

Item No.	6b_supp
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# CREATIVE SERVICES EXAMPLES

Kathy Roeder  
External Relations, Director of Communications  
January 7, 2020



# Airport Recycling

**Purpose:** Improve tenant sorting

**Deliverables:**

1. Airport recycling brochure
2. Flyers for AV custodial contractors and airlines
3. Waste collection bin decals

**Vendor:** C+C

**Client:** AV Environmental

## Why Recycle?

Quite simply, it's what we do. Waste reduction and recycling generates financial, environmental, and social returns and is a key Airport and Port of Seattle strategy to reduce impacts in our communities.

### Requirements for Tenant Recycling & Food Service Ware

All tenants at Sea-Tac are required to participate in the airport's recycling program, which includes:

- Sorting and properly disposing of recycling, food+compostables, and trash
- Using durable or approved compostable and recyclable food service ware
- Providing clearly labeled collection containers

For information about recycling programs, resources, and requirements, visit [www.portseattle.org/page/solid-waste-utility-services](http://www.portseattle.org/page/solid-waste-utility-services)

## Our Recycling Goal

Sea-Tac Airport's goals align with communities we serve and broader regional and national waste diversion efforts.

Terminal Waste Diversion Rate  
**60% by 2020**

Airfield Waste Diversion Rate  
**15% by 2020**

## Benefits of Recycling:

Prevents greenhouse gas (GHG) emissions that contribute to global climate change while simultaneously saving energy.

Conserves natural resources by reducing the demand for raw materials such as timber, petroleum, water, and minerals.

Creates recycling and manufacturing jobs and generates tax revenue.

Saves on disposal fees and may generate revenue from recyclable material.

Helps sustain the environment for future generations.

(Data courtesy of Washington State Department of Ecology)



# Recreational Moorage Promotion

**Purpose:** Increase guest moorage

**Deliverables:**

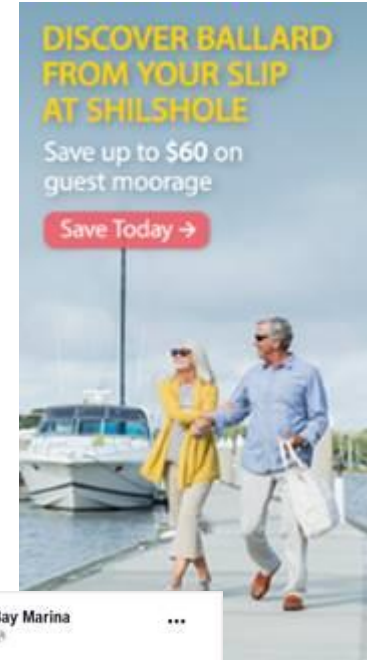
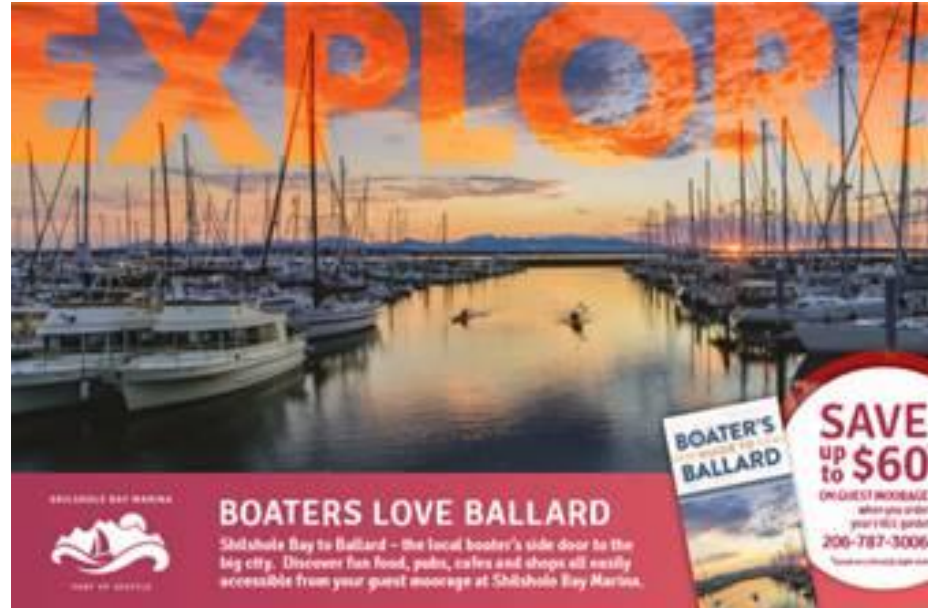
1. Print ads
2. Online display campaign
3. “Boaters Love Ballard” and “Boaters Love Bell Harbor” online “flip” brochure
4. Media buy
5. Lead generation landing pages

578,800 impressions

2,043 click-throughs

**Vendor:** C+C

**Client:** Maritime Marketing



# CAFR Report

## Financial Section

**Purpose:** Report on Port financials

**Deliverables:**

1. Design and production of 124 page report
2. Copyedit and proofreading
3. Project management
4. Report layout

**Vendor:** Phinney Bischoff

**Client:** Finance



### Enterprise Fund

#### Financial Position Summary

The Statement of Net Position presents the financial position of the Enterprise Fund of the Port at the end of the fiscal year. The statement includes all assets, deferred outflows of resources, liabilities, and deferred inflows of resources of the Enterprise Fund. Net position, the difference between total assets plus deferred outflows of resources and total liabilities plus deferred inflows of resources, is an indicator of the current fiscal health of the organization and the enterprise's financial position over time.

A summarized comparison of the Enterprise Fund assets, deferred outflows of resources, liabilities, deferred inflows of resources, and net position at December 31 is as follows (in thousands):

	2018	2017	2016
<b>Assets:</b>			
Current, long-term, and other assets	\$ 1,989,201	\$ 1,654,178	\$ 1,199,739
Capital assets	6,158,334	5,685,346	5,505,951
<b>Total assets</b>	<b>\$ 8,147,535</b>	<b>\$ 7,339,524</b>	<b>\$ 6,705,690</b>
<b>Deferred Outflows of Resources</b>			
	\$ 54,866	\$ 56,348	\$ 35,225
<b>Liabilities:</b>			
Current liabilities	\$ 583,985	\$ 425,379	\$ 384,385
Noncurrent liabilities	4,011,823	3,589,769	3,188,953
<b>Total liabilities</b>	<b>\$ 4,595,808</b>	<b>\$ 4,015,148</b>	<b>\$ 3,573,338</b>
<b>Deferred Inflows of Resources</b>			
	\$ 39,884	\$ 32,541	\$ 19,230
<b>Net Position:</b>			
Net investment in capital assets	\$ 3,107,766	\$ 2,716,718	\$ 2,591,049
Restricted	377,800	403,685	343,175
Unrestricted	81,143	227,780	214,123
<b>Total net position</b>	<b>\$ 3,566,709</b>	<b>\$ 3,348,183</b>	<b>\$ 3,148,347</b>

Assets plus deferred outflows of resources exceeded liabilities plus deferred inflows of resources by \$3.6 billion as of December 31, 2018, and \$3.3 billion for 2017. Total net position increased \$218.5 million from 2017 to 2018, and \$199.8 million from 2016 to 2017, respectively.

In 2018, the Port adopted two new accounting standards, which required adjustments to the beginning balance of the net position. The Port adopted Government Accounting Standards Board (GASB) Statement No. 75, *Accounting and Financial Reporting for Postemployment Benefits Other Than Pensions (OPEB)*. The new standard requires governments providing OPEB benefits to retirees to measure and recognize total OPEB liability, deferred outflows and deferred inflows of resources, and OPEB expense. The Port also adopted GASB Statement No. 86, *Certain Debt Extinguishment Issues*. This statement establishes standards of accounting and financial reporting for in-substance defeasance transactions in which cash and other monetary assets, not through proceeds from refunding debt, are placed in an irrevocable trust to extinguish debt. It also provides guidance relating to prepaid insurance on debt that is extinguished. As a result, the beginning balance of total net position was adjusted and reduced by \$2.7 million. Further discussion of the impact from the adoption of these new accounting standards can be found in Note 1 in the accompanying Notes to Financial Statements.

For each year presented, the largest portion of the Enterprise Fund's net position represents its net investment in capital assets. The Port uses these capital assets to provide services to its tenants, passengers, and customers of the Aviation, Maritime, and Economic Development divisions; therefore, these assets are not available for future spending. Although the Port's net investment in capital assets is reported net of related debt, it is noted that the

# Maritime Economic Impact

**Purpose:** Promote maritime opportunities

**Deliverables:**

1. Profiles of women in maritime
2. Content about cruise jobs
3. Outreach

**Vendor:** C+C

**Client:** External Relations

The screenshot shows the Seattle Business website. The header includes the logo 'Seattle Business THE MAGAZINE | EVENTS', a 'SUBSCRIBE NOW' button, and social media icons for Facebook, Twitter, LinkedIn, and a search icon. A navigation menu lists 'News', 'The Magazine', 'Executive Profiles', 'Daring Women', 'Best of Business Awards', and 'Commentary'. Below the menu is an 'ADVERTISEMENT' placeholder. The main article is titled 'Daring Women: Linda Styrk of the Puget Sound Pilots Is Used to Charting New Waters in Leadership' by Bill Conroy. The article text begins with 'She says the growth that comes from lived experience 'is what will enable future success''. Below the text are social media sharing icons and a 'DARING WOMEN' tag. A large photograph shows Linda Styrk and a man in maritime work attire standing on a ship's deck with a city skyline in the background. The right sidebar features 'Events & Awards' with dates for December and January, a 'BECOM 8300 VALUE PLATINUM MEMBER' promotion, 'People on the Move' listing Jane M. Scaring and Kimberly Proia, a 'Pitch Us' section, and a 'Sponsored' advertisement for a building.

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The screenshot shows a webpage from the Port of Seattle. The main article is titled "Ultimate Cruise Job: Lights, Camera, CRUISE" and features a large image of a cruise ship at sea. Below the image, there is a sub-image of two people in life jackets on a boat. The article text begins with "August 1, 2019" and "In the past eighteen months, Jesse Kipp's job has taken him on 10 cruises to destinations including Alaska, Hawaii, Mexico, and Costa Rica. His work may be fun, but it's not easy." The right sidebar contains several "Other Posts" including "Put Some SEA in their Stockings", "A Conversation with Allen Stone", "Tailgate Guide to Blue Friday at SEA!", and "Five Freezing Facts about Winter Weather at SEA".

# Newsletter Redesign

**Purpose:** Improve community engagement – COMING IN SPRING 2020

## Deliverables:

1. Improve user experience
2. Utilize best practices for information architecture
3. Graphic design
4. Integration with email system

**Vendor:** Phinney Bischoff

**Client:** External Relations



## Saving lives at SeaTac

Earlier this year, when passenger Kathy Winkle suffered from cardiac arrest, the close proximity of an AED, and the rapid response of bystanders helped save her life. The Port of Seattle EMTs, along with King County Medic One, arrived shortly thereafter, and were able to stabilize her and transport her quickly to the hospital. [Keep reading →](#)



## Honoring the Duwamish

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation. [Keep reading →](#)



# Community Report

**Purpose:** Document progress and priorities

**Deliverables:**

1. Brochure design
2. Layout and page production
3. Copywriting
4. Printing

**Vendor:** Turnstyle

**Client:** External Relations



In addition to our ongoing renovations, we're studying more than 30 Sustainable Airport Master Plan (SAMP) Near-Term projects to improve efficiency, safety, passenger experience, and access to the airport over the next five to seven years. Highlights include a new 19-gate terminal and an automated people mover with three stations to connect the rental car facility, new terminal, and main terminal.

**LONG-TERM REGIONAL VISION**

The Puget Sound Regional Council has found that regional demand for air travel will double by 2050. SEA is part of a broader conversation led by regional and statewide stakeholders about how to best manage the entire Puget Sound region's airspace and aviation resources to accommodate demand and volume forecasts beyond 2027. Additional investments will be necessary to support our region's anticipated needs.





# Airport Graphics

**Purpose:** Improve customer experience

**Deliverables:**

1. Design
2. Layout
3. Copywriting

**Vendor:** Turnstyle

**Client:** External Relations



Questions?

