



The Seattle Garden Club

The mission of The Seattle Garden Club is to stimulate a love of gardening, to protect the quality of the environment, to encourage civic beautification and to support charitable, scientific and educational activities in each of said areas.

PUBLIC GRANT APPLICATION*

DATE SUBMITTED: April 22, 2016

APPLICANT CONTACT INFORMATION

Name of Organization: Friends of Waterfront Seattle	
Contact Person & Title: Emily Tanner-McLean	
Address: PO Box 21272	Phone: 206-331-1810
City, State, Zip: Seattle WA 98111	Email: emily@friendsofwaterfrontseattle.org

APPLICANT SUMMARY INFORMATION

Mission: Friends of Waterfront Seattle is the nonprofit partner to the City of Seattle for the creation and stewardship of our new 26-block park that will extend from Pioneer Square to Belltown, to be constructed throughout 2018-2021 after the removal of the Alaskan Way Viaduct. The future park is designed to be Seattle's new front porch, providing beautifully landscaped communal spaces where people all ages and backgrounds can enjoy a range of recreational, cultural, and social activities with views of Elliott Bay and the Olympic Mountains as the backdrop. Friends' mission is to build awareness for the park project, raise \$80-\$120 million in capital funding for park construction, and ensure the future park is well programmed and cared for in perpetuity.	
Year Incorporated: 2012	Tax Exempt? 80-0867356
Names of Board Members: <small>Mary Bass, Vice President Market Growth and Development, Wells Fargo Private and Commercial Bank Divisions (2016-current) Carol Binder, Civic Volunteer/Former Executive Director, Pike Place Market Preservation and Development Authority (2013-current) Tom Byers, Founding Partner, Cedar River Group LLC (2012-current) Lynne Dodson, Secretary-Treasurer, Washington State Labor Council AFL-CIO (2014-current) Gene Duvernoy, Executive Director, Forterra (2012-current) Gary Giant, Founder and Chairman, Giant Textiles (2014-current) Patrick Gordon, Principal, Zimmer Gunsul Frasca Architects LLP (2012-current) Seth Grizzle, Principal, graypants (2012-current) Leslie Hanauer, Civic Volunteer/Co-Manager, Nick and Leslie Hanauer Foundation (2012-current) Sandra Jackson-Dumont, Frederick P. and Sandra P. Rose Chairman of Education at the Metropolitan Museum of Art, New York (2012-current) Gerry Johnson, Founding Partner, Pacifica Law Group LLP (2012-current) Paul Keller, Founding Principle & CEO, Mack Urban (2015-current) Sam Ketcham, Managing Partner, Ketcham Capital (2013-current) Martha Kongsgaard, Civic Volunteer/President, Kongsgaard-Goldman Foundation (2012-current) Dan Kuliy, Partner, Kuliy Hall Struble (2012-current) Carla Lewis, Civic Volunteer/Former President of Washington Women's Foundation (2014-current) Tomoko Matsuno, Chief Executive Officer, Uwajimaya (2012-current) Ed Medeiros, Civic Volunteer/Former Executive Director, Phinney Neighborhood Association (PNA) (2012-current) Kolin Min, Senior Program Officer, Bill & Melinda Gates Foundation (2012-current) David Moseley, Former Director of Washington State Ferries (2015-current) John Nesholm, Founding Partner, LMN Architects (2012-current) Jeannie Nordstrom, Civic Volunteer and Philanthropist (2012-current) Christopher Pothlad, Vice President, Debt/Equity, NorthMarq Capital (2015-current) Stuart Rolfe, President, Wright Hotels Inc. (2012-current) Charles Royer, Civic Leader/Former Mayor of Seattle, 1978—1990 (2012-current) Kabir Shahini, Tech Entrepreneur/Civic Volunteer (2015-current) Ryan Smith, Principal, Martin Smith, Inc. (2012-current)</small>	Length of Service: Please refer to information provided with board member names
Annual Operating Budget: \$1,424,026	
Number of Paid Staff Full Time: 3 Part Time: 3	

From Friends of Waterfront Seattle

Request for Evergreen Passage

April 22, 2016

I. ORGANIZATION INFORMATION:

Name: Friends of Seattle Waterfront, d.b.a Friends of Waterfront Seattle

Address: PO Box 21272, Seattle WA 98111

Year Incorporated: 2012

EIN: 80-0867356

Contact Person: Emily Tanner-McLean, (206) 331-1810, Emily@FriendsOfWaterfrontSeattle.org

Mission: Friends of Waterfront Seattle is the nonprofit partner to the City of Seattle for the creation and stewardship of our new 26-block park that will extend from Pioneer Square to Belltown, to be constructed throughout 2018-2021 after the removal of the Alaskan Way Viaduct. The future park is designed to be Seattle's new front porch, providing beautifully landscaped communal spaces where people all ages and backgrounds can enjoy a range of recreational, cultural, and social activities with views of Elliott Bay and the Olympic Mountains as the backdrop. Friends' mission is to build awareness for the park project, raise \$80-\$120 million in capital funding for park construction, and ensure the future park is well programmed and cared for in perpetuity.

Current Board of Directors with Length of Service:

Mary Bass, Vice President Market Growth and Development, Wells Fargo Private and Commercial Bank Divisions (2016-current)

Carol Binder, Civic Volunteer/Former Executive Director, Pike Place Market Preservation and Development Authority (2013-current)

Tom Byers, Founding Partner, Cedar River Group LLC (2012-current)

Lynne Dodson, Secretary-Treasurer, Washington State Labor Council AFL-CIO (2014-current)

Gene Duvernoy, Executive Director, Forterra (2012-current)

Gary Glant, Founder and Chairman, Glant Textiles (2014-current)

Patrick Gordon, Principal, Zimmer Gunsul Frasca Architects LLP (2012-current)

Seth Grizzle, Principal, graypants (2012-current)

Leslie Hanauer, Civic Volunteer/Co-Manager, Nick and Leslie Hanauer Foundation (2012-current)

Sandra Jackson-Dumont, Frederick P. and Sandra P. Rose Chairman of Education at the Metropolitan Museum of Art, New York (2012-current)

Gerry Johnson, Founding Partner, Pacifica Law Group LLP (2012-current)

Paul Keller, Founding Principle & CEO, Mack Urban (2015-current)

Sam Ketcham, Managing Partner, Ketcham Capital (2013-current)

Martha Kongsgaard, Civic Volunteer/President, Kongsgaard-Goldman Foundation (2012-current)

Dan Kully, Partner, Kully Hall Struble (2012-current)

Carla Lewis, Civic Volunteer/Former President of Washington Women's Foundation (2014-current)

Tomoko Matsuno, Chief Executive Officer, Uwajimaya (2012-current)

Ed Medeiros, Civic Volunteer/Former Executive Director, Phinney Neighborhood Association (PNA) (2012-current)

Kollin Min, Senior Program Officer, Bill & Melinda Gates Foundation (2012-current)

David Moseley, Former Director of Washington State Ferries (2015-current)

John Nesholm, Founding Partner, LMN Architects (2012-current)

Jeannie Nordstrom, Civic Volunteer and Philanthropist (2012-current)

Christopher Pohlada, Vice President, Debt/Equity, NorthMarq Capital (2015-current)

Stuart Rolfe, President, Wright Hotels Inc. (2012-current)

Charles Royer, Civic Leader/Former Mayor of Seattle, 1978—1990 (2012-current)

From Friends of Waterfront Seattle

Request for Evergreen Passage

April 22, 2016

Kabir Shahini, Tech Entrepreneur/Civic Volunteer (2015-current)

Ryan Smith, Principal, Martin Smith, Inc.(2012-current)

Maggie Walker, Civic Volunteer/President, Maggie and Doug Walker Family Foundation (2012-current)

Jessie Woolley-Wilson, Chair, President and Chief Executive Officer, DreamBox Learning, Inc. (2013-current)

Charles Wright, Chairman, Merrill Gardens LLC (2012-current)

David Wu, Chief Development Officer, PATH (2014-current)

Annual Operating Budget: \$1,424,026

Number of Paid Staff: 3 full time, 3 part-time

Number of Volunteers: 21

Description of Volunteer Support: Friends' Ambassador Program is a volunteer program for young professionals who are passionate about our central waterfront's transformation and assist Friends' in building awareness and enthusiasm for Seattle's future waterfront park. Ambassadors apply their diverse skills, experience and interests in helping to execute projects that range from event coordination, marketing campaigns, strategic partnership building, and ongoing Ambassador recruitment.

II. PROJECT DESCRIPTION: EVERGREEN PASSAGE

Seattle is taking advantage of a once-in-a-century opportunity to transform its central waterfront into a beautiful 26-block park. This park will include lush gardens and other plantings that promote biodiversity and help filter polluted stormwater runoff flowing into Elliott Bay, as well as features that work towards restoring aquatic habitat. This project is underway, with a majority of the park to be constructed after the Alaskan Way Viaduct's removal in 2018, and opening in 2021.

From the late 1800's to the present, the Pike Street Hill Climb has been a vital connection from downtown to Seattle's waterfront. The first major connection was a trestle bridge that led to a pier. Overtime, as the city grew up around Pike Street, the trestle bridge was replaced by the current tiered concrete stairway with shops and restaurants in the 1980's. Today, the Hill Climb is a well-used pedestrian route for people traveling between Pike Place Market and the waterfront. Though functional, it is neglected and is in need of a vision for how it can reach its full potential and respond to our changing urban shoreline and burgeoning downtown neighborhood. With construction of Seattle's new waterfront park on the horizon, Friends of Waterfront Seattle is seizing the opportunity to realize the Hill Climb's full potential, as its success will support the success of the future park.

Evergreen Passage is a project that enhances the Pike Street Hill Climb, making it not just an access route to the waterfront but also a unique and inviting public destination unlike any other in the city. Through landscaping, creative lighting, art installations, and potential structural enhancements, Evergreen Passage will transform the site into a beautiful green space and community amenity that reflects Seattle's love of nature and our maritime heritage. This transformation will add new energy to the waterfront and Pike Place Market neighborhood in the near term, later becoming an ideal complement to the new waterfront park and will be adopted by the park's stewardship plan carried out by Friends of Waterfront Seattle and the City.

Friends, the nonprofit partner to the City on the waterfront park project, is implementing the Evergreen Passage project, and is working with landscape architecture firm Land Morphology and its Founder Richard Hartlage to develop a planting strategy for the Hill Climb's open areas. Land Morphology's office is located within the Fix/Madori building in the Hill Climb, therefore the firm is deeply invested in the

From Friends of Waterfront Seattle

Request for Evergreen Passage

April 22, 2016

success of Evergreen Passage. Chris Rogers of Point 32, the project manager for the development of Seattle's Bullitt Center and Olympic Sculpture Park, will provide project management services for Evergreen Passage as needed. Design and planning began in mid-April 2016.

Land Morphology's planting strategy focuses the area to the south, between the stairs and the condominiums, with such low-maintenance plants as grasses, long blooming, summer flowering perennials and a mix of low growing native and other shrubs for winter structure. The plants would be arranged in a graphic manner in semi-circular patterns that reflect the light standards and a rippling circular pattern of raindrops on water, to speak to the narrative of Puget Sound. To create structure and interest in the new garden area, varying-sized planters tilted at different angles would be elevated above the ground- plane plantings. The planters would be planted colorfully and with cascading foliage. The following plant species are proposed for mass plantings: cobalt blue, hardy geranium Rozanne, native tufted hair grass and goats fescue, huckleberries, sea kale, hydrangeas, winter blooming sweetbox, purple moor-grass, camassias, alliums and other spring flowering bulbs, Douglass iris, various native currents and others. Emphasis will be on a year around effect and photogenic plantings to engage visitors.

Land Morphology also proposes to reenergize the Hill Climb through sculptural elements with a maritime theme, for example, large steel spherical buoys repurposed as light sculptures and planters. The buoys/floats can be used singly or be fabricated into towers that would be seen from the bottom and top of the stairs, serving as artful wayfinding elements. The planters and sculptural forms can be used indefinitely on the Hill Climb or have the flexibility to be relocated over time all along the finished waterfront or in other locations throughout the city. They reference the maritime activity of Puget Sound and are readily available as new and/or surplus stock.

Additional project elements that would be beneficial to the space and could be phased in include:

- Removal of the concrete wall at the top of the Western Avenue entrance and replacement with wire fencing or a demonstration section of the new seawall railing that will be a part of the new waterfront park. This would improve visibility into the space, helping prevent loitering in the Hill Climb and also allow pedestrians on Western Avenue to more easily see the waterfront.
- A series of temporary installations with boat bumpers and air-filled rubber floats to act as occasional seating, and similar maritime objects hung from the viaduct in a range of colors. Nets suspended from these objects would create a nautical dream catcher where people could deposit notes, poems, and other written thoughts.

Evergreen Passage's completion in 2017 will coincide with the opening the Pike Place Market's expansion, known as MarketFront, which will feature new farm and craft stalls, a community center and expanded social services, a parking garage, and low-income housing. An enhanced Hill Climb will better support the increase in pedestrian traffic the area will experience as result of the MarketFront's opening.

Additionally, Friends and the City are taking advantage of an opportunity to deliver a piece of the future waterfront park early in 2018-2019: Pier 62/63, the 2-acre public pier located just north of the Seattle Aquarium, and an ideal destination to soak up the beautiful scenery of Elliott Bay. Friends is partnering with the City to ensure the Pier is well programed with concerts, pop-up sports, movies, roller skating, kayaking, food trucks, markets, and other activities. The Pier will be a major new attraction on the waterfront and preview of what is in store with the rest of the waterfront park. At the time of the Pier's opening, the Hill Climb will serve as the closest, major point of access for pedestrians, making its improvement essential for easy access.

From Friends of Waterfront Seattle

Request for Evergreen Passage

April 22, 2016

After the future waterfront park is constructed, the enhanced Hill Climb will serve as the historic and charming entrance to the park, complementing the Overlook Walk located just to the north, which will be an elevated structure that will extend from the Pike Place Market's expansion directly to the waterfront.

As the city's plans for urban density advance, it is important that the community reclaim, preserve, and beautify our green spaces, both from an environmental and social standpoint. We invite the Seattle Garden Club to help make this happen through Evergreen Passage in honor of its one hundred years of civic beautification and its fostering of appreciation for the art of gardening. Thank you for your consideration.

III. MAINTENANCE PLAN & BUDGET

Landscaping, lighting, and art are projected to cost \$275,000. Friends respectfully requests a grant of \$100,000 from the Seattle Garden Club to fund project costs. Land Morphology is willing to donate a portion of their services. Friends is exploring the possibility of raising funds for additional enhancements as a part of a broader campaign for Pier 62/63, as an enhanced Hill Climb will be integral to ensuring the new Pier and its activities are easily accessible from the day the Pier opens.

Friends has not yet pursued other foundations and corporations for funding this specific project. However, the organization is developing a strategy to raise full funding to augment the Garden Club's support for Evergreen Passage with an emphasis on the engagement of nearby property owners, other philanthropists focused on horticulture and civic spaces, and waterfront park enthusiasts. Friends is also prepared to apply the organization's general operating funds towards supplementing project expenses. A donor list is included in our application's attachments, providing information about the organization's donor base.

Friends will oversee the maintenance and programming of the Hill Climb after Evergreen Passage improvements are complete, leveraging such resources as the Metropolitan Improvement District's sanitation programs and landscape maintenance services provided by both the city and private firms. Once the waterfront park opens, maintenance of the Hill Climb will be adopted by the larger waterfront park stewardship plan, executed by the partnership between Friends and the City. A core part of Friends' mission is to ensure the whole waterfront park is cared for at a high level and consistently overtime, and the long-term stewardship of the Hill Climb will be included in this scope.

IV. RELATION TO SEATTLE GARDEN CLUB MISSION

By helping to transform the Hill Climb through the Evergreen Passage project into a verdant, dynamic corridor, Seattle Garden Club will create a beautiful, public green space and celebrated entrance to the central waterfront and future waterfront park. The Club's support of Evergreen Passage will demonstrate the immense impact gardening can have on making urban public spaces look and feel welcoming and reflective of civic ideals, despite challenges related to its unique character, acting as a model that could be replicated in other unique public spaces.

Evergreen Passage also supports the success of Seattle's new waterfront park by transforming the Hill Climb into a unique portal to the future park, one of the most significant landscape developments in the city's history that resoundingly echoes the Club's mission to improve quality of life and protect the environment through the art of gardening. Therefore, the Garden Club's support of Evergreen Passage is meaningful to the long-term vitality of our urban shoreline and the downtown community, where millions of residents, workers, and visitors from all over converge.

From Friends of Waterfront Seattle

Request for Evergreen Passage

April 22, 2016

V. DONOR RECOGNITION

Seattle Garden Club's generous contribution to Evergreen Passage would be permanently recognized through tasteful signage within the Hill Climb, developed in collaboration with Club members. The exciting nature of the project and its importance to the future waterfront is deserving of a media strategy to promote and commemorate its completion, through which the Club's contributions and centennial will receive wide visibility. Additionally, a celebratory occasion at the site, for example a ribbon cutting and reception, is another platform that will publicly acknowledge the Club's support and their momentous anniversary.

VOLUNTEER INFORMATION

How many volunteers are involved with your organization? **21**

Briefly describe the support that volunteers provide:

Friends' Ambassador Program is a volunteer program for young professionals who are passionate about our central waterfront's transformation and assist Friends' in building awareness and enthusiasm for Seattle's future waterfront park. Ambassadors apply their diverse skills, experience and interests in helping to execute projects that range from event coordination, marketing campaigns, strategic partnership building, and ongoing Ambassador recruitment. The Ambassador class of 2016 includes a total of 21 individuals who live and work throughout Seattle.

PROJECT INFORMATION

Name of Project: **Evergreen Passage**

Description of Project:

Seattle is taking advantage of a once-in-a-century opportunity to transform its central waterfront into a beautiful 26-block park. This park will include lush gardens and other plantings that promote biodiversity and help filter polluted stormwater runoff flowing into Elliott Bay, as well as features that work towards restoring aquatic habitat. This project is underway, with a majority of the park to be constructed after the Alaskan Way Viaduct's removal in 2018, and opening in 2021.

From the late 1800's to the present, the Pike Street Hill Climb has been a vital connection from downtown to Seattle's waterfront. The first major connection was a trestle bridge that led to a pier. Over time, as the city grew up around Pike Street, the trestle bridge was replaced by the current tiered concrete stairway with shops and restaurants in the 1960's. Today, the Hill Climb is a well-used pedestrian route for people traveling between Pike Place Market and the waterfront. Though functional, it is neglected and is in need of a vision for how it can reach its full potential and respond to our changing urban shoreline and burgeoning downtown neighborhood. With construction of Seattle's new waterfront park on the horizon, Friends of Waterfront Seattle is seizing the opportunity to realize the Hill Climb's full potential, as its success will support the success of the future park.

Evergreen Passage is a project that enhances the Pike Street Hill Climb, making it not just an access route to the waterfront but also a unique and inviting public destination unlike any other in the city. Through landscaping, creative lighting, art installations, and potential structural enhancements, Evergreen Passage will transform the site into a beautiful green space and community amenity that reflects Seattle's love of nature and our maritime heritage. This transformation will add new energy to the waterfront and Pike Place Market neighborhood in the near term, later becoming an ideal complement to the new waterfront park and will be adopted by the park's stewardship plan carried out by Friends of Waterfront Seattle and the City.

Total Cost of Project: **\$275,000**

Maintenance Plan and Budget:

Landscaping, lighting, and art are projected to cost \$275,000. Land Morphology is willing to donate a portion of their services. Friends is exploring the possibility of raising funds for additional enhancements as a part of a broader campaign for Pier 62/63, as an enhanced Hill Climb will be integral to ensuring the new Pier and its activities are easily accessible from the day the Pier opens.

Friends will oversee the maintenance and programming of the Hill Climb after Evergreen Passage improvements are complete, leveraging such resources as the Metropolitan Improvement District's sanitation programs and landscape maintenance services provided by both the city and private firms. Once the waterfront park opens, maintenance of the Hill Climb will be adopted by the larger waterfront park stewardship plan, executed by the partnership between Friends and the City. A core part of Friends' mission is to ensure the whole waterfront park is cared for at a high level and consistently overtime, and the long-term stewardship of the Hill Climb will be included in this scope.

Amount Requested from Seattle Garden Club: **\$100,000**

How does this project relate to the mission of the Seattle Garden Club?

By helping to transform the Hill Climb through the Evergreen Passage project into a verdant, dynamic corridor, Seattle Garden Club will create a beautiful, public green space and celebrated entrance to the central waterfront and future waterfront park. The Club's support of Evergreen Passage will demonstrate the immense impact gardening can have on making urban public spaces look and feel welcoming and reflective of civic ideals, despite challenges related to its unique character, acting as a model that could be replicated in other unique public spaces.

Evergreen Passage also supports the success of Seattle's new waterfront park by transforming the Hill Climb into a unique portal to the future park, one of the most significant landscape developments in the city's history that resoundingly echoes the Club's mission to improve quality of life and protect the environment through the art of gardening. Therefore, the Garden Club's support of Evergreen Passage is meaningful to the long-term vitality of our urban shoreline and the downtown community, where millions of residents, workers, and visitors from all over converge.

Donor Recognition Plan:

Seattle Garden Club's generous contribution to Evergreen Passage would be permanently recognized through tasteful signage within the Hill Climb, developed in collaboration with Club members. The exciting nature of the project and its importance to the future waterfront is deserving of a media strategy to promote and commemorate its completion, through which the Club's contributions and centennial will receive wide visibility. Additionally, a celebratory occasion at the site, for example a ribbon cutting and reception, is another platform that will publicly acknowledge the Club's support and their momentous anniversary.

CAMPAIGN STATUS

List applications sent to other corporations and foundations of \$3,000 or more which pertain to this program.
Please include any contingencies or conditions to any grant.

Corporation or Foundation:	Date Applied:	Amount Requested:	Amount Received:
Friends is developing a strategy to raise full funding to augment the Garden Club's support for Evergreen Passage with an emphasis on the engagement of nearby property owners, other philanthropists focused on horticulture and civic spaces, and waterfront park enthusiasts. Friends is also prepared to apply the organization's general operating funds towards supplementing project expenses. A donor list is included in our application's attachments, providing information about the organization's donor base.	N/A	N/A	

*Although no attachments are necessary, applicants wishing to submit additional information may enclose and annual report or an organization brochure.

Please send application and attachments to:

Seattle Garden Club
University of Washington Botanic Gardens
Box 354115
Seattle, WA 98195-4115