

INDIVIDUAL SUBMISSION ENTRY FORM

Please copy and complete this form for each entry.
 Create a separate document for answering the five questions below.

Check only ONE entry classification below:

- | | |
|--|---|
| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign _____ |
| 2. Advertisements – Single _____ | 9. Periodicals _____ |
| 3. Advertisements – Series _____ | 10. Promotional/Advocacy Material _____ |
| 4. Annual Reports _____ | 11. Social/Web-Based Media _____ |
| 5. Audio-Only Presentations _____ | 12. Special Events _____ |
| 6. Directories/Handbooks _____ | 13. Videos _____ |
| 7. Miscellaneous <u> X </u> _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

Please check the appropriate box:

<input checked="" type="checkbox"/> CATEGORY 1	<input type="checkbox"/> CATEGORY 2	<input type="checkbox"/> CATEGORY 3
--	-------------------------------------	-------------------------------------

Entry Title: Port of Everett Historical Interpretive Program

Name of Port: Port of Everett

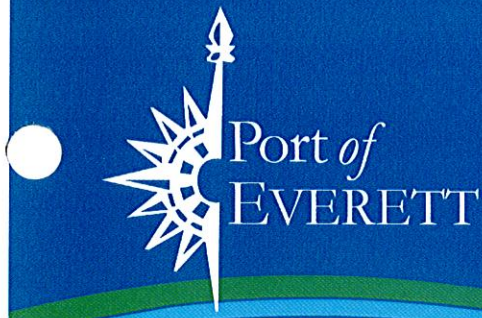
Port Address: 1205 Craftsman Way, Suite 200, Everett, WA 98201

Contact Name/Title: Lisa Lefeber, Director of Public Affairs

Telephone: 425.259.3164 Email Address: lisam@portofeverett.com

On separate paper, **FIRST** write a short, descriptive summary of your entry, **THEN**, in as much detail as needed, specifically address each of the following five questions and number your answers. Your answers equal 50% of your score.

- What are/were the entry’s specific communications challenges or opportunities?**
 - Describe in specific & measurable terms the situation leading up to creation of this entry.
 - Analyze the major internal and external factors needing to be addressed.
- How does the communication used in this entry complement the organization’s overall mission?**
 - Explain the organization’s overall mission and how it influenced creation of this entry.
- What were the communications planning and programming components for this entry?**
 - Describe your overall goals or desired results.
 - Describe your objectives and list specific, measurable milestones needed to reach your goals.
 - Identify your primary and secondary audiences in order of importance.
- What actions were taken and what communication outputs were used in this entry?**
 - Explain what strategies were developed to achieve success and why these strategies were chosen.
 - Specify the tactics used (i.e., actions used to carry out your strategies).
 - Detail the implementation plan by including timeline, staffing and outsourcing used.
- What were the communications outcomes from this entry and what evaluation methods were used to assess them?**
 - Describe any formal/ informal surveys used, or anecdotal audience feedback received, that helped in evaluating the success of this entry.
 - If possible, explain how this entry influenced target audience opinions, behaviors, attitudes or actions.



2015 AAPA Communications Awards
Entry Classification: Miscellaneous
Title: Port of Everett Historical
Interpretive Program

SUMMARY

Change on the Everett waterfront came at lightning speed since the European settlement of the land. From a raucous union town with lumber and shingle mills, to a key role in the commercial fishing and boat building industries, Everett has a story to tell. The Port of Everett took on the role of telling that story when it began redeveloping the location for commercial and industrial use to better fit the 21st century, while restoring the environmental landscape of the site. The Historical Interpretive Program was a \$400,000 project that involved the filming of 11 oral histories, development of a new website and the installation of multiple interpretive and life-size displays along the Everett waterfront. The public has engaged with this project since its installation, making the investment in time and resources well made. The interpretive exhibits have been used by school groups and the oral histories were used in the brand story development and naming for the Port's new mixed use development — Waterfront Place Central.





*2015 AAPA Communications Awards
Entry Classification: Miscellaneous
Title: Port of Everett Historical
Interpretive Program*

1.) Challenge and Opportunity:

The Port of Everett is the public steward of approximately 3,000 acres of property that represent a rich history of post-European settlement. The maritime industrial development and boom of the logging and milling industries brought a diverse population of immigrants who contributed to the founding of the City of Everett.

As time marched on, the lumber and shingle mills faded into history, and the fishing industry's once powerful presence declined dramatically as the fisheries industry waned.

The Port's economic development mandate drove the decision to redevelop these properties, opening up public access, removing historical and significant contamination from heavy industries including lumber mills and boat builders, and creating opportunities for an economic revival of this tremendous asset. The Port's 12th Street Redevelopment Project was launched in the first decade of this Century. The redevelopment also resulted in the deconstruction of a casket manufacturing building that was on the National Register of Historic Places.

The historic Collins Building, also known as the North Coast Casket Co. Building, was testament to the rich history of the area, the blue collar workforce that shaped it and the innovative use of the residual materials of the wood processing facilities that dominated Everett's waterfront. Its renovation was deemed impractical as the years had taken a toll on this wooden structure. In 2010 the building was deconstructed.

While its history is saved in extensive documentation, including a narrative booklet, multi-media CD, photography, a site marker and the re-use of the

salvaged timbers and other materials for the preservation of other historic buildings throughout the state, the recording of the waterfront history continued. As a result of the agreement between the Port, Historic Everett, the Washington Trust for Historic Preservation and the State Historic Preservation Officer, a comprehensive Historical Interpretive Program was created. The program went further than a single building's history and honored the impact and contribution of the lumber and shingle mills, commercial fishing and boat building industries on the development of Everett.

By capturing the testimony, memories and memorabilia of the last generation of surviving millworkers, fishermen and boat builders, the Port created a compelling historical account of the waterfront of Everett. The resulting 156-page book, website, audio and video recordings, photographic accounts and interpretive exhibits created a resource rich in history for current and future residents of Snohomish County.

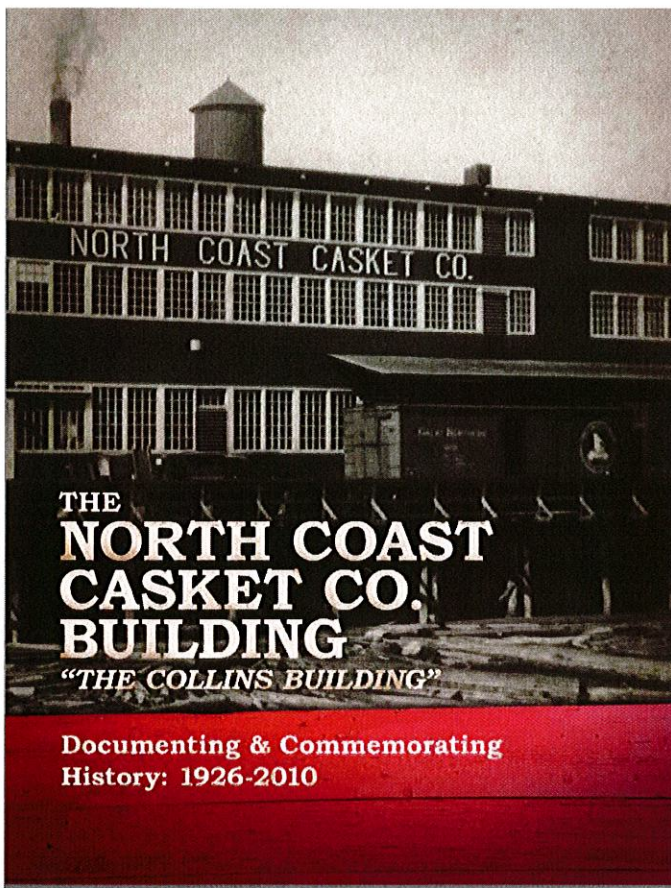
2.) Mission and Communications Objectives:

At the Port of Everett, the key phrase "Creating Opportunity" captures the mission objective. This applies to the Port's mandate to drive economic development, create public access opportunities, steward the properties and assets of the Port District for their highest use, and to communicate these opportunities to our community to result in their understanding, supporting and productively shaping the Port's future.

Market research demonstrated the need for a redeveloped waterfront, bringing a revitalized marina (the largest public marina on the West Coast), increased public access and new kinds of businesses to the

waterfront, such as tourism, maritime and light industrial. The deconstruction of a historic building that was no longer usable by the public — without millions of dollars in public subsidy — presented tremendous public relations challenges, as well as opportunities.

The agreement with interested parties and public agencies resulted in the historical interpretive program described here. The process included substantial



The capture of the history of the historic casket building including the production of a narrative booklet. The booklet, as well as an interactive CD, was distributed to local schools. The booklet can be downloaded at: <http://www.portofeverett.com/home/showdocument?id=300>

community outreach, the recording of history that was on its way to being lost forever and the enrichment of the newly redeveloped waterfront with a foundation of historical perspective. Conveying the Port's appreciation for its past, connection and dedication to its community, and commitment to the future were wrapped up in this significant project.

3.) Planning & Components:

Historical Book:

The Port of Everett based the development of the Interpretive Program on the research of Larry E. and Jack C. O'Donnell. The brothers authored a historical book, published by the Port, *The Evolution of a Vibrant Everett Waterfront, a Story of Sawdust, Salmon & Speedboats*.

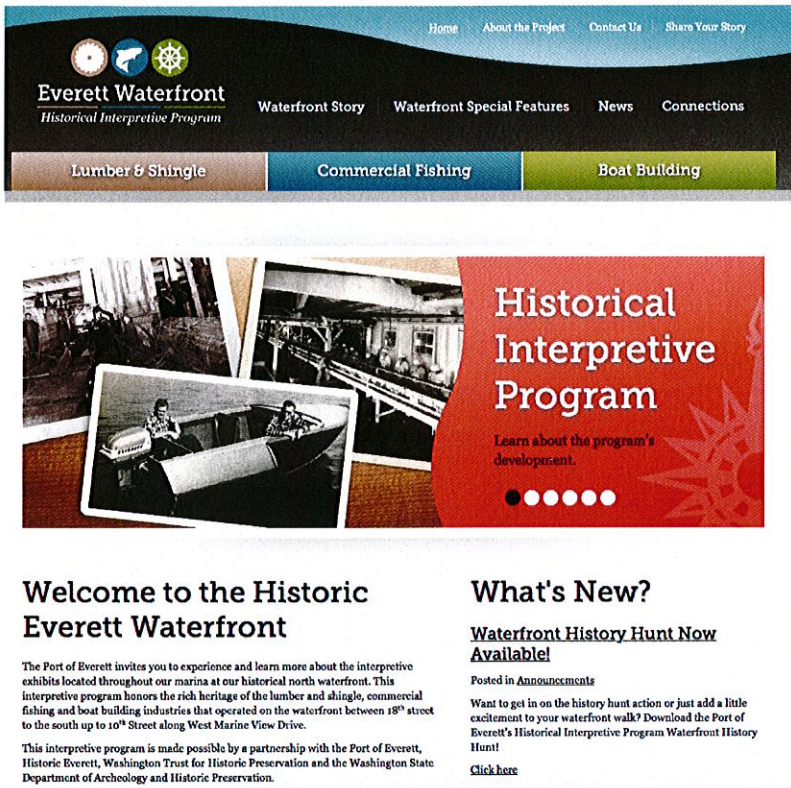
The historical research resulted in a vivid picture of an early industrial waterfront, the ethnic diversity, fortunes made and lost, and a city in the making. The book was made available by the Port at the local library and in our area public schools. It is also available for purchase at the Port of Everett for \$20 plus tax. All proceeds are used to cover the printing costs of the book.

Interpretive Program:

The Port took on converting the pages of the book into an interactive interpretive program, easily accessed by the community.

The program includes:

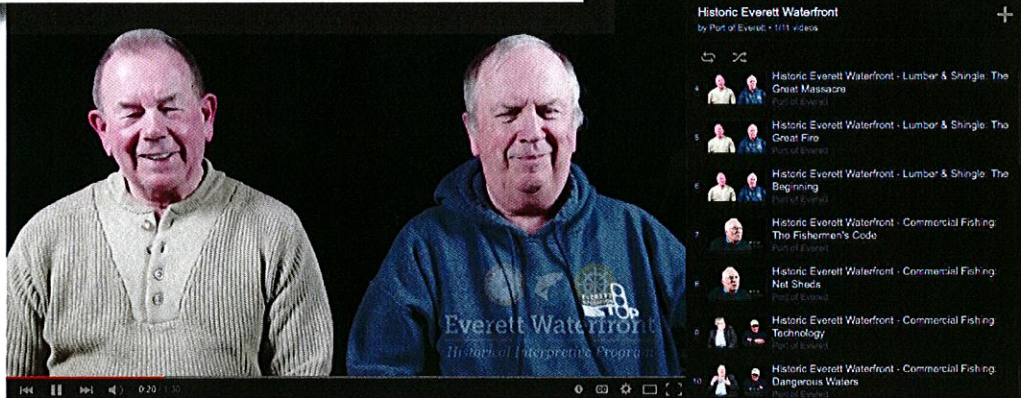
- A new website: www.historiceverettwaterfront.com
- Video interviews capturing the oral history of the site and its people
- Informational signage and interactive exhibits
- A ribbon-cutting event, and
- An interactive history hunt map for youth and site visitors



The website:

www.historiceverettwaterfront.com is an easily accessible, interactive place for people to find and explore the history of the Everett Waterfront.

A map showing interpretive locations, video interviews and the downloadable history hunt map are all here. The website is an ideal place to expand some of the information that is otherwise abridged for quick readability in the on-site displays. It also allows for online submittal of historic stories from others, and the ability of the Port to add to the historical contents in the future.



Video Interviews:

In all, eleven different interviews featuring the people of Everett Waterfront's past were recorded and shared on the Port's YouTube channel and on the interpretive website. The videos can be found at: <http://tinyurl.com/nldzcxn>

Interviews with commercial fishermen on the Commercial Fishing Industry:

- The Fishermen's Code, 0:50
- Net Sheds, 1:36
- Technology, 2:05
- Dangerous Waters, 4:26

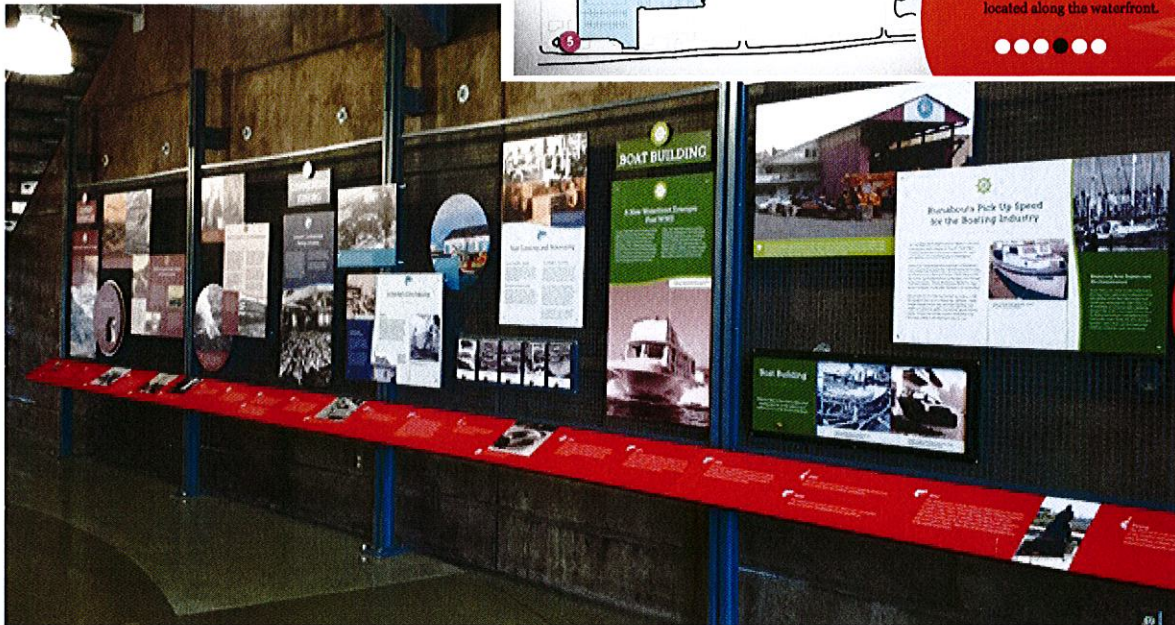
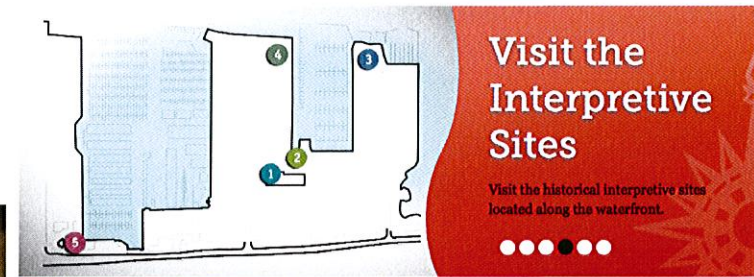
The series includes:

Larry & Jack O'Donnell interviews about the Lumber & Shingle Mills:

- The Smells, 1:30
- The Mills, 2:09
- The Industrial City, 3:06
- The Great Massacre, 2:25
- The Great Fire, 1:53
- The Beginning, 2:37

**Interviews with descendants of Morris Boats owners:
Boat Building: Morris Boats, 3:37**

These videos are also available at the interactive display at the Port's Waterfront Center.



The historic waterfront's lumber and shingle, boat building and commercial fishing histories are outlined in a display at the Port's Waterfront Center. The timeline includes interpretive descriptions, as well as an interactive computer kiosk.

Informational Displays & Kiosks:

Six unique interpretive displays were created to tell the story of the lumber and shingle, boat building and commercial fishing industries. Relevant locations were chosen, offering easy public access to the history within their grasp. In the high-traffic area of Waterfront Center, the display (shown above) includes a computer to allow access for visitors to explore the online history and hear the oral histories.

Lumber & Shingle Mills



The post-European-settlement history of the waterfront is replete with harrowing stories of sawmill work conditions, unions and fortunes made and lost.

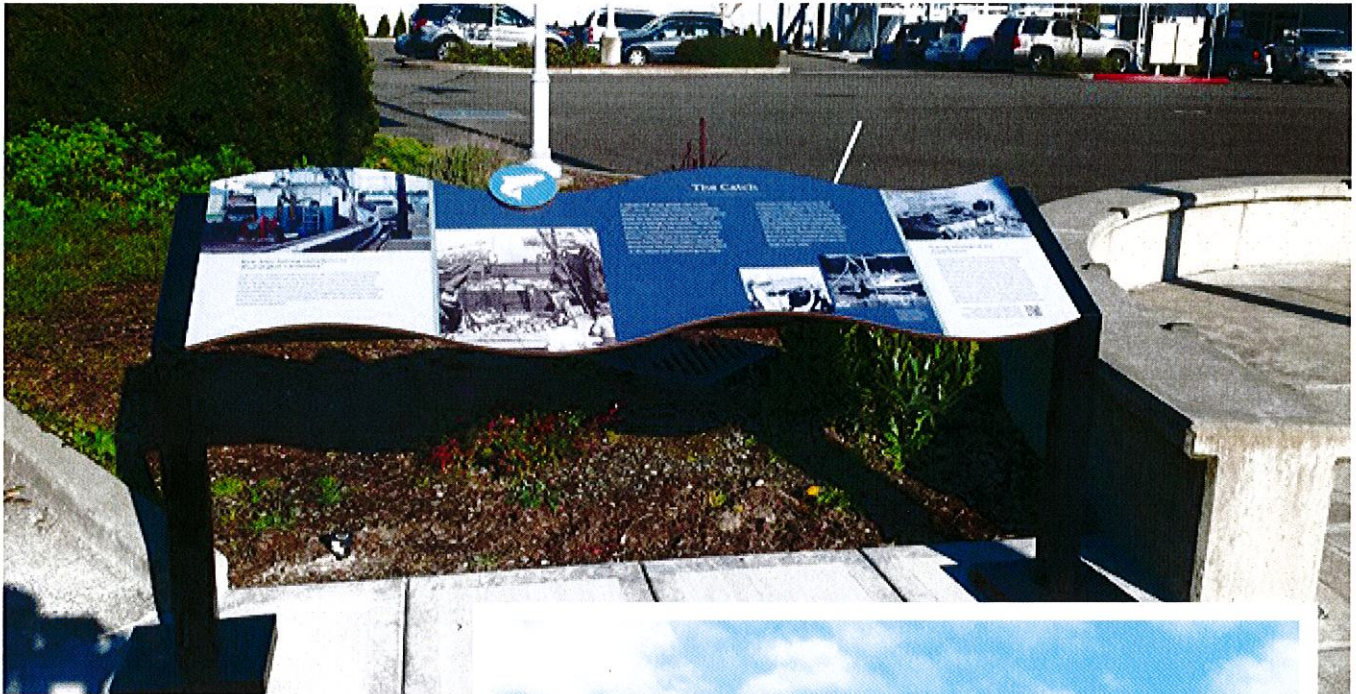


The saw blade bench, an interactive and inviting display, is at the Port's Boxcar Park at the water's edge.



The Weyerhaeuser Building is itself a historic marker, originally built to showcase the millwork created by the company.

Commercial Fishing



Our commercial fishermen were a tight-knit family of their own. Their history, intertwined with Everett's, continues as part of our country's heritage and our future. Their ancestor's story is told by the Port of Everett in displays that the public can get up close to. The commercial fishing interpretive sign is located at the marina where the fishing boats once filled the slips, and the statue paying tribute to the fishermen is located.



Boat Building



The interpretive display about the history of boat building is a unique piece that invites interaction. It is located at Jetty Landing park, where more than 50,000 people visit every summer.



skagitregionalhealth.or

HeraldNet

63°
Fair
High: 67° Low: 47°
Full forecast

EVERETT, WASHINGTON

Home News Towns Sports Business Opinion Entertainment Life Blogs Obituaries

Local news • Nation/World • Northwest • Schools • Religion • Politics • Crime/Courts • Roads/Traffic • L

Published: Tuesday, May 20, 2014, 12:01 a.m.
EMAIL ARTICLE | PRINT | JUMP TO COMMENTS

Front Porch: Everett port-history signs to be dedicated today

Port signs dedication

The Port of Everett plans to dedicate its historical interpretative displays that line the waterfront's four miles of trails at a ceremony from 10 a.m. to noon today at the port's Waterfront Center at 1205 Craftsman Way. The public is invited.

The exhibits, installed in February, explore Everett's history of lumber, shingle, commercial fishing and boat building industries on the waterfront.

The interpretive program is intended to bring local residents and tourists down to the waterfront to learn about the history of the site, while also providing an ongoing educational element.

The port worked with Historic Everett, Washington Trust for Historic Preservation and the Washington State Historic Preservation Office. The exhibits were designed by Dykeman Architects in partnership with EDX Exhibits, and fabricated and installed by Tacoma-based sign company YESCO Sign Company. The project cost \$400,000.

Local news

- Mortgages still on the books for homes wiped out by Oso disaster April 3
- Family seeks answers after teen's death from single punch April 3
- Suspected gunman arrested in Casino Road shooting April 3
- Keeper of Everett's past to be honored April 3
- Property crimes plague county, state at higher than average rates April 3
- House passes capital budget with local projects intact April 3

Highlights

Sea lion vs. octopus



An open house saw more than 350 people celebrate the opening of the interpretive program.

A Ribbon-cutting: More than 350 people attended this event, including key participants, public school children and elected officials.

The ribbon-cutting was immediately followed by an interactive "history hunt" along the waterfront and a book signing of *The Evolution of a Vibrant Everett Waterfront*, by Larry & Jack O'Donnell.

YOU'RE INVITED!



Everett Waterfront

Historical Interpretive Program

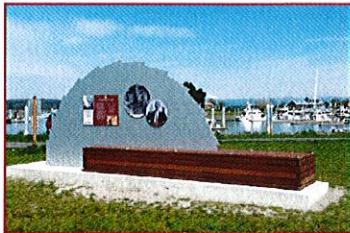
Please join us for a ribbon-cutting to dedicate the Port of Everett's NEW

HISTORICAL INTERPRETIVE PROGRAM

***FOLLOWED BY AN INTERACTIVE WATERFRONT HISTORY HUNT & A BOOK SIGNING OF
THE EVOLUTION OF A VIBRANT EVERETT WATERFRONT WITH LARRY & JACK O'DONNELL!***

TUESDAY, MAY 20, 2014 | 10 A.M. - NOON

IN THE WATERFRONT CENTER LOBBY - 1205 CRAFTSMAN WAY, EVERETT, WA 98201



COME! EXPLORE THE HISTORY OF THE PORT OF EVERETT WATERFRONT!

HISTORIC INTERPRETIVE PROGRAM DEVELOPED IN PARTNERSHIP BY:





PORT OF EVERETT WATERFRONT HISTORY HUNT





Everett Waterfront
 Historical Interpretive Program

FIND ANSWERS TO THE 10 QUESTIONS BELOW ON VARIOUS SIGNS & EXHIBITS ALONG THE PORT OF EVERETT WATERFRONT. USE THE MAP TO GUIDE YOU TO THE ANSWERS!

- | | |
|---|---|
| <p> WHAT NICKNAME DID THE CITY OF EVERETT CARRY UNTIL POST WORLD WAR II?</p> <p>_____</p> | <p> SHINGLE WEAVERS WERE OFTEN RECOGNIZABLE BY THEIR MISSING _____.</p> <p>_____</p> |
| <p> WHAT WAS THE NAME OF THE FIRST FISH-PROCESSING PLANT ON THE NORTH WATERFRONT?</p> <p>_____</p> | <p> WHEN DID FISHERMEN'S BOAT SHOP OPEN ON THE 14TH STREET DOCK?</p> <p>_____</p> |
| <p> THE _____ BROTHERS WERE KEY FIGURES IN EVERETT'S BOAT BUILDING & REPAIR INDUSTRY.</p> <p>_____</p> | <p> WHAT WAS ONE OF THE BIGGEST THREATS FOR SAW MILLS?</p> <p>_____</p> |
| <p> KNOWN AS THE LARGEST SHINGLE MILL OF ITS TIME, WHAT YEAR DID CLOUGH-HARTLEY OPEN?</p> <p>_____</p> | <p> WHAT WAS THE NAME OF THE FERRY THAT WAS BUILT IN 1981 BY FISHERMEN'S BOAT SHOP?</p> <p>_____</p> |
| <p> NAME THREE TYPES OF FISH CATCHING METHODS.</p> <p>_____</p> | <p> WHO WERE THE "WOBBLIERS" AND WHAT WERE THEY A PART OF?</p> <p>_____</p> |



History Hunt: The interactive Waterfront History Hunt, available on the Port's website, the interpretive website and at the Port offices, engages visitors to actively seek the story of the Everett waterfront.

By providing the interpretive displays at multiple sites throughout the Port, as well as a website, the program meets the objective of both capturing the history and broadly disseminating it to the general public and Port constituents. All displays are ADA compliant, as well.

The program creates a bridge in understanding between the Port's past and its future, creating opportunity for better communication and involvement in the Port's work to bring economic development to the region.

The primary audience for this program is the Port of Everett's constituents and their children, all of whom are part of the site's history and its future. Secondly, the general public, including site visitors, for whom history is a shared interest and impacts how we choose to see our landscape and steward our assets.

4.) Actions:

The 12th Street Marina Redevelopment Memorandum of Agreement (MOA) was signed in August 2005 and allowed implementation over a five year time period, and not to exceed \$400,000. In 2009, the Port Commission approved the steps to create the Historical Interpretive Program.

The book, earlier commissioned, was completed the following year, and the Request for Qualifications was issued in 2011. The Port hired Dykeman Architecture to lead the interpretive planning efforts, partnering with Site Story.

Production of the interpretive program included many key partners. Working with agency partners to craft the agreement for the program resulted in productive relations with Historic Everett, Washington State Department of Archaeology and Historic Preservation and the Washington Trust for Historic Preservation.

As part of our community outreach related to the project, nearly 20 individuals provided information and photographs from their private collections. The collections of local and regional newspapers, such as *The Herald* of Everett and the *Seattle Times*, as well

as the University of Washington Libraries were generous in their support.

With the framework of the O'Donnell research and book, consultants worked with the Port's Communications Director, Lisa Lefeber, to create the website, interpretive exhibits and videos. Ellen Southard from Site Story interviewed individuals with historic accounts, drawing from their memories of decades past, and pulling together the bigger picture of the waterfront and its people. Jonathan Holbrook with Tall Taurus Media produced the video accounts of these interviews, working with Site Story and the Port to identify the most powerful moments from the many hours of video footage.

Dykeman developed the theme and design concepts for the physical exhibits and web tools, and provided content for the website. They also conducted a meeting to present the concepts to the general public at an open house hosted by the Port, provided presentation materials, answered media questions and worked with the production house for the final production of the design exhibits and web and digital tools.

5.) Outcome:

After the installation of the interpretive displays, more than 350 students and members of the public showed up for the ribbon-cutting, tour and interactive waterfront history hunt.

Prior to the Port's final production of the interpretive program, review of the program was positive.

Historic Everett: "We firmly believe that the agreement, which was collaboratively crafted by the Port, The Washington Trust for Historic Preservation and the State Historic Preservation Officer, will result in a project that will be a source of pride for the Port. This interpretive program will be a worthy compliment to the waterfront, as well as an interesting and enjoyable amenity for the community."

The project and subsequent redevelopment helped repair some of the hurt that resulted from the loss of the historic Collins building. In fact, at the public

hearing for the redevelopment of the waterfront, the representatives of Historic Everett publicly spoke in favor of the Port's work.

The Washington Trust for Historic Preservation: "The Washington Trust for Historic Preservation is pleased to see the Port of Everett moving forward with an interpretive program for the 12th Street Marina Redevelopment Project that will reflect multiple aspects of Everett's rich maritime and industrial history. This program will honor the legacy of the area's commercial fishing, boat building, and lumber and shingle mills, reminding residents and visitors both of the role these industries played in Everett's development."

The video links have been viewed more than 454 times at a minimum. This includes the Port's current and past YouTube channel (the channel had to be moved).

Visitors to the Waterfront Center and its businesses are regularly seen reading the interpretive display and listening to the recorded voices of our waterfront past. In the last month alone more than 22,000 hits to the website have been recorded, including 18,000 from the interpretive display kiosk at Waterfront Center.



Jonathon Holbrook with Tall Taurus Media, and Ellen Southard with Site Story interview Larry and Jack O'Donnell, authors of The Evolution of a Vibrant Everett Waterfront. The authors' research and the

following community outreach to identify the stories, memorabilia and photographs of the waterfront, were the foundation of the interpretive program.



The Evolution of a Vibrant Everett Waterfront

A Story of Sawdust, Salmon & Speedboats



A Port of Everett Publication

Written By Lawrence E. O'Donnell and Jack C. O'Donnell