

Seattle Aquarium Harbor Seal Capital Project



SEATTLE AQUARIUM



THE SEATTLE AQUARIUM: HELPING OUR REGION PREPARE FOR THE FUTURE

The Puget Sound region is in an era of astounding growth. Between 1970 and 2000, the area's population increased by 1.3 million people. The Puget Sound Regional Council predicts that it will increase by another 1.7 million people by 2020.

As our population grows, so does its impact on the local environment. More than 10,000 streams and rivers drain into Puget Sound. With them they carry a dizzying variety of pollutants—waste from failing septic tanks, common household chemicals, by-products of agricultural and industrial activities, and more. The impacts of our growing population don't stop there: fully one third of the Puget Sound shoreline has been modified by some form of human development such as dredging, filling and over-water structures.

As our human population has grown, our animal population has declined. Due to environmental issues such as climate change, toxic contamination and nearshore habitat changes, many of the species that live in and around our local waters have experienced population reductions over the past 40 years: forage fish, salmon, bottom fish, marine birds and orcas, to name a few.

This is a critical time for the Seattle Aquarium to affirm its position as a regional leader, educating the public and inspiring a new generation of stewards for our

marine environment. We recognize the importance of addressing negative environmental impacts and species decline. With a deep sense of urgency, we undertake the task of engaging the interest of millions of people throughout our region, providing them with the information they need to understand the impact of their choices and everyday behaviors on our beloved Puget Sound. We must encourage the public to make the essential changes that will help preserve the Sound, the oceans beyond, and our own quality of life—for generations to come.



NOW MORE THAN EVER: UNIQUELY POSITIONED FOR LEADERSHIP AND GROWTH



■

*...double our
footprint, grow
attendance...
be recognized
globally for our
leadership...*

■

For 35 years, the Seattle Aquarium has been a vital local landmark dedicated to educating people of all ages about the wonders of sea life in Puget Sound and the world's big ocean. Recent years have seen a rapid acceleration of our growth and reach. In 2007, we completed a \$42 million expansion of Pier 59, resulting in our largest attendance year ever and an \$1.75 million increase in revenue. In 2010, we made a successful transition from city to nonprofit management. Through it all, we continued to develop and expand our public education and conservation programs within our facility and in the communities beyond.

With ever-deepening commitment, we step into our future and pursue our next set of goals: to dramatically increase our impact, double our footprint, grow attendance from 800,000 to 1.5 million and be recognized globally for our leadership in marine education. As the City of Seattle moves forward with plans to replace the seawall, remove the Alaskan Way Viaduct and reshape the waterfront into a new, dynamic civic heart for the city, the future we envision for the Seattle Aquarium is within our reach. Our 20-year strategic plan aligns our aspirations with specific actions, driven by our mission: Inspiring Conservation of our Marine Environment.



THE NEXT STEP: A NEW HOME FOR OUR HARBOR SEALS

Harbor seals are familiar animals to many of us in the Puget Sound region. We see their heads pop out of the water while we walk along the shore, cross the Sound by ferry, or sit in a waterfront restaurant. Graceful in water, harbor seals effortlessly captivate us with faces dominated by gentle eyes, droopy whiskers and alluring grins.

Beyond their charming appearance and playful demeanor, harbor seals are also barometers of the health of Puget Sound. They are sentinels of the well-being of their nearshore marine ecosystems, a living interface between humanity and the ocean. The reason for this is found in their diet: harbor seals are opportunistic feeders. They consume sole, flounder, sculpin, cod, herring, octopus and squid—all links in a food chain that is increasingly vulnerable to pollution, development and other human activities. Because harbor seals do not migrate, samples from their tissue provide an accurate measurement of toxic pollutants in Puget Sound.

By presenting these charismatic animals at the Seattle Aquarium in engaging and educational ways, we offer visitors a compelling narrative that builds empathy for harbor seals and develops knowledge about the consequences of human actions on harbor seals in the wild. In the minds of our visitors, our much-loved seals Barney and Q, come to represent every seal in Puget Sound. In the larger picture, they come to represent animal life throughout our oceans. Through that lens of understanding, the value and importance of our harbor seal exhibit grows exponentially.



■

*Harbor seals
are sentinels of the
well-being of their
ecosystems—
a living interface
between humanity
and the ocean.*

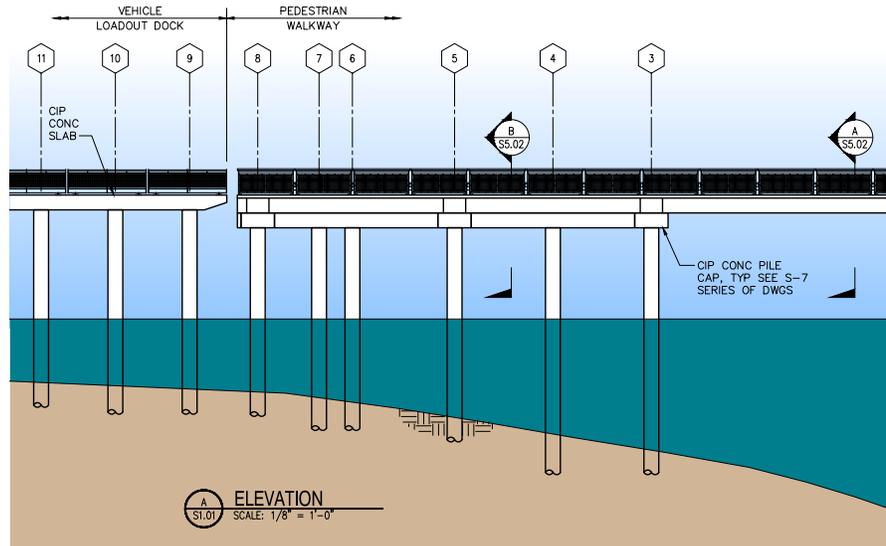
■



FUNDING: CITY AND PRIVATE

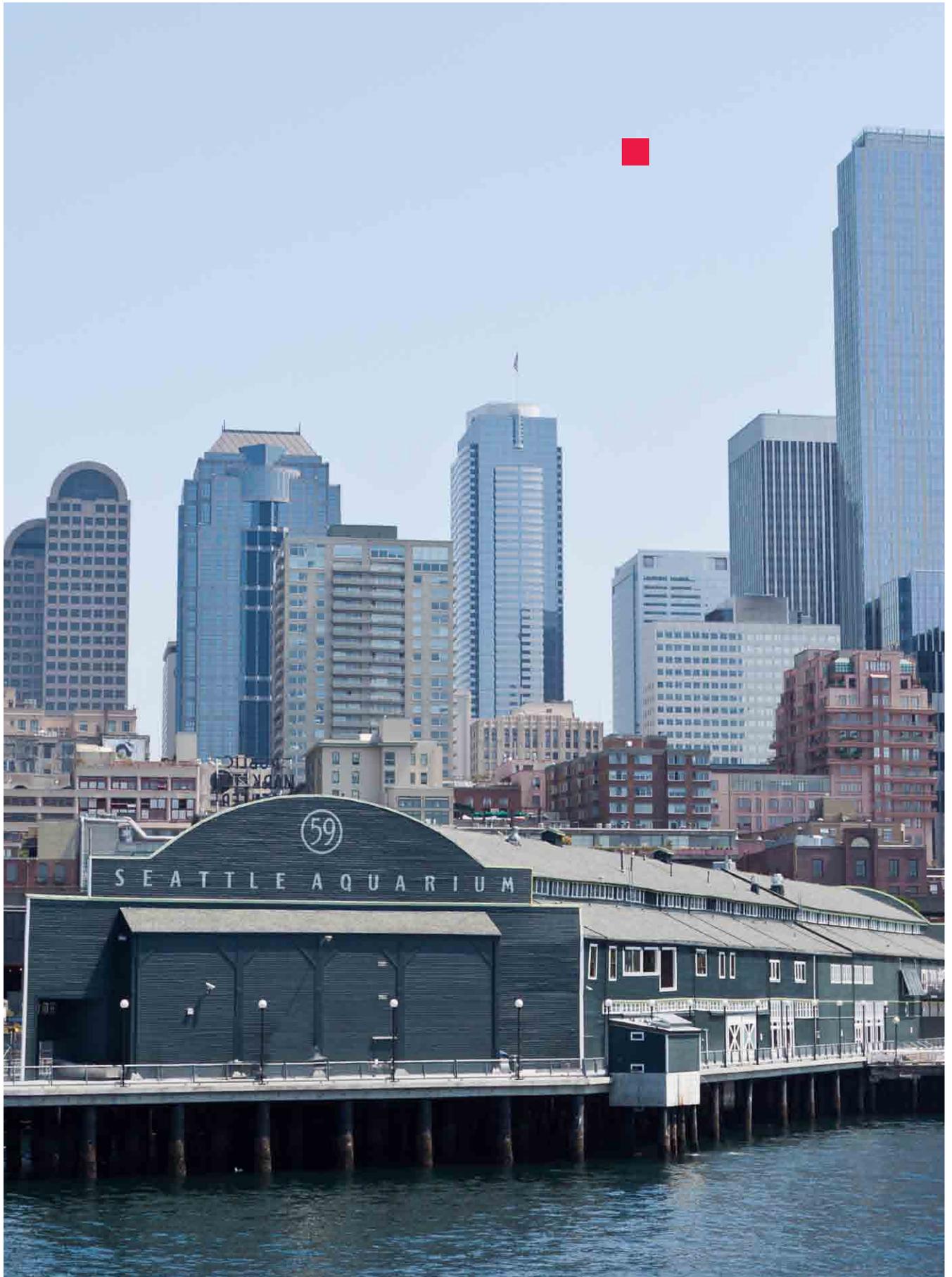
Our funding model is a combination of City dollars and private philanthropy. The total project cost is \$6.5 million, including \$3.5 million from the City and \$3 million from private philanthropy. This public/private partnership maximizes our ability to achieve the following three important goals:

- 1 Dramatically increase visitor access to the harbor seals through a physical transformation of the exhibit (private dollars)**
- 2 Make substantial improvements in the harbor seal habitat and our ability to care for these animals (private dollars)**
- 3 Assure the structural integrity of Pier 60, where the harbor seal exhibit is located (city dollars)**



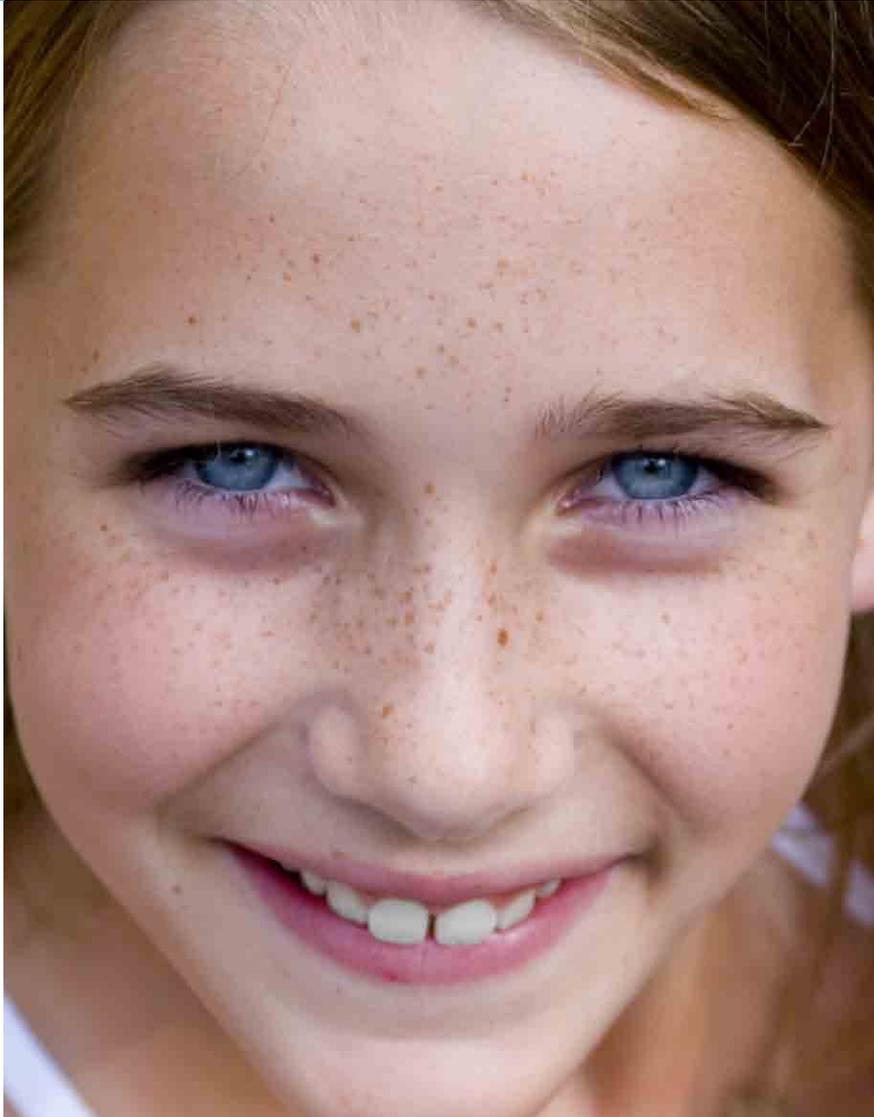
The first stage of the project will entail stabilizing Pier 60 by replacing the decayed wood pilings with concrete, steel-wrapped pilings. Next, we will install concrete aprons around what will become the new harbor seal exhibit, similar to the surround of Pier 59 that was completed in our 2007 expansion.

Once the pier is stable, we will turn our attention to the harbor seal exhibit itself. We will start by transforming what was originally a salmon holding tank by adding 2-1/2 feet of water depth and replacing the current rusty chain link fence with a modern acrylic surround. This will allow visitors to get much closer to the exhibit, literally coming “nose-to-nose” with the animals for a more intimate and memorable experience. At the same time, we will add tiered seating around the exhibit to accommodate up to 100 guests (approximately three classrooms), allowing visitors to comfortably gather and enjoy presentations by the Aquarium’s harbor seal experts.

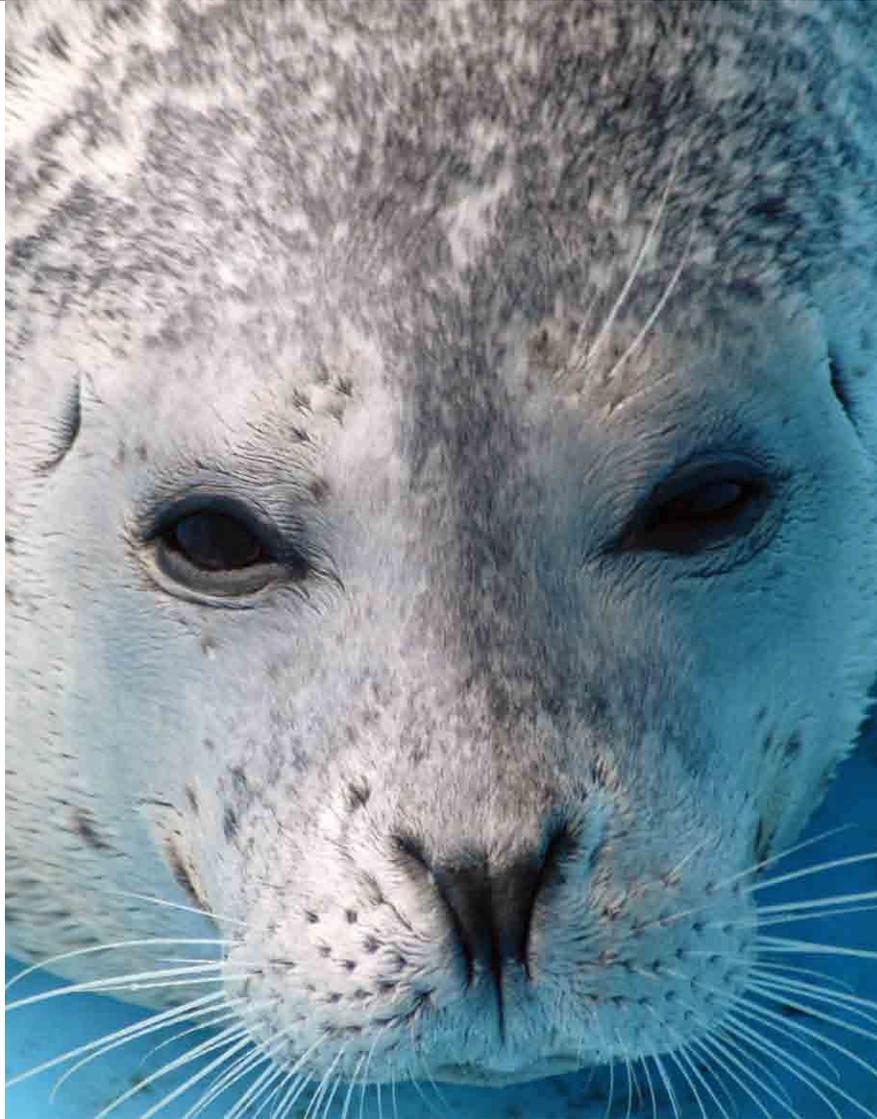


Seattle Aquarium

Our harbor seals connect
with our visitors.



When we care *about*
something, we want to
care *for* it.





While we are making the exhibit more accessible and enjoyable for visitors, we will also institute changes that will make the seals more comfortable and allow for better animal care. The new exhibit will offer increased dry “haul-out” space where the seals can rest and warm themselves. Our current antiquated crane-and-hoist system will be replaced with an animal-friendly door and crate system, which will foster safer animal movement between exhibits and our Animal Care Center. This project includes the launch of \$250,000 endowment to sustain the care and feeding of our beloved marine mammal collection in perpetuity.

Finally, by renovating the harbor seal exhibit, we will be in a position to expand our current collection from two animals to three or four. As a result, the Seattle Aquarium will be able to institute a harbor seal research breeding program, and further establish our marine mammal expertise.



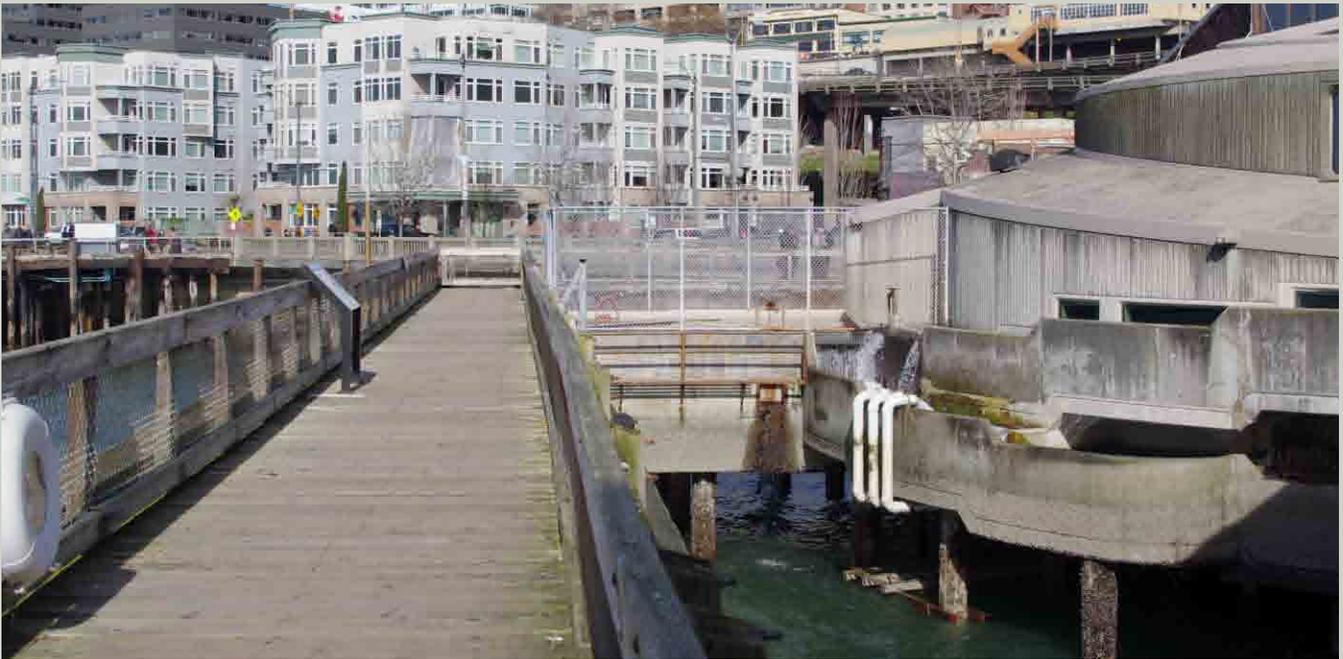
... we will institute changes that will make the seals more comfortable and allow for better animal care.



Current harbor seal viewing ▲

Proposed harbor seal viewing ▼





Current finger pier ▲

Proposed finger pier ▼





Current interior viewing conditions ▲

Proposed interior viewing ▼



Campaign Steering Committee

Chair

Stephanie V. Kornblum

Members

Mary L. Bass

John C. Blackman

Neal Holland

Mark E. Kramer

George V. Willoughby Jr.

Seattle Aquarium Board of Directors

Chair

J. Terry McLaughlin, *retired*
The Professional Basketball Club, LLC

Immediate Past Chair

Dan M. Guy, *Parker, Smith & Freek*

Chair Elect

James C. Gurke, *Getty Images*

Treasurer

Kevin L. Blair,
Washington Trust Bank

Secretary

Gary T. Smith, *Smith & Stark*

Past Chairs

Ted Ackerley, *Ackerley Partners, LLC*

Don Audleman,
Capstone Partners LLC

John C. Blackman,
retired Argosy Cruises

Stuart T. Rolfe, *Wright Hotels, Inc.*

George V. Willoughby Jr.,
retired King Broadcasting

Vice Chairs

Mary L. Bass, *Wells Fargo*

Gini Beck, *Community Volunteer*

Dianne L. Bell, *Verizon Business*

Lesley Canfield,
Community Volunteer

Bob Donegan, *Ivars*

William T. Einstein,
Puget Sound Energy, Inc

Brian Hill, *Sound Leasing Corporation*

Stephanie V. Kornblum, *Microsoft*

Bob Power, *SEA CON LLC*

Randy Tinseth,
The Boeing Company

Board Members

Ken Collins,
Group Health Cooperative

David D. Dicks,
University of Washington

Carmen Esparza,
Esparza + Business Communication

Susan L. Gates,
AmericanWest Bank

Karen Gates Hildt,
Hildt & Reid, Inc. PS

Neal Holland, *Union Bank*

Linda K. Johnson, *retired Visio*

Mark E. Kramer, *F5 Networks*

Katherine A. Krogslund,
University of Washington

Erin J. Letey, *Riddell Williams P.S.*

Lisa C. Luther, *Nordstrom*

Greg Massey, *Seattle Mariners*

Steve Moore, *Contour, Inc.*

Jeff Nomura, *Coinstar, Inc.*

Gregory P. Owens,
Washington Trust Bank

Sharon K. Philpott, *BDO USA, LLP*

Gary S. Smith, *Lease Crutcher Lewis*

Amy Sprangers,
Seattle Seahawks & Seattle Sounders FC

Linda Springmann, *Holland America Line*

Eric V. Steinwinder, *Avanade*

Scott C. Trethewey, *Callisons, Inc.*

Christopher Williams,
Seattle Parks & Recreation

EX-OFFICIO

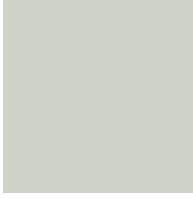
Robert W. Davidson
President & CEO

William C. Arntz

John R. Braden
Directors Emeritus



PLEASE JOIN US



Your contribution to the harbor seal project is an investment in the mission and future of the Seattle Aquarium and, by extension, the people of Puget Sound. While creating an enriching new space for our harbor seals, this project will simultaneously create vibrant opportunities to educate and engage the public in important issues related to marine conservation. It will also serve as the kickoff for an exciting series of Aquarium transformations in conjunction with the City's redevelopment of the waterfront.

We hope you will join the group of community supporters who are committed to the Seattle Aquarium's vital role in teaching our citizens how to take action to restore and preserve our piece of the world's big ocean. We thank you!





SEATTLE AQUARIUM



Inspiring Conservation
of our Marine Environment

