



Seattle City Council Briefing  
Monday, June 26, 2017





# seafair™

## 2016 HIGHLIGHTS



**2017  
...and beyond!**

***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.***

A dynamic photograph of two speedboats racing on the water. The boat on the left is white, and the boat on the right is black with red and green accents. Both boats are moving towards the viewer, creating large, white splashes of water that fill the background. The text "#SEAFAIRISSUMMER" is overlaid in the center of the image.

**#SEAFAIRISSUMMER**













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



A photograph of three young girls dancing joyfully on a rooftop. The girl on the left is wearing a striped shirt and blue leggings, with her arms outstretched. The girl in the middle is wearing a white lace top and a colorful patterned skirt. The girl on the right is wearing a blue patterned dress. In the background, a city skyline with several tall buildings is visible under a slightly overcast sky. The text "WE BUILD COMMUNITY" is overlaid in large, bold, black capital letters across the center of the image.

**WE BUILD COMMUNITY**

# Everything Seafair Does is About:

# Everything Seafair Does is About:

- Building Community



# Everything Seafair Does is About:

- Building Community
- Creating Positive Memories

# Everything Seafair Does is About:

- Building Community
- Creating Positive Memories
- Providing Affordable Fun

**2017 #SEAFAIRISSUMMER**

# 2017 #SEAFAIRISummer

➤ Energizing the Content







**EXCLUSIVE ENERGY DRINK OF  
SEAFAIR WEEKEND**

**MONSTER ENERGY BMX STUNT SHOW**  
**AUGUST 5TH & 6TH**





















# 2017 #SEAFAIRISummer

- Energizing the Content
- **Delighting the Taste Buds**



# 2017 #SEAFAIRISummer

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







# Columbia City Station

S Edmunds St



# 2017 #SEAFAIRISummer

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

# 2017 **#SEAFAIRIS**SUMMER

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



# New Social Media Approach

**Seafair** at Alki Beach Seafair Pirates Landing.  
Published by Emily Cantrell [?] · June 25 · 🌐

The Pirates have landed, the Pirates have landed!



30,857 people reached

Boost Post

Like Comment Share

Douglas Kuehne, Al Donohue and 915 others

127 shares

Write a comment...

Sandra Rose I met some of the pirates when I went into a bar after work! One of them came up behind me and picked me up off the ground scared the crap outta me lol! They got some good lookin pirates!  
Unlike · Reply · Message · 10 · June 25 at 2:52pm

Laura Odegard Smith Love the Seafair Pirates. I was captured by one back in the 80's on landing day, when I was running for Miss Hi Yu then we went to all the local nursing homes with them and sang songs and talked to the elderly it was a great memory.  
Unlike · Reply · Message · 5 · June 25 at 8:34pm

View 17 more comments

**Seafair**  
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!



8,864 people reached

Boost Post


Like Comment Share

Brian Pechin, Mark Burgess and 250 others

99 shares

**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

Julianne Brendon, Dorian Graham Muncey and 426 others

314 shares

Write a comment...

# #SEAFAIRISummer Campaign



# 2017 **#SEAFAIRIS**SUMMER

- 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:

# Partnering with the Military

Connecting, Educating, Honoring, Supporting:

- Sr Level Networking (Business to Military)









# Partnering with the Military

Connecting, Educating, Honoring, Supporting:

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



# Partnering with the Military

Connecting, Educating, Honoring, Supporting:

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





# Partnering with the Military

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















# By The Numbers



# Reach and Impact



## Attendance

- 2,000,000 Plus Attendees
- 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**

THE 3 EVENTS REACH

**817,000**

PERSONS 2+

THE 3 EVENTS REACH

**261,000**

PERSONS 25-49

THE TOTAL IMPRESSIONS  
DELIVERED IN THE EVENTS

**6.973MM**

PERSONS 2+

THE TOTAL IMPRESSIONS  
DELIVERED IN THE EVENTS

**2.094MM**

PERSONS 25-49

# **“Creating Memories – Uniting Communities”**

**#SEAFAIRISSUMMER**