

2022 OUTREACH REPORT

PRESENTATIONS

- Economic Alliance Snohomish County Coffee Chat (Supply Chain)
- Powerful Facilities Conference Panel
- Bayside Neighborhood
- Engage Everett
- Mukilteo Yacht Club
- State of the City (Mukilteo)
- Mukilteo City Council (5)
- Tulalip Tribes
- Mukilteo Chamber of Commerce
- Port Gardner Neighborhood
- Delta Neighborhood
- Westmont/Holly Neighborhood
- Women in Manufacturing Panel
- Marysville Business Summit Panel
- Arlington Rotary Club
- City of Everett Planning Commission
- City of Marysville Planning Commission
- South Everett-Mukilteo Rotary
- Snohomish County Committee for Improved Transportation
- Maritime Commerce Club (virtual)
- American Society of Civil Engineers Int'l Conference on Transportation and Development - Intermodal Rail
- American Association of Port Authorities Legislative Summit
- Association of General Contractors
- American Planning Association
- South Forest Park Neighborhood
- Economic Alliance Snohomish County Port Report
- CEO/Port Staff Updates (2)
- Tulalip Board of Directors
- Viewridge Madison Neighborhood
- Volunteers of American Western Washington Career Speaker Series
- Staff presentation support (20+)

SPECIAL PROJECTS

- Weyerhaeuser Muse History Elements
- Mukilteo Waterfront Redevelopment
- Employee Directory
- Marina Newsletter Redesign
- Marina Booth Redesign
- Wagoner Curing Guide Marina Study

EVENTS

- Pacific Ice
- Commissioner Simpson Swearing In
- Vaccine Booster Clinic
- Everett Ship Repair Emerald Lifter Naming Ceremony
- Weyerhaeuser Muse Historical Community Open House
- Marysville Business Summit
- Food Truck Fridays (8)
- Port Gardner Landing Groundbreaking
- Baywood Trail Grand Opening
- Customer Connect
- Puget Sounds (5)
- Sail-In Cinema (3)
- Working Waterfront Harbor Tours (5)
- "Flashback Friday" Harbor Tours (5)
- Weyerhaeuser Muse Restoration Kick Off
- Blue Heron Slough Unveiling
- Music at the Marina (6)
- Salmon For Soldiers
- Everett Coho Derby
- Wheels on the Waterfront
- Norton Terminal Ribbon-Cutting
- Holiday on the Bay
- Department of Natural Resources Press Conference
- Waterfront Place Apartments Carling Grand Opening

OUTREACH

- Commission Meetings (23)
- Seattle Boat Show Marina Booth
- Marina Forums (4)
- Mukilteo Stakeholder Meetings (5)
- Mukilteo Waterfront Community Survey
- Mukilteo Waterfront Open House
- Washington Public Ports Association Ports Day Olympia
- Central Marina Slipholders Construction Update
- Marina Slipholder Open House
- Waterfront Place Open House
- Everett Uncorked Port Booth

PUBLICATIONS

- Port Side (2)
- Harborside (6)
- Port Report (12)
- Citizen Budget Guide (Draft + Final)
- Comprehensive Scheme Update

WORKFORCE + EDUCATION

- Imagine Children's Museum School Program
- Imagine Children's Museum Maritime Exhibit Opening
- Arlington High School Skills Trades Day
- Angel of the Winds Casino Job Fair
- Rep. Larsen Staff Roundtable Maritime Workforce
- Washington Alliance for Better Schools Educator Program Development
- Everett Public School Program Development

TOURS:

- Edmonds Community College Construction Pre-Apprentice Bus Tour
- Everett Public Schools Engineering/Manufacturing Program Advisory Tour
- Mill Creek Elementary STEM Bus Tours (2)
- Women in Manufacturing Bus Tour
- Washington Association for Better Schools Tour
- North Creek High School AVID Tour
- Sno-Isle Tour
- AMTEC Tour

CONSTRUCTION & PROJECT SUPPORT

WATERFRONT PLACE:

- A8/A17
- Millwright Loop
- Weyerhaeuser Muse
- Port Gardner Landing
- Jetty Restroom
- Business Development Tours (20+)

MARINA:

- Marina Access Controls Meetings
- Fuel Tank Relocation
- Boat Launch Dredging
- River Channel Dredging

SEAPORT:

- Norton Terminal
- Exxon/Mobil Cleanup

GRANTS (MATERIALS & SUPPORT)

- Guest Dock 6 Recreation & Conservation Office
- Cultural Arts Grant Application
- Federal Navigation Channel Grant
- Short-Sea Shipping Application
- Snohomish County Hotel-Motel Tax Fund Application
- City of Everett Lodging Tax Advisory Committee

PARTNERSHIPS + COMMUNITY PRESENCE

- PAWS Wildlife Center
- BEST Press Conference/Not Alone Campaign
- Cascade Industrial Center Marketing Committee
- Greater Seattle Partners Marketing Committee
- Washington Public Ports Authority Website Committee
- American Association of Port Authorities Board
- Commissioner Assignments
- Airport Steering Committee
- Historic Everett (Muse + History Tours)
- Washington Alliance for Better Schools
- Woodinville Chamber Events (3)
- Marysville-Tulalip Chamber Events (1)
- Everett Public Schools
- City of Everett (Jetty Island Days, Visit Everett)
- Snohomish County Tourism Committee
- Economic Alliance Snohomish County
- Imagine Children's Museum

COMMISSION AWARDED GRANTS

- Mukilteo Lighthouse Festival
- Wheels on the Waterfront
- Music at the Marina
- Rock the Fourth
- Everett Uncorked

WEBSITE

PORT WEBSITE:

- 507,987 sessions (+54,289)
- 445,825 total users (+36,864)
- 623,000 page views
- Top Pages: Calendar, Your Port, Real Estate (Jetty Island, Marina, Document Center)

HISTORIC EVERETT WATERFRONT WEBSITE

- 9,300 sessions (+1,921)
- 6,845 total users (+1,490)

SOCIAL MEDIA

Followers: 18,247 (+9.1%)

- Facebook: 8,807 (+702)
- Twitter: 3,456 (+129)
- Instagram: 3,268 (+422)
- LinkedIn: 2,716 (+409)

Social Posts: 1,420

VIDEOS + PHOTOS

- Cascade Industrial Center/KOSME Video Support
- Everett Now Video (City of Everett)
- Blue Heron Slough Video
- JB Hunt Video/Photo Shoot
- Waterfront Place Drone Photos
- CEVA Logistics Photos
- Blue Heron Slough Videos (2)
- Norton Terminal Opening
- Customer Shoots (2)

MARKETING + MATERIALS

- Seattle Boat Show Materials
- Events Calendar
- CFO Job Post Brochure
- Discover What's Coming Board
- Wine Walk One-Pager
- Restaurant One-Pager
- Fish Market One-Pager
- Destination Dessert One-Pager
- Destination Spa One-Pager
- Fitness Studio One-Pager
- Cascade Industrial Center/KOSME Marketing Collaterals
- Historic Everett "Flashback Friday" Tour Flyer
- Working Waterfront Maritime Jobs Tour Flyer
- Seaport Marketing Brochure Update
- Seaport Banner Stand (Norton)
- Waterfront Place Fence Banners (8)
- Weyerhaeuser Muse Banner
- Mukilteo Open House Boards
- Waterfront Place Open House Boards
- Marina Open House Boards
- Blue Heron Slough Boards
- Baywood Trail Boards

GRAPHICS

- Info-graphics (8)
- Events (17+)
- Social Media (60)
- Tsunami Alerts
- 2021 Cargo Snapshot
- What's Coming Map
- Millwright Loop Construction Maps
- Press Release Headers
- Presentation Graphics (20+)
- Waterfront Center Map Update
- Simple Booth photo frames
- Federal Navigation Channel Dredging Map
- My Mukilteo Waterfront Campaign
- Boatyard Office Board + Window Decal
- Updated Marina Map
- Waterfront Place Open House Invite
- Historic Everett Harbor Tour Campaign
- Port of Everett Harbor Tour Campaign
- Weyerhaeuser Muse Restoration Kickoff Invite + Podium + Boards
- Sail-In Cinema Campaign
- Cascade Industrial Center Brochure + Folio
- Port Gardner Landing Groundbreaking Invite + Podium + Boards
- Weyerhaeuser Building Story Campaign

PRESS RELEASES

- Schuster Group Development Deal
- Anti-Human Trafficking Campaign
- Simpson Sworn into District 1 Seat
- Maintenance Boat Launch Dredging
- Sound2Summit/Lazy Boy Brewing Signs
- Weyerhaeuser Building Improvements
- Treasurer's Office Note
- Community Sponsorships
- Mukilteo Waterfront Open House
- Sail-In Cinema Movie Lineup
- Rustic Cork Wine Bar Signs
- Anisoptera Spa Signs
- Covington Cellars | Two Vintners Signs
- Waterfront Harbor Tours
- Fuel Dock Tank Replacement
- Blue Heron Slough Completion
- Weyerhaeuser Building Restoration
- Port Acquires Key Parcel in Mukilteo
- CFO Position, New Project Delivery Role
- Everett Uncorked Coming to Port
- Mukilteo Vision and Guidelines Adopted
- Port Gardner Landing Groundbreaking
- "Flashback Friday" Harbor Tours
- Blue Heron Slough Video
- Pacific Ice Launches 2nd Season
- 15th Annual Holiday on the Bay
- Commission Adopt 2023 Budget
- Norton Terminal Ribbon-Cutting
- Port Named WPPA Port of the Year
- Commission Authorize LPC West Contract

MEDIA PRESENCE

Press releases: (29; see above)

Media coverage: 630+ articles/mentions

Key coverage topics:

- Waterfront Place
- Norton Terminal
- Blue Heron Slough
- Events
- Port of the Year
- Mukilteo Redevelopment
- Supply Chain

MEDIA INTERVIEWS

- NW Yachting (2)
- Everett Herald (10)
- Heavy Lift
- Puget Sound Now
- Journal of Commerce
- Puget Sound Business Journal (3)
- Washington Retail Association (1)
- Freight Business Journal
- KING 5 (3)
- Mukilteo Beacon
- Lynnwood Times
- Kiro 7

ADVERTISING

- Wine Walk Billboard (Woodinville)
- Discover Everett (Snohomish Tribune)
- Welcome Magazine Advertorials (2)
- Woodinville Weekly Advertorials (3)
- My Everett News Blog (5)
- Coast (Moor Where There's More)
- Wine Walk (PBSJ)
- We Salute You! (North County Outlook)
- Sea-Tac Spotlight Ad (Best Day Everett)
- Live in Everett
- FBINA (Norton Terminal)

Print: 25 ads

Digital: 16 ads

Social Media: 8 campaigns

AWARDS

- Leadership Snohomish County Emerging Leader Nomination [Cat]
- Government Social Media Best Use of Long Form Video
- WPPA Environmental Stewardship Award (Baywood) - **Awarded**
- ACEC Gold Award (Baywood) - **Awarded**
- AAPA Facilities Engineering Lighthouse Award (South Terminal Modernization) - **Awarded**
- AAPA Communications-Special Events Lighthouse Award (Pacific Ice) - **Awarded Award of Excellence**
- Heavy Lift Port of the Year - **Honorable Mention**
- WPPA Port of the Year - **Awarded**

PUBLIC SPACES

- Blue Heron Room: 24 (9 paid; 15 in-kind)
- Activity Barge: 20 (3 paid; 17 in-kind)
- Special Use Permits: 41

GOVERNMENT AFFAIRS

LEGISLATIVE TOURS:

- Rep Suzan DelBene (Virtual)
- Rep Dave Paul
- Council Members Paula Rhyne, Don Schwab
- Council Member Mary Fosse
- Rep Rick Larsen (Pier 3)
- Sen June Robinson (BHS)
- Rep Rick Larsen (BHS)
- Environmental Protection Agency Regional Administrator Casey Sixkiller (Pier 3, Mill A)
- Rep Rick Larsen (Norton Terminal)
- Washington Public Port Authorities Legislative Committee
- Legislative Session One-Pagers (3)

SPONSORSHIPS

- 3-on-3 Tournament
- State of the City (Everett)
- Snohomish County Update
- Economic Alliance Snohomish County Legislative Kick-Off
- Marysville Business Summit
- Economic Alliance Snohomish County State of Everett
- Economic Alliance Snohomish County Economic Forecast & Annual Meeting
- Economic Alliance Snohomish County Snohomish County Update (Virtual)
- Economic Alliance Snohomish County Port Report
- Economic Alliance Snohomish County State of the Station

NOTICES + ALERTS

- AlertSense Notifications: 57 alerts
- Website Advisories: 23 notices (i.e. marina, events, construction, trail closures, SEPA)

Please note: This report is intended to summarize the various efforts by the Communications department and is not inclusive of all efforts