

Making Waterfront Festivals Work: Successful Case Studies

- Seattle Maritime Festival - Ken Saunderson
- Tacoma Maritime Fest - Clare Petrich
- Olympia Harbor Days Tugboat Festival - Chuck Fowler

Puget Sound & Tacoma





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

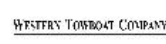


MAY 12-14, 2011 DOWNTOWN SEATTLE WATERFRONT

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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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



Andy Bennett
KPFF Consulting Engineers

Monica Gu
SeattlePl...





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.**



Home Currents Life Afloat Destinations Business of Boating On the Rocks Guest Dock

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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.





Sharing the Sound

AEROP

STREET

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





Seattle Maritime Festival:
Celebrating our Working Waterfront

Ken Sanderson
Sanderson Marketing Group



Founded in 1992

2012
20th Anniversary
Tacoma

Maritime Fest



Festival Highlights:

Free Boat Rides • Pirates • Kids' Zone
Port Harbor Tours
Board the Boats
Sail Boat Races
Catch & Release Fishing Tank
Waterfront Beer Garden
Live Entertainment

**Join us at the Thea Foss Park
& Foss Waterway Seaport**

August 25th & 26th • 10am to 6pm

www.maritimefest.org

***All
for
Free!***

**Celebrate
the
Working
Waterfront!**

FOUNDERS



Purpose



Celebrate the working waterfront, educate and engage the public in Tacoma's maritime history & current maritime activities. Have fun.

Sponsor: Youth Marine Foundation

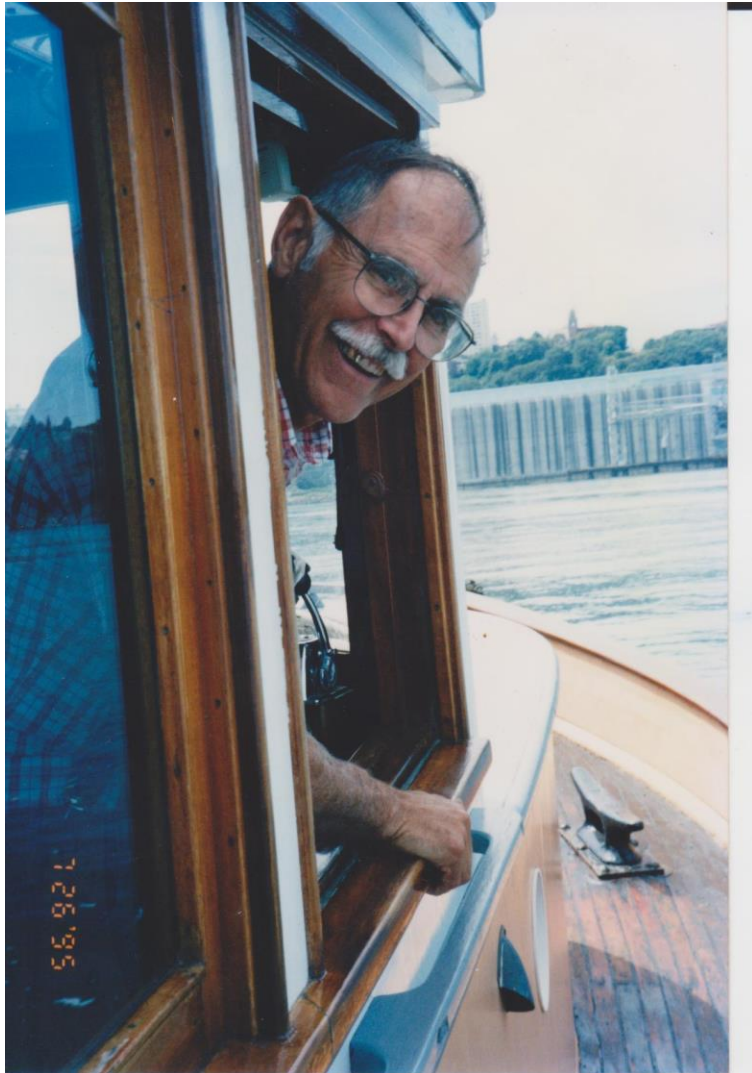


Engage Youth



TACOMA YOUTH MARINE CENTER

Partners/Planners:



Port of Tacoma
City of Tacoma: Tacoma Rail
Foss Waterway Seaport
Metro Parks
Tacoma Sea Scouts
Tacoma Destiny Dragons
Quick & Dirty Boat Builders
Host of volunteers



Dates:

Started in September
after close of fishing

Now 3rd week-end of
August



- Attendance:
10,000
- Budget: \$50,000
Festival plus
Partners' budgets
- Staff: Paid Event
Coordinator, scores
of volunteers

ACTIVITIES

- **Saturday:** Train Rides/Open House Tacoma Rail, Quick & Dirty Boat Building, Dragon Boat Races, Sail boat races **Sunday:** Port Boat Tours
- Seaport Open House, Open Docks with visiting tall ships, historic vessels, working boats (fire, police, skimmers, gill netters, tugs), Entertainment, Retail, Food and non-profit vendors, Kids Zone, Pirates, Boat rides, Salmon Bake, Art Show

Cross cultural entertainment



DRAGON BOAT RACES





Engage community & corporate competition



SAND SCULPTURES



BOATS

Tug boat races, sailing races, model boat races



Working Boats



CONTAINER MURALS



Partnership with Hyundai Marine





THE
DOORS

EXIT
ONLY

PORT
TACOMA
WAL

Seawatch

ALPHE

U.S. Army LANDING CRAFT



COAST GUARD RESCUE



QUICK & DIRTY BOATBUILDING







Crowd pleaser!









Port of Tacoma Boat Tours





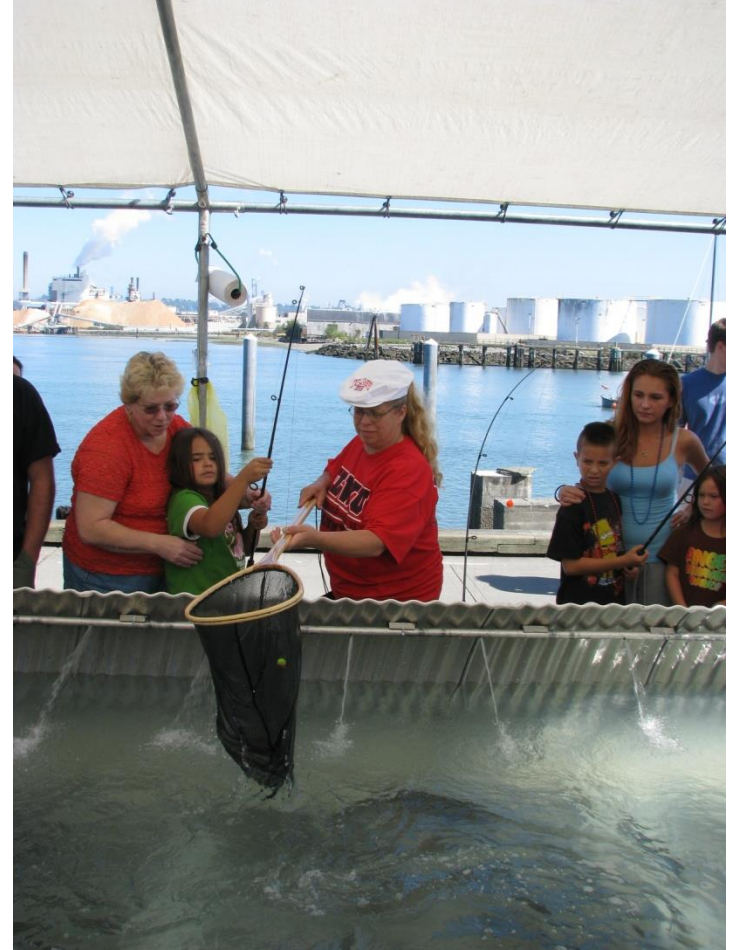
Pirate Fun



Chalk Art



Catch and Release



VENDORS



Challenges: Sustainability



Olympia Harbor Days Tugboat Festival and Races



- Founded: 1974 – almost 40 years old
- Producer: Olympia nonprofit maritime heritage group (1974 – 2011), Olympia Kiwanis Club (2012 -)
- Held: Annually, Labor Day Weekend – 2 ½ days at downtown Percival Landing Waterfront Park
- Purpose: Enhance public awareness and support for working waterfront, preserve maritime history



The South Sound Maritime Heritage Association
presents the

37th Annual



O • L • Y • M • P • I • A
HARBOR DAYS
VINTAGE TUGBOAT FESTIVAL & RACES

Arts & Crafts • Food
Entertainment • Model Tug Show

September 3, 4, & 5, 2010

Port Plaza • Percival Landing

Major Sponsors

City of Olympia • Port of Olympia
Olympia Federal Savings • Weyerhaeuser

Tug Illustration: Karla Fowler • Design: Cheri Huber Design • Printing: Capitol City Press

Olympia Harbor Days Tugboat Festival and Races

- Participating Tugs: 25 – 40; both retired, privately owned and active, company owned
- Attendance: 25,000 – 35,000
- Budget: About \$ 90,000; revenue from business sponsorships, arts, crafts, food booth sales
- Staff: One paid event coordinator on contract, volunteers from sponsor organizations, city support service employees, some support contractors.











