



Downtown  
Seattle  
Association

Metropolitan  
Improvement  
District



## Westlake Park & Occidental Square **Activation Report**

July 1-Dec.31, 2022

Through a public/nonprofit partnership with Seattle Parks and Recreation, the Downtown Seattle Association and Metropolitan Improvement District work together to enhance Westlake Park and Occidental Square through staffing, activation and regular programming.



## Key Findings

### Reinvesting in Our Parks

Every dollar raised in Westlake Park and Occidental Square is reinvested in park activation.

### Leveraging Dollars

Every dollar of Seattle Parks and Recreation funding generated an additional **\$13.04** – providing a smart, efficient leveraging of SPR dollars to enhance and activate Westlake and Occidental parks.

### Downtown Revitalization

In 2022, both parks saw year-over-year growth in park visits, with Westlake Park visits rising 6% and visits to Occidental Square increasing by 18% compared to 2021.

### Positive Signs

As a growing number of workers return to their offices, preliminary data indicate that both parks will see significant increases in visits in the first half of 2023.

## Overview

In 2016, DSA entered into a five-year agreement with the City of Seattle to manage and program Westlake Park and Occidental Square. Building on its success, this agreement has been extended into August 2023. This innovative public/nonprofit collaboration with Seattle Parks and Recreation established a new model for activating and managing urban public spaces in Seattle.

In addition to city funding, this agreement required DSA and the Metropolitan Improvement District, along with partners (Alliance for Pioneer Square, Friends of Waterfront Seattle and Seattle Parks Foundation) to contribute significant financial and organizational resources toward this effort. Every dollar raised in Westlake and Occidental parks is reinvested in park activation.

This public/nonprofit park-activation model enhances Westlake Park and Occidental Square by ensuring dedicated staffing, regular daily programming and investment in new, colorful park amenities to accomplish several key goals:

- Increase the overall number of park visitors, including children;
- Enhance the overall attractiveness of the parks;
- Establish a sustainable financial model to support park-activation efforts; and
- Explore the benefits that a community approach to park activation and management can offer.



# Estimated Park Visits

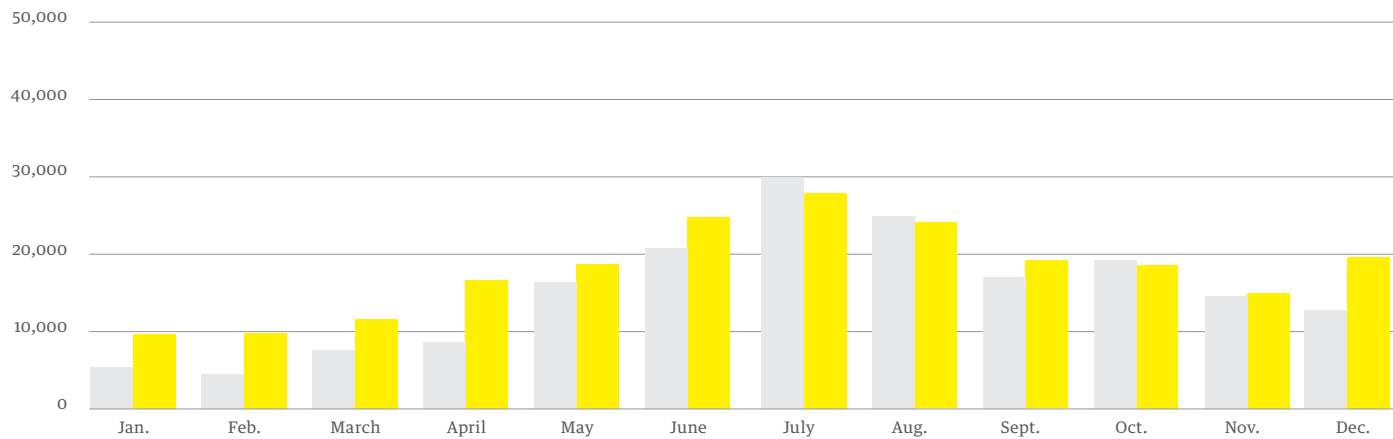
## July 1-Dec. 31, 2022

A key part of DSA’s park-activation strategy is daily staffing with ambassadors. Throughout the pandemic, MID-funded ambassadors were critical to ensuring the parks remained clean, safe and welcoming public spaces. While some programming and activations had to be reimagined, ambassadors continued to find creative ways to make the parks engaging and inviting places. Some events were a return of outdoor concerts, dualing piano performances, painting workshops and happy hour events in the parks.

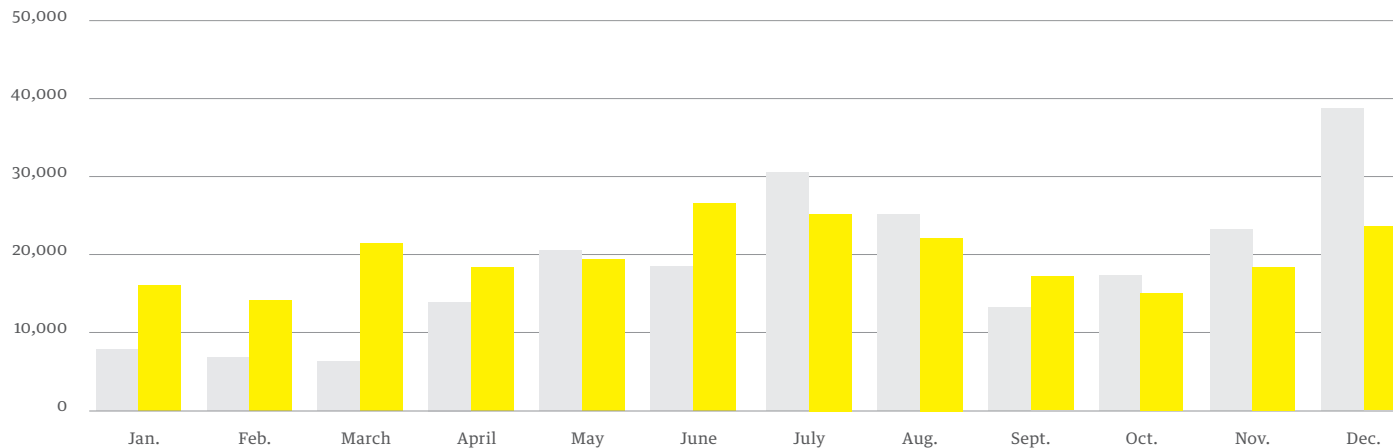
### Key Findings

- For both parks, September 2022 was one of the most improved month for visitor foot traffic year-over-year with visits increasing by 23% for Westlake and 14% for Occidental.
- Occidental Square saw significant improvement in park visitors during the 2022 holiday season, increasing park visits by more than 56% compared to the previous December.
- During the holiday season, Occidental Square had several activations such as a holiday market and, for the first time, an ice skating rink.

#### OCCIDENTAL



#### WESTLAKE





## Park Activation Revenue & Expenses / July 1-Dec. 31, 2022

### REVENUE

Seattle Parks and Recreation Funding	\$50,000
MID Funding	\$639,524
Other Income (e.g., permit fees, in-kind donations)	\$12,777
<b>Total Revenue</b>	<b>\$702,301</b>

### PERMIT FEE EVENTS

Seattle Sounders (7 events)	August 14, 2022	\$8,916
RMNG Yogurt Giveaway	Sept. 2 and Oct. 14, 2022	\$2,939
Public Label	Sept. 29, 2022	\$922
<b>Total Event Permit Fees</b>		<b>\$12,777</b>

### EXPENSES

Park Staffing & Security	\$549,857
Activations (e.g., buskers, arts & crafts)	\$129,023
Equipment (e.g., lighting, planters)	\$5,807
Other Expenses (e.g., marketing, uniforms)	\$17,614
<b>Total Expenses</b>	<b>\$702,301</b>

**Net Income**

**\$0**



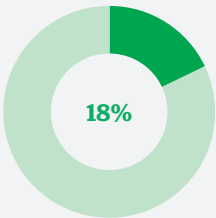


# Women- and Minority-owned Business Outreach

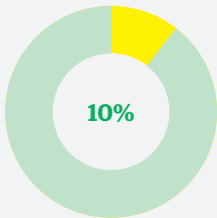
As part of the original five-year parks agreement, DSA established an aspirational goal of directing 18% of the contract’s total dollars toward WMBE firms. We remain committed to this goal. DSA has undertaken several steps that will help the organization reach long-term WMBE goals, such as establishing an RFP process for projects of more than \$5,000, and encouraging current WMBE vendors to register and participate in the city’s WMBE directory. Many of the vendors that DSA partners with are unfamiliar with the city’s WMBE goals and business directory. DSA has worked to educate all vendors on these additional opportunities.



**\$71,860**  
spent on WMBE  
*10% of all expenses*



Overall WMBE Aspirational Goal



July-December 2022 WMBE Outcome

In partnership with



SEATTLE PARKS FOUNDATION



Occidental Square and Westlake Park are managed by the Downtown Seattle Association in partnership with Seattle Parks and Recreation.

[downtownseattle.org/parks](https://downtownseattle.org/parks)