



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

Marina Summer Event Recap

Jeff Lindhout
Chief of Marina Operations

September 21, 2021



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Waterfront Special Events:

2020:



16

Special Use Permits Processed



1

Kite Shelter Uses



24+

Total Events
(8 Port hosted events)

VS

2021 YTD:



29

Special Use Permits Processed



4

Kite Shelter Uses

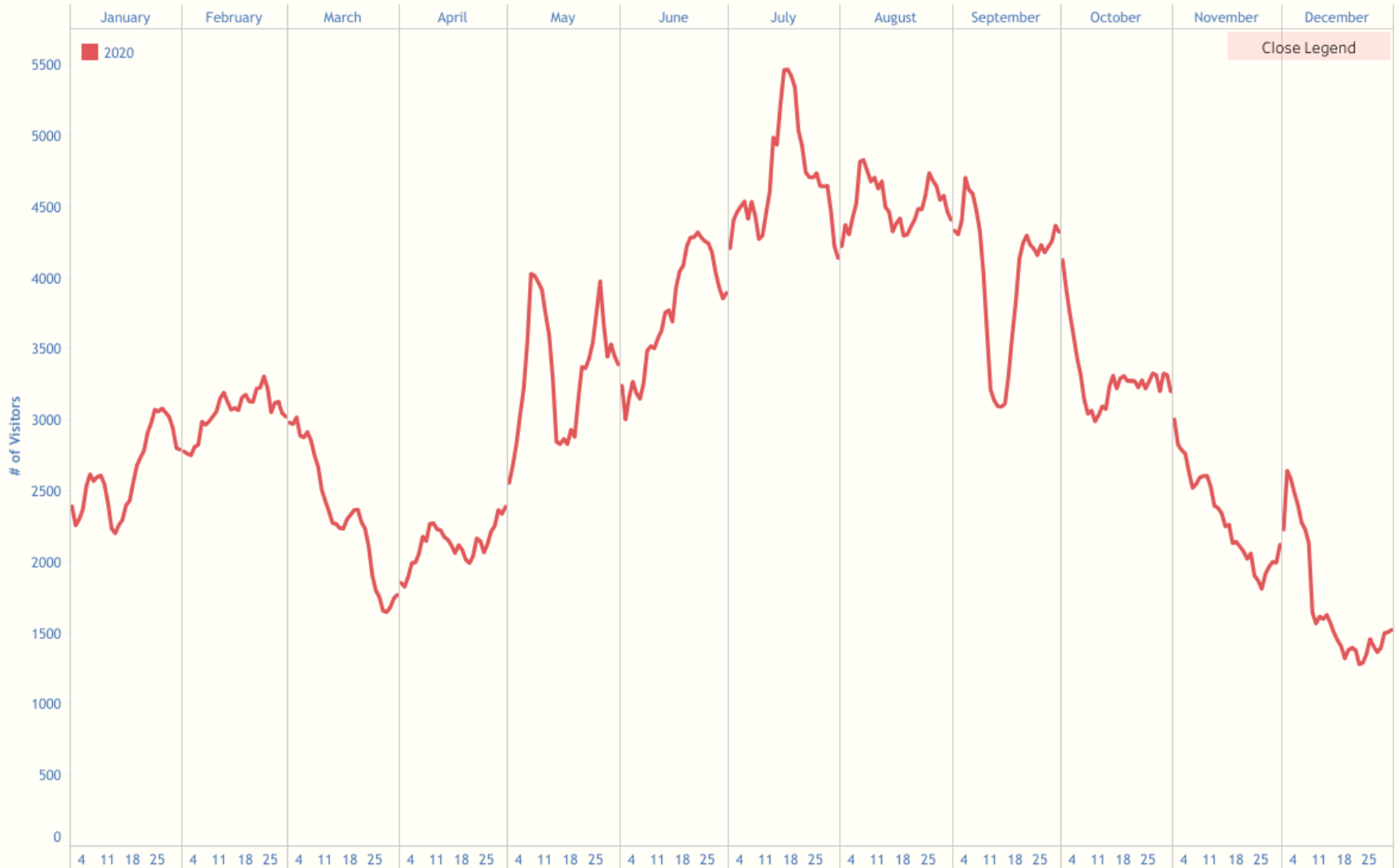


61+

Total Events
(13 Port hosted events)



Daily Visitors by Year





Overview



Unique Visitors
328,432

In-State 301,276

Out-of-State 26,976

Visitor Days Spent
1,130,217

In-State 1,076,392

Out-of-State 53,838

Avg Length of Stay

99.3

Avg POI's Visited

227.0

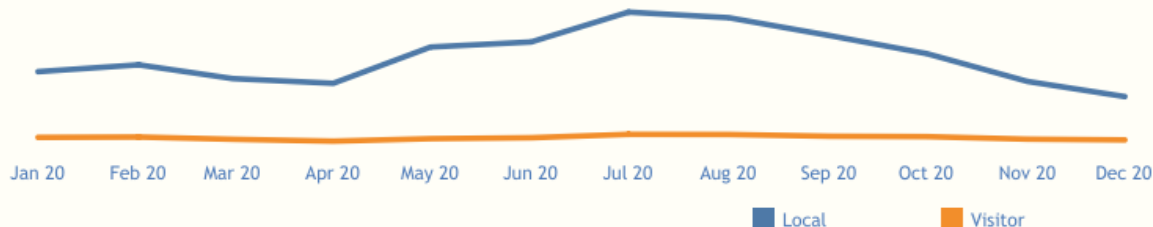


Visitation

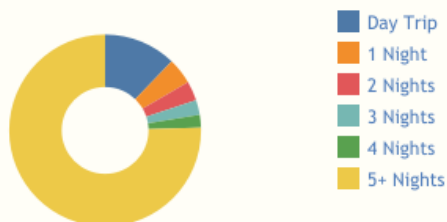
Year to Date

		In-State	Out-of-State
2021	Unique Visitors	153,092	20,184
	Visitor Days Spent	532,057	47,374
2020	Unique Visitors	219,437	16,594
	Visitor Days Spent	697,505	31,881
2019	Unique Visitors	213,573	31,564
	Visitor Days Spent	617,927	50,535
2018	Unique Visitors	200,783	30,740
	Visitor Days Spent	528,905	48,137

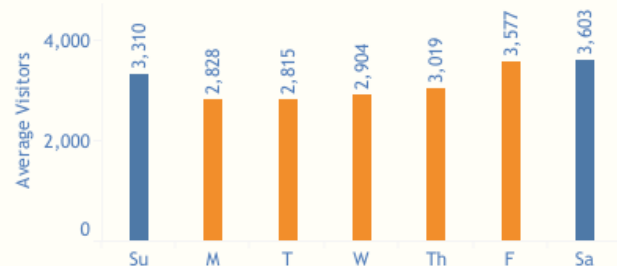
Local vs Visitor Trend



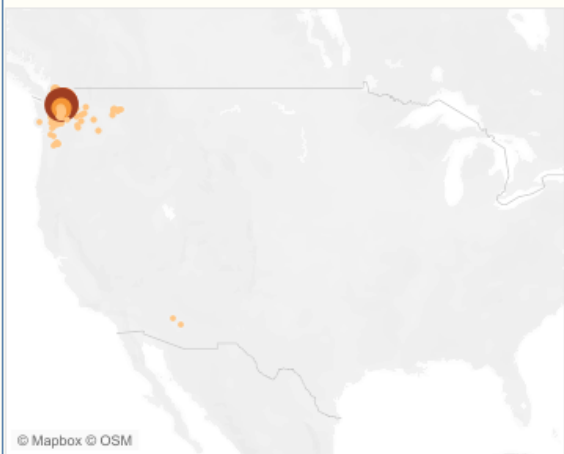
Trip Length



Weekday vs Weekend



Heat Map



© Mapbox © OSM



Top POI's

Port of Everett

327,453

Jetty Island

6,141

Zip Codes

Top Markets



98201 (Everett, WA)	30,320
98258 (Lake Stevens, WA)	25,611
98270 (Marysville, WA)	21,465
98203 (Everett, WA)	17,971
98223 (Arlington, WA)	16,858
98208 (Everett, WA)	16,534

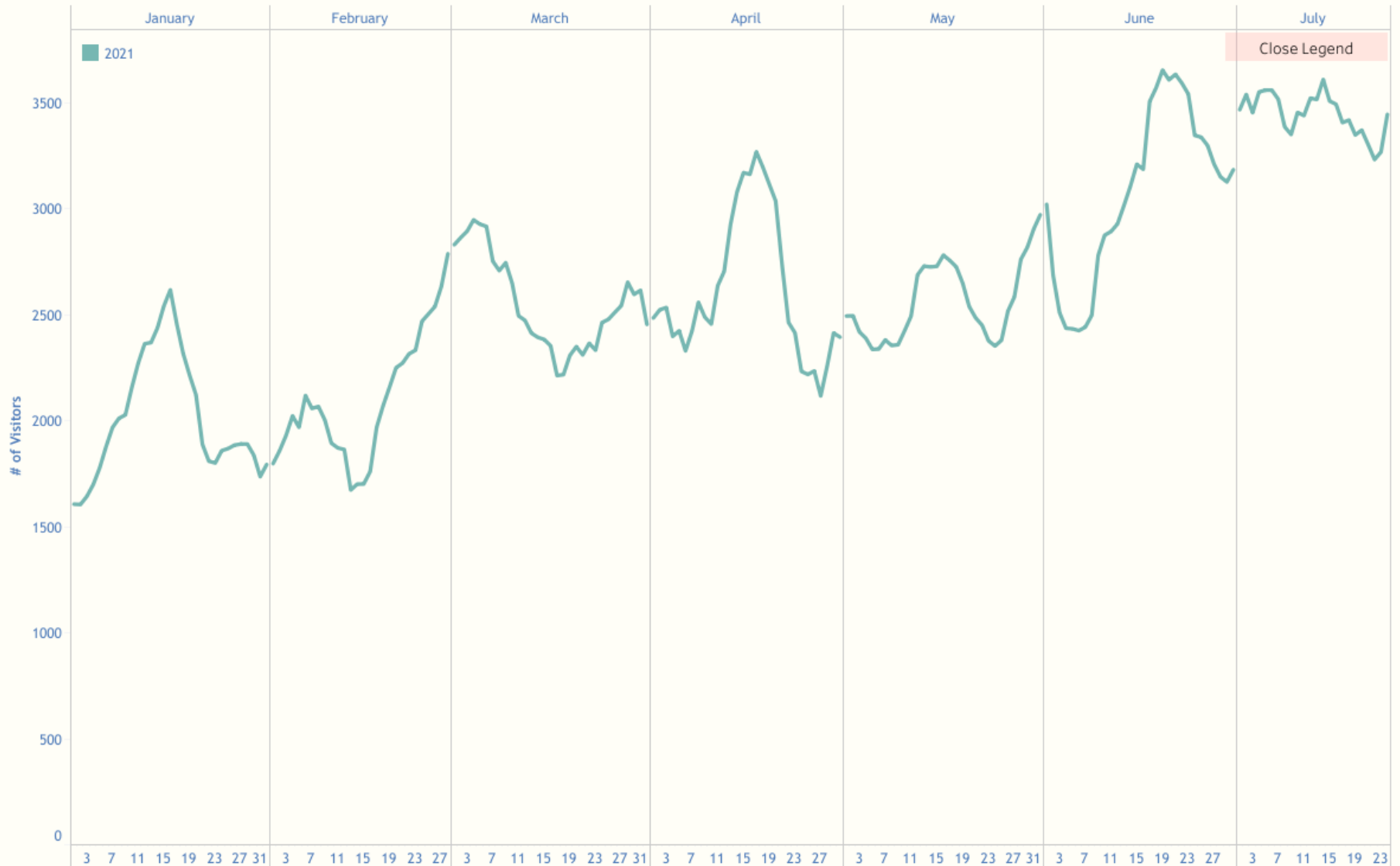


Prevalent Demographic Group:

Age: Gen X (45-54) Income: 100-150K Education: Bachelor's Household: 1-2 People
(Under 18 group is not considered)



Daily Visitors by Year



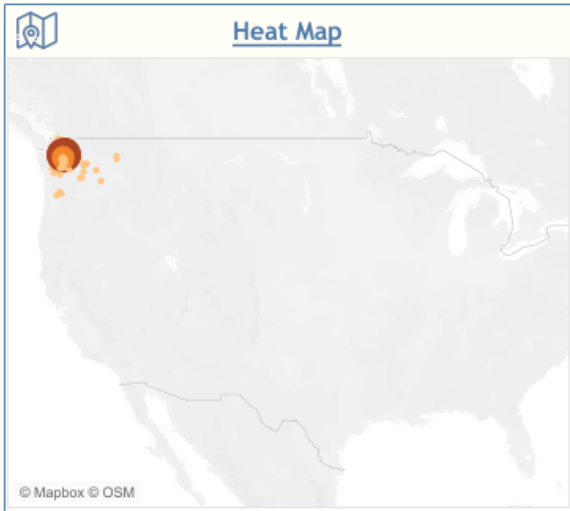
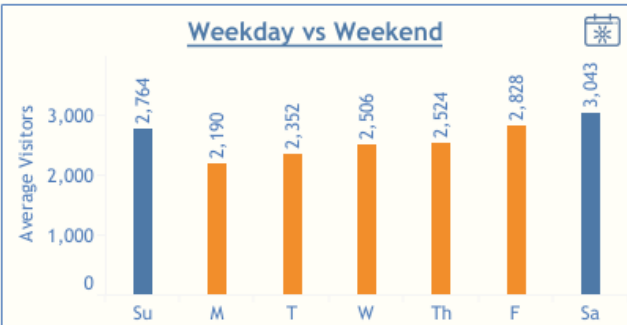
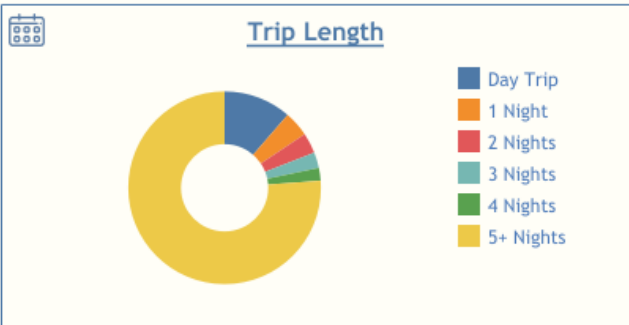
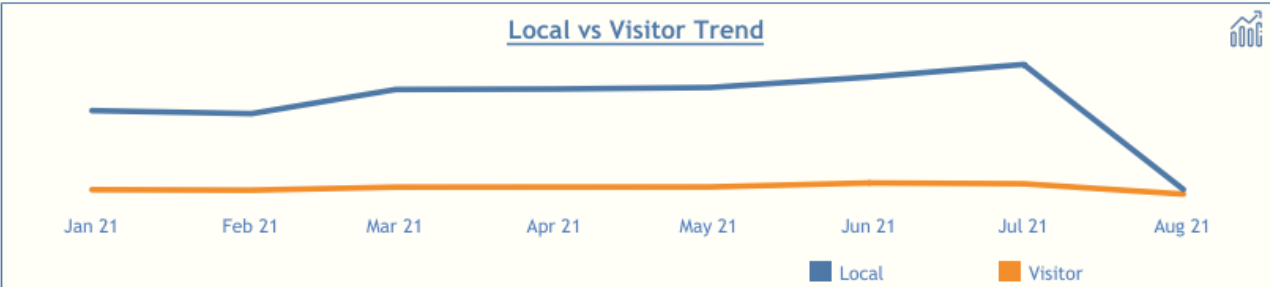


Overview



Unique Visitors 173,070		Visitor Days Spent 579,320		Avg Length of Stay 81.1	Avg POI's Visited 241.0
In-State 153,092	Out-of-State 20,184	In-State 532,057	Out-of-State 47,374		

Visitation		Year to Date	
		In-State	Out-of-State
2021	Unique Visitors Visitor Days Spent	153,092 532,057	20,184 47,374
2020	Unique Visitors Visitor Days Spent	219,437 697,505	16,594 31,881
2019	Unique Visitors Visitor Days Spent	213,573 617,927	31,564 50,535
2018	Unique Visitors Visitor Days Spent	200,783 528,905	30,740 48,137



Top POI's

Port of Everett	172,354
Jetty Island	4,337

Top Markets

98258 (Lake Stevens, WA)	14,470
98201 (Everett, WA)	13,439
98270 (Marysville, WA)	11,260
98223 (Arlington, WA)	9,320
98208 (Everett, WA)	8,686
98203 (Everett, WA)	8,393

Prevalent Demographic Group:

Age: Gen X (45-54) Income: 100-150K Education: Bachelor's Household: 3-5 People
(Under 18 group is not considered)

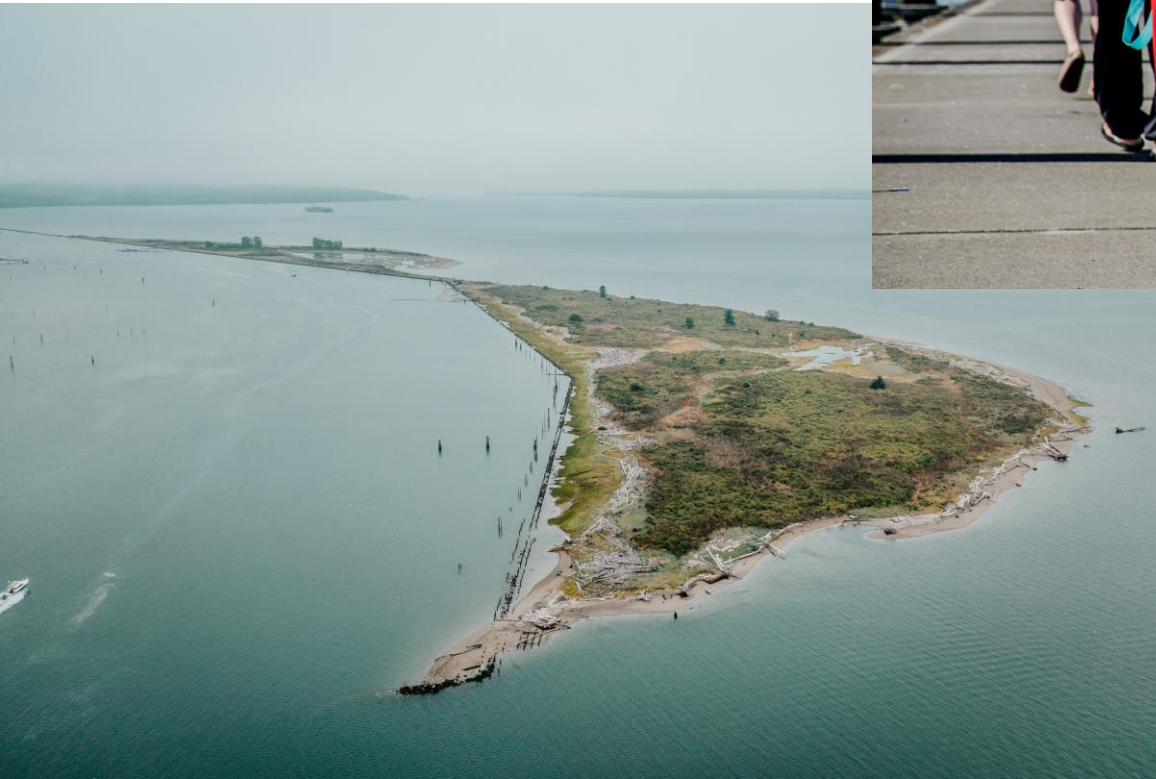
Food Truck Wednesdays



Rock the 4th Concert



Return of Jetty Island Days



Sail-In Cinema Hybrid Model



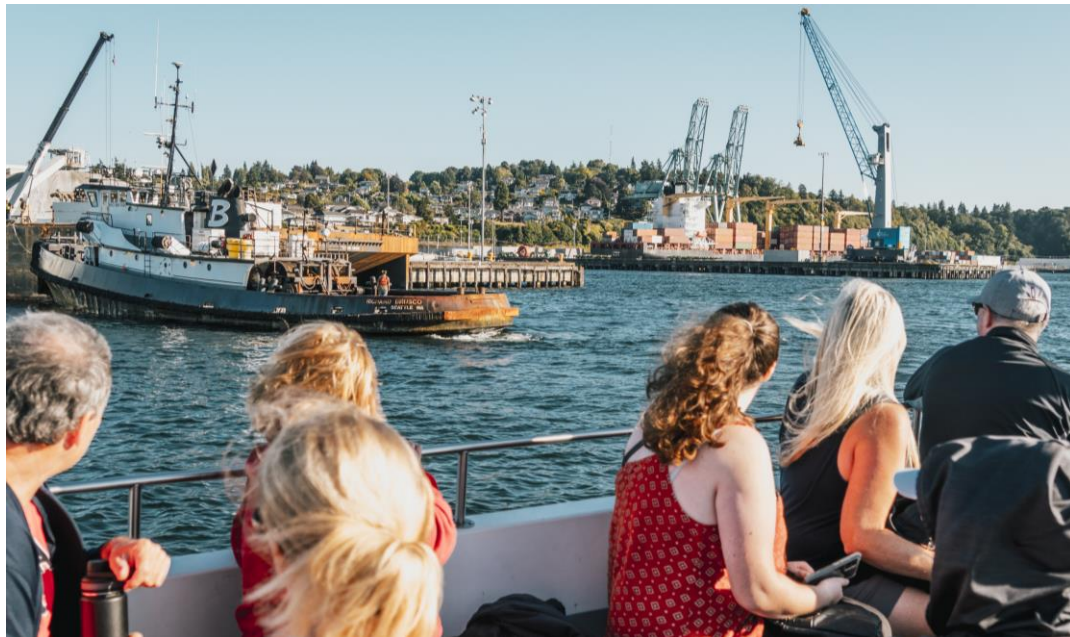
NMTA PonTunes Floating Concert



Everett at Sea Program



Harbor Tours



Music at the Marina





Fresh Paint Arts Festival

Salmon for Soldiers Fishing Derby



Marina Customer Connect Event



Wheels on the Waterfront



Upcoming Events:

- Everett Coho Derby
- Walk to End Alzheimer's
- Out of the Darkness Walk
- "Pacific Ice" Seasonal Ice Rink
- Holiday on the Bay





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Thank You!



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