



## AAPA 2019 Communications Awards Submittal

**Submitting Port:** Port of Everett  
**Entry Classification:** Overall Campaign  
**Entry Title:** Port of Everett: The First 100 Years

### Descriptive Summary

In 2018, the Port of Everett celebrated its centennial year — its first 100 years as part of the community — seizing the opportunity to engage its various stakeholders in a year-long celebration and reflection of its past century, while setting the stage for what's next for the economic enterprise.

The first 100 years witnessed cycles of economic boom and bust, changes to perception over land use priorities, shifts in industry trends, and the Port's ability to navigate these changing tides while remaining a vital economic engine and job creator for our region. Fast forward to today, the Port is in the midst of completing key Strategic Initiatives to shape the next 100 years. Its robust capital portfolio includes modernizing the Port's Seaport facilities to prepare for the next generation of cargo and larger ships, creating a new mixed-use community where people can live, work and play at Waterfront Place, re-investing in marine infrastructure to support the Marina of the future and developing a light industrial manufacturing hub at its Riverside Business Park. These projects aim to preserve the more than 35,000 jobs supported by Port operations and add nearly 5,000 new jobs to the waterfront.

By looking through the lens of change and economic success over a century, our team saw opportunity to bring the transitions currently underway at the Port into perspective for our stakeholders, while simultaneously celebrating the Port's rich history and fostering community pride in the Port. A year-long campaign to commemorate the milestone included creation of a history book and a mural, historic land and sea tours, celebratory events, a social media campaign and more.



# 1. Communications Challenges/Opportunities

As we entered our centennial year, the Port of Everett was in a phase of rebuild. A major sea change was, and still is, sweeping over our Port, bringing with it a major industry shift at our shipping terminals with the arrival of post-Panamax ships and heavier cargoes. The Port was kicking-off the largest phase of its Seaport Modernization to date, which sets out to expand berthing capacity and strengthen the South Terminal wharf to ready our infrastructure to handle this change. The \$57 million project represents the largest project in the Port's 100-year history by dollar value and, at the time, was the largest maritime construction project underway on the West Coast.

Concurrently, a new era of the Port's recreational waterfront was beginning to emerge. After a multi-year, multi-million dollar effort to environmentally clean up a 65-acre underutilized portion of waterfront property surrounding the Port of Everett Marina, revitalization work was underway. Although construction was in the works prior to 2018, most of it had been in-water, underground utility or roadway work that wasn't highly visible. As soon as construction went vertical in our centennial year, the development grabbed stakeholder attention. Waterfront Place had "officially" began its transformation into a community where people can live, work and play. New public spaces were being constructed, the new 142-room Hotel Indigo was breaking ground, design and pre-leasing for the coming 266 waterfront apartment units was underway, and the promise of new restaurants roused community interest.

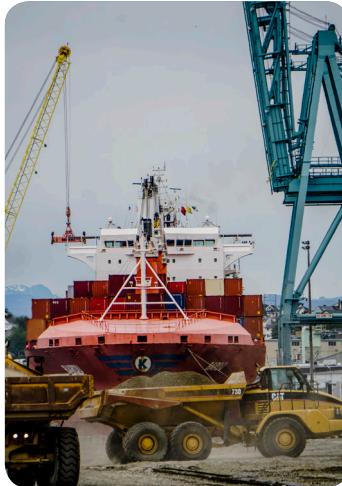
While these major projects bring rise to new opportunity and economic benefit for our community, they also inherently create communication challenges. Construction impacts including work noise, road closures and utility outages stretching from our working waterfront to our recreational waterfront is made less bearable when neighbors, businesses and visitors don't fully appreciate or understand the reason these projects are being done. The perception of constant spending by the Port to accomplish these projects can be difficult for stakeholders to swallow, in turn creating an intensive and constant communication effort to educate our constituents and gain community support.

With these high-profile communication efforts at the top of our list, the thought of tacking on a year-long centennial campaign with a limited staff of two added another layer of difficulty. At the time, the Port's CEO was deployed to Afghanistan for Active Duty military service and the Port's Chief of Policy and Communications was pulling double-duty as Acting CEO. Additionally, it was a difficult budget year with an unexpected dip in shipping

activity and a heavy project load, leaving little wiggle room in the budget to create a fully-custom marketing campaign.

Despite these challenges, one thing was certain — you only turn 100 once. The team had to get creative and capitalize on its existing channels of communication and incorporate the centennial theme into all ongoing efforts. This was an opportunity to reach our stakeholders with information they care deeply about and can feel tied to — history. Through a mix of stories and imagery, we could foster a sense of community pride and confidence in the Port.

Looking back on the past century would allow us to recall the transitions of industry and the Port's ability to change with the times while remaining a critical economic force. We could educate the community about the Port's formation by a special public vote of the citizens of Everett 100 years ago and showcase that the Port's core mission remains the same today as it was then — generate economic development opportunities, create thousands of family-wage jobs and enhance the quality of life in the region. The reflection also would allow us to use our history to bring perspective to our current capital projects; to show our constituents how the Port is forward-thinking and preparing for the future. History would highlight that the Port has a good track record for pulling off large-scale infrastructure projects that provide lasting community and economic benefit, while providing a platform to communicate about our current projects and their high value. This in turn creates a more aware and energized public excited to take part in the upcoming strategic visioning exercises on the horizon in 2019 to focus on the Port's next 100 years.



## 2. Complement to Overall Mission

Since the Port of Everett was formed on July 13, 1918, by a landslide vote of the citizens of Everett, the waterfront has continued to evolve and grow from a once booming mill town and industrial haven to the thriving, balanced working and recreational waterfront it is today. In its 100-year history, change was a constant. The Port has consistently re-tooled to meet the opportunities ahead and adapt to changing times. The adaptation to change has always been under the umbrella of an unchanging mission to generate economic development opportunities, create thousands of family-wage jobs and enhance the quality of life in the region.

The Port meets its mission through operation of international shipping terminals, the largest public marina on the West Coast, real estate development, and by acting as a public access and environmental leader for its waterfront. Through these activities, the Port supports more than \$29 billion in exports, more than 35,000

jobs in the region and contributes \$373 million to our state and local tax base.

The centennial campaign provided a prime opportunity to tell this story loud and proud, and to showcase our unwavering commitment to this mission. Marking the passage of a century while using the lessons learned to bring into focus the trajectory of the next 100 years is a reminder to ourselves and our stakeholders of the Port's role. The education that comes through this effort and the goodwill generated via the celebration helps the Port earn and maintain its social license to operate and continue delivering this mission.

### 3. Planning & Programming Components

#### GOALS

The Port of Everett's community is deeply engaged in Port affairs. Unfortunately, as with many public districts, the engagement is highest when there is contention. The idea that the Port, as a special purpose district at the service of the community, was formed by the community for their own interests, and responds to the community's will is sometimes lost in translation. Our goals for the centennial campaign were to:

- Commemorate the Port of Everett's 100<sup>th</sup> Anniversary in a way that is honorable and engages our community.
- Create a sense of nostalgia and community pride around the Port of Everett.
- Educate stakeholders about the Port's mission and role as an economic development enterprise and job creator (past, present and future).
- Generate support and visibility for the Port's key strategic initiatives underway (Seaport Modernization, Waterfront Place development) from our various stakeholders (i.e. general public, neighbors, business community, maritime industry, elected officials, etc.).
- Shift community focus to what's next for the Port; use the centennial to kick-off strategic planning and solicit feedback for the Port's "Next 100" years.

#### OBJECTIVES

When our team set out to initiate the centennial campaign, we identified what success would look like. With our limited budget and staffing, we decided not to set the bar too high or focus too much on time intensive metrics tracking. The objectives we initially set for the campaign were to achieve the following:

- Coverage by at least five major medias (1 or more times through campaign)
- Coverage in 10 or more local medias (1 or more times through campaign)
- 2,000 centennial video views; 25 shares
- A total of 1,000 likes and 50 shares of #myPOE100 TBT social campaign

#### AUDIENCES

The Port has many stakeholders, from Port District residents and marina slipholders to employees and the business community. Each group has their own form of engagement with and perception of the Port's mission and value. Perception of the Port is often dominated by whether or not immediate needs are being met (noise levels, marina safety, water access, etc.). Targeted and tailored campaign messaging was implemented with these groups to make the campaign more relatable and engaging.

#### Primary Audiences:

**Port District Residents/Community:** The Port of Everett was created by a landslide vote of the citizens of Everett in 1918. Then, just like now, the community desired an entity to reclaim the waterfront from private industry, protect the interests of the residents, create family wage jobs and serve as a steward of the waterfront. The residents that make up the Port District today didn't partake in this vote to create the Port; however, they all benefit from that decision made a century ago. Sometimes this gets lost in translation. This group may see the Port as a department of the City or County. It's important to the Port that we keep this audience well informed about who the Port is, our operations and our value. We felt this campaign could also provide a way to thank this group for their continued support and appreciation of the Port's work, while giving them a sense of pride in their Port.

**Seaport Customers:** Since the formation of the Port, international trade has been a key part of the operating mix. Our shipping terminals are the one line of business that is in a constant state



of change based on cargo demand and economic factors. Throughout the years, the Port has developed long-lasting trade relationships around the world, and have worked with a variety of customers and logistics partners. In shipping, maintaining relationships is crucial. Through this campaign, there was opportunity to remind the maritime community that the Port is nimble and can quickly adapt to change in the industry, and showcase our ability to handle a wide variety of cargoes. This was also a chance to market our facilities with our current offerings and tout the major Seaport Modernization underway.

**Marina Slipholders:** The Port of Everett operates the largest public marina on the West Coast with 2,300 slips. Our permanent moorage holders and visiting boaters are their own community at the Port with their own interests related to boating and waterfront amenities. The Marina represents one of three business lines that has been part of the Port's portfolio for a century. Many boaters have been around for a large portion of that 100 years or have family that lived the boating life at the Port before them, including our commercial fishing fleet. Boater retention and growth is critical to keeping this business line profitable. This campaign offered an opportunity to reach this group with history about commercial fishing and boat building and Marina infrastructure investments we've made throughout the years to show how we continue to provide value to this group.

**Real Estate Tenants:** The Port of Everett owns 3,000 acres of land with nearly 45 leases throughout all of its properties. This audience provides the many services and amenities that make our working and recreational waterfront thrive and are key advocates for the Port. Some of our tenants have been around for a big chunk of our 100-year history. Not only is it critical that we keep this audience informed and engaged in Port operations, it's also important to show our appreciation for them. Through this campaign, we would be able to showcase some of our long-time tenants through stories and milestones fostering a sense of pride and place.

**Business Community:** The Port has worked tirelessly to create goodwill with the community, including the greater business community outside of the Port's commercial tenant base. This group is highly-engaged and generally supportive of the Port and its operations. By looking at the Port's history over 100-years and sharing that story with this audience, we can continue to maintain and build confidence in the Port's value to the community.

**Employees:** While the Port's operations support 35,000 jobs in the community, its employee base is lean with around 100 employees who support all operations. Our team is made up of very hard working and creative people who are passionate about what they do and the mission of the Port. This campaign was a way to reflect on all the Port does and continues to do, and how

through their role at the Port, they are part of the economic and community value being created in the process. We have a lot of long-time employees, including a group of eight employees who have been with us 30+ years and experienced the many changes that have taken place. We saw this as an opportunity to capture their stories and showcase them.



**Secondary Audiences:**

**Political Leaders:** The Port of Everett has various legislative priorities directly related to its mission and lines of business. Educating elected officials and other government representatives of the critical role the Port has played, and continues to play, at a local, regional and national level is crucial. Keeping this audience informed and engaged as it relates to their priorities helps the Port in gaining support on policy change, budget appropriations, competing for federal grant and loan programs, etc.

**Waterfront Visitors/Tourists:** In this day and age, vacationing is all about experience and culture. Being able to

share the Port's history is a big draw for people who want to feel a sense of place and purpose. Being able to have information pieces of our site history around our facilities during our centennial year and into the future is a bonus to this audience.

**4. Actions & Outputs**

**STRATEGIES**

The strategies put in place for the centennial campaign were to:

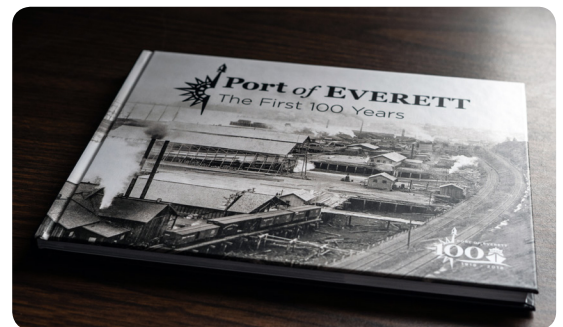
- Tie all 2018 outreach efforts to the Port of Everett's 100<sup>th</sup> anniversary through a cohesive, year-long campaign.
- Provide a continuous flow of branded content throughout the year using various mediums to expand reach.

**TACTICS**

**We told our story**

**History book**

To commemorate its centennial year, the Port of Everett compiled its century of history into a new book — *Port of Everett: The First 100 Years*. The book — while quite the labor of love to pull together — brings to life the vast history of the Port from its early years to present day through a mix of stories, imagery, key dates, special features and more than 300 photos.



Pulling off a meaningful and time intensive project like this is a heavy lift. The Port engaged a researcher/writer and copy-editor team, Karalynn Ott and Mary Jane Anderson, who worked with us on this project for more than a year, taking on the task of researching and digging through years of information to bring the stories within the book to life. Our team managed the project and offered copy writing, editing and graphic support, as well as strategic selection and sourcing of all photos.

Word about the Port's effort to publish a history book brought an opportunity to our doorstep. Sound Publishing reached out, offering a partnership with the Port, graciously taking the lead on publishing and managing sales of the book. In turn, they solicited sponsors to cover publishing costs plus a profit margin. This took a load off our plate and resulted in a free book deal for the Port. It also simultaneously engaged our business partners, who showed their support of the centennial via sponsorship (\$20,000 in sponsorships were raised).

A total of 1,000 books were printed; 250 available for sale at the local newspaper office, The Daily Herald, 250 distributed to sponsors based on contribution level, and the remaining 500 provided to the Port for distribution. The Port provided copies to all Port staff, sent copies to all living former Port Commissioners and Executive Directors, 23 local Sno-Isle libraries, 70 schools which included all elementary, middle and high schools in the three districts surrounding the Port. We also used the books as a raffle item at our centennial events.

**View digital version of the book here:**  
[www.portofeverett.com/historybook](http://www.portofeverett.com/historybook)

**Mural**

We used the visual arts to tell our story in a commemorative way, as well. We worked with local artist Sherrill Hull to create a six-panel mural showcasing the Port's century of evolution from a once booming mill town and industrial hub to the now balanced working and recreational waterfront we know and love today. The new art work was unveiled the day before our anniversary on July 12, 2018, at the annual Port Report hosted in partnership with Economic Alliance Snohomish County with 150 key business members in the room. The top panel tells the story of our early days from the Port's formation in 1918 to the 1950s. The second tells the middle years from the 1960s to the 2000s. Finally, our most recent years from 2010 to present day were visually expressed. The art is now on display in the Port's Waterfront Center lobby, near the entrance of a popular restaurant, Scuttlebutt, to add to the current historical interpretive signage displayed there. Thousands of people pass by the art each week and are often seen enjoying this piece of history.



**History Tours**

Existing avenues of community outreach, including our land and sea tours, took on a fun centennial twist. Our team partnered up with Historic Everett who helped us tell the story of our working waterfront 'then and now' through commentary by local historians and Port staff. Guests toured the waterfront by bus and ferry learning about the past, present and future of key sites. We were able to honor our past through storytelling, while providing information and a behind-the-scenes look at the key strategic initiatives underway with our maritime, mixed-use and industrial development projects, helping set the stage for what's next.

The Port also partnered with Historic Everett and the City of Everett on a ribbon-cutting ceremony for the new Mill Town Trail that connects the Port's waterfront trail system to the larger trail system in the City. The ribbon-cutting was preceded by a historic overview of key sites located along the trail and was followed by the first-ever historic bike tour on the trail.

**Video**

We created a Port of Everett centennial video to visually tell our 100-year history in just over three minutes, leveraging content developed from the history book. The video was shared through our social media channels (YouTube, Facebook, Twitter) and a press release. It gained additional air time being shown on loop aboard all historic bus tours, aboard the Economic Alliance Snohomish County Port Report Harbor Cruise, and during the "previews" at the Port's Sail-in Cinema outdoor movies.

**Watch at:** <https://youtu.be/vK5n2-BOpw8>.

**Social Media Campaign**

Our social media feed was filled throughout the year with weekly Throwback Thursday posts that recalled images of our past. We also implemented a hashtag campaign (#mypoe100) that was successful in gaining Instagram traction.



**Time capsule**

Our team created a time capsule that will be opened fifty years from now in the year 2068. We collected mementos throughout the year, engaging our employees, tenants, boaters, and community to participate.

**Publications/Press Releases**

Written content generated for publications, press releases and the like tied to the centennial, aiming to expand reach while benefiting Port news. Content was supported with graphics, timelines and factoids.

## Website

The content from the history book was incorporated into the Port's existing Historic Everett Waterfront website developed as part of its historical interpretive program in 2014.

## We Celebrated

A centennial twist was added to all regularly scheduled Port events in 2018. Through event branding and messaging it felt as though we were celebrating all year, while still achieving our individual business goals for our established events.

## Annual Port Events Branded for Centennial:

- **February 22:** Port 2 Business  
*Audience: Procurement/Contractors; 150 attendees*

- **April 19:** Waterfront Place Open House

–Media Event;  
Hotel Indigo  
groundbreaking  
*Audience: media, elected officials, business leaders, developers; 75 attendees*

–VIP Hard Hat  
Tours  
*Audience: Business community; 100 attendees*

–Community  
Open House  
*Audience: general community; 250 attendees*

- **July 12:** Annual Port Report & Historic Harbor Cruise  
*Audience: Business community; 150 attendees*
- **July 13:** Port Employee BBQ  
*Audience: Current Port staff, retired staff; 75 attendees*
- **July 20 – Aug. 24 (Fridays):** Sail-in Cinema  
*Audience: general community/boaters; 2,500 attendees*
- **July 20:** Marina Customer Connect  
*Audience: boaters; 150 attendees*
- **July 26:** Seaport Customer Appreciation Event  
*Audience: maritime customers/partners; 200 attendees*

**August 15:** South Terminal Modernization Groundbreaking  
*Audience: media, elected officials, project partners, seaport customers/*



**PORT OF EVERETT**  
**100**  
1918 - 2018

# CELEBRATE WITH US!

## SATURDAY, JULY 14, 2018

### The Port of Everett is Turning 100!

The Port of Everett invites the community to the waterfront to celebrate our 100<sup>th</sup> birthday! Take part in various family-friendly activities around the waterfront on Saturday, July 14.

- PANCAKE BREAKFAST**  
9 - 11 a.m. | Waterfront Center  
The Port will kick-off its birthday celebration with a pancake breakfast. If you plan to attend the next activity, this is a great chance to CARR UP for the Fun Run.
- PORT BEAT 5K FUN RUN**  
11 a.m. | Begins at Fisherman's Tribute Plaza  
Join us for the first-ever Port Beat 5K Fun Run along the Port's waterfront trails. This is a great opportunity to explore your waterfront while learning about Port history along the way. Not a runner? Don't worry. Walkers, strollers and dogs on leash are welcome. Registration is free, and the first 100 to sign up will receive a commemorative race pendant. Sign up at [www.portofeverett.com/portbeat5k](http://www.portofeverett.com/portbeat5k).
- HISTORIC BUS TOUR**  
2 - 3:30 p.m. | Begins at Waterfront Center  
Back by popular demand! The Port, in partnership with Historic Everett, is hosting a second opportunity to hop aboard a historic waterfront bus tour around the Port of Everett on our centennial weekend. Join local historians and Port staff to hear about the evolution of our working waterfront "then and now." Space is limited. RSVP and government-issued photo ID required. Sign up at [www.portofeverett.com/bustours](http://www.portofeverett.com/bustours).
- MARITIME PARADE**  
5 p.m. | Boxcar Park  
Everyone loves a parade! Help us celebrate our birthday by coming down to view a Maritime Parade in honor of the Port's Centennial year. Port partners will parade through Port Gardner Bay on vessels and boats, honking horns, waving flags, shooting water cannons and more!
- LANTERN FESTIVAL**  
4 - 10 p.m. | Boxcar Park  
Did someone say birthday cake on water? Our friends at One World Lantern Festival are bringing their event to the Port of Everett for the first time ever. The festival includes a day of fun at Boxcar Park with music, food trucks, face painting, vendor booths and more. At sunset, registered participants can take part in decorating and launching an LED floating lantern into the water around the Park. Space is limited. Learn more and sign up at [www.waterlanternfestival.com/event14th](http://www.waterlanternfestival.com/event14th).  
\*This event is hosted by a third party, not affiliated with the Port of Everett.  
Learn more at [www.portofeverett.com/poe100](http://www.portofeverett.com/poe100)

*partners, business community; 100 attendees*

## Centennial Community Event - July 14:

While the Port hadn't originally planned a large-scale event due to budget and staffing constraints, by the springtime, it was clear that the community desired a stand-alone celebration. Our marketing efforts had generated a high level of interest from the community. The Port Commission and staff were constantly asked about a celebration. In less than two months, we coordinate, planned and executed a full day of centennial events that brought nearly 2,000 people to the waterfront. We leveraged our strong partnerships to gain in-kind and financial contributions to off-set the costs.

The day kicked-off with a pancake breakfast, followed by the first-ever Port Beat 5K Fun Run along the Port's six-mile waterfront trail system. The Fun Run featured a sneak peek at Fisherman's Harbor, the first phase of public/private development within the Waterfront Place mixed-use project. This was the first opportunity to check out the recently completed Pacific Rim Plaza and splash fountain that remains otherwise closed to the public due to surrounding construction. Also, back by popular demand, the Port hosted another fully-booked historic bus tour in partnership with Historic Everett. A Maritime Parade emerged for the day as well. We engaged our partners at the Coast Guard, Everett Police, marina businesses and boating clubs who paraded through Port Gardner Bay aboard their vessels, honking horns, waving flags and shooting water cannons!

During the planning process One World Lantern Festival, a



Port look like in the next 100 years.

### **Sponsored Events**

In addition to Port hosted events, the Port sponsored events as part of its regular business practice but tying in our centennial brand and messaging. We sponsored the annual Pacific Northwest Aerospace Alliance Conference, which offered an opportunity to submit editorial content to reach all attendees with our centennial story as it relates to aerospace logistics. We were also the presenting sponsor of the annual Economic Alliance Snohomish County Annual Meeting where we told our story in opening remarks and showcased 'then and now' images on screen, and we co-hosted the National Association of Foreign-Trade Zones spring conference dinner cruise to reach the maritime community.

### **We branded**

We branded the year of 2018 as our centennial year and integrated this brand into all of our efforts from messaging and marketing collaterals to events. We developed a 100-year-anniversary logo with design guidelines that launched early in the year, integrating it throughout all communication touch points. Most of the branded pieces were items already planned in our annual communications. This made it feel as though we were creating a bunch of new content as part of our campaign without tapping into our centennial budget or creating a lot of additional work. Here is a list of our branded content (may not be inclusive):

- All Port publications, including:
  - Port Side newsletter (one summer and one winter edition; mailed to all Port District residents - approximately 52,000 households)
  - Marina Newsletters (six per year; mailed to all marina slipholders - approximately 2,300 households)
  - Cargo Connection (two issues; e-mailed to Seaport customer list - nearly 1,000 e-mails)
  - Port Report (monthly newspaper insert in the local Herald Business Journal (12); 26,600 total distribution per issue)
- All advertisements (print, digital, radio, TV)
- All event invitations/fliers
- Centennial branded social media cover pages/profile
- Centennial logo on all Port employees e-mail signature line
- Light pole banners with historic images throughout Marina
- Promotional items, including glassware, lapel pins, race pendants, squishy hard hats, etc.



third-party event host, reached out wanting to host a water lantern festival at the Port. Our team saw this as an opportunity to increase exposure of our centennial, especially the maritime parade. We asked if they would consider July 14 and allow us to take part in their event with a booth in the park and a maritime parade. This gave us access to music, food trucks, yard games, vendor booths and more, providing additional fun (at no cost to the Port) to those coming to enjoy the parade. At sunset, those who registered launched LED floating lanterns into the water — it was like a birthday cake on the water!

Throughout the entire centennial event day, the Port solicited feedback from the community on what it would like to see the

## STAFFING & BUDGET

Our communications team is small, consisting of two staff members under a director who was simultaneously tasked as Acting CEO. The team is small but mighty. We created all editorial content, publications, graphics, banners, videography, and social media content, managed the book and mural projects, and implemented all events. We contracted out support for the special projects, including a research and copy writing/editing team for the history book and an artist to create the mural. Both of these projects took over a year to pull off. We worked in partnership with our local historians to host the history tours and paid for their time as well as for the transportation costs of the tours. As for events, the labor associated with pulling these off was all handled in house by our team and maintenance crews. We enlisted the help of willing staff volunteers, as well as our local firefighters and Sea Scouts to assist in-kind with the pancake breakfast and Port Beat 5K. On the centennial day, due to overlapping events, we brought in a single individual for a few hours of event support to support the maritime parade.

Expenditures for the campaign barely exceeded \$75,000 over a two-year period. This number of course does not factor in the Port's annual funds for Seaport, Marina, and Real Estate divisions that were used to pull off all of our typical business efforts that we tagged our centennial theme onto. It also doesn't include our internal staff time allocation. We were successful in sourcing approximately \$25,000 in sponsorship to support our efforts; \$20,000 of which covered publishing costs for the book.

## 5. Outcomes & Evaluation Methods

### EARNED MEDIA COVERAGE

The centennial campaign resulted in media coverage by more than a dozen media, including our local newspaper and TV outlets, online journalists, radio stations and trade publications. We regularly fielded calls for interviews about the centennial and our major capital projects that we had tied to our media pitches.

The Daily Herald ran a series of articles devoted to the subject (see links). While one article was a countdown of past events, the others celebrated the Port's centennial by calling to light our economic impact, regional significance in shipping, and our waterfront development.

- <https://www.heraldnet.com/business/by-export-value-everetts-quiet-port-surpasses-seattles/>
- <https://www.heraldnet.com/business/everetts-economic->



[anchor-big-ships-big-marina-big-impact/](#)

• <https://www.heraldnet.com/business/buildings-are-rising-along-the-waterfront-and-on-the-river/>

• <https://www.heraldnet.com/business/port-of-everett-history-at-a-glance/>

Other key pieces of earned media included a six-page editorial in Pacific Maritime Magazine's July issue (plus a special 500 count run of the editorial pages with a custom front and back cover at no expense for our distribution), a feature in Washington North Coast Magazine (20,000 distribution), interviews on two popular local radio podcasts (KSER and Live In Everett) and event mentions on KRKO radio. In addition to centennial specific coverage, the media pitches for our capital projects that were tied to the centennial earned high visibility coverage on TV, web and print.

**A list of links to some of the additional coverage is attached.**

### HISTORY BOOK SALES

The 250 copies available for purchase at The Daily Herald sold out before the end of our centennial year. People continue to call or visit the Port offices to purchase a book.

### ATTENDANCE

**History Tours:** All bus and harbor tours were fully booked with waitlists; we added an additional bus tour to accommodate the demand, which resulted in another full bus and waitlist. We brought nearly 450 guests on tours, with another 150 during the Port Report harbor cruise.

**Port Report:** Our Port Report event sold out at 150 guests, showing the support of our business community. This group also participated in a strategic visioning exercise which provided great value for our strategic planning processes kicking off today.

**Port Beat 5K Fun Run:** When we set out to host a Fun Run, we didn't know what to expect. To our surprise, registration exceeded 175 participants.

**Maritime Parade:** By combining with the Lantern Festival, we had an estimated 1,500 people viewing the centennial maritime parade, while also gaining exposure of our coming mixed-use development at Waterfront Place.

### SOCIAL MEDIA

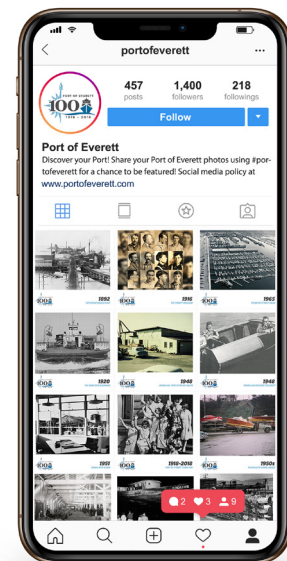
The metrics that came out of our social media efforts far exceeded our expectations (see below). Our total Facebook reach for 2018 was 396,192. We also added 2,615 new followers across all of our social platforms. Beyond the reach, likes and shares, we successfully engaged with our community through our history.

#### #TBT Campaign:

**Facebook:** Reach - 45,382 | Likes - 1,036  
Shares - 225

**Instagram:** Reach - 18,093 | Likes - 1,598

**Total Reach:** 63,475





Total Likes: 2,634

Total Shares: 225

**Centennial Video:**

Facebook: Likes - 265, Views - 6,023, Shares - 82

Instagram: Views - 222

Twitter: Views - 308

YouTube: Views - 229

Total Counted Views: 6,782

Non-Counted Views: The video was also viewed on each bus tour (-150), Sail-in Cinema (-2,500) and during community presentations and events (more than 500).

**SPONSORSHIPS**

The willingness for the business community to sponsor the Port in its centennial year to help pull of these projects and events was a testament to the relationships we have built in our first 100 years. We had \$25,000 in sponsorships to help offset our campaign. We also had in-kind sponsorships, for example, The Boeing Company offered their three-page Community Impact editorial space in the Herald Business Journal to the Port to tell our story.

**TESTIMONIALS**

Throughout the campaign we received a lot of compliments and thanks for the work we were doing to tell the Port’s story. After a publication was released or a tour completed, we would talk for long lengths with folks in person or on the phone about their appreciation. We also received thanks for sending the history books to the local and school libraries.

**“Thank you so much for the Port of Everett’s Centennial book that you sent to Marysville Middle School and Cedarcrest Middle School. We are thrilled to feature it!”**

- Sandra Brock, Librarian for MMS and CMS

**“Thank you so much for the beautiful Port of Everett Centennial Book. Being fairly new to the area, I had just recently learned some of the history concerning Everett’s port and the great impact it has had throughout the Pacific Northwest. The timing for me was perfect and when I shared it with some longstanding Everett-ites they were impressed. It will hold a place of prominence in our school library.”**

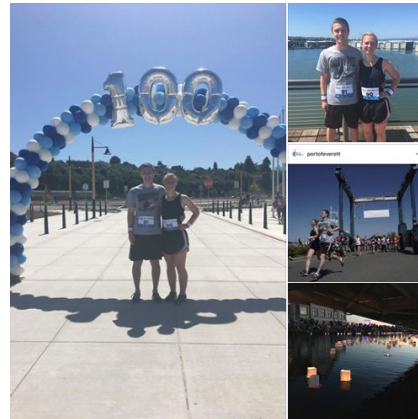
- With gratitude, Kari Weis and the Horizon Elementary School Readers

**Summary**

The Port of Everett’s centennial campaign provided a prime opportunity to convey our commitment to our mission of economic development and job creation. In our centennial year, we were successful in bringing the public to our shores for celebration, while gaining traction in our business and media efforts to share the critical role the Port of Everett plays on a local, regional and national level. We were able to promote and bring value to the current projects underway and begin the conversation about what’s next for the Port. By leveraging our history and our timely adjustments to the changing tides of economic realities, we were able to share our story as well as our vision for the future beyond our typical reach and exceed our campaign goals.



Mikayla Monroe is attending Port of Everett Centennial Celebration at Port of Everett.  
July 15, 2018 · Everett, WA · 📍  
1st female to finish the Port of Everett’s 5k! 5th overall. Followed by the Water Lantern Festival 🏮🏮 Shoutout to my man for pushing us to do the “Advanced Runners” wave 🙌🙌 #mypoee100



👍👍👍 Ida Marie Nelson, Jamie Doran and 48 others · 5 Comments 1 Share

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