



AAPA 2017 Communications Awards

SUBMITTING PORT:
ENTRY CLASSIFICATION:
ENTRY TITLE:

PORT OF EVERETT
SPECIAL EVENTS
SAIL-IN CINEMA

Descriptive Summary

The Port of Everett operates the largest public marina on the West Coast with 2,300 slips. The Port's community of boating enthusiasts is made up of year-round and seasonal moorage holders, visiting boaters, avid fishermen and marine service customers — all of which are critical to the Marina's successful business operations. In an effort to creatively recognize its boaters and continue promoting its marina facilities and amenities in a unique way, the Port of Everett hosted its first-ever Sail-in Cinema outdoor movie series in the summer of 2016. The Sail-in Cinema offered a unique twist on a "drive-in" movie, allowing boaters to sail-in to the guest docks to watch movies from their boat, while non-boating visitors could watch movies by land at the Port's Boxcar Park.

Learn more @ www.waterfront-place.com/sailin



SAIL IN CINEMA
@ WATERFRONT PLACE

SPONSORED BY:
DWAYNE LANE'S TRUCK CENTER

IN PARTNERSHIP WITH:
PORT OF EVERETT

SAIL IN. WALK IN.

FRIDAY NIGHTS

JUL 15	9:30	GUARDIANS OF THE GALAXY
JUL 22	9:25	SANDLOT
JUL 29	9:15	MIRACLE
AUG 5	9:00	STAR WARS
AUG 12	8:50	FINDING NEMO
AUG 19	8:35	TOP GUN

503 Millwright Loop West, Everett, WA 98201

LEARN MORE: WWW.WATERFRONT-PLACE.COM/SAILIN

MAP: PUBLIC PARKING, PORT LUNCH, SAIL IN CINEMA VIEWING SLIPS, BOAT PARKING, BOAT RAMP, 16TH ST, 15TH ST, 14TH ST, 13TH ST, 12TH ST, 11TH ST, 10TH ST, 9TH ST, 8TH ST, 7TH ST, 6TH ST, 5TH ST, 4TH ST, 3RD ST, 2ND ST, 1ST ST, EVERETT BL, MILLWRIGHT BL, PORT BL, 10TH BL, 11TH BL, 12TH BL, 13TH BL, 14TH BL, 15TH BL, 16TH BL, 17TH BL, 18TH BL, 19TH BL, 20TH BL, 21ST BL, 22ND BL, 23RD BL, 24TH BL, 25TH BL, 26TH BL, 27TH BL, 28TH BL, 29TH BL, 30TH BL, 31ST BL, 32ND BL, 33RD BL, 34TH BL, 35TH BL, 36TH BL, 37TH BL, 38TH BL, 39TH BL, 40TH BL, 41ST BL, 42ND BL, 43RD BL, 44TH BL, 45TH BL, 46TH BL, 47TH BL, 48TH BL, 49TH BL, 50TH BL, 51ST BL, 52ND BL, 53RD BL, 54TH BL, 55TH BL, 56TH BL, 57TH BL, 58TH BL, 59TH BL, 60TH BL, 61ST BL, 62ND BL, 63RD BL, 64TH BL, 65TH BL, 66TH BL, 67TH BL, 68TH BL, 69TH BL, 70TH BL, 71ST BL, 72ND BL, 73RD BL, 74TH BL, 75TH BL, 76TH BL, 77TH BL, 78TH BL, 79TH BL, 80TH BL, 81ST BL, 82ND BL, 83RD BL, 84TH BL, 85TH BL, 86TH BL, 87TH BL, 88TH BL, 89TH BL, 90TH BL, 91ST BL, 92ND BL, 93RD BL, 94TH BL, 95TH BL, 96TH BL, 97TH BL, 98TH BL, 99TH BL, 100TH BL

SAIL IN CINEMA
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1. Communications Challenges/Opportunities

CHALLENGES

Every summer, the Port of Everett hosts a Marina Customer Appreciation BBQ to recognize its marina slipholders and service customers for choosing the Port of Everett as their marina. The customer appreciation BBQ became a long-standing tradition at the Marina; however, over the past few years the Port has continued to see a decline in marina customer attendance and an increase in overall event cost to cover food, supplies, staffing and entertainment. Although the BBQ was a great gesture, it no longer seemed to be a cost-effective option for recognizing boaters.

For summer 2016, the Port team decided it was time to make a change and replace the BBQ with something a little more enticing to reach more of our boaters; something unique that no other marina in our area was doing. In years past, the Port had tossed around the idea of offering outdoor movies, but at the time didn't have a good space to host an event of that size or scope, or the budget to pull it off. After a brainstorming session, we decided it was time to give the outdoor movie route a try and get creative within our available budget. We decided to replace the Marina Customer Appreciation BBQ with a new program, which we later dubbed the "Sail-in Cinema," to offer an outdoor movie series that allowed boaters to sail-in to watch the movies from their boat at the guest dock, while non-boating visitors could watch movies by land at the Port's Boxcar Park.

We knew that kicking off the Sail-in Cinema event would have challenges, including financing, site infrastructure and communications. On the budget side, we would have to creatively leverage what we had available in our customer appreciation budget and seek potential grant and/or sponsorship funding to pull it off, as the cost would be significantly higher than the BBQ. On the infrastructure side, we had the Port's new 2-acre Boxcar Park to use, but there is no electrical infrastructure to power the screen and we had a large historic building that would be relocated to Boxcar Park that summer. This would entail working closely with our maintenance and construction teams to get park logistics



fine-tuned. On the communications side of things, being a new event in a newer location that was not yet well known, we needed to develop a new creative campaign to get the word out about the event and educate people on how to find it.

OPPORTUNITIES

The Port of Everett saw a lot of opportunities in kicking-off this unique waterfront event. For one, there is no other outdoor movie opportunity in our area that takes place on the waterfront, and certainly no outdoor movies viewable by boat. Offering Sail-in Cinema would not only achieve our goal of recognizing our boaters in a creative way and show them that we took them into consideration in planning this event, but it would also allow us to leverage the event to continue promotion of our facilities. Boaters that may not currently moor at the Port of Everett would be invited to come experience our facilities, as well as non-boating marina visitors that come down to the waterfront to patronize the businesses and enjoy site amenities.

Further, we saw a great opportunity to add to the overall itinerary available for waterfront visitors on weekends. Prior to Sail-in Cinema, we had various waterfront activities planned on Thursdays, Saturdays and Sundays, but aside from our walking trails and restaurant services, there was little to do on Friday evenings. Adding outdoor movies on Friday nights would provide a reason for visitors to come to the waterfront and extend their stay into the weekend and promote area tourism.

Another key opportunity in hosting the event is site and brand recognition. As part of a larger capital effort, the Port of Everett is currently working on a 65-acre mixed-use waterfront development known as Waterfront

Place Central. Boxcar Park is an integral piece of the development, offering a high quality public access space that is infused with Everett's rich history of lumber and shingle mills. We want waterfront visitors to become familiar with Boxcar Park and gain locational awareness of Waterfront Place as a destination, and what better way to do that than promote our site with a large scale event.

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.”

The Port of Everett's Sail-in Cinema outdoor movie series supports this mission by way of supporting marina operations and infrastructure to ensure its customer base continues to choose the Port of Everett as its marina of choice. Further, the event provides an avenue for the Port to continue to build interest, excitement and awareness of its \$550-million Waterfront Place Central mixed-use development, a major real estate redevelopment that will support the Port’s upland and in-water facilities. Providing waterfront recreational access and building community relationships is key to supporting the Port’s mission.

3. Planning & Programming Components

GOALS

The Port of Everett’s goals for the Sail-in Cinema were to:

- Recognize Port of Everett Marina tenants
- Attract new boaters and visitors to the waterfront
- Cultivate locational awareness of Boxcar Park
- Promote Waterfront Place and Boxcar Park as a destination; build excitement for the development project
- Achieve our mission of providing value and waterfront recreational access to our community

OBJECTIVES

When the Port team set out to plan and execute the Sail-in Cinema, we identified what success would look like for the first year. The set objectives for Sail-in Cinema were to:

- Attract a minimum of 250 land attendees at each movie
- Have an 80-percent or higher occupancy rate at the guest viewing docks for each movie night
- Generate a minimum of 25 social mentions for the series
- Gain support from at least one community partner for each movie to provide pre-movie entertainment

AUDIENCES

Primary Audiences

- Port of Everett Marina tenants
- Guest boaters (regular and first-timers)
- Yacht Clubs

Secondary Audiences

- Waterfront visitors
- Community members
- Potential event sponsors



4. Actions & Outputs

STRATEGIES

The strategies put in place for the Sail-in Cinema were to:

- Replace the Port’s Marina Customer Appreciation event with Sail-in Cinema
- Utilize the Port’s Marina marketing budget to promote Waterfront Place as a fun destination for boaters and visitors
- Select a movie mix that is water-themed, military, family-friendly and/or sports-themed
- Leverage the Port’s community partnerships to enhance attendee experience at each movie related to the theme

TACTICS

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

- Create a logo, brand standards and new creative for Sail-in Cinema that complements marina branding
- Develop a marketing campaign to promote the event in print, digital, radio, etc.
- Seek grant and/or sponsorship opportunities
- Select movie line up and theme for each movie night
- Research and select projection and licensing companies
- Select food and beverage options for the movie nights
- Solicit and coordinate community partner participation
- Coordinate site logistics, infrastructure and other factors including preparation for high winds, aligning movie start times with tide tables and sunset, and working with the Port’s historic building relocation team to ensure Boxcar Park would be ready for the start of the movie series.

IMPLEMENTATION

The Port team began planning Sail-in Cinema in December 2015 in preparation for the first movie night set to take place in July 2016. The first steps included development of an event framework, creation of a logo and branding concept, meetings with our internal teams to hash out the high-level site logistics

and selecting movies and dates that didn't conflict with already established events, such as the Summer Waterfront Concert Series and Farmers Market. We selected a projectionist company to facilitate all of the movie set up including a 40-foot inflatable movie screen, speakers, and set up of a radio frequency so boaters could hear better from their boats.

Once we had a general plan for the event, we began seeking grant funding and event sponsors. We applied for and received a City of Everett Hotel Motel Tax Fund grant in the amount of \$3,000 and had a local car dealership sign on as a signature sponsor, providing \$6,000 toward the event.

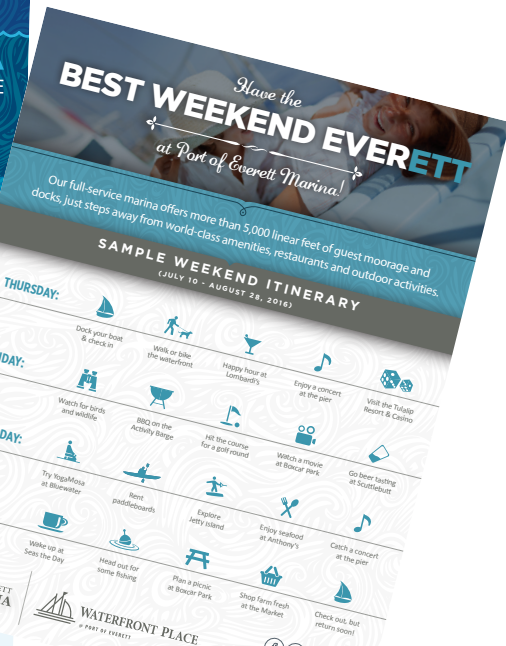
On the promotion side of things, we used a multi-faceted approach that included collateral specific to Sail-in Cinema, as well as incorporation of Sail-in promotion into all of the Port's regular outreach to increase event and location awareness.

The following is a list of the Port's promotional efforts for the event (may not be inclusive of all efforts):

- Developed Sail-in Cinema collateral, including banners, fliers, graphics, ads, etc.
- Website presence (event calendar, news item, information page)
- Press release
- Incorporated Sail-in Cinema into the Port of Everett Marina marketing blitz — a major marketing effort that kicks off at the Seattle Boat Show in late-January

and runs through boating season (print/digital ads, TV commercials, radio spots, e-mail blasts, social media)

- Direct outreach to the 75 yacht clubs in the Puget Sound
- Direct outreach to Waterfront Place businesses seeking support and cross promotion to their customers
- Promotion at the Port's Waterfront Place development community open house (300 people in attendance); solicited movie suggestions at the event
- Developed a weekend itinerary to promote weekend stays at the marina that includes waterfront events and recreation to enjoy Thursday – Sunday
- Posted banners, fliers and signage around all Waterfront Place and Marina facilities
- Promoted Sail-in Cinema in Port newsletters, including Port Side (mailed to 50,000 households) and bi-monthly marina newsletters (2,300+ marina customers)
- Promoted in all Port of Everett community outreach, including neighborhood and community meetings, bus tours and harbor tours
- Continuous social media posts and created event pages
- Included information in Marina visitor welcome bags



JULY & AUGUST - VISIT: WATERFRONT-PLACE.COM/SAILIN

FRIDAY NIGHT IS MOVIE TIME

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As promotion continued, we focused on developing themes for each night based on the movie and sought community partnership participation to enhance the attendee experience at the park before the movies began.

Night 1: Guardians of the Galaxy (July 15)

Worked with the local astronomy club to offer “galaxy” viewing telescopes and hired a Guardians of the Galaxy costume character to come to the park for pictures and face painting.

Night 2: Sandlot (July 22; rescheduled due to weather)

Partnered with Everett’s baseball team, the Everett Aquasox, to bring out their mascot, a jump house and pitching machine. Due to extreme weather conditions, this movie night was rescheduled. The Aquasox team was on the road for the new date and unable to attend (they are eager to participate in 2017).

Night 3: Miracle (July 29)

Partnered with Everett’s hockey team, the Everett Silvertips, to bring out their mascot and set up a hockey themed activity for puck practice.

Night 4: Star Wars (August 5)

Partnered with The Boeing Company to provide promotional items to attendees, and invited folks to dress in costume of their favorite Star Wars character. The movie night timed perfectly with the Everett Aquasox Star Wars night at the ball field, bringing additional attendees to the park after the game.

Night 5: Finding Nemo (August 12)

Partnered with Imagine Children’s Museum to offer a sealife related activity for kids. We also had Port tenant OceanGate bring their submarine (set to dive the Titanic in 2018) to the park for attendees to explore. The galaxy viewing was also back for attendees to star gaze.

Night 6: Top Gun (August 19)

For Top Gun night we partnered with Naval Station Everett and hosted the Base Commander to provide opening remarks. We had a large naval presence that evening. Top Gun was so popular, we decided to offer it again in 2017 and the navy is looking forward to participating again.

At all of the movie nights, the Port of Everett provided *free* fresh popped popcorn. We also coordinated with a local non-profit Housing Hope and Waterfront Place tenant Bluewater Distilling to bring a “Voyaging Bar” to the site for a beer and spirit garden. This was a hit. We also offered free space to local food truck vendors to be on-site to offer pre-movie bites. The Port provided pre-movie “advertisements” for sponsors and community partners to show quick video clips about their business. We also ran the Port’s marketing videos about the Marina and Waterfront Place while we had an active audience.





BUDGET & STAFFING

The total cost of the first Sail-in Cinema outdoor movie series came in at approximately \$17,750.00 for the six movie nights. A large portion of this budget went toward logo and branding development, signage and site preparation that will be leveraged each year following the kick-off year. We had \$12,000 available in our marina marketing budget, and through grant and sponsorship funding, we were able to secure an additional \$9,000 to off-set event costs. This brought the Port's total out of pocket cost to \$8,750 — \$3,250 under our \$12,000 budget for the event.

Sail-in Cinema was a multi-departmental effort facilitated by the Port's Public Affairs department who worked in partnership with the Marina, Marina Maintenance and Operations, Security and Properties divisions. In addition to the work the team put in for event preparation, we had one lead staff person, a communications staffer, marina maintenance and security personnel assigned to support each of the movie nights to ensure the event went smoothly. We were able to partner with the local Sea Scouts group to have additional volunteers on site to help support popcorn, garbage pick-up and parking.

5. Outcomes and Evaluation Methods

ATTENDANCE

The Port of Everett's 2016 Summer Sail-in Cinema was a success in its first year. The number of attendees for the series (including both land and boat viewers) totaled 2,335. Below is a breakdown of attendance per date/movie:

- July 15: Guardians of the Galaxy (285 people; 35 boats)
- July 22: The Sandlot (0; weather cancellation)
- July 29: Miracle (400 people; 45 boats)
- August 5: Star Wars (500+ people; 35 boats)
- August 12: Finding Nemo (350 people; 25 boats)
- August 19: Top Gun (500+ people; 45 boats)
- August 26: The Sandlot (300 people; 37 boats)

SURVEY FEEDBACK

At each Sail-in Cinema movie night, the Port of Everett had an "Enter to Win" drawing available to encourage attendees to provide their contact information (name, e-mail, zip code) and movie recommendations for the following year. In exchange for a chance to win a restaurant gift card, we were able to collect information from approximately 100 movie attendees and send them a post-event survey requesting feedback. This provided a mechanism to collect the information required in the Port's after action report for the City of Everett tourism grant.

Some of the highlights to the question, "What did you enjoy about your Sail-in Cinema experience?" included:

- "Outdoor movies, what could be better?"
- "All of it! Beautiful summer night after boating, with the

kids, loved the popcorn, the beer garden. Everybody seemed so relaxed and happy!"

- "It was amazing. Watching the sunset before the movie. Hanging out at the beer garden. The huge screen was so awesome to lay out under the stars. Can't wait till next summer!"
- "Fun night with friends. Something different to do with kids that didn't cost much at all!"
- "Taking our boat to watch a movie was fun. BBQ on the back deck and waiting for the show!"
- "Scenic venue, never been there before. Enjoyed the movie, the popcorn and the crowd."
- "I thought the setting and location were absolutely amazing. I also thought there was ample parking and lots of helpful people."

WEBSITE

The Port created a user-friendly URL that directed people from our promotional methods to a page with additional information about what to expect at the Sail-in, including seating, what to bring, directions, food, etc. This page generated 1,683 views. We also included information about the the Sail-in Cinema on a Marina Itinerary webpage that was used in a greater marina marketing effort that summer to target boaters to visit the marina. The webpage provided a weekend itinerary with all site activities to enjoy. It received 3,438 views generated solely via direct e-mail marketing.

SOCIAL MEDIA

We had a lot of social media buzz surrounding the Sail-in Cinema, both on our event pages and from attendees photo sharing. At this time, the Port of Everett's social media policy did not allow for post boosting; yet we saw the highest increase in our social following and post engagement during this time, which was all organic reach. It was clear that the Sail-in Cinema and the historic Weyerhaeuser move that occurred around the same timeframe were related to this impressive result. To keep the momentum going, in fall 2016 we decided to get our social media followers engaged in selecting the movies for Sail-in 2017. To keep the process efficient, we took some of the movie suggestions received in our post-event survey and opened up a movie selection each week for six weeks to finalize the movie line-up. Just by the amount of people commenting and excited for the next year on social media was a success in itself.

Tying success back to our objectives, the following were our objective outcomes:

- We exceeded our attendance goal of 250 per movie
- Each movie night we had 80 – 100-percent occupancy at our guest docks, meeting and exceeding our goal
- We well exceeded our goal of 25 social media mentions
- We met our goal to have a minimum of one community partner on board for each movie night

Summary

In summary, the Port's first annual Sail-in Cinema Outdoor movie series was considered a success. We were thrilled with the attendance, the feedback from boaters and visitors and the Port of Everett Commission. We were happy to be able to engage our community partners in a fun way and leverage our boating connections to pull off this event. The Port team put a lot of work into the first year to pull it off and set us up for future years. We have already seen those efforts help lessen the load as we gear up for the Port's 2017 Sail-in Cinema. We have already secured \$10,000 in sponsorship funding and will not need to seek grant funding in the second year. As in all first event efforts, we had a lot of lessons learned and some tweeks to make the event even better in summer 2017.

