Resolution	Date	Description
Ordinance 125760	January 2019	Establishes the \$160M Local Improvement District (LID)
Ordinance 125761		Approves the O&M Ordinance, created the Central Waterfront Oversight Committee; authorizes two-year pilot agreement for Pier 62; established framework for long term management agreement with Friends of Waterfront Seattle
Ordinance 125762		Contractual agreement with property owners to waive the LID protest in exchange for the City committing to a set standard of maintenance, programming and public safety ; designating park boulevards
Ordinance 126444	September 2021	Portions of the waterfront are designated as Waterfront Park Boulevards
Ordinance 126754	January 2023	Delegates authority to Seattle Center for Operations and Management of Waterfront Park

WATERFRONT PARK AND PUBLIC SPACES

AUGUST 2022



● CURRENT SPR PARK PROPERTY ● WATERFRONT PARK AND PUBLIC SPACES

PILOT AGREEMENT (2020 - 2022)

- 1 Pier 62 and Floating Dock**
Rebuilt to once again to support free public concerts and events.

MANAGEMENT AGREEMENT (2023)

- 1 Pier 62 and Floating Dock**
- 2 Alaskan Way East and Union Street**
Widened sidewalk, landscaping and green storm-water features. A new pedestrian bridge and elevator at Union Street will connect Western Avenue to the Waterfront Promenade.
- 3 Waterfront Promenade**
A few linear park with walkways, lighting, landscaping, seating and green storm-water features. In Elliott Bay, new underwater habitat improvements will help restore the native inter-tidal habitat.
- 4 Habitat Bench and Washington Street Boat Landing**
Restored landmark pergola structure that will serve the public through small concessions and a new public beach that supports the ecosystem, including the salmon corridor.
- 5 Railroad Way**
A pedestrian gateway linking the waterfront to Pioneer Square and the stadiums. Railroad Way will encourage new circulation and activities throughout the year and on game days at Lumen Field and Safeco Field.

- 6 Pier 58**
Rebuilt park with an urban plaza and children's playground.
- 7 Overlook Walk**
A new, accessible connection between Pike Place Market and the Waterfront. It will take pedestrians over the new Alaskan Way without crossing the street and will include seating, informal play areas and views.

WATERFRONT PARK OPERATIONS



- Partnership with non-profit Friends of Waterfront Seattle
- Free public programming and events year round
- Dedicated City maintenance team
- Joint public safety and outreach services
- Oversight Committee to ensure accountability, annual reporting to Mayor and Council



AGREEMENT HIGHLIGHTS



- Agreement aligns with Seattle Park District funding cycle and MOA between CEN/SPR
- Performance Standard integration
 - Programming/Activation (Friends)
 - Maintenance Responsibilities (Seattle Center)
 - Public Safety Commitments (Joint Friends/Seattle Center)
- Park Use + Permitting & Agreements
- Rental Zones and Fee Schedule
- Partner and Stakeholder Coordination
- Public Benefit
- Reporting & Accountability

PUBLIC BENEFITS

- Free Programming and Activation
- Ticketed and Fundraising events – all funds go to support the free programming of the park
- Engagement and outreach across the City



NEXT STEPS



- Legislation to be considered June to approve agreement and term with between the City and Friends
- July 1 transition from SPR to Seattle Center for maintenance and operations – key partner with Friends

QUESTIONS?