MARKETING INSIGHTS

2025 MARKETING & COMMUNICATIONS REVIEW

BRITTANY WILLIAMS, DIRECTOR OF ECONOMIC DEVELOPMENT

PORT OF EDMONDS

AGENDA

Our Strategy

2025 Communications

2025 Community Relations

Looking Ahead: 2026

ECONOMIC DEVELOPMENT SNAPSHOT

Business Development & Strategic Planning

- Grow Business & Community Partnerships
- Create Policies, Programs & Initiatives to Expand Activity

Real Estate Management & Development

- Commercial Leasing
- Real Estate Acquisitions
- Commercial Development

Capital Projects

- Project Management
- Community & Tenant Liason
- Governmental Affairs

Marketing & Communications

- Events
- Social Media
- Public Relations
- Advertising
- Brand Development
- Tourism

Community Relations & Partnerships

OUR STRATEGY

OUR STRATEGY

FOUR BUSINESS PILLARS

- Recreational Marina
- Commercial Properties
- Public Access
- Environmental Responsibility

GUIDE

- 2026 Marketing & Communications Plan

GOALS

- Inform & Engage with the Community
- Attract & Maintain Customers (Marina and Commercial Tenants)

MISSION

The mission of the Port of Edmonds is to provide value to our community through economic development, marina and commercial operations, waterfront public access, and environmental stewardship.

COMMUNICATION FLOW

Building trust, transparency, and long-term community engagement.

STAGE OF COMMUNICATION	EXAMPLE
Awareness	Press releases and news coverage, social media, public mailers, advertising
Education/Understanding	Public meetings, tours, community partnerships, website
Engagement/Participation	Workshops, DPOE, community events
Trust & Relationship Building	Customer service, consistent transparency, follow-up communication, text alerts

PORT OF EDMONDS

2025 COMMUNICATIONS

- Public Mailers
- Social Media
- In the News
- Advertising & Promotions

2025 PUBLIC MAILERS

Message from the
Port Commission President

DAVID PRESTON

Having grown up in Edmonds, I have always loved our waterfront, our local businesses, and—most of all—our people. For the past ten years, it's been an honor to serve as a Port of Edmonds Commissioner. I'm grateful every day for the opportunity to help steward our waterfront and support a vibrant, sustainable future for Edmonds and Woodway.

At the Port, our goal is to operate a first-class marina, provide commercial space where local businesses can thrive, and offer recreational opportunities that make the waterfront a welcoming destination for everyone. Whether you're whale watching, dining, or simply enjoying a stroll along the Portwalk, we want every visit to be memorable.

In recent years, we've been working closely with government partners and local stakeholders to advance several major infrastructure projects. These include the seawall repair, enhancements to public access along the Portwalk, and repairs to the mid-marina breakwater. These are complex, long-term efforts that require significant planning and funding—and that work is ongoing.

Looking ahead, we'll be launching a comprehensive master planning process in 2026. This will be a critical opportunity to shape the future of the Port, and we'll be seeking your input throughout the process. While we always welcome community feedback, your voice will be especially vital during this process as we explore how to best serve residents and visitors and prepare for the challenges ahead.

One final note: we recently bid a fond farewell to Commissioner Steve Johnston, who retired after many years of dedicated service. We're deeply grateful for his contributions and extend our best wishes for his next chapter. In his role, we're pleased to welcome Ross Dimmick to the Commission. A long-time Edmonds resident with a strong background in engineering, Ross brings valuable expertise and a fresh perspective to our team. We're excited to have him on board.

On behalf of everyone at the Port of Edmonds, we would like to extend our sincere gratitude for your continued support. We wish you a safe, relaxing, and enjoyable end to the summer season.

David Preston,
Port of Edmonds Commission President

UPCOMING EVENTS

Scan QR Code for Details!

MYSTICAL STEEL PERFORMANCE
Sunday, September 7th
5:00pm - 6:15pm
Mary Lou Block Public Plaza - 458 Admiral Way
Experience the magic of steel drums with a captivating performance by Steel Magic Northwest.

ENVIRONMENTAL SPEAKER SERIES PRESENTED BY ANNIE CRAWLEY
Thursday, September 11th
6:30pm - 8:00pm
Edmonds Waterfront Center - 220 Railroad Ave
University of Washington professor Dr. Ed Kolodziej shares his research on detecting and reducing harmful emerging contaminants in our urban waterways.

PORT PUBLIC WALKING TOUR
Friday, September 19th
11:00am - 12:00pm
Meet at Port Administration Office - 471 Admiral Way
Join Port Commissioners and staff on a leisurely walking tour of the Port to learn more about operations, facilities, and upcoming projects.

425.774.0549 VHF CH. 69 INFO@PORTOFEDMONDS.GOV LAT. 47° 48' 41" LONG. 122° 22' 57" PORTOFEDMONDS.GOV

PORT SPOTLIGHT Q & A with Annie Crawley

Annie Crawley is a scuba diving instructor, underwater photographer, award-winning producer, environmental activist, and inspirational speaker. Since 2017, the Port has partnered with "Ocean Annie" and her youth scuba team for twice-yearly (spring and fall) marina cleanup dives to tackle marine debris and promote ocean conservation awareness. More recently, the Port has become a sponsor of Annie Crawley's Environmental Speaker Series, taking place at the Edmonds Waterfront Center throughout the year.

Q: What inspired your passion for the ocean?
A: Born and raised in Chicago, I hadn't experienced the ocean until after college, when a backpacking trip to Australia introduced me to scuba diving and sailing. That transformative moment sparked a lifelong passion, reshaping my path and purpose. The ocean became my home—bringing connection, joy, and creativity, and inspiring me to help others engage with its beauty and meaning.

Q: Your work has taken you across the globe, but what environmental challenges do you see impacting our local marine ecosystems?
A: We've lost more than 80% of our bull kelp forests in central Puget Sound, salmon populations continue to dwindle, our Southern Resident Killer Whale population is starving, and the runoff from our tires and chemicals in our gardens impacts our local waters.

Q: Tell us about your youth scuba diving team?
A: When I moved to Edmonds, the owners of Underwater Sports challenged me to create a dive program for kids. Scuba diving teaches respect, responsibility, mindfulness, adaptability, preparation, discipline, trust, and teamwork; add environmental stewardship and underwater photography, and you have the groundwork for my dive team. We dive locally year-round, partner with the Port for regular marina cleanups, and expand our young divers' horizons through international travel. During the pandemic, we created edmondsunderwaterpark.com to connect our community to the underwater world.

Q: What does a typical marina cleanup dive look like?
A: Our divers get the opportunity to dive in a cold, silty, and often challenging environment. We've found everything from cell phones to hoses, tools, batteries, wallets, and toys. Boat owners frequently approach us to search for lost items, so these dives also become fun search-and-recovery missions!

We cannot conduct the dives without our shore support volunteers. Friends, family, and even local teachers, like Ms. Bromley from Hazelwood Elementary and her students, assist divers and help protect marine life. Our dives foster a sense of community and raise awareness about our impact on the ocean. The support from Underwater Sports and our Port Commissioners over the years has been fantastic. And let's be honest—a cleanup dive just wouldn't feel complete without Top Pot donuts and pizza from our favorite local spots. I've loved seeing how our community rallies behind our team!

Q: You recently launched the Environmental Speaker Series at the Edmonds Waterfront Center. What speakers can we look forward to in future sessions?
A: This speaker series is a dream come true—it offers a meaningful way to connect our community with scientists and educators dedicated to the Salish Sea. The next event is scheduled for September 11th from 6:30pm - 8:00pm and will feature Dr. Ed Kolodziej, a UW professor focused on identifying and mitigating emerging contaminants in urban watersheds. On October 9th, we'll welcome Dr. Cindy Elliser, a marine mammalogist who conducts behavioral research on harbor porpoises.

Q: What's one thing we can all start doing today to help protect the environment?
A: You don't need to be a scientist or ocean advocate to make a difference. You just need to care—and act. Whether you reduce your carbon footprint, write to policymakers, donate, eat a more plant-based diet, or help educate others, your voice matters. Each action creates ripples of change. Together, we must do everything in our power to conserve, protect, and restore our Salish Sea—so future generations can fall in love with it the same way we did!

Upcoming marina cleanup dives and Environmental Speaker Series lectures will be featured on the Port of Edmonds events page: portofedmonds.gov/news/edmonds-events/. To learn more about Annie Crawley, please visit: anniecrawley.com.

PROJECT INSIGHTS: BUILDING FOR TOMORROW

Mid-Marina Breakwater Restoration,

The Port was recently awarded $412,000 through the Washington State capital budget, paving the way for essential breakwater repairs. Planned improvements include replacing wood lagging, restoring sheet piles, and installing a steel strongback to reinforce the structure. The breakwater plays a critical role in safeguarding the Port's waterfront and hundreds of marina moorage slips—an area central to local recreation, tourism, and maritime businesses. Construction is expected to begin in 2026.

> *"We are incredibly grateful to the Legislature for recognizing the importance of this project to our community, local economy, and the broader Puget Sound region."*
> -David Preston, Commission President

North Portwalk and Seawall Reconstruction Project

Progress is underway on this multi-phase initiative aimed at improving public access and ensuring long-term shoreline resilience. Key components include seawall repairs and boardwalk enhancements, featuring upgraded restrooms and the addition of a scenic viewing platform.

PORT OF EDMONDS FINANCIAL REPORT

2024 Revenues

Marina	$9,047,000
Rental Properties	$2,869,000
Property Taxes	$721,000
Investment Income	$630,000
Other Revenues	$469,000
Total	$13,763,000

2024 Expenditures

Marina	$6,389,000
Rental Properties	$1,926,000
Overhead	$2,717,000
Capital Projects/Reserve	$2,731,000
Total	$13,763,000

A COMMITTED COMMUNITY PARTNER

The Port of Edmonds provides funding and services to support a wide range of local organizations and events. From the Edmonds Chamber of Commerce and the Edmonds Arts Festival to events hosted by the City of Edmonds and the Edmonds Waterfront Center, the Port proudly invests in initiatives that strengthen community connections and enhance the quality of life for both residents and visitors.

PROPERTY TAXES

While the Port collects a modest amount of property taxes from district residents, most operating revenue comes from business activities—including marina operations, boatyard services, and commercial leases. Property taxes help support Commission operations and fund key property improvement projects—most recently, the planned public access upgrades along the North Portwalk. These investments help create a more welcoming and accessible waterfront for all to enjoy.

TRANSPARENCY AND ACCOUNTABILITY

Quarterly financial statements, annual budgets, audit reports, and quarterly operational reports are regularly presented in public Commission meetings and can be found on our website.

PORT OF EDMONDS
471 Admiral Way · Edmonds, WA 98020-7214
PORTOFEDMONDS.GOV

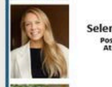
*********ECRWSSEDDM****
POSTAL CUSTOMER

YOUR PORT COMMISSION

Janelle Cass
District 1

David Preston
District 2

Jay Grant
District 3



Selena Killin
Position 4
At Large

Ross Dimmick
Position 5
At Large

Envisioning T
Serving Toda

The Port of Edmond
created to support
the quality of life in
governed by a five-
responsibilities incl
direction, adopting
and approving the a
projects. The Comm
Executive Director,
staff members who
operations and serv

You're Invite

Port Commission
meetings are open t
and typically occur
6:00pm on the seco
Monday and 10:00a
the last Tuesday of
month. You're welco
to join us in person a
471 Admiral Way or
meeting link availab

New Views from the Port!

The Port of Edmonds website now features two livestream cameras providing real-
and the Edmonds Marsh. Whether you're checking the weather, watching boats, or
can enjoy the waterfront's beauty anytime, anywhere. View the cameras at: portof

Providing value to our community through economic developmen
commercial operations, waterfront public access, and environmen

2025 PUBLIC MAILERS

PORT OF EDMONDS
471 Admiral Way · Edmonds, WA 98020-7214

**********ECRWSSEDDM****
POSTAL CUSTOMER

PRSRT STD
U.S. Postage
PAID
Seattle, WA
Permit 937

HOLIDAY NIGHT AT THE MARINA
Thursday, December 11, 2025 6:00-8:00 PM
Mary Lou Block Public Plaza - 458 Admiral Way
Gather with friends and family for an evening filled with holiday cheer! Enjoy live music from One Love Bridge, a special visit from Santa, and free hot apple cider, popcorn, and treats in the plaza. Kids will love spinning the new prize wheel! Be sure to wander among the dazzling marina lights and climb aboard the Puget Sound Express whale watching boat for more goodies. Grab a quick, delicious dinner from on-site food trucks. It's the perfect night out for the whole community—come celebrate the season with us!

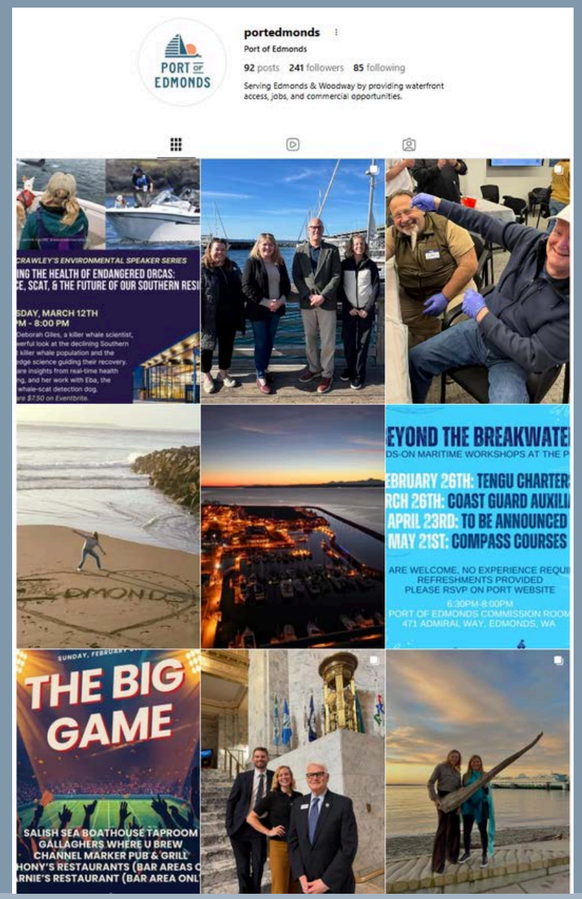
HOLIDAY ON THE DOCKS
Nightly, December 6, 2025 - January 3, 2026
Port of Edmonds Marina - 458 Admiral Way
For a dose of holiday magic visit the guest moorage to enjoy the beautiful display of twinkling lights and decorated boats. Brought to you by the Edmonds Yacht Club and Port of Edmonds.

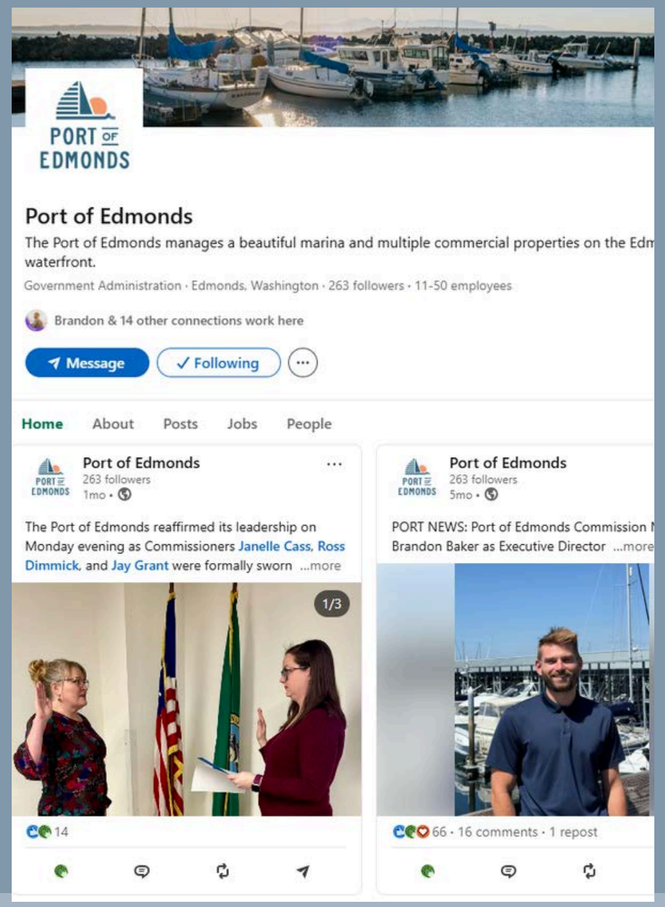
PORT HOLIDAY FOOD DRIVE
December 1 - 31, 2025
We're collecting non-perishable food items and toiletries on behalf of the Edmonds Food Bank at the following Port locations:

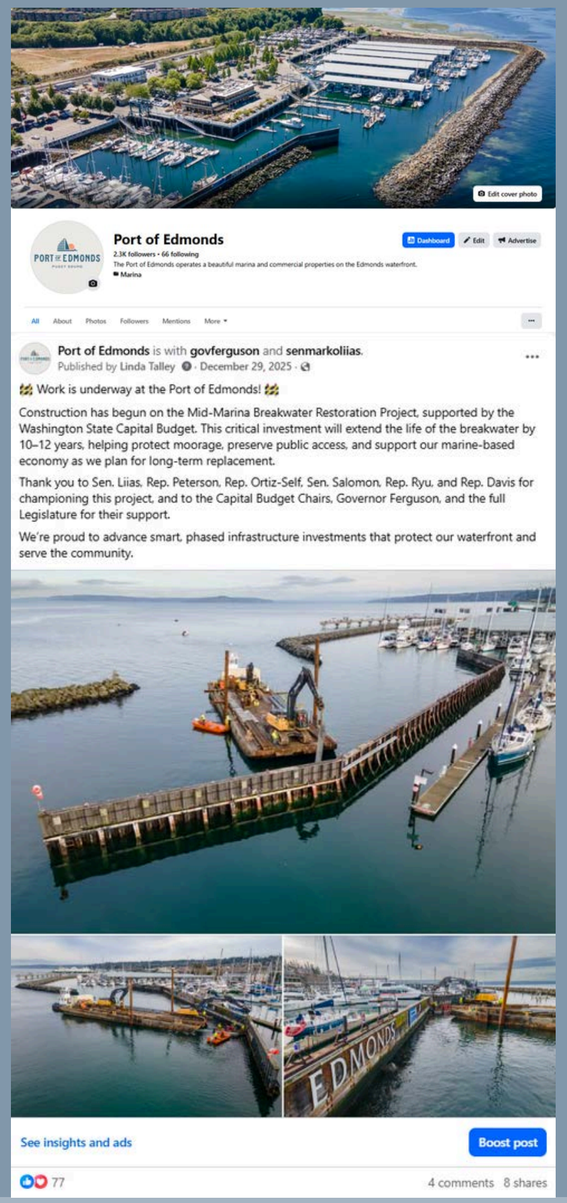
- Harbor Square - 120 W. Dayton
- Marina - 458 Admiral Way
- Port Administration - 471 Admiral Way

LEARN MORE!

SOCIAL MEDIA COVERAGE

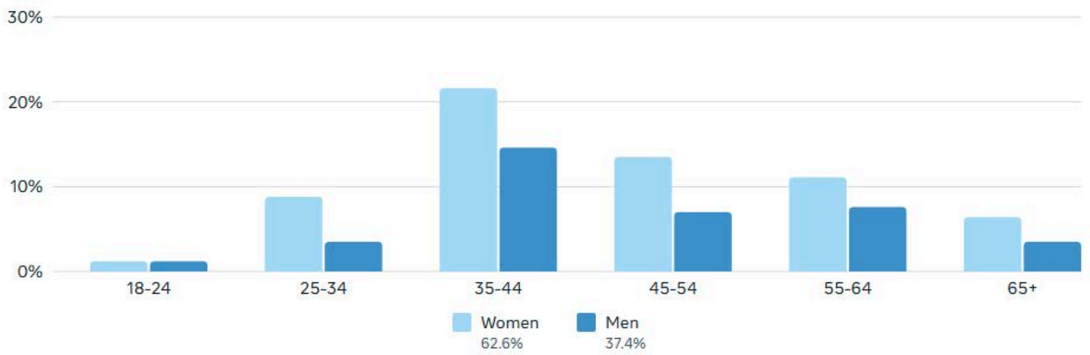






SOCIAL MEDIA INSIGHTS

Age & gender



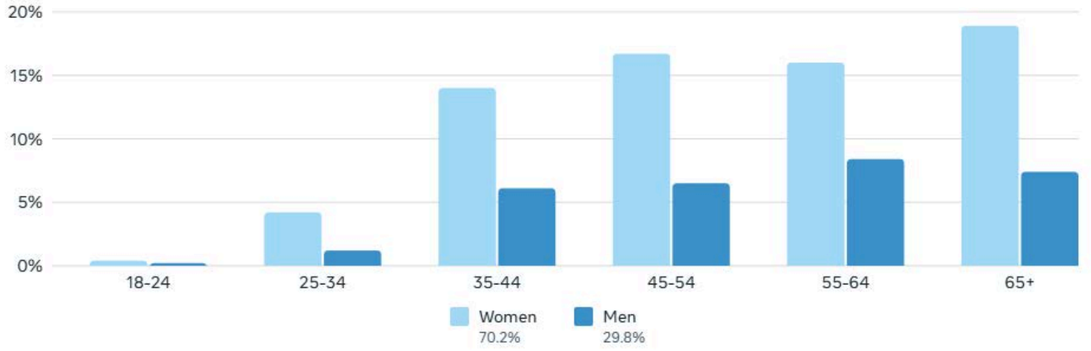
Top cities

Edmonds, WA	39%
Lynnwood, WA	8.7%
Seattle, WA	6.2%
Shoreline, WA	3.7%
Martha Lake, WA	2.9%
Woodway, WA	2.9%
Everett, WA	2.5%
Alderwood Manor, WA	2.1%
Kirkland, WA	1.7%

Top countries

United States	96.7%
Mexico	0.4%
Australia	0.4%
India	0.4%
Spain	0.4%

Age & gender



Top cities

Edmonds, WA	26.5%
Seattle, WA	7.1%
Lynnwood, WA	5.6%
Shoreline, WA	4.7%
Everett, WA	3%
Mountlake Terrace, WA	2.3%
Mukilteo, WA	1.7%
Mill Creek, WA	1.5%
Kirkland, WA	1.3%

Top countries

United States	99.3%
Canada	0.3%
Mexico	0.3%
Australia	0.2%
Peru	0.2%
China	0.1%
India	0.1%
Netherlands	0.1%
Spain	0.1%

IN THE NEWS

Edmonds Beacon
Your Hometown News Source

The Landing: Boutique hotel, restaurants, spa are possibilities at The Landing

Ryan Appleby: 'My first order of business is to fill the building vacancies'

From left: Port Commissioner Janelle Cass; Port of Edmonds Commissioner David Preston; Ryan Appleby, 1010 Development president; Port of Edmonds Acting Executive Director Brandon Baker. (Photo courtesy Iliana Minkov/Port of Edmonds)

myEDMONDSNEWS

Port of Edmonds Commissioners look to 2026 as they wrap up 2025

By Jamie Holter December 9, 2025

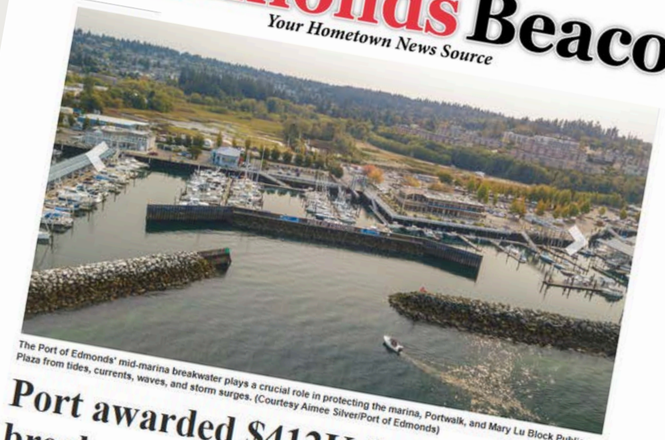
Key takeaways:

- *Port's third-quarter financial picture is positive*
- *Commissioners approve 2026 contracts for state and federal lobbyists*
- *Commissioners briefed on requests for federal money for North Portwalk project*
- *Port fills two critical positions*
- *Mid-marina breakwater work begins this week, crane in the water next week.*
- *Commissioners discuss big ideas for 2026*

Commission President David Preston listens to Commissioner Selena Killen at the Dec. 8, 2025 commission meeting (Photos by Jan

The Port of Edmonds' last meeting of the calendar year included a quick wrapup of fi
2026 contract approvals, the introduction of two new key employees and some big-pi
visioning for 2026 and beyond.

Edmonds Beacon
Your Hometown News Source



The Port of Edmonds' mid-marina breakwater plays a crucial role in protecting the marina, Portwalk, and Mary Lu Block Public Plaza from tides, currents, waves, and storm surges. (Courtesy Aimee Silver/Port of Edmonds)

Port awarded $412K for breakwater restoration

Posted Monday, July 21, 2025 8:12 am

By Beacon Staff

One of the Port of Edmonds' most important features – its breakwater – is getting support from the state with a $412,00 grant. The final state capital budget to support the port's mid-marina breakwater restoration project means the port can extend the life of the breakwater while long-term replacement plans continue to progress.

The mid-marina breakwater protects the port waterfront and hundreds of moorage slips at the marina, said Port Commission Presid
eston.

"We are in
ecognizing the importance of this project to our
ound region," he said.

allow sheet pile structural repairs, and install
akwater. These essential repairs will
e planning and finding for a complete

myEDMONDSNEWS

Edmonds Port Commission names Brandon Baker as executive director

September 16, 2025

Brandon Baker

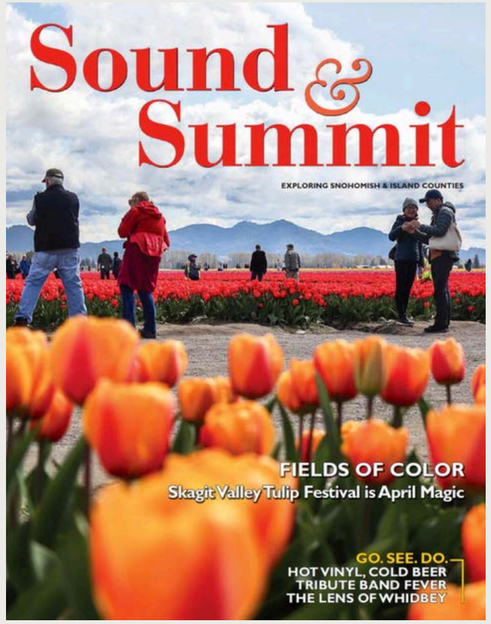
The Port of Edmonds Commission on Tuesday announced the appointment of Brandon Baker as the Port's new executive director, effective immediately.

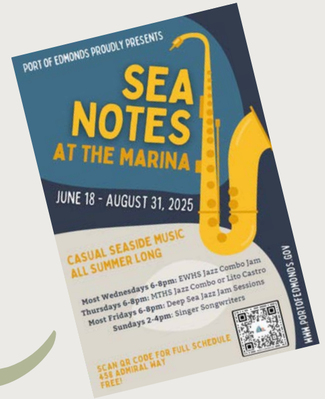
According to a Port news release announcing the appointment, Baker joined the Port of Edmonds in 2020 as marina manager and progressed steadily through leadership roles — becoming director of marina operations in 2022 and deputy executive director in 2023. He has served as acting

ADVERTISING & PROMOTIONS

TRADITIONAL & DIGITAL ADVERTISING

- My Edmonds News
- Facebook
- Community Resource Guide
- The Daily Herald: Sound & Summit





DESTINATION PORT OF EDMONDS

- Gift Bag
- Local Guide
- Shuttle Service

2025 COMMUNITY RELATIONS

- Port Events
- Port Tours
- Local Event Participation & Sponsorship
- Local Partnerships

PORT EVENT: ANNIE CRAWLEY CLEANUP DIVES

PORT EVENT: SEA NOTES

PORT EVENT: GRILLIN' & GROOVIN'

NEW IN 2025!

PORT EVENT: HOLIDAYS 2025

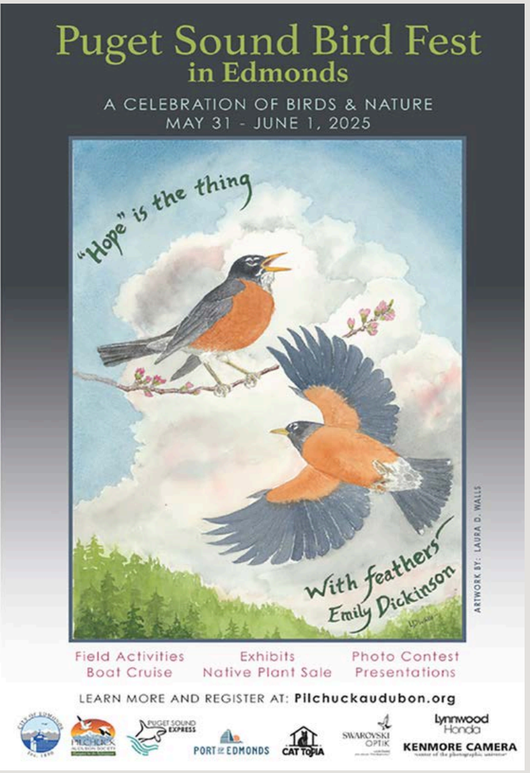
PORT EVENT: HOLIDAY NIGHT AT THE MARINA

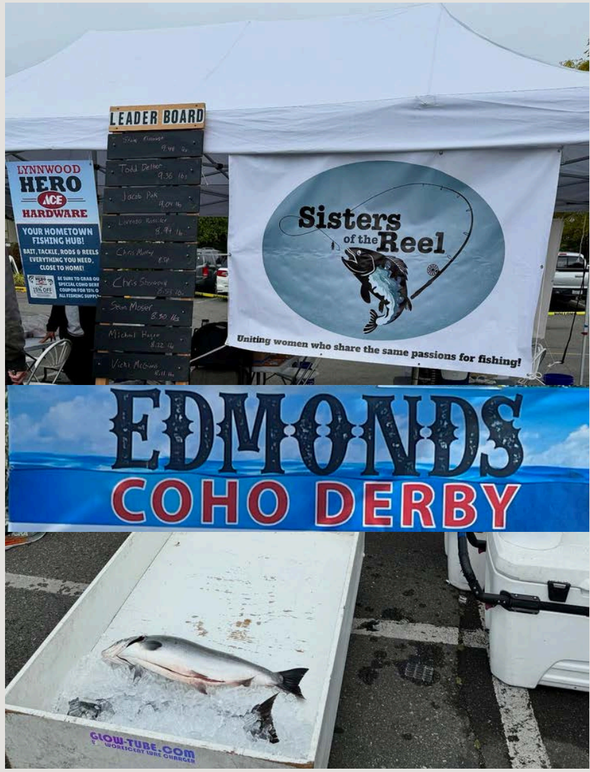
EDMONDS

PORT TOURS

PORTOFEDMONDS.GOV
Port Walking Tour
Join Port staff and Commissioners on a relaxed one-hour walking tour to explore the waterfront, learn about current operations, and hear about upcoming projects.
Meet outside 471 Admiral Way
FRIDAY
SEPT. 19
11AM

LOCAL EVENT PARTICIPATION & SPONSORSHIP





LOCAL EVENT PARTICIPATION & SPONSORSHIP

ENVIRONMENTAL SPEAKER SERIES

LOCAL PARTNERSHIPS

LOOKING AHEAD

2026 AT A GLANCE

EVENTS

- EWC Environmental Speaker Series
- Beyond the Breakwater NEW FOR 2026!
- Annie Crawley Marina Cleanup Dives
- Sea Notes Summer Music Series
- Community Concerts NEW FOR 2026!
- Port Public Tour
- Edmonds Coho Derby
- Holiday on the Docks
- Port Holiday Food Drive
- Holiday Night at the Marina

PUBLICATIONS

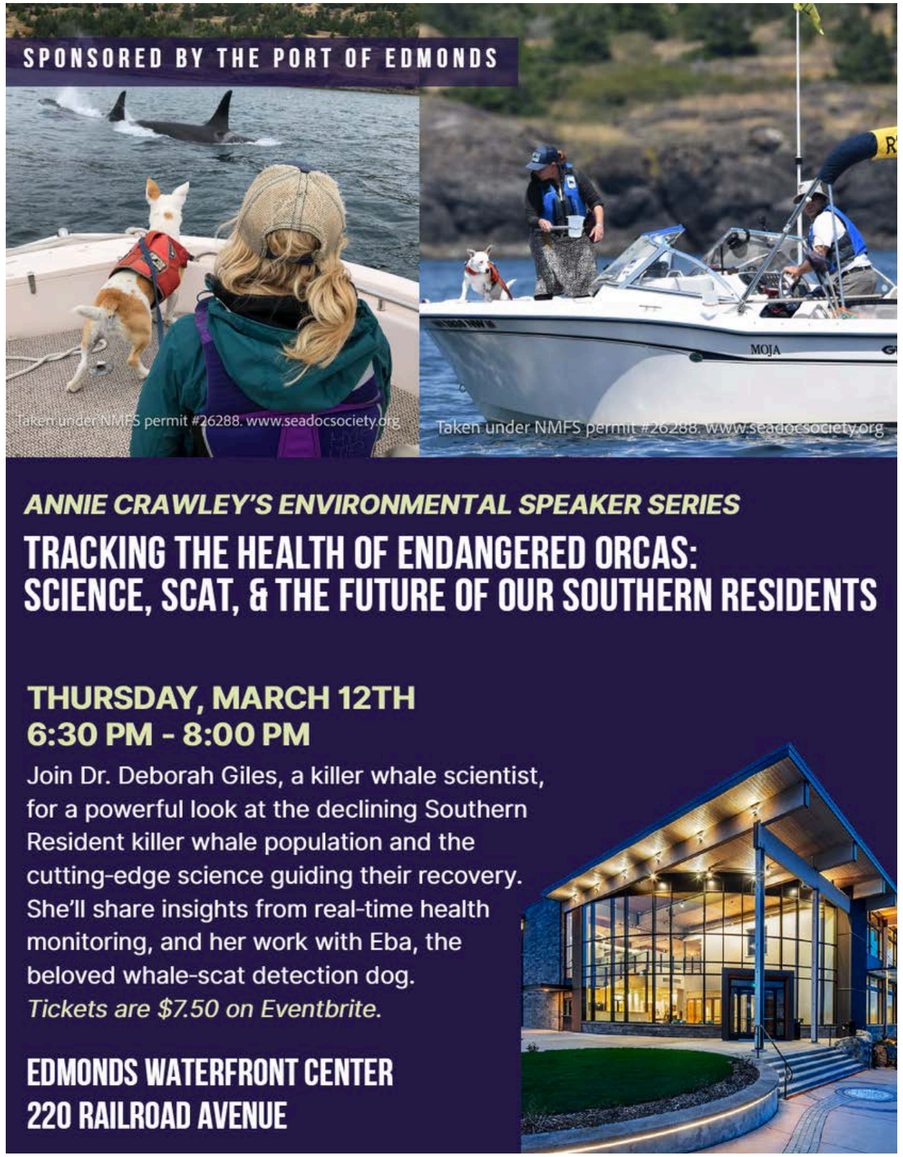
- Summer Mailer
- Holiday Postcard

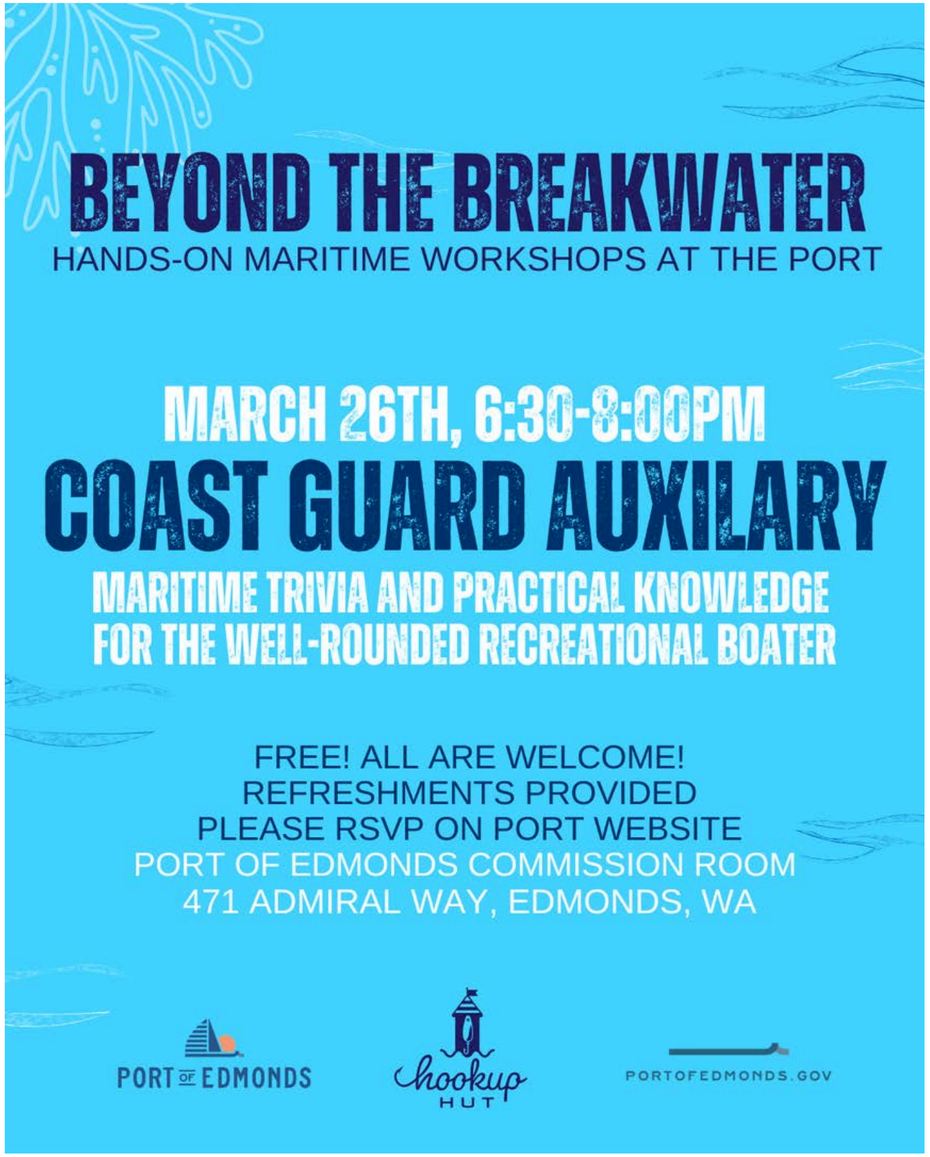
2026 OPPORTUNITUES

- Dedicated Social Media Account for Marina
- Marina Tenant Events
- Partnership with Washington Alliance for Better Schools
- Expanded Coho Derby
- New Edmonds Branding Campaign
- America 250 & Beyond
- FIFA 2026

PORT OF EDMONDS

MARCH EVENTS





THANK YOU