



**MILLS to
MARITIME**
RESTORING JOBS. STRENGTHENING ECONOMY.

2019 Community Outreach Report

Catherine Soper
Public Affairs Manager

January 14, 2020



@portofeverett | #portofeverett



Department Goals

- ✓ **Inform the importance of trade and the Port as a vital economic engine**
- ✓ **Ensure a comprehensive community outreach and education program**
- ✓ **Enhance relationships with the community and maritime industry**
- ✓ **Increase understanding of operations and commitment to environment**
- ✓ **Build and deliver a unified Port brand; enhance and monitor image/identity**
- ✓ **Implement practices that create a positive experience for our audiences**
- ✓ **Build community pride of the Port among residents, customers, staff**
- ✓ **Ensure our audiences have easy and varying access to information**
- ✓ **Partner with the news media to better tell the Port's story**
- ✓ **Support communications and marketing for all Port operating divisions**
- ✓ **Create an efficient and cohesive internal communications system**

In-Person Communications



Tours

- Bus Tours (spring)
- Harbor Tours (summer)
- Business Tours



Presentations

- Neighborhood meetings
- Community groups (i.e. churches, clubs)
- Business community (i.e. rotaries, chambers)
- Inter-governmental (i.e. cities, county, tribes)
- Industry conferences (i.e. WPPA, NAIOP, NYBA)



Key Communicator Meetings



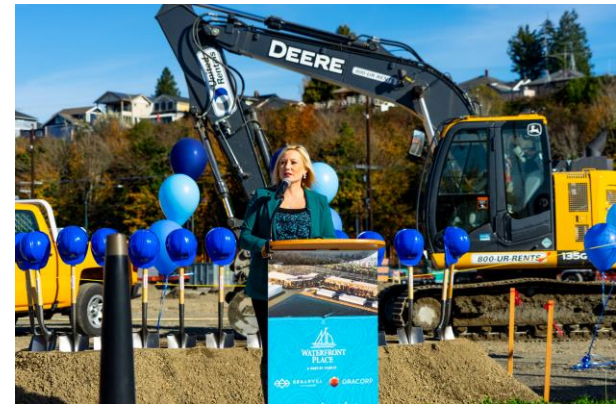
Open Houses/Booths at Community Events



Business/Contractor Outreach



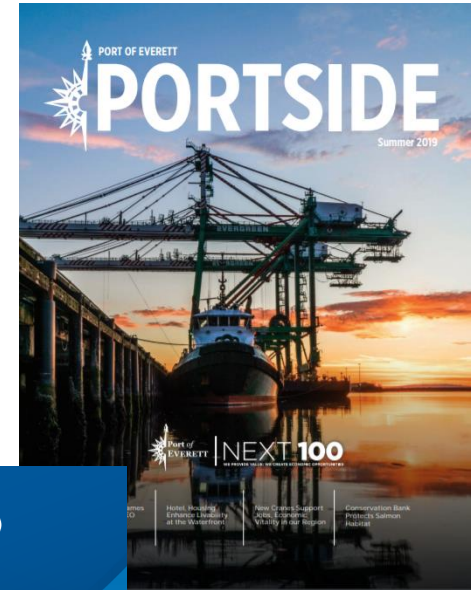
Customer Outreach



Print Mediums

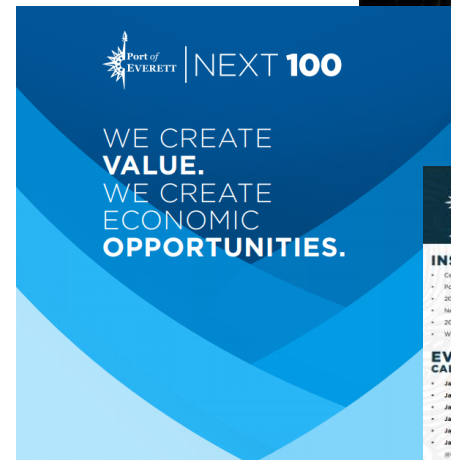
✓ Regular Print Communications

- Port Side (2X/year)
- Marina Newsletter (6X/year)
- Port Report (12X/year)
- Construction Updates (as needed)
- Citizen Budget Guide (1X/year)



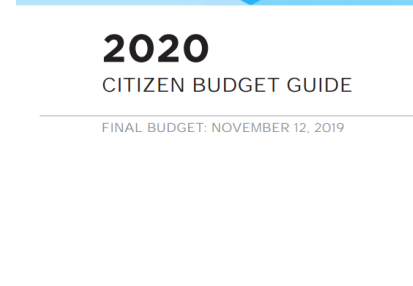
✓ Special Publications

- Comprehensive Scheme of Harbor Improvements
- Strategic Plan 2020



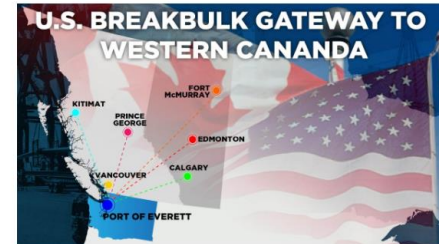
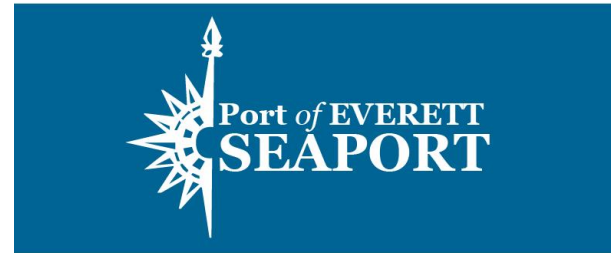
✓ Marketing Materials

- One-pagers
- Brochures
- Collaborations



Digital & Visual Toolbox

- ✓ Websites
- ✓ Social Media
- ✓ Videos/Photos
- ✓ Mobile App
- ✓ E-blasts
- ✓ AlertSense (50 in 2019)
- ✓ Graphics



[Get a Quote](#)

Port of Everett -
Breakbulk Gateway to Western Canada



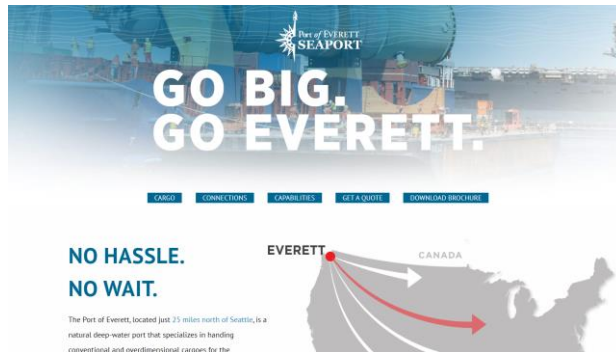
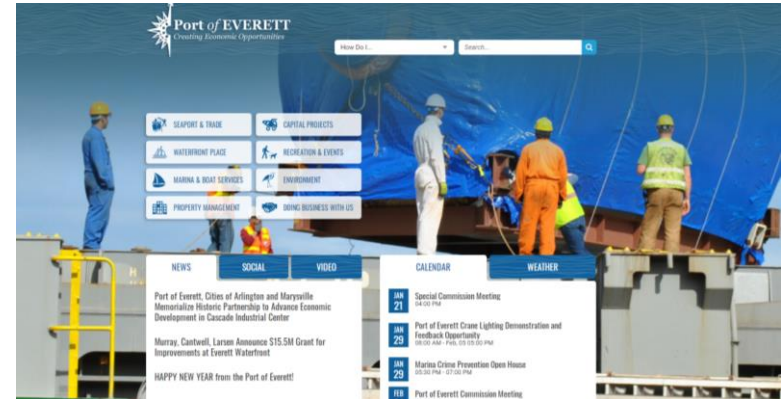
- Home
- Explore
- Notifications
- Messages
- Bookmarks
- Lists
- Profile**
- More



Websites

✓ Port of Everett

- 153,560 sessions
- 100,811 total users
- 17.9% new users
- Top Pages: Jetty Island, Marina/Rates



✓ Port of Everett Seaport

- 205 sessions
- 163 total users
- Specific target: Seaport customers

✓ Historic Everett Waterfront

- 4,441 Sessions
- 2,948 total users
- 84.8% new users
- Top Pages: Weyerhaeuser, Cruise-a-Home, Fishing



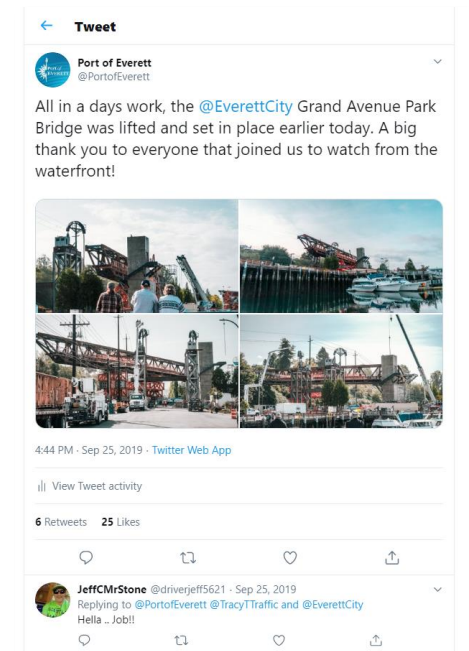
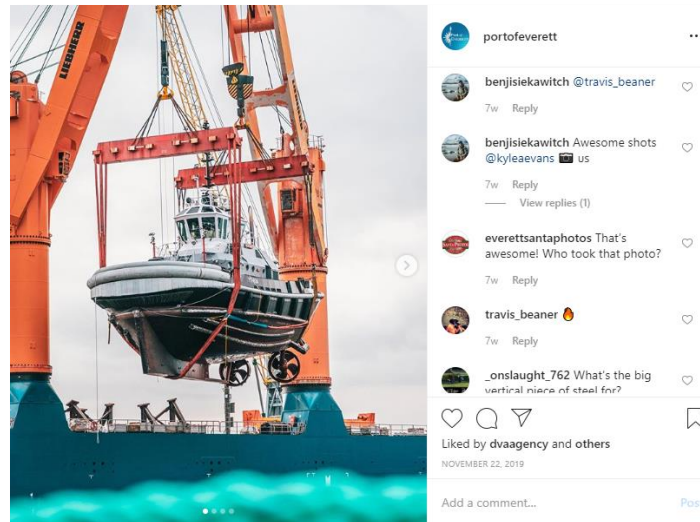
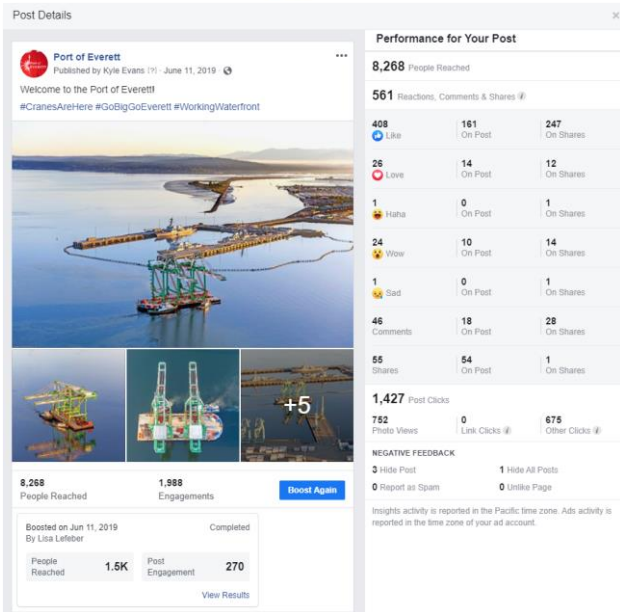
Social Media



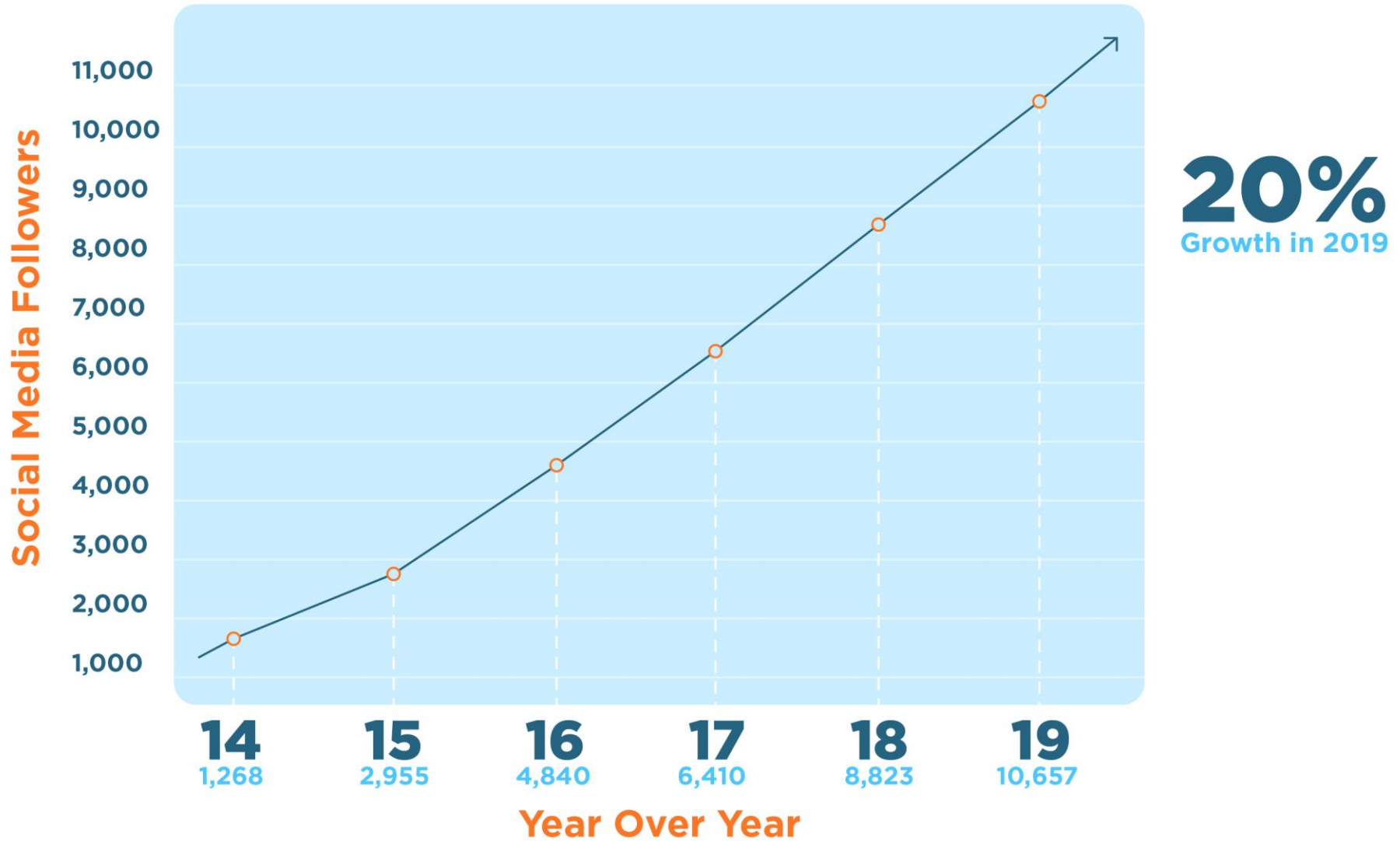
PLATFORMS:

Facebook, Twitter, Instagram, LinkedIn, YouTube

- 10,657 followers across all outlets (1,830 new)
- 20% Growth in 2019
- Seeing increased engagement from community members and businesses both locally and globally



Social Media



Social Media



4,993

Followers

498,365

Reach

695,085

Impressions



1,755

Followers

28,974

Reach

44,906

Impressions



2,772

Followers

N/A*

Reach

206,875

Impressions

Reach is the total number of people who see your content.

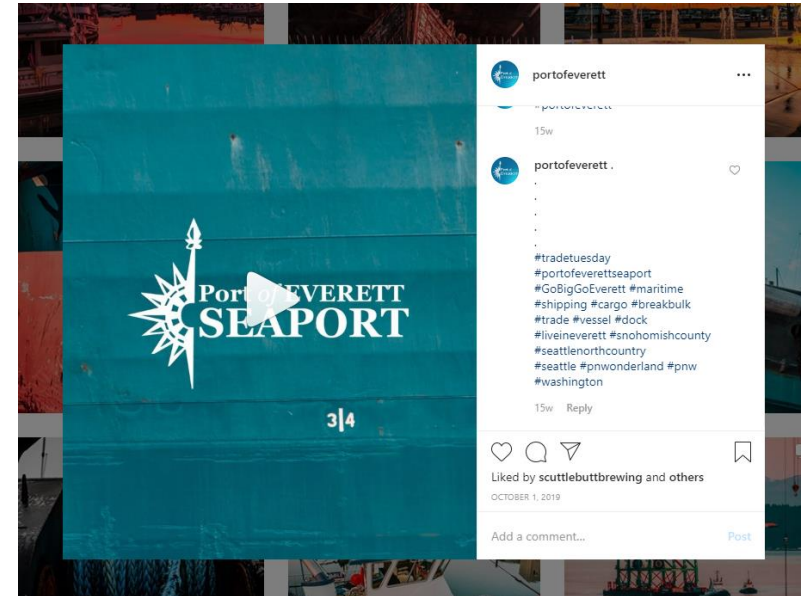
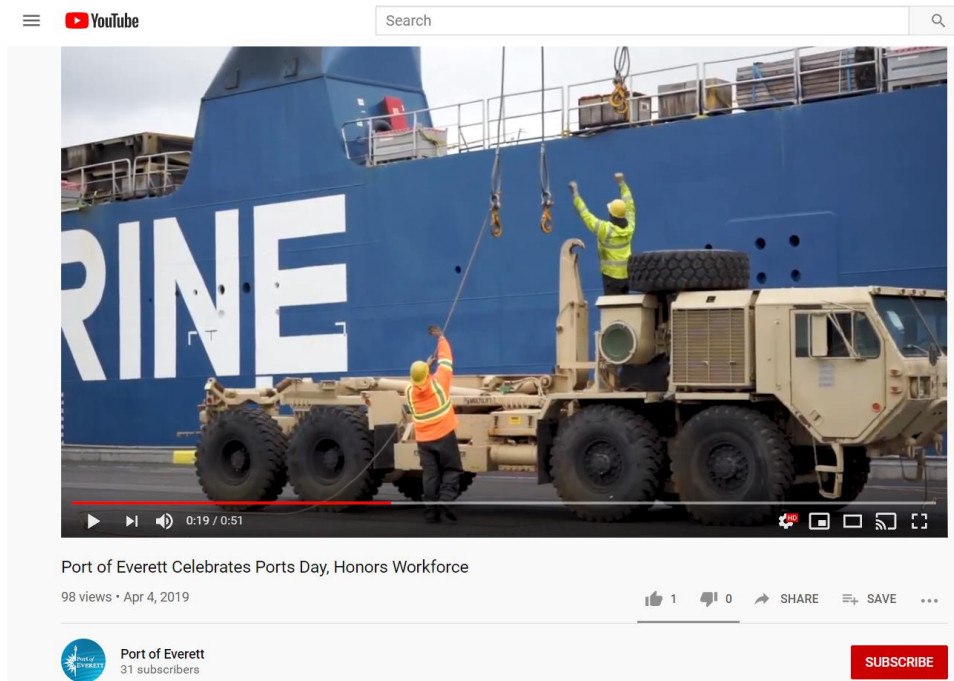
Impressions are the number of times your content is displayed

*Twitter does not track reach

Video

✓ Port Videos

- AAPA Ports Day Campaign Video
- Sail in Cinema Promo Video
- Sail-in Welcome Videos (6)
- Working Waterfront Photo Video
- ST 1st Concrete Pour Time-lapse



✓ Video Shoots Supported

- Western Washington Medical Group
- Cannon Down Riggers

Media Relations



Press releases

- 45 issued in 2019
- Traditional, photo & video releases



Media advisories & briefings



FAM tours



Interview coordination



Press kits/image sharing



Media Coverage in 2019

- 639 media mentions (US + Int'l)
- Top covered topics: Cranes, South Terminal Modernization, K-C Mill Site, Housing, Hotel, Blue Heron Slough, Dredging, Events, Leadership



Special Features

Welcome Magazine Feature, Summer 2019; *The Making of Waterfront Place*



There is a lot here, with a lot more to come. A place to live, work, play and thrive. Photo courtesy, Port of Everett

Inspired by the past,
catering to the present

“ “The smell of smoke, was the smell of money,” said
Everett Historian Larry O'Donnell.

Throughout most of the Port of Everett's 100-year history, the area that now makes up the Port's emerging destination waterfront – Waterfront Place – was the epicenter for the City's Milltown industries.

Forest product businesses thrived in Everett and the area quickly became home to The Weyerhaeuser Company's largest mills, and flourishing pulp and paper production; all of which was fueled by the lumber mills that lined the well-known 14th Street Dock. People came from around the country to join this burgeoning boom of industry.

Industry Presence

✓ Trade shows

- Breakbulk Conference
- Seattle Boat Show
- Anacortes Boat Show
- Pacific Marine Expo



✓ Partner participation

- 20+ organizations (i.e. WPPA, AAPA, EASC, PSRC, SCCIT, etc.)
- Representation/support

✓ Port staff presentations at key industry events

- Coordination
- Speaking Points
- Promotion

✓ Legislative advocacy/support for key issues



Advertising



Print

- 2019: 26 (Marina/General)
- 2018: 38 (All business lines)



Digital

- Social campaigns (20)
- My Everett News (4)
- FBJNA (1)



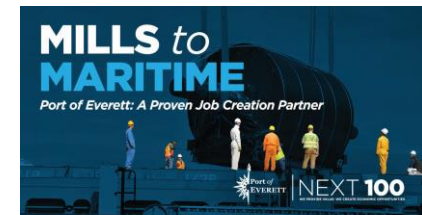
Radio

- 138 spots on KRKO
- Brand awareness
- Summer events

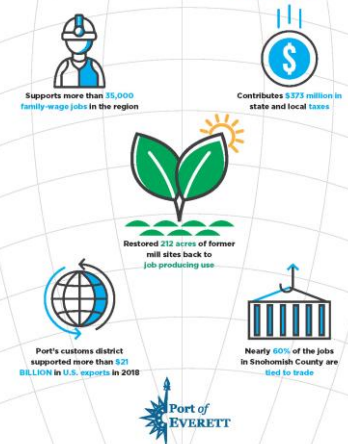


Partnerships

- Outdoor Line
- Live in Everett



For more than 100 years, the Port of Everett has served as our community's economic engine, generating family-wage jobs and revenue for our region. The Port is delivering on a vision of a **balanced waterfront** that protects access to our deep-water working waterfront, and **supports jobs**, trade, and brings contaminated properties back to life. This balanced waterfront is what creates a strong **quality of life** for Snohomish County. We are building on our track record as we work with you to create a port that will support us for the **next 100 years**.



Digital

 **Port of Everett**
Sponsored · 

VETERANS DAY SPECIAL! To honor those who have served in the U.S. Military, the Port of Everett is proud to offer 10% off of a round trip haulout for veterans. Book your haul thru November 15 to receive this discount for service booked in the month of November.
Contact the Marina Office at 425-259-6001 to schedule your appointment.



Thank You Veterans!

 **Port of EVERETT MARINA**

   
@portofeverett | #portofeverett

 **Port of Everett**
Sponsored · 

It's family night at the Port of Everett's Sail-In Cinema. Close out the season with us as we show Moana!



FRIDAY NIGHTS @ BOXCAR PARK
HOSTED BY:
Port of EVERETT MARINA | WATERFRONT PLACE
WITH SIGNATURE SPONSORS:
SEALEVEL PROPERTIES | GRACORP
AUG. 23
MOANA
8:20 PM
THE FUN STARTS AN HOUR BEFORE SHOWTIME
SAIL IN. WALK IN.

THANK YOU TO OUR SPONSORS:
     

FRI. AUG 23, 2019
Port of Everett Sail-In Cinema: Moana
Port of Everett · Everett
1,131 people interested · 81 people going

  Maija Lampinen, Lynette Filbert-Chance and 27 others
2 Comments

 Like  Comment

- \$501.50 Spent on social media ads in 2019
- Reached 35,617 people
- .014 cents: Cost per person that saw a Port Facebook ad in 2019

Customer Communications



Seaport

- E-blasts
- Key construction/infrastructure updates
- Customer events
- Delegation & Customer visits



Marina

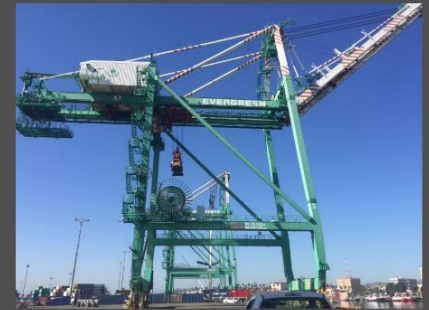
- Bi-monthly Marina Newsletter/E-blasts
- AlertSense
- Marina Forum
- Open Houses (i.e. Waterfront Place, Crime Prevention)
- Customer Connect



Real Estate

- Monthly tenant notifications
- Tenant roundtables based on location
- Tenant networking

Port of Everett Secures Two 100-Ton Cranes For Modernized Terminal



On Tuesday night, Foss Maritime departed the Port of Everett enroute to the Port of Los Angeles to pick up two gantry cranes for use at the Port's modernized South Terminal.

The \$57 million South Terminal Modernization project will ensure the Port's facilities are ready to support the next generation of over-dimensional cargo, including aerospace parts for the new 777X. The two cranes are a critical piece in this loading and unloading efficiency.

"The completion of this upgrade will add another full-service berth at the Port to accommodate project, bulk, breakbulk, high and heavy and containerized cargoes," said Carl Wollebek, the Port's Chief Operating Officer. "We are excited to be able to add this additional option to our current and future customers."

Student Outreach

✓ **School Program; partnership with Imagine Children's Museum**

✓ **Everett Community College partnership**

- Ocean Research College Academy; running start program
- Welding certification
- Workforce development

✓ **Everett High School STEM**

✓ **Promotion of Youth Boating/Safety**

- Everett Sail & Power Squadron
- Sea Scouts

✓ **NEW! Regional Apprenticeship Pathways - R.A.P.**

✓ **Trade related workforce development; promotion of 'blue' jobs**

- Working with Washington Maritime Federation, Economic Alliance Snohomish County and Washington Public Ports Association and more



School Program

- ✓ Port began school outreach program in 2009; formed partnership with Imagine Children's Museum in 2011
- ✓ Bringing seaports/trade to Everett area elementary schools; exploring expansion of school program
- ✓ 12,000+ 4th graders reached to date; 1,200 in 2018/19 school year
- ✓ Interactive lesson plan
 - Where in the world tag challenge
 - Logistics activity
- ✓ Annual program audits
- ✓ Museum Presence/Expansion -- *Import. Export. Your Port*
- ✓ Education & Exhibits Committee



EvCC/ORCA Partnership

- ✓ Running start program located at the Port; 512 graduates to date
- ✓ Partnership on research/data collection with Port's environmental team
- ✓ NEW! Seabin Pilot Program
- ✓ Community/Volunteer Opportunities (i.e. Holiday on the Bay)



Project Communications

✓ Key project communications support in 2019:

- Seaport Modernization
- Maritime Industrial Expansion
- Waterfront Place
- Central Marina Improvements
- South Marina projects
- City's Grand Avenue Park Bridge
- Riverside Business Park

✓ Signage & Info boards

✓ Construction Notices/Newsletters

✓ Open Houses

✓ Noise & Construction Hotline

✓ Webpages for high-visibility projects

✓ AlertSense Notifications



Internal Communications

- ✓ Weekly employee updates (e-mail)
- ✓ Monthly/Quarterly CEO Department Updates (in person)
- ✓ Department meetings/trainings
- ✓ Distribution of press releases, newsletters, notices
- ✓ Employee events (i.e. Employee BBQ/recognition events)



Commission Communications

- ✓ Commission Meetings
- ✓ Community presentations
- ✓ Industry participation
- ✓ Community sponsorships
- ✓ Legislative visits
- ✓ Community partner support



Inter-governmental Relations

- ✓ **Two formal Port updates to Everett and Mukilteo City Councils**
- ✓ **Formal presentations to Cities of Arlington and Marysville in 2019**
- ✓ **Frequent coordination with the City of Everett on many focus areas from leadership to departmental teams**
- ✓ **Quarterly meetings with the Tulalip Tribes, Navy, County and City of Mukilteo**
- ✓ **Monthly meetings with the Managers and Administrators Group**
- ✓ **Quarterly meetings with the Navy Base, and participation in Naval Station Everett homecomings/events/info fairs**



Port Events 2019

- ✓ Port 2 Business
- ✓ Port Report
- ✓ Sail-in Cinema (6)
- ✓ Marina Cleanup Day
- ✓ Waterfront Place Open House
- ✓ Vessel Auctions
- ✓ Jetty Island Days
- ✓ Strategic Plan Open House (2)
- ✓ Riverside Trails/Viewpoints Dedication
- ✓ Hotel Indigo Topping Out Event
- ✓ Housing Groundbreaking
- ✓ PCC Conference
- ✓ Holiday on the Bay



Special Events

- ✓ **70+ waterfront events annually; upland & in-water**
- ✓ **31 Special Use Permits processed in 2019**
- ✓ **Various MOU, Temporary Use, Lease events**
- ✓ **Kite Shelters & Activity Barge Use**
- ✓ **Coordination/considerations:**
 - Site impact
 - Maintenance needs
 - Construction coordination
 - Parking availability
 - Other events
 - Liabilities/Insurance
 - Marketing/Signage



Waterfront Special Events

Sail-In Cinema



Music at the Marina



Wheels on the Waterfront



Everett Coho Derby



Fresh Paint



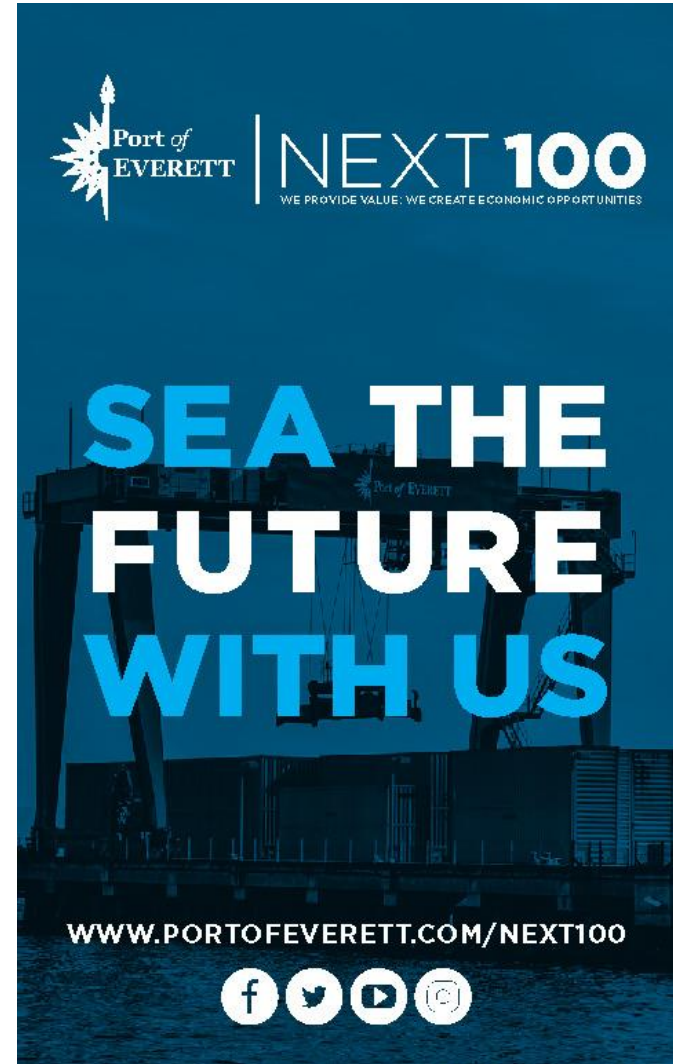
Food Truck Friday



Special Projects 2019

- ✓ **Next 100 Brand Campaign**
- ✓ **Crane Campaign**
- ✓ **Strategic Plan Update**
- ✓ **Seaport Marketing Brochure**
- ✓ **Cascade Industrial Center Partnership**
- ✓ **Hosting Pacific Coast Congress of Harbormasters and Port Managers Conference**

Next 100 Brand Campaign

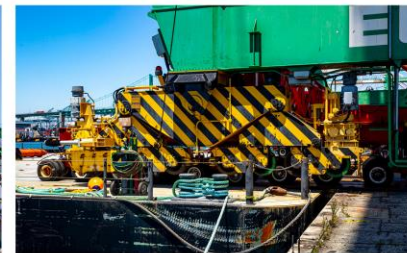


Crane Campaign

- ✓ Partnered with Port of LA to capture photo and video
- ✓ Social Campaign
- ✓ Media Coverage
- ✓ Editorial Requests
- ✓ Graphics
- ✓ All Port Mediums

Crane Campaign on Social Media

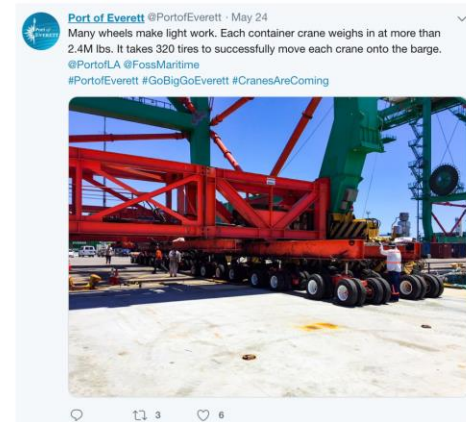
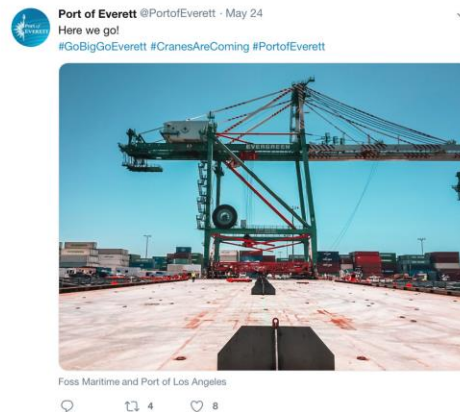
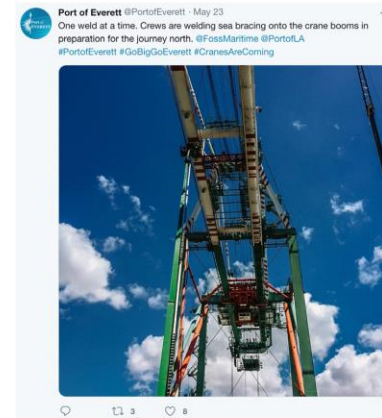
Photos from the **Port of Los Angeles**



Crane Campaign

Crane Campaign on Social Media

#GoBigGoEverett
#CranesAreComing
#PortofEverett



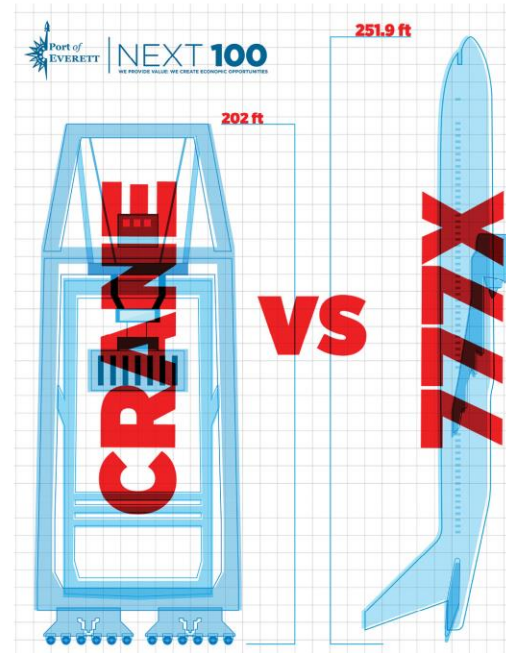
Crane Campaign

Crane Campaign on Social Media

#GoBigGoEverett
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#PortofEverett



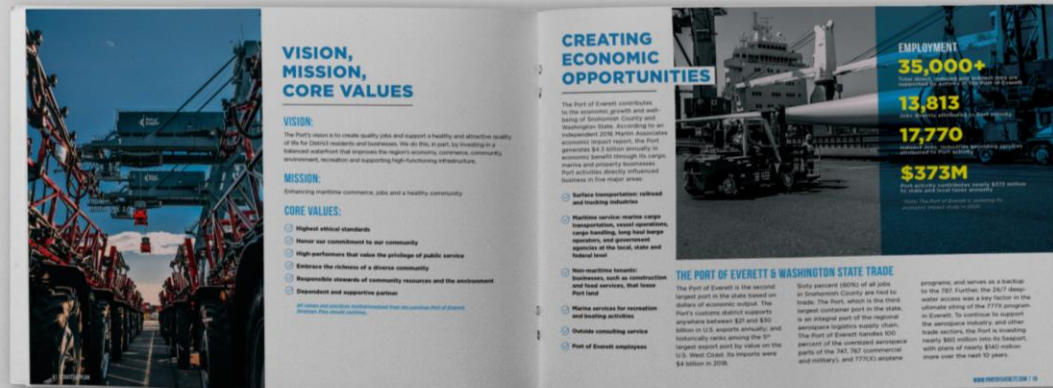
From the @PortofLA to the #PortofEverett, the 1,177-nautical mile journey for @Fos-sMaritime is underway. ETA at the Port of Everett; June 6 - 8.
#GoBigGoEverett #CranesAreComing



The Port's Seaport Modernization allows the Port to handle larger vessels and heavier cargoes now calling Everett, including parts for the new 777X. The cranes will handle the oversized containers that arrive weekly from Japan, supporting this key role in aerospace logistics.

Strategic Plan Update

- ✓ 2-year community outreach process
- ✓ Two open houses
- ✓ Design of new plan



Cascade Industrial Center

- ✓ Multi-agency economic development partnership
- ✓ Marketing collaboration
- ✓ Media coordination

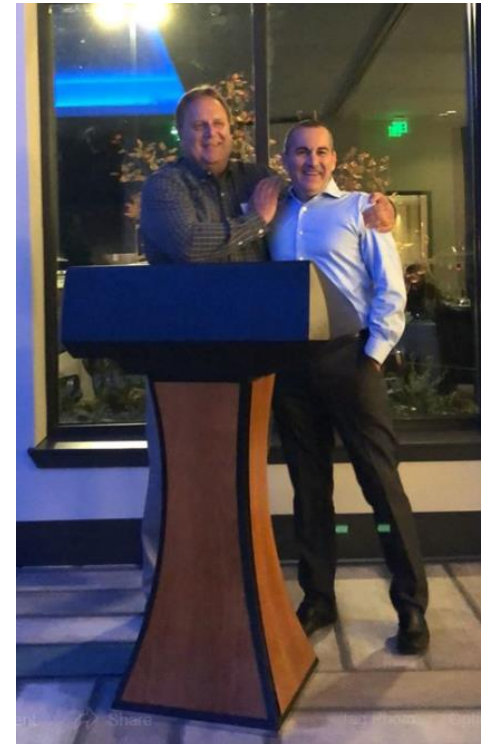


Seaport Brochure Redesign



Hosted Annual PCC Conference

- ✓ Hosted Pacific Coast Congress of Harbormasters and Port Managers Annual Conference at Hotel Indigo
- ✓ Approx. 75 Port managers from Alaska, California, Oregon, Washington and Vancouver B.C.
- ✓ Conference sessions, Port presentation & Harbor Tour



Awards & Recognition



**AAPA Communications Award
of Excellence (1st Place)**

*Port of Everett Centennial
Campaign: The First 100 Years*



**WPPA 2019 Environmental
Project of the Year Award**

*Dredge Material
Management Disposal*



Pacific Coast Congress

Harbor Achievement Award



Marina DockAge

2019 Large Marina of the Year



**Leadership Snohomish County
2019 Deborah Knutson Women in
Leadership Award**

Lisa Lefeber



**Pacific Northwest Waterways
Association Distinguished
Service Award**

Les Reardanz



Marina DockAge Young Leader Award

Kate Anderson



**National Institute for Public
Procurement Washington State
Buyer of the Year**

Maija Lampinen

Communications Award



Marina of the Year Award



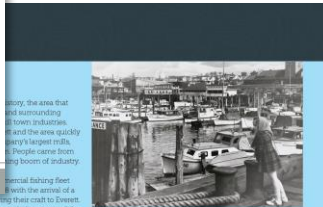
MARINA DOCK AGE 2019 MARINA OF THE YEAR APPLICATION

PORT OF EVERETT, WASHINGTON

1205 CRAFTSMAN WAY, EVERETT, WA 98201



www.portofeverett.com | 425.259.6001 | PO Box 538, Everett, WA 98206



history, the area that had surrounded it been industries and the area quickly many larger mills. People came from long boom of industry

Special fishing fleet With the arrival of a group of families from Yugoslavia, bringing their craft to Everett. As with the mills, in the following years, people from around the U.S. and foreign countries were drawn to the region by stories of plentiful fishing and scenic beauty.

Over the next 50 years, there was a slow and steady transition as mills came and went, and eventually, disappeared. Commercial fishing and pleasure boating ebbed and flowed. World War II resulted in the Port's pleasure boat Marina being relocated from the deep water wharf to the north waterfront to make way for a shipbuilding operation. Pleasure boating continued to rise in demand and the service options grew.

Here is a summary of our budget numbers for 2019:

- Operating Revenue: \$11.2 Million
- Operating Expenses: \$7.1 Million
- 2019 Capital Budget: \$8.3 Million
- 36% of Total Port Operating Revenues
- 3.6% Revenue Increase From 2018 Budget
- 37% Operating Margin



Business Operations

The Port of Everett Marina spans a large section of in-water and upland property (facility overview included in attachments). The Marina maintains a staff of approximately 25 employees that support front office, operations and maintenance, 7 days a week year-round. Staff run and maintain all facets of the operation, including the fuel dock, haul out and boatyard services, maintenance to all the dock systems (boats, electrical, plumbing, etc.), upland parks and parking lots, lighting, roadways, utilities, landscaping, signage, and building maintenance, as well as provide special event support.

Our business growth is modest, typically seeing a 1% - 2% occupancy increase in permanent moorage annually. We also have had exponential growth in guest moorage and boatyard services. We maintain an annual 85%-90% occupancy rate, which rises to 95%-98% seasonally from May - September. Revenue streams come from permanent and guest moorage, the boat launch, fuel dock sales, upland storage, haul out and boatyard services.



www.portofeverett.com | 425.259.6001 | PO Box 538, Everett, WA 98206

2020 Look Ahead

- ✓ **Mills to Maritime Campaign**
- ✓ **NEW Website! Launch anticipated mid-2020**
- ✓ **New Banners along West Marine View Drive**
- ✓ **Community Assessment Survey (last one was 10 years ago)**
- ✓ **Economic Impact Report (guide updates to communications, collaterals)**
- ✓ **Broaden reach North to Arlington & Marysville (Cascade Industrial Center)**
- ✓ **Continue expanding social presence (LinkedIn opportunities, Nextdoor, etc.)**
- ✓ **Customer Experience Focus (site features, unique amenities, art/culture)**
- ✓ **Trade-focused 'Workforce Development Day' field trip**