

Olympia Harbor Days Festival & Tugboat Races



A South Sound Maritime Heritage Association Event

What is the Harbor Days Festival?

It is...

- Community
 - Family traditions
 - Musicians
 - Acrobats
 - Drone shows
 - Tribal Sharings
- and much more

Harbor Days is

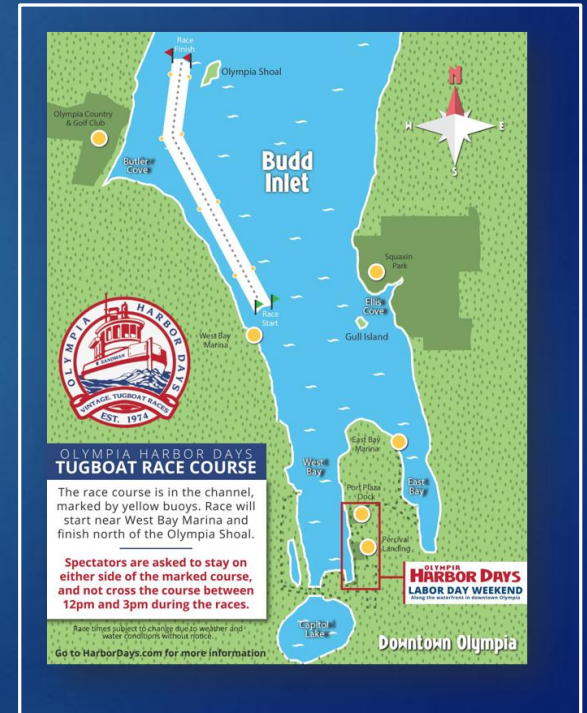
Recreational waters



And our working waters all coming together to celebrate our History along Olympia Water front.



- Harbor Day's is the home of the last known
- **Historic tugboat races**, held in Olympia, Washington, for over 50 years!



Hundreds of Vendors participate!

- Craft Vendors
- Food Vendors
- Traditional Tribal plank roasted Salmon
- Tribal artists
- Casinos
- Small and Large Commercial business participate
- Wood Carvers
- Several local and regional non profits participate



Form Finders Sand Sculptures

Live entertainment

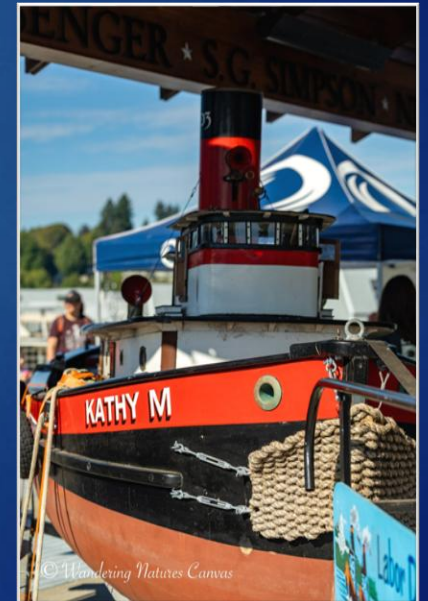
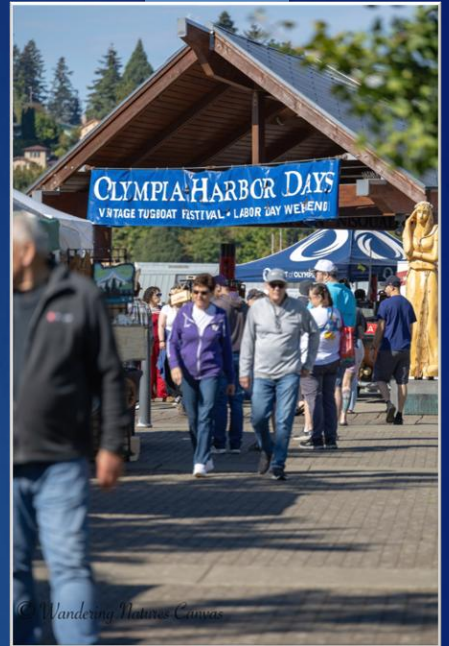
- Two stages offer free entertainment over three days
- Roaming entertainers
- Artist demonstrations by Childhoods End Gallery



Harbor Days Features, Bob Peck's mini-tugs

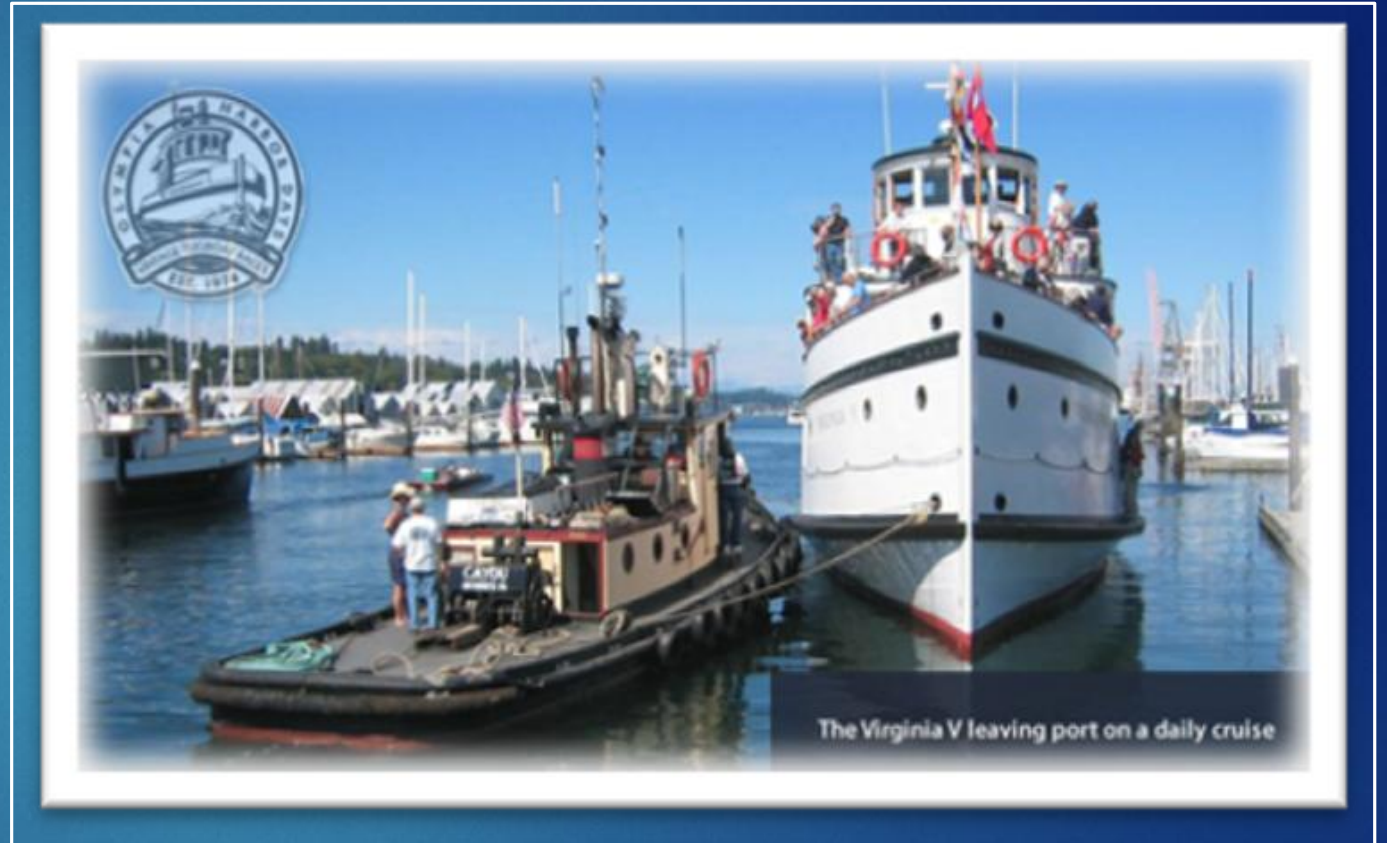
A historic collection of mini-tugs built by Bob Peck and friends in his garage

- Bob's mini Tugs were displayed as one of our festival centerpieces in 2026
- They joined us for all of the Harbor Days Parades as our floats, representing S.S.M.H.A., The Harbor Days festival, our Sponsors, and Community Partners all year round



Virginia V and Harbor Tours

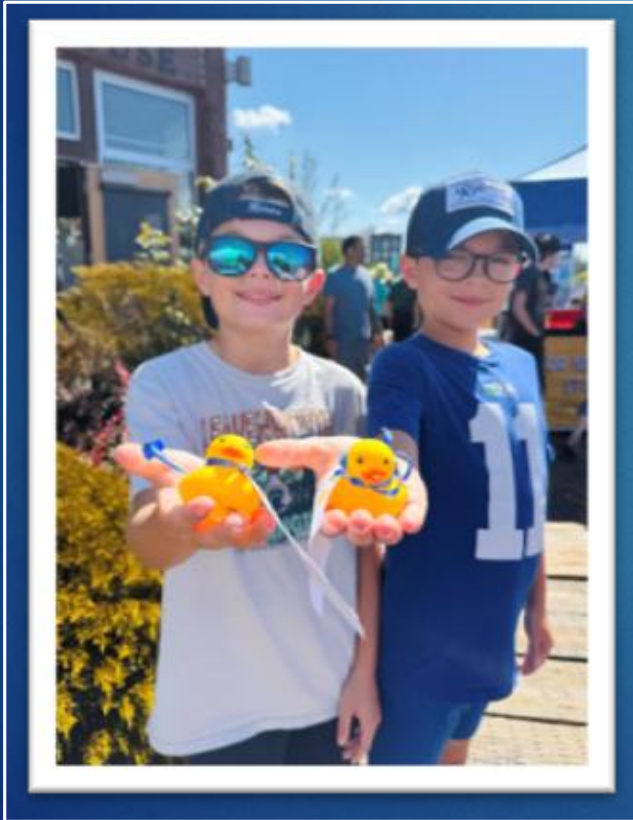
- She was unfortunately out on a tour for the 250 this year
- We hope to have the Virginia V return in 2027
- We hope to increase working waters local ships at the Port Plaza



New at Harbor Days

Duck Find

Treasure hunt for all ages!

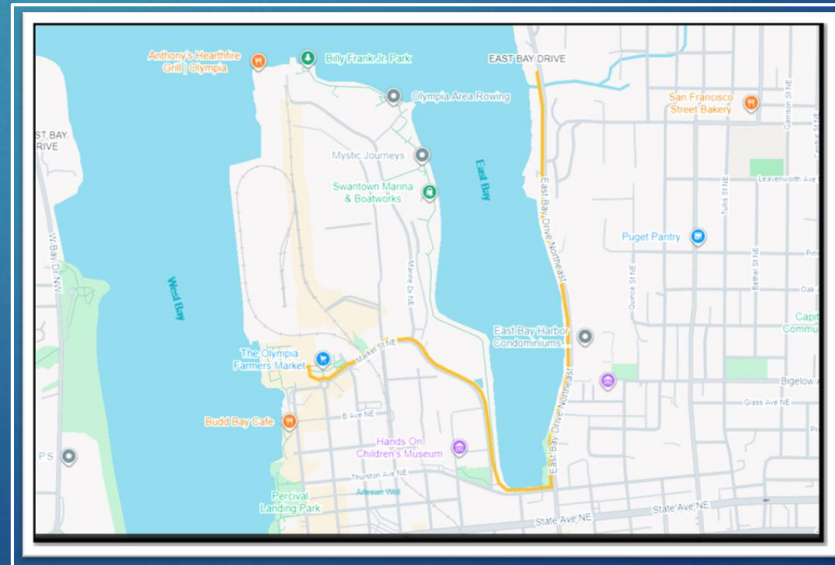


Olympia Harbor Days Fun Run

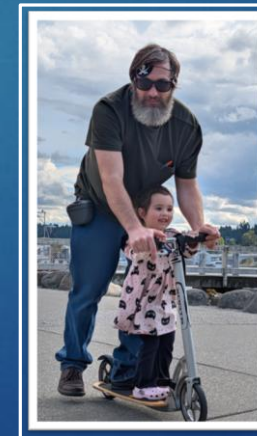
Hosted with Project Mindset

Spotlights waterfront parks, the Farmers Market and the Parthia

Project Mindset supports first responders, including police and firefighters, and military personnel



Harbor Day's festival is for kids of all ages, artists, historians, boaters, community, and family.



Pirates, theatre groups and parades for everyone!

The Parthia Project

**South Sound Maritime Heritage
Association**

MARITIME OLY.ORG



A permanent home

The association, sponsors, partners and volunteers helped move the Parthia beside the Olympia Farmers Market and Port Plaza.

New this year

An on-site booth shared working-waterfront history. Mini museums at Harbor House and the large pavilion at Percival Park featured the Parthia's location, history and supporters, plus the Sand Man.

What's next

"Raise the Roof" fundraising through the festival and other sources aims to complete construction.

Continued discussions will guide use of the surrounding space and how it shares even more local history.

Research Driven Marketing

Research tactics

I used our Geo tracking information over the last 2 years in 2024 and 2025. (Average between 16-20 thousand)

I shrunk the **geo tracking map** to focus in on locations and entertainment times, to see what and where created the largest public draws.

I looked at the costs vs actual attraction not only on social media shares or followings for marketing purposes but also in person attendance and entertainment.

Cuts

I cut back to a few larger targeted packages.
I cut some print adds.

Outcomes & Increases

- Increased attendance in person.
- Increase of over **5,000 clicks** to our website and other links on our website.
- I narrowed down what our community loves through our photo contest after reviewing what they took the most pictures of.
- Increased hands-on community activities.

2026 CAMPAIGN CELEBRATION

OLYMPIA HARBOR DAYS 2026 VISIBILITY. ENGAGEMENT. A WEEKEND TO CELEBRATE.

A headline worth celebrating: the two targeted emails achieved a **19.43% combined open rate**, generating **60,468 opens** ahead of the festival. Email also drove the most clicks, while programmatic and The Olympian placements supported visibility. Together, the three digital tactics generated **6,005 clicks**.

Campaign timing
Display flight: Aug 12 – Sep 4, 2026
Email sends: Aug 27 & Sep 2, 2026
Event: Sep 4 – 6, 2026

DISPLAY IMPRESSIONS	TOTAL DIGITAL CLICKS	COMBINED EMAIL OPEN RATE	EMAIL CLICK RATE	PROGRAMMATIC CTR
691,322	6,005	19.43%	1.64%	0.15%
Programmatic + Premium Audience Network	Email + both display tactics	60,468 opens Across two email sends	5,105 clicks 311,156 total send quantity	527,292 impressions 767 clicks

WHAT WON

The campaign paired direct email response with sustained display exposure and high-impact local placements in the lead-up to the event.

Targeted Email

19.43% combined open rate. 60,468 opportunities for the event message to be seen. The Aug 27 email recorded a 17.87% open rate, followed by 20.99% for the Sep 2 reminder. Email also delivered **85% of all digital clicks**: 2,710 from the first send and 2,395 from the second.

[311,156 send quantity](#) [19.43% combined open rate](#) [60,468 opens](#)
[5,105 clicks](#) [1.64% click rate](#)

Programmatic Display

Programmatic delivered the largest share of display impressions, using targeting similar to the email campaign. The interest-and-intent audience led response with 422 clicks and a 0.16% CTR, compared with 345 clicks and a 0.13% CTR for the browsing audience.

[527,292 impressions](#) [767 clicks](#) [0.15% CTR](#)

McClatchy Premium Audience Network

The Olympian placements added local visibility through premium targeting and homepage and news-section takeovers. The premium homepage and news-section takeovers ran on Sep 2, the same day as the second email deployment. The takeovers delivered 101,734 impressions combined, pairing local display visibility with the final email reminder before the festival.

[164,030 impressions](#) [133 clicks](#) [0.08% CTR](#)

Operations and Support

Funding sources

- We have been preparing for possible cutbacks since 2025, by working to focus on what the community really wants.
- Adding more hands-on free activities and other local opportunities before larger shows.
- We are actively working to build new sponsorship relationships in addition to building a Sponsorship Committee.

Event costs

Range from \$100,000-\$300,000.

Largest expenses have been security, entertainment, and staff.

Challenges facing the festival

- Security needs continue to increase
- Costs for Entertainment
- Costs for Vessel fuel
- Volunteer and committee shortages
- Available Parking
- **Board Restructuring 2025-2026**
- We have been working on building new membership, increasing community partnership, hiring staff and building committees.
- We were able to add a new board member and a Harbor Master.
- We built new partnerships with other local nonprofits who also need help.
- We have a first annual Harbor Days Workshop planned for 2027 this November!

Partnership and Future Plans

- **Build** community along our waterfront with the continued support of the Olympia Port and City of Olympia, we could not hold this festival without your support.
- **Expand** our traditional attractions like the Tugboats and Working Waters.
- **Strengthen** our foundation through partnerships, teamwork and restructuring.
- Build **committees** to complete our current projects like the Parthia adding more year-round opportunities for our community.
- **Increase attendance** as we increase the needed staff.

Future Goals

- I hope to build a land and sea shuttle system to help ease the parking and walking challenges.
- To have the water shuttle include a mini harbor tour of the waterfront parks and our port property.
- Build some attractions around neighboring businesses enabling us to spotlight them.
- Continued targeted marketing and bringing back more available printed materials.

Olympia Harbor Days is supported, in part, by grants from the following organizations:



WASHINGTON STATE
ARTS COMMISSION



www.harbordays.com

Around the harbor

