



## AAPA 2017 Communications Awards

SUBMITTING PORT:

PORT OF EVERETT

ENTRY CLASSIFICATION:

OVERALL CAMPAIGN

ENTRY TITLE:

HISTORIC WEYERHAEUSER  
BUILDING RELOCATION

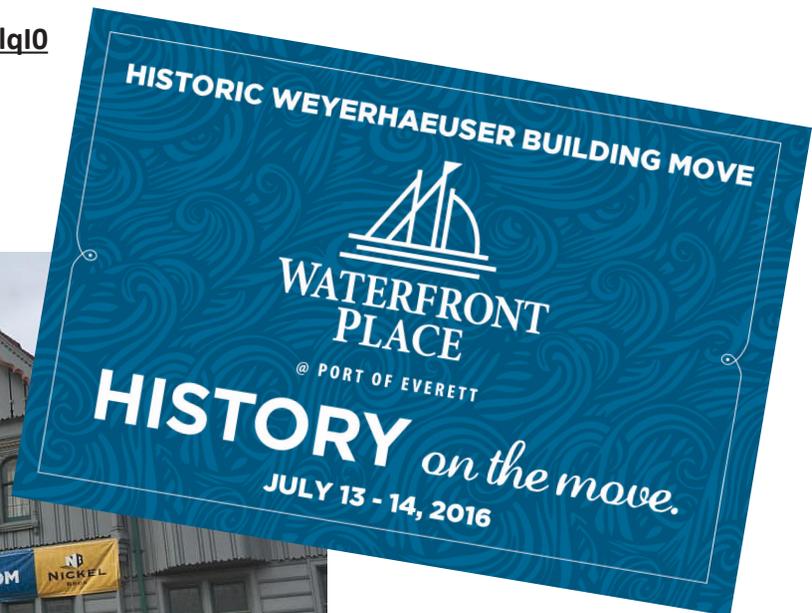
### Descriptive Summary

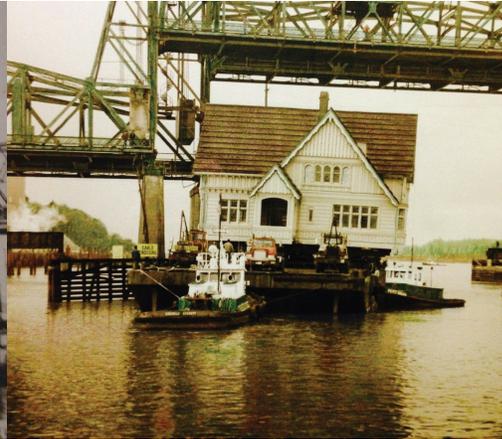
In July 2016, after extensive planning, preparation and a multi-faceted communications effort, the Port of Everett successfully relocated its iconic Weyerhaeuser Building from its South Marina to its new 2-acre Boxcar Park. This building move was and is a major element of the Port's new \$550 million, mixed-use Waterfront Place Central development, that when fully realized, is expected to support 2,075 family-wage jobs and generate \$8.6 million annually in state and local sales tax.

The historic Weyerhaeuser building, which is listed on the National Register of Historic Places, was relocated to become the feature attraction at the Port's new Boxcar Park. Future plans for this historic asset include re-opening for public use as a marine clubhouse and performance venue in the second phase of the Port's Waterfront Place development.

Watch the story @ <https://youtu.be/HWgw1j1lqI0>

Additional information available at  
[www.portofeverett.com/historyonthemove](http://www.portofeverett.com/historyonthemove)





First Move 1938: Weyerhaeuser Mill A to Weyerhaeuser Mill B

Second Move 1983: Weyerhaeuser Mill B to the South Marina

Third Move 2016: South Marina to Central Marina

## Background

The historic Weyerhaeuser Office Building's ornate Gothic-style structure was erected in 1923 at the Weyerhaeuser Company's first Everett plant. Architect Carl Gould was commissioned by the Weyerhaeuser Company to design a 6,000 square foot, one-and-a-half story building that would showcase local wood species such as fir, cedar and hemlock. The Weyerhaeuser Company was Everett's largest employer for decades, and the structure resided at two of its largest plants.

The Weyerhaeuser building was originally located at Weyerhaeuser's Mill A plant, about one mile south of Waterfront Place in today's international Seaport. In 1938, after Mill A was converted to a pulp mill, the building was moved to Mill B located on the Snohomish River on the east side of Everett. It served as office space until that mill closed in 1979. In 1983, the structure was donated to the Port of Everett and barged back down the river to its third location on the waterfront at the Port's South Marina. The Weyerhaeuser Office Building was listed on the National Register of Historic Places in 1986.

The building's two voyages made it a point of public interest and affection. Today, the building serves as a reminder of the once abundant and productive lumber and shingle industry that contributed to the evolution of the vibrant Everett waterfront.

In 2014, the Port proposed moving the building (hopefully for the final time) to a new location, Boxcar Park, to be the centerpiece of the Port's new \$550 million Waterfront Place Central mixed-use development to serve as a future marine clubhouse and performance venue. In 2016, after extensive engineering and planning, along with close coordination with the historical community, the Port of Everett awarded a nearly \$1.1 million contract to Everett-based Nickel Bros to relocate the historic building. Nickel Bros is the largest house moving company in the Pacific Northwest, having moved nearly 300 historic buildings in the U.S. and Canada.

## 1. Communications Challenges/Opportunities

The historic Weyerhaeuser building was, and is, a beloved icon on the Everett waterfront. It was important that we honor the buildings rich heritage at the Port, while also promoting the future. A building relocation of this magnitude inherently comes with a lot of challenges and opportunities, both from a logistics and communications standpoint.

The building is 6,000 square feet; one-and-a-half stories, weighing in at approximately 350-ton. A unique feature of the building is the 160-ton concrete and steel safe that was used to store money from lumber purchases. Relocation of the 85-foot X 65-foot building would require critical coordination with various community partners on the timing, route planning and preparation. Beyond the logistical challenges, the Port knew there would be communications opportunities and challenges. This would be the third move and the fourth location for the historic structure (see left). The Port saw this as a great opportunity to engage the community in its Waterfront Place Central



development plan and visually show its commitment to historic preservation. The Port of Everett had some relationship rebuilding to do with the historical community after it deconstructed a historic waterfront building in 2010. The first communication opportunity was to engage the historical community, along with the Washington Trust for Historic Preservation and the State's Archeology and Historical Preservation office to talk through the merits of the move, and how the Port planned to be good stewards of this historic resource and put it back into productive use. After several meetings and discussions about the safe-guards the Port would put in place during the move, the relocation earned the blessing of the historical community.

Another communication challenge the Port faced as a public agency that collects tax dollars, albeit the smallest taxing district in the county, was the perception of the unnecessary cost to relocate the building less than ¾ of a mile to be used as a non-revenue asset of a new waterfront park. We saw the opportunity to address this challenge head on by reaching out to the project critics and giving them the budget information on the move, explain the vision of the new public space and how moving this historic building would replace the need for building a new building on the site to house our boating clubs that are being displaced as part of this development. To ensure accurate information was getting out, we reached out to the local newspaper and created a project webpage and fact sheets. Once general consensus and excitement about the building move was established, the communication challenge of getting national coverage of the move also became the project's greatest opportunity.

The advent of smart phones and social media since the last time the building move created unique opportunities to get additional coverage of the move, but also posed some concern in the event that the move didn't go smoothly -- or worst case, the building was damaged in transit. We worked to mitigate this by learning from the contractor what the most 'risky' part of the move -- lifting the building off its foundation -- and trying to limit coverage and exposure to this activity. We did this by lifting the building off the foundation a couple hours before all the media, VIP and press events. There were no problems. Further related to the challenge of earning media coverage was that the move needed to occur at night because it had to be moved down a state highway that serves Naval Station Everett and the Port of Everett international seaport. We could only close West Marine View Drive (a main thoroughfare in Everett) for a two-hour block of time from midnight to 2 a.m.

As for opportunities, they were endless. Like usual, we were working on a tight budget with limited staffing resources. We would have to work closely with our contractor, partners and media outlets to earn as much national, regional, and local attention as was practical. Our top goal was to use the visual story of the building move to catapult our Waterfront Place Central project into mainstream media. We capitalized on the oppor-

tunities of this event by developing an overall communications campaign as laid out in the tactics and implementation sections.

## 2. Complement to Overall Mission

The mission of the Port of Everett reads: "The Port of Everett is an Economic Development Enterprise carrying out the public's trust to manage and develop resources, transportation facilities and supporting infrastructure to enable community opportunity."

Relocation of the historic building complements the Port's mission as it is a major part of the Port's \$550 million, mixed-use development project known as Waterfront Place Central. This major recapitalization effort is more than just a large scale real estate venture for the Port. The intent of the project is to provide jobs and access to the waterfront. The strategy is to unify the marina and surrounding property as one economic unit to create a sustainable and unique commercial, recreation and residential community. When fully realized, the Waterfront Place Development is expected to support 2,075 family-wage jobs. The project's private development will generate \$8.6 million annually in state and local sales taxes; in addition to the temporary construction jobs, sales tax and building permit revenues.

**HISTORIC WEYERHAEUSER BUILDING**  
An Icon of the Everett Waterfront

**ON THE MOVE**

**BUDGET**  
2015/2016: \$750,000

**ANTICIPATED TIMELINE**

- March - May 2016:** Public works solicitation and award of the move and foundation contractor.
- June - August 2016:** Completion of the project, which includes:
  - Photo documentation of the building
  - Construction of the new building foundation at Soccer Park
  - Site and relocation plans preparation
  - Relocation of the 10-foot x 65-foot, 100-ton structure to Soccer Park

**SITE PREPARATION & MOVE PLAN**

The Weyerhaeuser Building relocation route was carefully considered through surveys, site walks, utility research and coordination with the City of Everett and surrounding neighborhood groups. This thorough process identified obstacles to avoid or remove, and the Port has developed the most sound, weight-bearing and most-impact-free route. The building measures 5-foot wider than West Marine View Drive (W.M.V.D.). Several trees and some roadway improvements will be removed to accommodate the move, as opposed to removing power lines that would impact homes and businesses. The power poles will be demolished during the move for safety, but the lines will not be impacted. Trees to be removed are long past their maturity and will be replaced to match the surrounding landscape. Following the move, along with replacing any roadway features, additional work will be done at the building as well as demolition and cleanup of the site. Some landscape areas to be relocated will be relocated to the site. Some landscape areas to be removed will be removed. The move will occur at night, and likely mid-week to avoid impacts to tenants and visitors. W.M.V.D. will be closed to traffic in both directions for three to four hours at the building's final location at Soccer Park.

**FROM ITS CURRENT LOCATION IN THE SOUTH MARINA, THE BUILDING WILL BE HYDRAULICALLY JACKED UP OFF OF ITS FOUNDATION. ONCE IT REACHES THE SOUTH ENTRANCE TO SOCCER PARK AND WEST MARINE VIEW DRIVE, THE BUILDING IS EXPECTED TO TAKE AN ADDITIONAL THREE TO FOUR HOURS. THE BUILDING WILL TRAVEL DOWN THE CENTRAL PARK, TRAVELING WEST ALONG 14<sup>TH</sup> STREET, THEN TURNING NORTH TO ITS FINAL LOCATION AT SOCCER PARK.**

**ONCE THE BUILDING REACHES ITS FINAL DESTINATION, IT WILL BE SET ON ITS NEW FOUNDATION, WHICH WILL BE MOSTLY COMPLETED ON-SITE PRIOR TO RELOCATION.**

**TIMELINE**

- 1923**  
THE Weyerhaeuser OFFICE BUILDING WAS BUILT AT THE COMPANY'S FIRST EVERETT PLANT. ARCHITECTURAL DESIGNER CARL GOSWAM designed a 6,000-square-foot building for the Port of Everett and the near to current location of the building. The building was used as the Everett office and housed other staff for many years. The building currently sits vacant in the Port's South Marina.
- 1938**  
THE BUILDING BECAME THE FIRST HOME FOR MRA. A new company building was erected to house the company's MRA and was located on the site located on the waterfront. It was an early effort to create a new waterfront area in 1938.
- 1983**  
THE BUILDING IS ON THE MOVE AGAIN AS THE PORT OF EVERETT PLANS TO RELOCATE THE BUILDING TO THE SOUTH MARINA. THE STRUCTURE WAS MOVED TO THE PORT OF EVERETT AND THE NEAR TO CURRENT LOCATION OF THE BUILDING. THE BUILDING WAS USED AS THE EVERETT OFFICE AND HOUSED OTHER STAFF FOR MANY YEARS. THE BUILDING CURRENTLY SITS VACANT IN THE PORT'S SOUTH MARINA.
- 1986**  
ECONOMIC DEVELOPMENT NATIONAL REGISTER OF HISTORIC PLACES THE Port of Everett announced the building, now recognized as a historic structure and national register.
- 2010**  
RELOCATION OF THE BUILDING TO THE SOUTH MARINA. THE FOUNDATION WILL BE RELOCATED TO THE SOUTH MARINA. THE FOUNDATION WILL BE RELOCATED TO THE SOUTH MARINA. THE FOUNDATION WILL BE RELOCATED TO THE SOUTH MARINA.
- 2016**  
RELOCATION OF THE BUILDING TO THE SOUTH MARINA. THE FOUNDATION WILL BE RELOCATED TO THE SOUTH MARINA. THE FOUNDATION WILL BE RELOCATED TO THE SOUTH MARINA.

**DO YOU KNOW?**

- It is the second largest member of United States. The company has approximately 13 divisions.
- The building is on the National Register of Historic Places.
- The building is on the National Register of Historic Places.

The iconic Weyerhaeuser Building will be the featured attraction at the new Boxcar Park, located within the Esplanade District of the development at the water's edge. Considered a jewel of the development, this relocation brings history to life, re-opening the building for community use in the 2020 timeframe. The plan calls to utilize the historic structure as a marina clubhouse and a new outdoor performance venue

### 3. Planning & Programming Components

#### GOALS

The Port of Everett's goals for the Historic Weyerhaeuser Building Relocation were to:

- Successfully relocate the mega structure from the Port's South Marina to the new Boxcar Park in one piece (and live to tell about it)
- Build momentum for the Waterfront Place Central project as it relates to the development community
- Build goodwill with the historical community
- Cultivate community interest and excitement for the new Waterfront Place Central Development
- Keep our audiences informed every step of the way

#### OBJECTIVES

When the Port set out to initiate communications related to the historic building relocation, staff identified what success would look like. The set objectives were to achieve the following:

- Earn prominent coverage with 6 local and 3 national media outlets
- Attendance by a minimum of 5 media outlets at the press conference
- Attendance by a minimum of 75 people at the community viewing event and 150 at the VIP viewing event
- A total of 300 social media mentions (half community and half media)
- A total of 500 website views
- A total of 150 views on the video news release

#### AUDIENCES

##### Primary Audiences

- Private development community
- Everett residents
- Business leaders
- Historical community

##### Secondary Audiences

- Port District residents/tenants
- Internal project partners

### 4. Actions & Outputs

#### STRATEGIES

The strategies put in place for communications related to the historic move were to:

- Work with our well-known house moving contractor Nickel Bros on communications to reach as much of our target audience as possible
- Tie all Weyerhaeuser Relocation messaging to the Waterfront Place Central development
- Engage our historical partners in the move events

#### TACTICS

Once we had our goals, objectives and strategies set, the Port team identified the specific steps to take:

- Create a brand campaign for the historic move with new creative material specific to the relocation project
- Incorporate Weyerhaeuser Move promotion into all regular Port community outreach (i.e. neighborhood meetings, key communicator meetings, bus tours, etc.)
- Create a digital presence for the move that includes a social media campaign (#historyonthemove) and website landing page
- Develop interpretive signage at the current and future building sites explaining the project
- Get authorization for this special project to boost a social posts for the first time
- Incorporate Facebook Live coverage for the first time
- Attend construction meetings and keep in close communication with project partners to ensure consistent messaging; update messaging often
- Work with contractor to get a time-lapse video of move preparations
- Host a press conference and other press related events to encourage prominent coverage
- Host a community viewing event
- Integrate video into Sail-in Cinema Outdoor Movie Series
- Direct outreach with the historical community
- Design and fabricate banners to place on the building during the move
- Create commemorative items: 1.) a green race flag to signal the 'start' of the building move, 2.) branded flags to commemorate the historic milestone for community
- Develop VIP and community passes that served as not only for admittance, but also as a commemorative item
- Create a video news release to reach audiences that may not be able to attend in person or send a news crew; pay to have it published on the AP newswire
- Have a video crew on-site the day of the event to capture all the activities; get key interviews with leaders such as Port Commissioners, the Mayor, County Executive and the historical community
- Create a communications plan that ensured a Port

Commissioner or our CEO was on-site and available for media interviews from 10 a.m. the day of the move, and throughout the night until the building moves off the main interstate and back onto port property

- Identify a safety officer to escort media within the 'work' zone to get better, and more exclusive, footage of the move; provide protective gear and host a safety meeting for select media pre-move

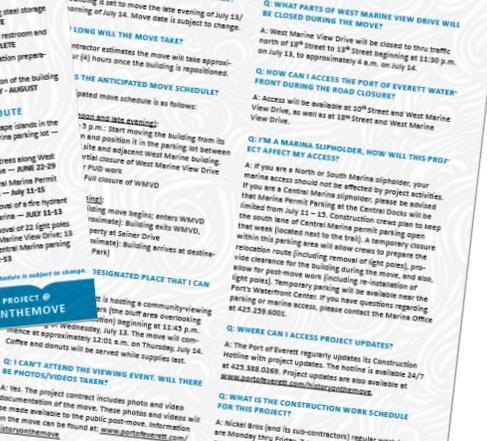
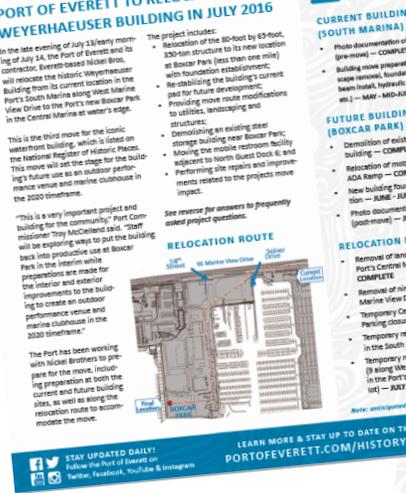
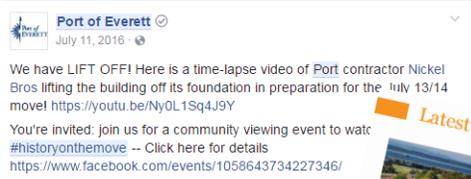
**IMPLEMENTATION**

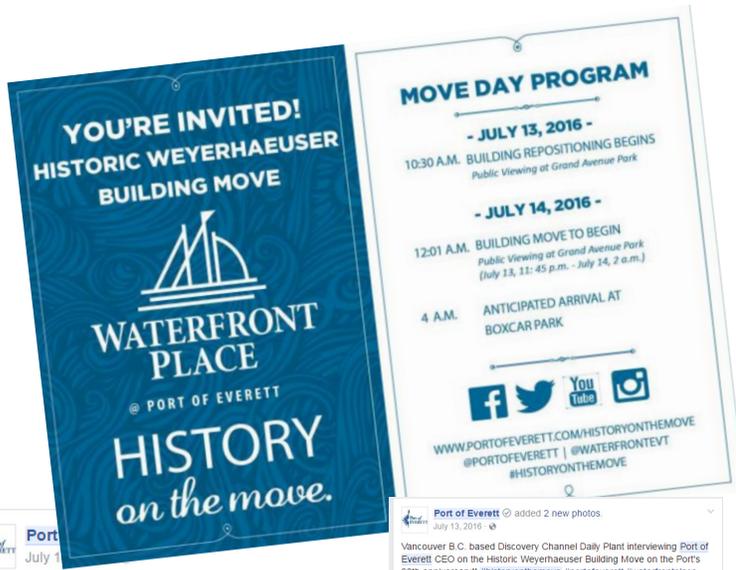
Due to the complexity of this project, we developed an overall communication plan and strategy that took into consideration pre-move, during move and post-move communications to maximize coverage and visibility and generate goodwill and buzz for the Port and the new Waterfront Place project.

**Pre-Move**

Promotion of the move was incorporated into all the Port's communications outreach to keep our audiences informed prior to the move. The Port developed new creative materials to support project promotion including a project fact sheet, website landing page, #historyonthemove social media campaign, installation of interpretive signs at the building's current and future sites, a construction newsletter, a frequently asked questions sheet, press kit, press briefings, building banners, commemorate flags and talking points. We also incorporated promotion into our standard outreach including bus and harbor tours, community presentations, social media, press interactions, newsletters, webpage and press releases. We worked with Nickel Bros and our Waterfront Place marketing firm Cord Media on media outreach, and coordinated a time-lapse video of all the various move preparation and activities in advance of the move to build excitement.

The move itself required the closure of West Marine View Drive, a main arterial in Everett that supports the U.S. Navy Base, which required the move having to occur at night. It also required removal of power lines, fire hydrants and trees, as well as temporary utility shutdowns. Pre-move coordination with various partners was critical. This included continuous and direct communication with the U.S. Navy, City of Everett, Police and Fire, WSDOT, BNSF Railways, Snohomish County PUD, Port tenants, Port security and more. We reserved rooms at the Inn @ Port Gardner, a hotel that overlooks the marina and the Weyerhaeuser Building (at its pre-move site) to offer alternative viewing points for media coverage and video footage. We also reserved hotel rooms for out-of-state and out-of-country media





Early morning move interview with @portofeverett CEO. #historyonthemove #portofeverett



to ensure their availability on the move date if they hadn't pre-planned. The hotel was fully booked by community members wanting to get a good view.

### During the Move

The Port hosted two major events: 1.) a kick-off press conference the morning of the move with photo and video opportunities for the media to capture the repositioning of the building, and 2.) viewing events that offered a media and VIP location alongside the relocation route, and a community viewing area at a local park overlooking the route. The planning and logistics of these events were particularly difficult, as we balanced the risk of something going wrong while the building was first moved off its foundation for the first time, with ensuring we had the media and the community on-site to capture and witness the historic move. One of the ways we worked to mitigate the risks and to ensure positive coverage was to move the building slightly off its foundation in advance of the media events.

During the 12-hour nighttime move, the Port provided continuous social media coverage with real-time posts and media shares. We completed the Port's first-ever live stream coverage via Facebook Live, coordinated photo and video footage to document the move (including drone footage) and worked with media outlets throughout the night, even doing CEO interviews as late (or as early) as 3 a.m. Rewind back to the date of the move, Pokemon Go was all the rage. The Pokemon Go trend created extra excitement at our community viewing area.

### Post-Move

Promotion of the move continued after the building made it safely to its final destination. The Port issued its first-ever video news release to the AP newswire to reach media that could not attend the event and to ensure broad range media coverage. Further, we continued our social media coverage and used all our other traditional outlets to promote the uniqueness of this move. The Port even applied for a Guinness Book of World Records for the most times a historic building was moved. There is no category established for this type of activity, so no record could be given.

Since the move, the Port has continued to work with the media on coverage opportunities and used the footage to develop videos and other creative materials for the continued promotion of the Waterfront Place Development. We used the video footage, photos and coverage of this project to establish credibility for the Waterfront Place project in the development community. We were able to successfully recruit a housing developer, along with our hotel and retail developers (currently under negotiations) we believe, in large part, due to this high-visibility coverage.



We also integrated the move coverage into the kick-off of our new Sail-in Cinema outdoor movie series. The first movie was set to run the Friday following the move, providing only 24 hours to get the building set and secured, and the park into tip-top shape. We used the building as a backdrop to the new venue and played the video news release before the first movie.

### BUDGET & STAFFING

The communication budget for this project was \$12,200. This included all collateral material, consultant fees and production costs. The most costly part of this effort was the video news release and video documentation of the move. The cost to bring the community into the event was pretty modest with just \$500 in food and supplies. The VIP and press conference events came in at \$1,500, but we received sponsorship by a local engineering firm, PND, to cover those costs.

All communications efforts were pulled together by the Port's public affairs team of two, in partnership with our move contractor Nickel Bros and marketing consultant Cord Media.

## 5.) Outcomes and Evaluation Methods

On July 13, the Port's 98<sup>th</sup> birthday, Nickel Bros spent nearly six hours getting the building into the right position to ensure a smooth move. After approximately 12-hours and no major incidents during the move, the task of relocating the historic structure and the communication about the move was deemed a success.

Today, the building sits at Boxcar Park and serves as a reminder of the once abundant and productive lumber and shingle industry that contributed to the evolution of the vibrant Everett waterfront.

The following is a list of successes as a direct result of the communication effort for the project:

### ATTENDANCE

We had strong attendance at both events. More than 200 VIPs attended, along with all major local TV, radio and print news outlets. We also had two national publications and the Vancouver B.C. Discovery Channel come to cover the move. At the community viewing area at the park, more than 300 community members viewed the building move (which began promptly at midnight).

### EARNED MEDIA COVERAGE

The mega move earned approximately 134 separate news mentions/coverage. Working with our contractor, Nickel Bros, we were able to earn an entire segment on the complexities and uniqueness of this move on Discovery Channel's Daily Planet.



612 people reached

Lisa Mandt Lefeber, Andrea Tucker and 24 others

Boost Post

Waterfront Place  
July 14, 2016

The iconic Weyerhaeuser Building is officially half way home to Boxcar Park and it's a beautiful sight! #historyonthemove Port of Everett Nickel Bros



Port of Everett  
July 14, 2016

Took a bit longer than expected, but she is now in Boxcar Park almost to her new foundation! #historyonthemove #portofeverett #waterfrontplace #nickelbros Waterfront Place Nickel Bros



6,255 people reached

Wade Kerner, Mark Taylor and 118 others

Boost Post



## Weyerhaeuser Building's Third Move Complete

*The historic building successfully makes 11 hour journey to Boxcar Park*

On July 14, 2016, the Port of Everett's iconic Weyerhaeuser Building — which is listed on the National Register of Historic Places — was successfully moved to its new home at Boxcar Park.

Boxcar Park is a new 2-acre park located at water's edge within the Port's new Waterfront Place Central mixed-use development. The Port dubbed it Boxcar Park because the site was once home to a mill operation where lumber, shingles and other forest products were transferred to boxcars for distribution around the U.S. Relocation of the historic structure to the park is a major element of the development, as it creates a quality public space enriched in Everett's mill-town roots. Plans include transforming the building into the Weyerhaeuser Muse to act as a marine clubhouse and

backdrop for outdoor performances, such as concerts and plays.

"The Waterfront Place Central project is all about jobs, recreation, history and fun," Port of Everett Commissioner Troy McClelland said. "And the relocation of the historic Weyerhaeuser Building is a critical component in incorporating all of these elements. From the street signs to the public spaces, we are honoring the rich history of the Everett waterfront with this relocation and new development."

**About the Move**  
The Port Commission awarded the nearly \$1.1 million contract to the Everett-based Nickel Bros to relocate the historic building. Nickel Bros is the largest house moving company in the Pacific Northwest, having moved nearly 300 historic buildings in the U.S. and Canada.

Officials from the Port of Everett, City of Everett, Snohomish County and historic Everett both from the green flag, kicking off the Weyerhaeuser Building move from the Port's South Marina to its new waterfront destination Boxcar Park (shown above).

After more than a year of planning, it took 11 hours to move the building one-mile from the South Marina to Boxcar Park via a prime mover, the 1957 Mack "Bruno." The building, which has been moved three times since its creation, weighs in at approximately 350-tons. In preparation for the heavy haul, the building was lifted nearly eight feet in the air using a unified jacking system, with 42 individual jacks.

"We are excited to have been a part of this project," Nickel Brothers Estimator Nick Carpenter said. "There is an inherent risk anytime a building of this size is moved, and we are thrilled that after months of preparation on our end this historic building is now safely at its final location."

The Weyerhaeuser Building's ornate Gothic-style structure was erected in 1923 at the company's first Everett plant. Architect Carl Gould was commissioned by the Weyerhaeuser Company to design a 6,000 square foot, one-and-a-half story building to showcase local wood species such as fir, cedar and hemlock. A unique feature of this building is the 160-ton concrete and steel safe that was used to store all the money from lumber purchases.



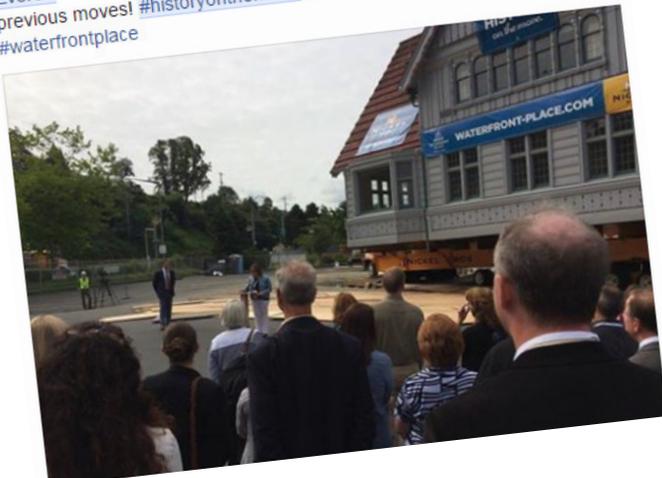
4 | PORTSIDE WINTER 2017

Corporate & Cont Ed and 16 others follow  
Kari Quaas @kariquaas · 14 Jul 2016  
New landmark. #pnwonderland #sunset #everett #weyerhaeuser #historyonthemove #portofeverett... [instagram.com/p/BH3luougrv/](https://www.instagram.com/p/BH3luougrv/)

Jim Grieco @Cap11C · 14 Jul 2016  
Watched @portofeverett move Weyerhaeuser Building this morning. #pnw #megamoves #historyonthemove [instagram.com/p/BH1jXZvDuhU/](https://www.instagram.com/p/BH1jXZvDuhU/)

Port of Everett  
July 13, 2016 · 🌐

"It's going to be a showpiece in Boxcar Park!" Andrea Tucker with Historic Everett talks about the history of the Weyerhaeuser Building and its previous moves! #historyonthemove #portofeverett #historiceverett #waterfrontplace



## SOCIAL MEDIA

Our efforts generated an approximate 10-percent increase in new followers across our social media accounts. At the time of the move, the Port social media policy did not allow for boosting of posts. We received authorization to boost one post to promote the community viewing event, which was successful based on the approximate 300 attendees that came out to join us at midnight to watch the move. Engagement on social media related to the move was the highest we have ever experienced on our social channels and was very positive. This gave people the opportunity to follow every step of the move, from the planning phase to completion. We completed our first Facebook Live video of the press conference, which had 309 views.

## HISTORICAL COMMUNITY BUY-IN

Involving the historical community in the relocation effort and the eventual plan for the building at Boxcar Park has gone a long way in developing a stronger relationship and building good will with the local historical community. A direct result of that was the willingness of Historic Everett to participate as a speaker at our press conference, and to communicate to the media and business leaders about the project and how much it means to our community.

## DEVELOPMENT CREDIBILITY

We used the video footage, photos and media coverage of this project to establish credibility for the Waterfront Place project in the development community. We were able to successfully recruit a housing developer for the first phase of the project, along with hotel and retail developers (currently under negotiations). Gaining attention by these quality private developers, we believe in large part, was due to high-visibility coverage related to the move.

## SITE VISITS

Following the move, Boxcar Park was flooded with visitors who followed the move on the news or on our feeds. They came to take pictures of and with the building, and verbally expressed their appreciation of the work the Port put in to include the building in the Waterfront Place development plans and re-open the building for community use.

## VIDEO VIEWS

To date, our Weyerhaeuser videos (3) on YouTube have a collective view total of 1,850. We also showed the move footage at all six of the Port's Sail-in Cinema movies with attendance for all movies reaching approximately 2,400. The video footage has also been incorporated into our marketing and community outreach presentations.

## WEBSITE VIEWS

The Port of Everett's History on the Move webpage was viewed 350 times.

Tying success back to our project communication objectives:

- We earned prominent local and national media coverage, well exceeding our goal of 6 local and 3 national media features
- We had attendance by more than 5 media outlets at the press conference
- We well exceeded our goal 75 people at the community viewing event, totalling approximately 300. We also exceeded our goal of 150 attendees at the VIP viewing event, hosting approximately 200
- Although hard to track, we reached our goal of 300 social media mentions (half community and half media)
- We didn't quite hit our goal 500 website views, but came close at 350
- We exceeded our goal of 150 views on the video news release, with 730 views

### Summary

In summary, the Port of Everett's overall communications campaign for the Historic Weyerhaeuser Move was a success. On a minimal budget and with lean staffing, we were able to keep our community informed and engaged in a variety of ways throughout the planning and execution of the move. We were able to successfully engage our community and local historical agencies to experience this historic milestone and build on the excitement of what's to come of the Everett waterfront.

ove-again/

Agriculture is the largest employer in WA. See how it's saving small towns. [GROWHEREWASHINGTON.COM](http://GROWHEREWASHINGTON.COM)



Business | Real Estate

## Historic Everett building is on the move again

Originally published July 13, 2016 at 2:02 pm | Updated July 13, 2016 at 5:57 pm



Workers for Nickel Bros on Wednesday begin moving the 350-ton historic Weyerhaeuser building from its foundation during relocation from the Port of Everett's South Marina to Boxcar Park in the Cen...



Port of Everett

Published by Lisa Lefebvre (?) · October 13, 2016 ·

Didn't get to see the historic Weyerhaeuser move this Summer? Discovery Channel's Daily Planet has released the trailer featuring this monumental feat! Watch here <http://www.discovery.ca/extra/daily-planet>



Watch video online

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WWW.DISCOVERY.CA

Heather Allen shared Tammie DeVooght Blaney's post

July 14, 2016 ·

My father and I took camp to go watch this historical house being moved last night it was amazing.



829 Views

Tammie DeVooght Blaney

July 14, 2016 ·

scuttiebuttbrewingco  
Scuttiebutt Brewing ... Following

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scuttiebuttbrewingco New neighbor moving in #historyonthemove #weyerhaeuserbuilding to #boxcarpark #everett lambkim Awesome! kdonahue40 I've always loved that building des.des.des So happy to see that beautiful building is getting new life.

Add a comment



The 350-ton historic Weyerhaeuser Office Building moves onto West Marine View Drive in Everett during its relocation from the Port of Everett's South Marina to the new Boxcar Park in the Central Marina early Thursday morning. (Jan Terry / The Herald)

### Moving history: Weyerhaeuser building hauled to new home

CHRIS WINTERS · Thu Jul 14th, 2016 11:57am · **NEWS**

EVERETT — Everett's historic Weyerhaeuser Office Building has a new home.

The 6,000-square-foot building has stood at 1710 W Marine View Drive since 1984. On Wednesday morning, it began its slow progress one mile to the north.

