

2025 Annual Summary

ALLIANCE
FOR
PIONEER
SQUARE

The Alliance for Pioneer Square is a 501(c)(3) organization dedicated to preserving and enhancing what makes Pioneer Square the most authentic, engaging, and dynamic neighborhood in Seattle. We serve as a connector and convener—bringing people, ideas, and resources together to support a thriving community.

2025 Alliance Impact By the Numbers



Granted **\$20,000** to two local businesses for event support via the Inspiration Fund



Supported **35** new businesses opening in Pioneer Square - a **75% increase** compared to previous year



Coordinated **100** volunteers for our 2025 Neighborhood Spring Clean



Hung **100** summer flower baskets



Awarded grants to **32** small businesses via the PS I Love You! fund



Hid **25** ornaments for a holiday scavenger hunt





Here are a few of our highlighted accomplishments in 2025

Economic Vitality

- Hired a Sports Economy Coordinator to leverage the opportunities of Club World Cup in 2025 and World Cup in 2026
- Organized two tours for local hotel concierges to highlight the shops, galleries, and restaurants that their guests can enjoy
- Launched upper floor recruitment strategy to attract more office tenants
- Supported announcement of new ownership and plans for the Grand Central Building
- Hosted annual neighborhood celebration with nearly 300 people in attendance
- Hosted three community networking events

Urban Design & Planning

- Led and supported multiple community engagement efforts for projects, including Pioneer Square Park, City Hall Park and Prefontaine Place, and Occidental Promenade
- Partnered with SDOT and Seattle Parks Foundation to enhance Occidental Promenade
- Engaged community stakeholders and reached 30% design for Pioneer Square Park

Quality of Life & Community Safety

- Organized the Pioneer Square Community Safety Task Force
- Supported Circle the Square, a group of volunteers dedicated to helping Pioneer Square
- Began the place-based public safety initiative
- Advocated for zoning changes to support housing development for a maker's district

Communications & Marketing

- Funded and promoted the Tulip Trek and Chrysanthemum Crawl to generate business
- Supported Small Business Saturday with promotions, materials, and free parking
- Funded and promoted Jazz Night in Pioneer Square, produced by Seattle Jazz Fellowship

Leadership Development & Organizational Strength

- Executive Director Lisa Howard recognized as Preservation Champion by Historic Seattle
- Developed 2030 Strategic Plan with input from hundreds of community stakeholders
- Recruited new BIA Stakeholder Board members

Thank you!

We couldn't do this work without you.

For more information, use this QR code to read our 2030 Strategic Plan.

