

## Citizens Economic Development Commission (EDC) Subcommittee Update

\*\*\*\*\*

**Subcommittee Name: Tourism**

**Date: May 8, 2013**

**Summary: Opportunities for Marine Tourism**

Much of the active-use portion of the Edmonds shoreline is owned/operated by the Port of Edmonds, and part of the purpose of the Port is to sponsor/attract/encourage activities by both boaters and “dry-landers”.

Supporting tourism at the marina and the rest of the shoreline means both:

- Sponsoring or supporting activities; and
- Disseminating information about such activities.

Activities: The Port currently sponsors or hosts activities during the summer months, such as the Waterfront Festival, summer jazz concerts and the Salmon derby (the jazz concerts began last year); and, the Port is interested in additional activities (within the limits of supporting staff).

Information/Outreach: The Port can convey information about activities to both boaters and dry-landers on its web site; that web site also is a primary means for the Port to communicate with residents of and owners of properties and businesses in the Port district (Port “stakeholders”).

The Port’s website is the primary source of information about the marina and the Port district for all three groups.

- Port Stakeholders: Operation of the Port as a government agency (Board meetings, agendas and minutes, Budgets, policy issues, etc.);
- Boaters: Activities at the marina and services/businesses at the marina at in downtown Edmonds (including the Destination, Port of Edmonds program), as well as ways of getting from the marina to downtown;
- Dry-landers: Activities at the marina and services/businesses at the marina

At present, information for boaters and dry-landers is limited, and revisions to or expansions of the website could improve the scope and utility of information.

### **Next Steps / Action Items**

- With the endorsement of this approach by the EDC, discuss opportunities to both expand the scope of activities at the marina and, perhaps more importantly, improve the availability and dissemination to all the Port’s audiences of information about Port activities, business, services and access.