



Seattle Maritime Festival:
Celebrating our Working Waterfront

Ken Sanderson
Sanderson Marketing Group



Sponsored by:

PROPELLER
CLUB Seattle

Port of Seattle



**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 FESTIVAL 2011

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. KidsZone. 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.

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Festival Producer: Sanderson Marketing Group Design: Yvonne San Luis Design Photo: Don Wilson, Port of Seattle



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.



Two hours of narrated demonstrations and workboat parade



**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



Workboat Parade





25 tugs participating in three heats of races







Quick and Dirty Boat Building Contest
12 Teams. Only one sinking.



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.

Goal 3: Promote the Industry







Welcome!

Working Waterfront Workshop: Environmental Leadership, Stewardship and Collaboration



Goal 4:

**Tell our
Economic and
Community
Impact Story**

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

Three Sheets
NORTHWEST

CSR MARINE FULL SERVICE BOAT MAINTENANCE [Click Here for more](#)

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Maritime Fest workshop seeks to build bridges

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 Seattle's downtown waterfront — a workshop

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.





Goal 6: The Industry Celebrates the Industry



**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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