

Seattle City Council Briefing Monday, June 26, 2017









# Since 1950, nothing has been more synonymous with summer in Seattle than Seafair.



Since 1950, nothing has been more synonymous with summer in Seattle than Seafair. The 75 sanctioned Seafair events connect with more than 2 million people



Since 1950, nothing has been more synonymous with summer in Seattle than Seafair. The 75 sanctioned Seafair events connect with more than 2 million people **and create memories that last a lifetime.** 













## Seafair is much more than Festivals, Parades and Events.



## WE BUILD COMMUNITY





Building Community



- Building Community
- Creating Positive Memories



- Building Community
- Creating Positive Memories
- Providing Affordable Fun





Energizing the Content

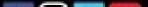






#### EXCLUSIVE ENERGY DRINK OF SEAFAIR WEEKEND MONSTER ENERGY BMX STUNT SHOW AUGUST 5THE 6TH

AND A REAL PROPERTY AND A PROPERTY A













- Energizing the Content
- Delighting the Taste Buds







- Energizing the Content
- Delighting the Taste Buds
- > Accessing the Experience







**\*TLE/HESTLAKE STI\*** 

T Lini

- Energizing the Content
- Delighting the Taste Buds
- Accessing the Experience
- Every Connection Customized



- Energizing the Content
- Delighting the Taste Buds
- Accessing the Experience
- Every Connection Customized
- Reinvigorating the Brand



## **New Social Media Approach**



#### The Pirates have landed, the Pirates have landed!

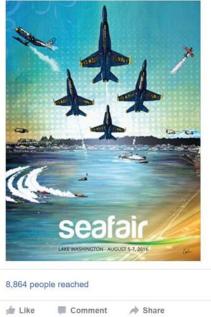


倉 Li	ke 🗰 Comment 🍌 Share	- 23
00	Douglas Kuehne, Al Donohue and 915 others	Top Comments
127 sł	hares	
0	Write a comment	0
	Sandra Rose I met some of the pirates when I went into	a has after world One
	of them came up behind me and picked me up off the gr outta me lol! They got some good lookin pirates! Unlike · Reply · Message · ③ 10 · June 25 at 2:52pm	
	of them came up behind me and picked me up off the gr outta me Iol! They got some good lookin pirates!	ound scared the crap aptured by one back in Yu then we went to all



Published by Emily Cantrell [?] - July 26 - 🚱

Check out this year's Seafair Weekend: August 5-7 Commemorative Poster! We'll have them available for sale at Seafair Weekend. Get yours while they last!





Boost Post



Seafair Published by Emily Cantrell [?] - July 27 - 🚱

It's almost here... the weekend you've been waiting for all year long. Don't miss out on Seafair Weekend: August 5-7! Tickets are available now on Seafair.com or head to your local Albertsons or Safeway for discounted tickets. Remember, the Friday of Seafair Weekend is free to everyone!



147,182 people reached	View Results
33K Views	
🖆 Like 🔲 Comment 🍌 Share	₹ 🔝
US Julianne Brendon, Dorian Graham Muncey and 426 others	Top Comments *
314 shares	
Write a comment	0



### **#SEAFAIRISSUMMER Campaign**





- Energizing the Content
- Delighting the Taste Buds
- Accessing the Experience
- Every Connection Customized
- Reinvigorating the Brand



## Partnering with the Military



#### **Partnering with the Military** Connecting, Educating, Honoring, Supporting:



#### Connecting, Educating, Honoring, Supporting:

Sr Level Networking (Business to Military)







Connecting, Educating, Honoring, Supporting:

- Sr Level Networking (Business to Military)
- Signature Event Partner





Connecting, Educating, Honoring, Supporting:

- Sr Level Networking (Business to Military)
- Signature Event Partner
- Fleet Week Facilitators





Connecting, Educating, Honoring, Supporting:

- Sr Level Networking (Business to Military)
- Signature Event Partner
- Fleet Week Facilitators
- Recruitment





#### In the Community



#### In the Community Sanctioning and Supporting:



# In the Community

Sanctioning and Supporting:

> 32 Separate Community Events



# In the Community

Sanctioning and Supporting:

- > 32 Separate Community Events
- Attracting over 500,000 People













#### **Reach and Impact**

#### Attendance

≥ 2,000,000 Plus Attendees

(O)

- ≻75 Events
- ≻80M Economic Impact

#### Digital

- ➤ 400,000 SFW Daily Web Hits
- ≻ 55,000 Facebook Followers
- ≻7,500 Twitter Followers
- ≥ 2,500 Instagram







#### **SEAFAIR IS WHERE THE COMMUNITY IS THIS SUMMER**



#### SEAFAIR EVENTS DELIVER: SUMMER 4<sup>TH</sup>, TORCHLIGHT PARADE, SEAFAIR WEEKEND





# "Creating Memories – Uniting Communities"



### **#SEAFAIRISSUMMER**

