



WATERFRONT PLACE
@ PORT OF EVERETT

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PORT OF EVERETT RECEIVES MULTIPLE INDUSTRY AWARDS FOR WATERFRONT PLACE CENTRAL

EVERETT, WA (October 17, 2016) –The Port of Everett is proud to announce it has been honored with four prestigious awards for its master planned design and promotion of its Waterfront Place Central development.

“It has been a busy and exciting time at the Port of Everett. It’s extremely gratifying for entire staff and consulting team to have recognition for all of creativity and design excellence efforts being put into the development of Waterfront Place Central,” said Terrie Battuello, Chief of Business Development for the Port of Everett.

The Port of Everett was awarded a Gold Nugget Award of Merit as *Best on the Boards* in recognition of its inventive site Plan. The Gold Nugget Awards (GNA) is the oldest and most prestigious design award in the nation, recognizing those who improve communities through exceptional concepts in design, planning and development. Winners this year were chosen from over 600 entries from around the world.

The Port of Everett was also recognized by the International Economic Development Council (IEDC) with a Gold Excellence in Economic Development Award for its 2016 project in the category of General Purpose Print Brochure for communities with populations of 25,000 – 200,000. This award recognizes the difficulty of creating and communicating a clear and appealing vision for development of a complex project.

The marketing materials created for Waterfront Place Central provide an economical method to promote the brand and overall message about the project. The materials were designed to take an intangible project, and make it tangible for developers, investors, tenants, the media and community.

IEDC's Excellence in Economic Development Awards recognize the world’s best economic development programs and partnerships, marketing materials, and the year’s most influential leaders. These awards honor organizations and individuals for their efforts in creating positive change in urban, suburban, and rural communities. The Port of Everett’s Marina also took first place in the Puget Sound Business Journal’s largest marina section.

The American Association of Port Authorities (AAPA) awarded two Communication Awards to Port of Everett.

The first was an Award of Excellence in Overall Campaign for the Waterfront Place Marketing. The extensive integrated marketing plan included the development of the Waterfront Place logo, brand story and guidelines, marketing budget, new collateral and new creative materials for print, web, signage, TV, radio, social media and [videos](#).

They were also honored by AAPA with an Award of Distinction for their Sea-to-Sky Video. The 3-minute video was created to celebrate the 10-year anniversary of weekly direct aerospace ship calls. The video highlighted the local and regional significance of the Port of Everett Seaport as it relates to economic development and job creation. The award-winning video can be viewed at: <http://portofeverett.com/seaport/the-port-aerospace/aerospace-video>

The AAPA is the unified voice of the seaport industry in the Americas, representing more than 130 public port authorities in the U.S., Canada, the Caribbean and Latin America. The AAPA Communications Awards recognizes seaports for exemplary communications projects and programs.

For more information about the Port of Everett and its Waterfront Place Central development or the Sea-to-Sky initiative, please visit waterfront-place.com or contact Lisa Lefebber, Chief of Policy and Communication at lisam@portofeverett.com or by phone at (425) 388-0617.

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