



# #Winning: The Art of Getting Voters to Open their Wallets for Parks

Seattle, WA  
August 8 - 10, 2018

## Wednesday, August 8

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5:30pm – 7:30pm **Welcome Reception:** Friends of the Waterfront Office (1400 Western Ave)

## Thursday, August 9

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8:30 – 8:45 am **Breakfast:** Seattle Central Library 4<sup>th</sup> Floor Room #1 (enter via 1000 4<sup>th</sup> Ave)

8:45 – 9:00 am **Welcome**  
Speakers: Kevin O’Hara, NRPA | Christopher Williams, Interim Superintendent, Seattle Parks and Recreation

9:00 – 10:15 am **Panel: The Seattle Parks Legacy – Passing Proposition 1**  
Speakers: Christopher Williams, Interim Superintendent, Seattle Parks and Recreation | Ben Noble, Budget Director, City of Seattle | Thatcher Bailey, President and CEO, Seattle Parks Foundation | Ken Bounds, Former Superintendent, Seattle Parks and Recreation

10:15 – 10:30 am Break

10:30 – 11:45 am **Panel: Win, Lose, or Draw - Park and Rec Campaigns Across the Country**  
Speakers: Susan Trautman, CEO, Great Rivers Greenway | Wade Walcutt, Director, Cincinnati Parks and Recreation | Joe Brady, Chief Strategy Officer, Metro Parks Tacoma

11:45 am Travel to Lake Union Park

12:30 pm **Argosy Cruise from Lake Union Park to Downtown Waterfront with working lunch**

3:30 pm **Walking tour of Waterfront Park site** en route to Port of Seattle, Pier 69, (2711 Alaskan Way- Commission Chambers Room)

3:45 – 5:00 pm **Session: Park Financing 101**  
**J. Dee Frankfourth**, Assoc. National Conservation Strategies Director, TPL

5:00 - 7:00 pm **Evening Reception**  
Mithun Associates, Pier 56, (1201 Alaskan Way, #200)

## Friday, August 10

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8:00 - 8:30 am	Bus to Arboretum (2300 Arboretum Dr E)
8:30 – 9:00 am	<b>Breakfast</b>
9:00 – 9:30 am	<b>Keynote: Key Components of a Successful Campaign</b> Speaker: Patrick Guerriero, Civitas Public Affairs
9:30 am - 12:30 pm	<b>#Winning - Workshop and Competition: Designing Your Funding Campaign</b> Facilitator: Dr. Stephen Page, University of Washington's Evans School of Public Policy and Governance
12:30 – 1:00pm	<b>Lunch and Debrief</b>
1:00 pm	Group #1: Bus return to hotel   Group #2: Optional hike of Seattle Japanese Garden
3:00 pm	Group #2: Bus return to hotel