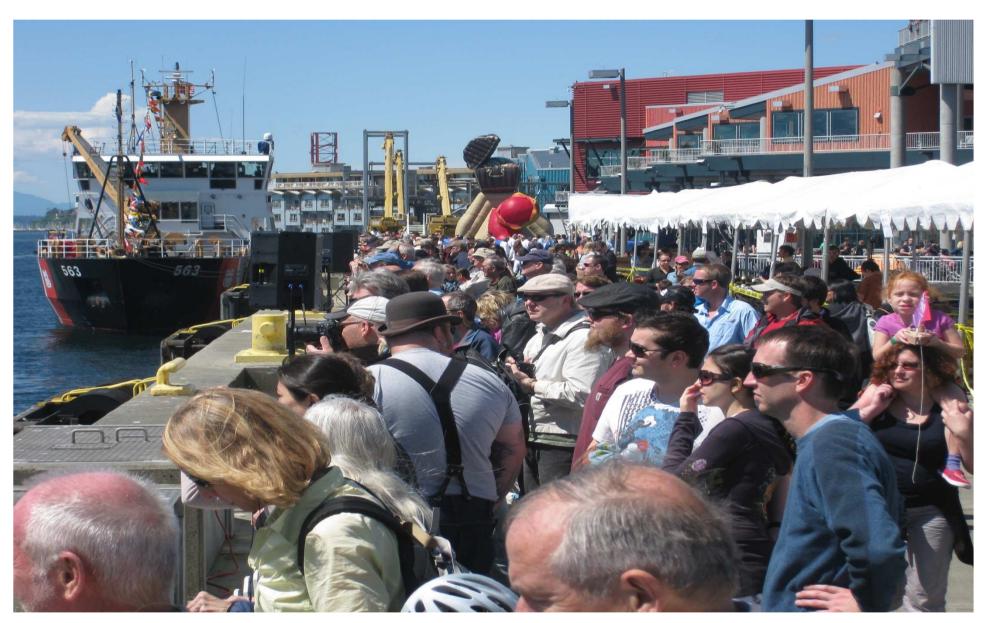


# **Seattle Maritime Festival: Celebrating our Working Waterfront**

**Ken Saunderson Saunderson Marketing Group** 



**Sponsored by:** 







Seattle Maritime Festival: Celebrating our Working Waterfront

History, Budget, Umbrella Dates, Locations and Goals

## Goal 1: Build Community Partnerships

- Maritime Businesses
- Schools, Colleges, Maritime Training Programs
- U.S. Coast Guard, Fire Department and other government agencies
- Center for Wooden Boats and other maritime organizations
- Environmental and community organizations

- Labor
- General and trade media
- Seattle Chamber of Commerce
- Downtown Seattle Association
- Waterfront restaurants, attractions and hotels

# Seattle MARITIME FESTIVALS

Celebrating the Centennial of the Port of Seattle



MAY 12-14, 2011 DOWNTOWN SEATTLE WATERFRONT

World's largest Tugboat Race, Workboat Parade, Waterfront Chowder Cook-Off, Boat Building Contest and Survival Suit Races, Free Harbor Tours, Kids Zone, Coast Guard Water Safety Expo. Stories of the Sea. Maritime Career Day, Maritime Festival Luncheon, And a container ship full of other free family fun, For details, visit www.SeattlePropellerClub.org or call (206) 787-3163.

















































National Fisherman





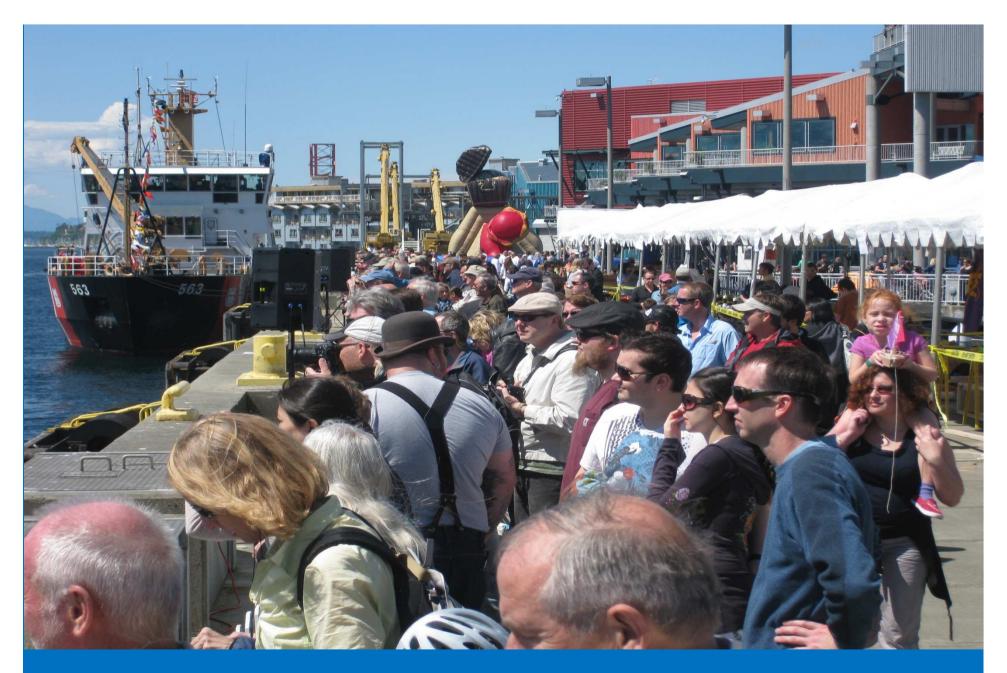




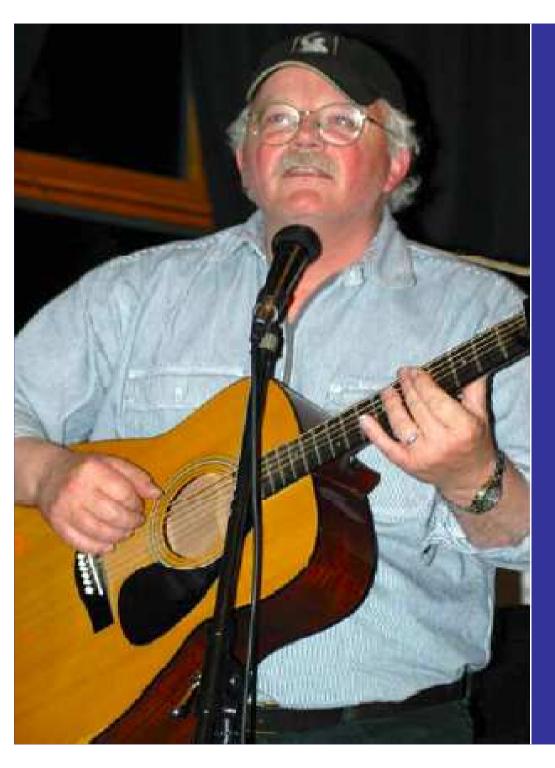








**Goal 2: Create Public Involvement** 



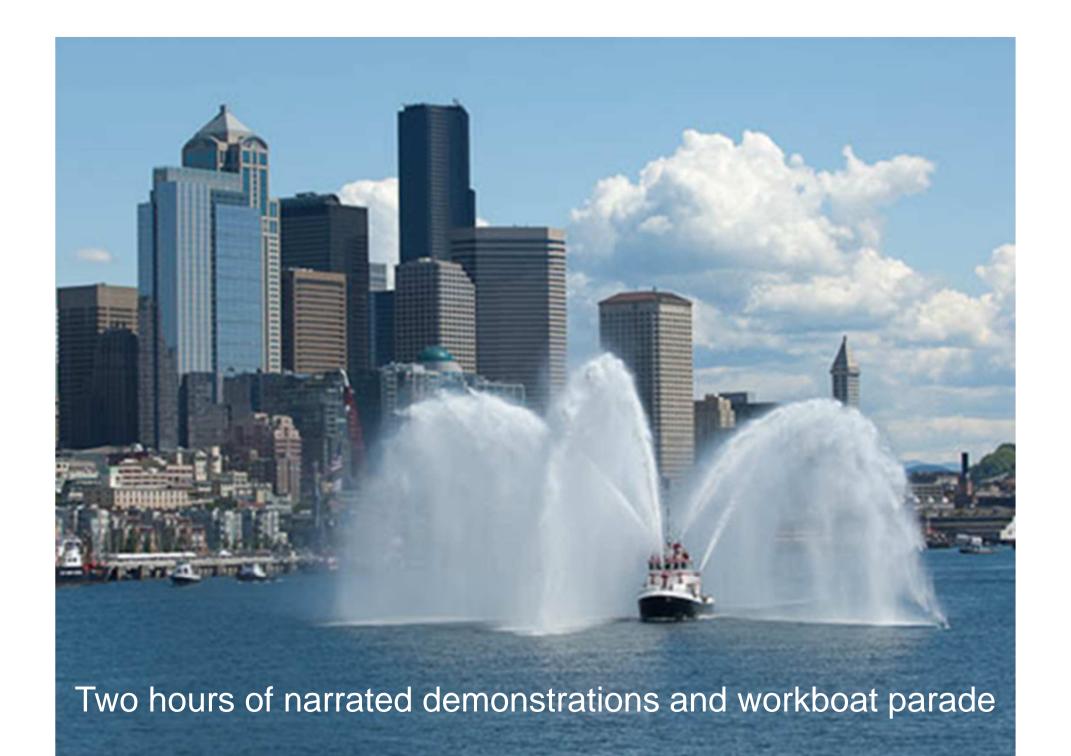
# Stories of the Sea

Highliner Tavern, Fishermen's Terminal

14 Fisher Poets, Full House



Family Fun Day, Saturday attracts up to 35,000 people, industry participation and extensive media coverage.





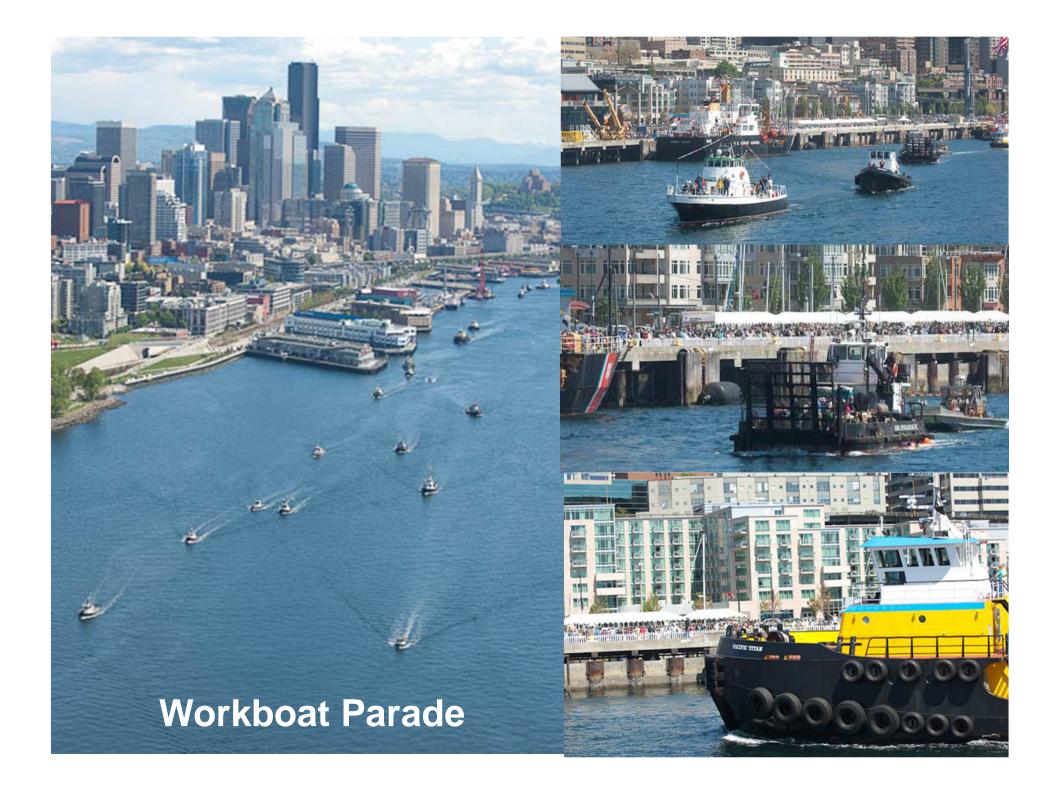
Abandon Ship Demonstration by students from the Seattle Maritime Academy

US Coast Air-Sea
Helicopter
Rescue
Demonstration





A Tugboat Ballet courtesy of the Canadian Navy





25 tugs participating in three heats of races

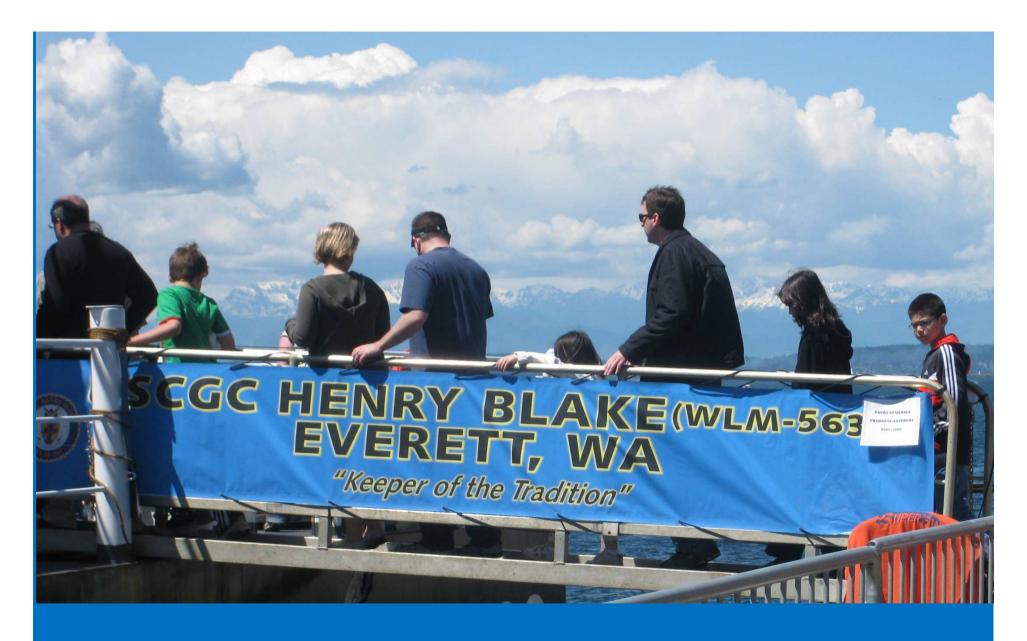








12 Teams battled for the World Invitational Survival Suit Championships!



Tours of a Coast Guard vessel, tugs, seafood processor, fireboat, environmental response vessels, Sea Scout vessel and others.



Three Free Harbor Tours, courtesy of the Port of Seattle.

Each tour carried 400 passengers.

## Waterfront Chowder Cook-Off 9 Restaurants, nearly 1,000 Tasting Passports Sold





# Center for Wooden Boats

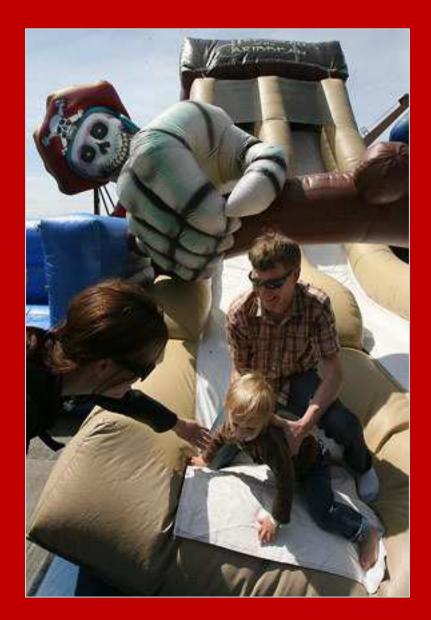
**Toy Boat Building** 

Over 1,000 boats built in a day!

## Nautical Bouncers for Kids







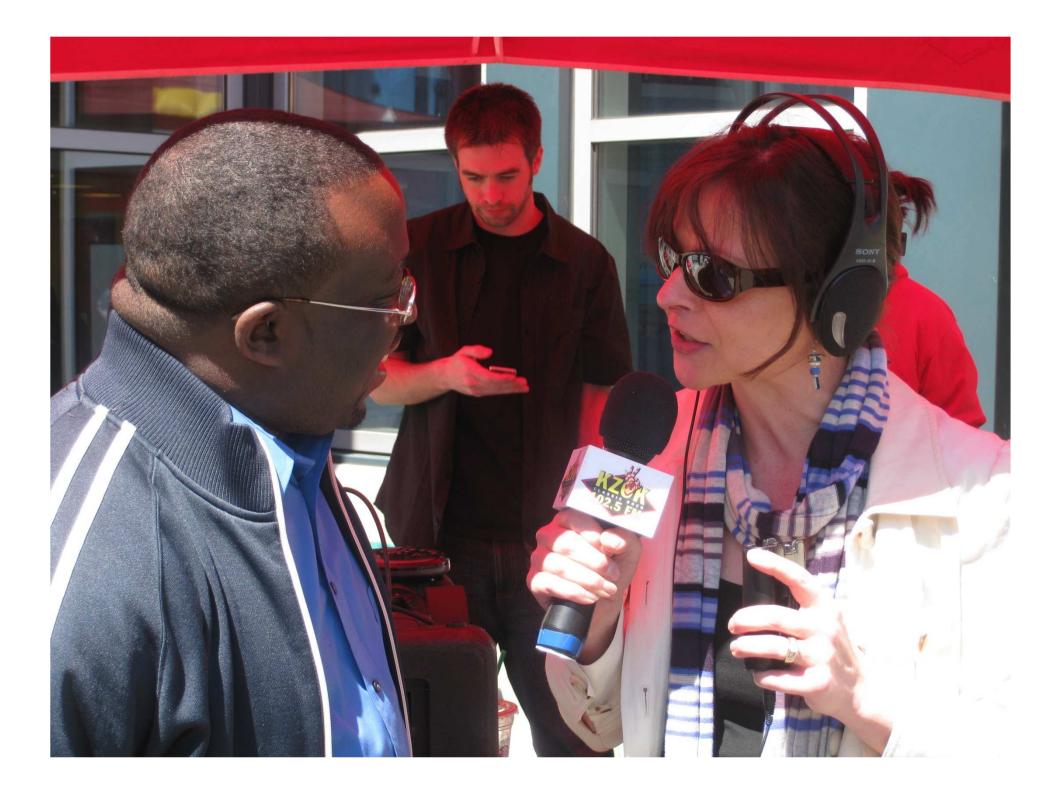
## Remote Control Boats





No arts and crafts booths. No collection of food booths. No music stage. Just the working waterfront.







#### Welcome!

## Working Waterfront Workshop: Environmental Leadership, Stewardship and Collaboration

PREPELLER CLUB Seattle



#### Goal 4:

Tell our Economic and Community Impact Story





FULL SERVICE BO Click Here for mc

You are here: Home » Currents » Maritime Fest workshop seeks to build bridges

#### Maritime Fest workshop seeks to build bridges

Life Afloat Destinations Business of Boating

By Deborah Bach on May 6th, 2010

The relationship between the Northwest's maritime industry and environmental groups hasn't always been harmonious.

The threat by Puget Soundkeeper Alliance in December to sue five Seattle area boatyards over water-borne pollutants highlighted the challenges of balancing environmental priorities with economic interests.

Looking for a way to improve the situation, Seattle Maritime Festival Chair Andy Bennett decided to add a new component to this year's festival, being held May 6 to 8 on

91 people registered including all aspects of government, business, labor, and the community.

# Goal 5: Showcase Maritime Careers at Career Day

- 500 students from 16 area schools and over 200 adults.
- Twenty-four organizations had booths and seven vessels were in the marina.
- Speakers, demonstrations and a focus on great careers.







Seattle Maritime Festival Luncheon with 400 guests on board a cruise ship moored in Downtown Seattle.



Bill Bryant, Commission President, Port of Seattle, receives the Public Official of the Year Award from Eric King, Seattle Propeller Club President



Tay Yoshitani, Port of Seattle CEO, Presents the Maritime Environmental Business of the Year Award to Holland America



Steve Welch,
Todd Pacific
Shipyards
receives the
Puget Sound
Maritime
Achievement
Award from
John Lockwood.

### **Goal 7: Support the Community**

Raise funds for Sea Scouts, Seafarers Center & Seattle Propeller Club



## Goal 8: Highlight the Port of Seattle





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