

After reviewing individual grant applications and applicant websites the committee discussed and unanimously approved the following 10 applications.

Blue and Gold Association of University of Washington Navy ROTC	\$1,000	Seattle, WA
Bremerton Yacht Club	\$2,000	Bremerton, WA
Community Boating Program	\$2,000	Port Angeles, WA
Friends of Bainbridge Island High School Sailing	\$2,000	Bainbridge Island, WA
Hermiston Campus Life	\$1,000	Hermiston, OR
Old Anacortes Rowing and Sailing Society	\$1,000	Anacortes, WA
Oregon Women's Sailing Association	\$1,000	Portland, OR
Renton Sailing Center	\$2,000	Renton, WA
Sisters in Action Sports	\$2,000	Bothell, WA
The Salish Sea School	\$2,000	Anacortes, WA

Grow Boating Summer Public Relations

The committee approved continuing summer 2026 public relations work with Samuelson Communications.

Discover Boating & Seattle Boat Show Ticketing Promotion

George Harris shared a recap of the 2025 Discover Boating & Seattle Boat Show ticketing promotion (below). NMTA staff recommended continuing this promotion again for 2026.

The committee approved spending \$25,000 on the Discover Boating & Seattle Boat Show ticketing promotion again for 2026.

Seattle Boat Show 2025
Discover Boating & Seattle Boat Show Ticketing Promotion Recap
December 9, 2025

Budget:

\$25,000

\$2,600 production by Bullseye Creative

\$22,400 purchased media by Ad Mark Services

Videos:

1. [Anthem](#) (:60)
2. [Voices](#) (:30)
3. [Find Yourself](#) (:30)



Results:

For Discover Boating we saw really strong impressions and reach. On StackAdapt, we earned 2,360,147 impressions and maintained a lower CPM than the regular boat show campaign (\$6.83 vs \$8.88). Additionally, we saw 2,937 clicks and a CPC of \$5.49. On StackAdapt, while we would expect to see a lower CPM for Discover Boating as it is a more general audience that has not shown an interest in the industry before. With that being said, we would expect to see a significantly higher CPC compared to our regular Boat Show campaigns because this is not something the audience has a prior interest in. While CPC was higher (\$5.49 vs \$4.95), we saw a lower CPC than the 2023 Boat Show Display campaigns (\$6.75), highlighting strong engagement despite display being very awareness driven. (Please note, performance for Display is comparing against 2023 data, as we ran a Performance Max campaign in 2024. With Performance Max leveraging display, video (YouTube), search (Google), and email (Gmail), we're not able to compare directly, as the environment in which the ads were run is vastly different.)

On Meta, despite the issue spending we saw 258,262 impressions and a CPM of \$11.95. We saw 1,753 link clicks with a CPC of \$1.76 on Meta. Compared to our regular Seattle Boat Show campaigns, we maintained a lower CPC (\$1.76 vs \$2.17) which is to be expected as we had it offered free tickets. When we compare the 2025 Discover Boating to our 2024 audience segment 3 (which had similar targeting)- we strongly outperformed 2024 (0.68% CTR vs 0.08% CTR). While 2024 did run as an event engagement campaign and pre-show awareness, it is encouraging to see CTR up so significantly. (Feb. 28, 2025 email from Floyd Kolmer, Ad Mark Services)

SBS25					SBS24				
Name (Online Tickets)	Online Sold	Price	Scanned	% Use	Name (Online Tickets)	Online Sold	Price	Scanned	% Use
2 for 1 Tuesday - Adult Ticket 1 (online)	996	\$10.00	880	88.4%	2 for 1 Tuesday - Adult Ticket 1 (online)	1,186	\$10.00	893	75.3%
9-Day Pass (online)	602	\$40.00	550	91.4%	9-Day Pass (online)	500	\$40.00	479	95.8%
Adult - \$20 (includes NMTA Member adult)	5,449	\$20.00	4,878	89.5%	Adult - \$20 (includes NMTA Member adult)	7,651	\$20.00	7,476	97.7%
Adult - \$0 (Discover Boating)	1,094	\$0.00	484	44.2%	Adult - \$5	293	\$5.00	193	65.9%
					Boys in the Boat - Show Admission	49	\$39.00	34	69.4%
					The Boys in the Boat - Panel Presentation	34	\$20.00	n/a	n/a
					Bring A Friend - Ticket 1	4	\$20.00	4	100.0%
					9 - Day Pass, All Aboard Package (Seminar Package)	177	\$249.00	148	83.6%
BSU Show Admission - \$49	388	\$49.00	205	52.8%	BSU Show Admission	222	\$39.00	116	52.3%
BSU Show Admission - \$175	91	\$175.00	50	54.9%	BSU Show Admission	72	\$99.00	48	66.7%
					Buy 2 Get 2	n/a	n/a	n/a	n/a
Total:	8,620		7,047		Total:	10,188		9,391	92.2%
Women's Day Monday: Free Ticket for Women	1,555	\$0.00	520	33.4%	Women's Day Monday: Free Ticket for Women	1,042	\$0.00	517	49.6%
Uncorked - Sail & Ales (Paper, Seattle Boat Co.)	20,000		745	3.7%	Uncorked - Sails & Ales	25,465		2,644	10.4%
Name (Show Office Tickets)	Distributed	Price	Scanned	% Use	Name (Show Office Tickets)	Distributed	Price	Scanned	% Use
Digital Guest Tickets (YGT - NMTA Comp)	3,928	\$0.00	1,375	35.0%	Blue - Comp Tickets	5,051	\$0.00	1,946	38.5%
Digital Guest Tickets (YGT - Exhibitors)	11,793	\$10.00	5,956	50.5%	Yellow - Guest Tickets	9,260	\$6.00	5,470	59.1%
	15,721		7,331			14,311		7,416	51.8%
Name (Lumen & Bell Harbor Walk Up)	Sold	Price	Taken	% Use	Name (Lumen & Bell Harbor Walk Up)	Sold	Price	Taken	% Use
Lumen Field - \$18 (senior)	2,545	\$18.00	2,545	100.0%	Lumen Field Event Center - \$22	6,639	\$22.00	6,639	100.0%
Lumen Field - \$20	4,618	\$20.00	4,618	100.0%	Lumen Field Event Center - \$40	216	\$42.00	216	100.0%
Lumen Field - \$40	190	\$40.00	190	100.0%					
Lumen Field - 2 for 1 Tuesday - \$10	90	\$10.00	90	100.0%					
Lumen Field - Military Day - \$0	196	\$0.00	196	100.0%					
	7,639		7,639	100.0%		6,855		6,855	100.0%
Bell Harbor - \$18	273	\$18.00	273	100.0%	Bell Harbor Marina - \$22	1,131	\$22.00	1,131	100.0%
Bell Harbor - \$20	573	\$20.00	573	100.0%	Bell Harbor Marina - \$42	43	\$42.00	43	100.0%
Bell Harbor - \$40	17	\$40.00	17	100.0%					
Bell Harbor - 2 for 1 Tuesday - \$10	10	\$10.00	10	100.0%					
Bell Harbor - Military Day - \$0	22	\$0.00	22	100.0%					