

Item No.: 6b_Supp

Meeting Date: September 26, 2017

Fishermen's Terminal Development



Fishermen's Terminal Development Program

September 8, 2017



FT Development Aerial Site Exhibit

Public Relations, Marketing and Tourism Development Plan

- Digital Advertising
- 15th Ave Billboard
- Visits to the Website and Terminal

Telling the story of commercial fishing without interfering with industrial operations

Digital Campaigns

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Meet the captains of Fishermen's Terminal

Originally published June 5, 2017 at 12:36 pm | Updated June 30, 2017 at 1:01 pm



On boats like the Lark, spring prep before heading out to sea often entails mopping decks and tending gear. (Photo courtesy of Fishermen's Terminal)

Get a taste of what it's really like to live the mariner's life.

By Port of Seattle

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You probably know Fishermen's Terminal from driving over the Ballard Bridge. A complex tangle of boats and equipment that looks larger than life docked in Seattle, but ebbs in the summer as 400 commercial fishing vessels head to Alaska to catch cod, crab, halibut, mackerel and salmon.

What's it like to work on the water year after year as a real-life fishing vessel captain? We spoke with a handful of local fishing skipper this spring to learn how they prepare for the season, what commercial fishing is really like and how they balance life at sea with life at home in Greater Seattle.

Prepping to set sail

The boats in the commercial fishing fleet at Fishermen's Terminal range from 30 to 200 feet long, depending on the type of gear used. Think trawlers, gillnetters, purse seiners, logliners and pots.

Although most captains set sail in the spring (and return late summer or fall), preparation for the season starts several weeks or months ahead of time. Michael Coffman, 40, from Edmonds, starts thinking about the fall and winter projects he needs to tackle on his 99-foot boat, *Kisistano*, while out at sea during the summer. Typical post-season touch-ups include painting, retreading and electrical and mechanical tweaks, followed by a thorough inspection.

"I can be coordinating schedules with carpenters, welders and electricians a year in advance," says Coffman, a fourth-generation fisherman who's been fishing for 18 seasons.

Did you know?

- In 2016, the Alaska North Pacific fishing fleet worth \$1.2 billion and weighed more than 4 billion pounds.
- The average size of the total of commercial fishing vessels in the United States is 100 feet long.
- Eight percent of fish caught in Alaska get exported overseas.

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June 5—July 5 Campaigns emphasize unique experience for visitors & working waterfront

Retailer Profiles



June 2017 – Five retailer profile videos created for onsite businesses

15th Avenue Billboard



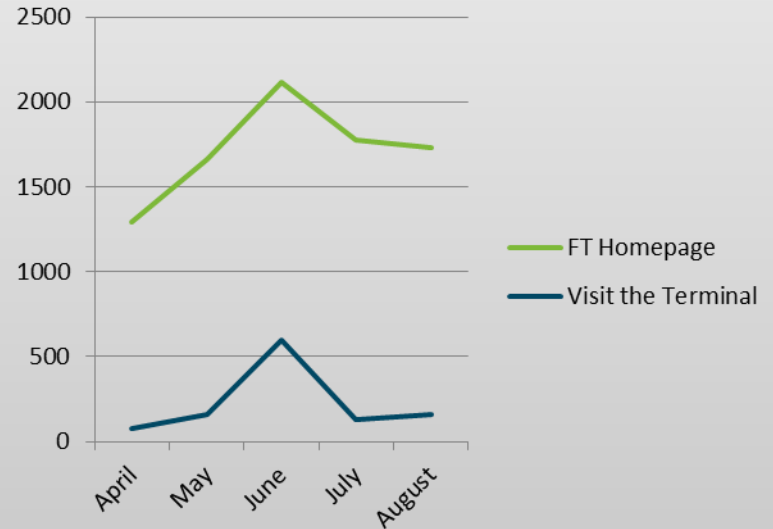
May 2017 billboard also carried the working waterfront & unique experience messages

Website Metrics

Time on Page



Visitors



Time on page and visits spiked this summer

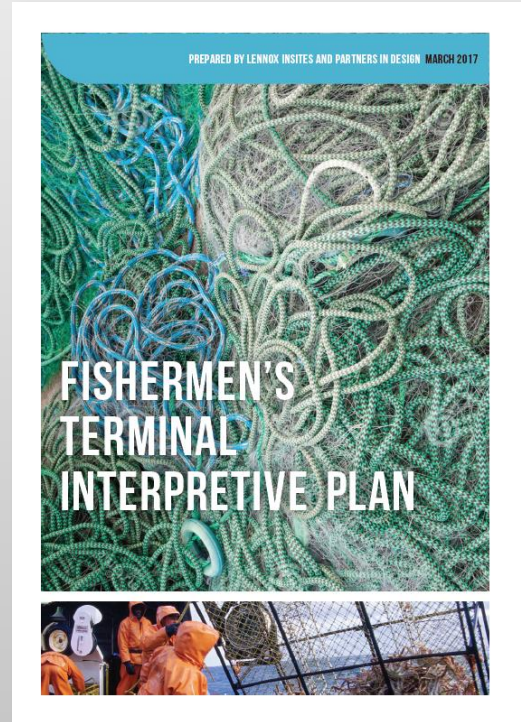
Interactions with Seattle tour bus operators

- Contacted six operators
- Mixed reasons for making a stop here



First hand experience with Seattle sightseers

Environmental Graphics



Consider all the layers of a visitor's experience