

Waterfront Park: World Class Civic Space For Our Region

Friends of
Waterfront
Park

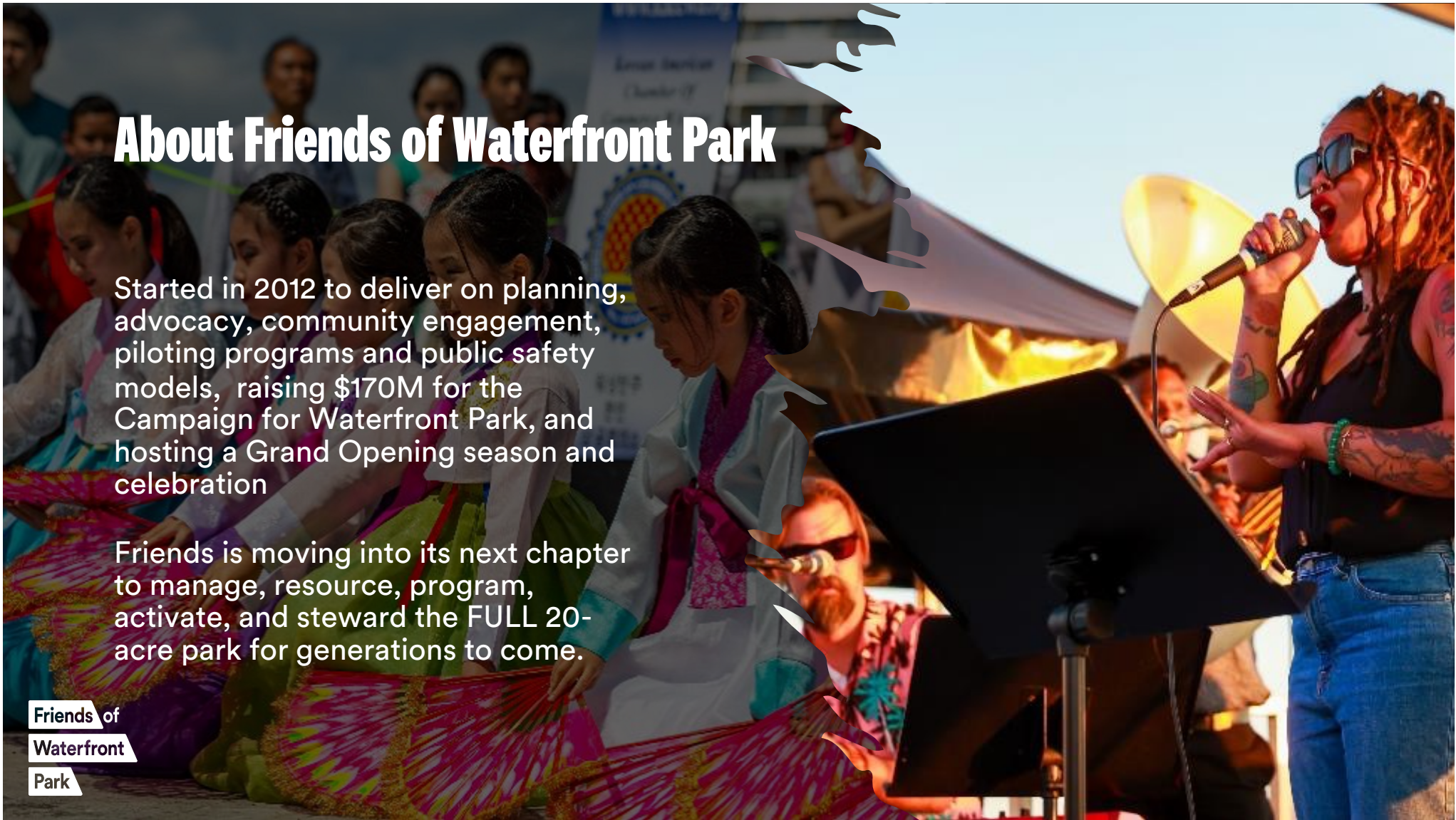


About Friends of Waterfront Park

Started in 2012 to deliver on planning, advocacy, community engagement, piloting programs and public safety models, raising \$170M for the Campaign for Waterfront Park, and hosting a Grand Opening season and celebration

Friends is moving into its next chapter to manage, resource, program, activate, and steward the FULL 20-acre park for generations to come.

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20 Acres Connecting City & Sound



Railroad Way

A tree-lined pathway connecting the waterfront to the stadiums.

Pioneer Square

Lush, green east-west connections to a historic neighborhood and peaceful Habitat Beach where visitors can touch the water.

Transit Piers

A link from the downtown core to ferries, water taxis, and Puget Sound.

Historic Piers

Featuring the Seattle Great Wheel, restaurants and shops, the historic piers offer year-round opportunities to eat, drink and play.

Central Public Space

The cultural hub of the waterfront ties together two iconic waterfront destinations, Pike Place Market and the Seattle Aquarium, with added space for activities and sweeping views.

Belltown

Connecting the waterfront to Olympic Sculpture Park, Bell Street Park, and an active neighborhood brimming with shopping, food, and nightlife.

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Friends of Waterfront Park was excited to launch the first year of Promenade Pop-Ups at Waterfront Park, featuring eight local businesses in the summer of 2024

Promenade Pop up



Luna's Jewelry & Accessories
Curated by El Centro de la Raza



These pop-ups added to the rich tapestry of businesses already thriving along the historic waterfront, creating an even more vibrant and diverse destination.



This program helped visitors support local businesses and explore all the unique offerings at Waterfront Park.



Pop-up vendors included skilled artisans and creators crafting diverse products, including handmade body care items, Native American jewelry, culturally reflective apparel, paintings, pottery, and more.

Promenade Pop up Focus Groups



2 focus groups were held to gather feedback from the 2024 Promenade Pop-up Pilot.

9 members of the Seattle Historic Waterfront Association, representing eight businesses, participated. Additionally, one provided feedback via a follow-up interview.

Six individual vendors participated, and three others provided written input.

Additionally, three representatives from two program partners participated and one provided written feedback.

Overall Feedback from the Focus Groups



"THE CULTURAL
REPRESENTATION AND
PRESENCE OF LOCAL
ARTISANS"



ADDED VALUE TO THE
WATERFRONT



APPRECIATED BY VISITORS"



THINGS THAT ARE TOTALLY
DIFFERENT "



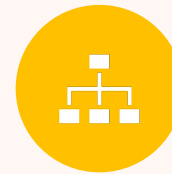
POP-UP VENDORS SHOULD
NOT SELL ITEMS THAT
COMPETE WITH EXISTING
BUSINESSES



"THE POP-UPS OFFERED
EXPOSURE TO CULTURAL
EXPERIENCES, AND NATIVE



IT GAVE ME MORE
PERSPECTIVE"



"THE PHYSICAL LAYOUT
WAS NOT APPROACHABLE."

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In 2025

In partnership with Northwest Marketplaces, the market aimed to bring together local BIPOC and small businesses to showcase products from crafts and goods, to snacks, art and more!

Waterfront Park Marketplace



Designed for on-the-go tourists and local waterfront wanderers alike, Waterfront Park Market features over 30 rotating vendors from across the city and region, bringing a different experience each visit.

Waterfront Park Market Place in action



A committee was formed in partnership with Seattle Historic Waterfront Association, Seattle Restored, Seattle Good, Pike Place Market PDA and Seattle Center.



This group helped select the vendors for the market through an open call issued by Northwest Marketplaces.



This was done to ensure our partners, surrounding businesses, and neighbors would be brought into the process of expanding the concept in 2025 from the original idea.



The program ran from June until the end of September

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Waterfront Park Marketplace By the Numbers

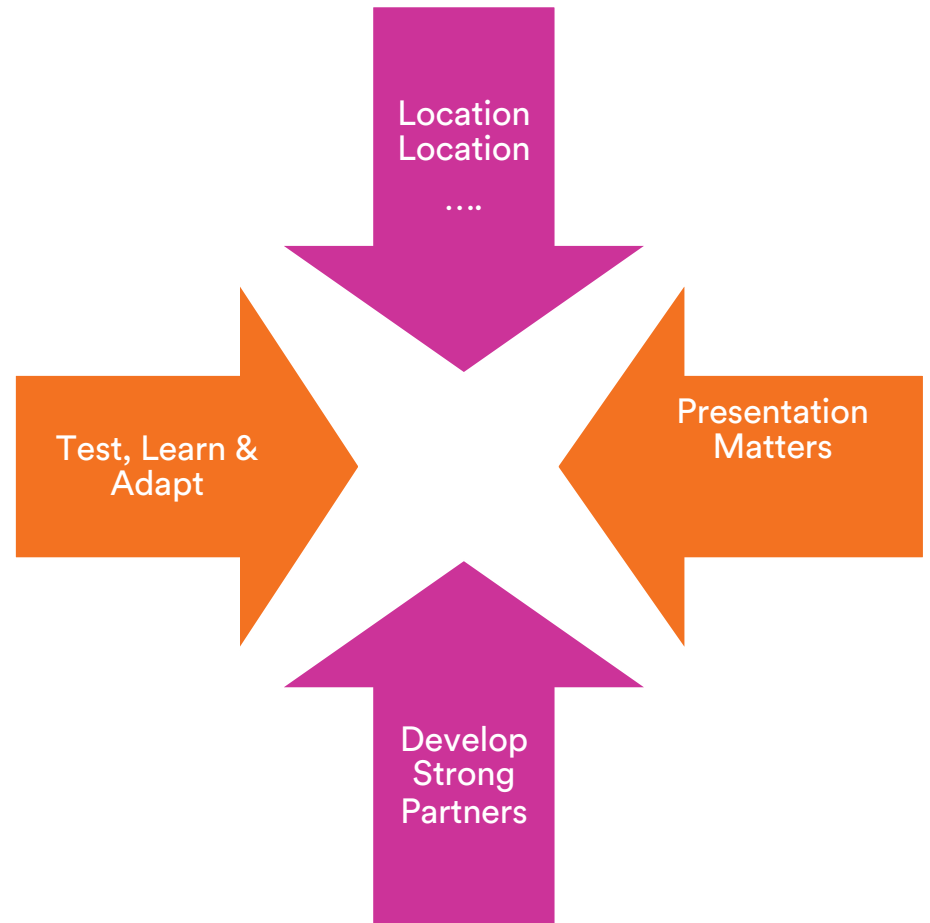
- 25-30 rotating vendors
- 4-month duration (June to Sept)
- Over \$190,000 total estimated revenue
- Arts and Crafts: Highest-selling category.
- Handmade Jewelry was the top seller!
- The average weekend visitor count was 25k per day
- The Busiest sales day was August 23rd, with over 30k in sales for one shift.

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Winning Strategies for Small Pop ups



How Friends' Supported

- Vendor Open House: Logistical Dry Run
- Partner Organizations offered tips on customer engagement and display ideas.
- Promotional support on social media, newsletters, press releases, branding and paid advertising
- Consistent supplemental community events that encourage returning customers
- Partnership with local orgs Pike Place PDA, Seattle Historic Waterfront Association, Alliance for Pioneer Square.



What's Next...

- Visit and support holiday pop-ups
- Identify Challenges early
- Ask Questions
 - What does success look like?
 - Do you have a shared vision of success?
- Have you identified the right partners...
 - Who is or isn't at the table?
 - Identify Resources early
- Don't be afraid to ask questions



Q & A

Thank you

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