

NMTA Grow Boating Committee
May 7, 2026
10:00 a.m. - Noon

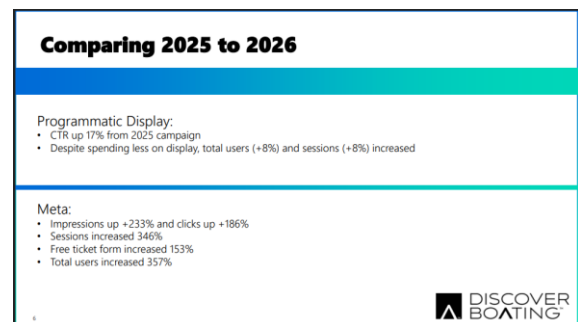
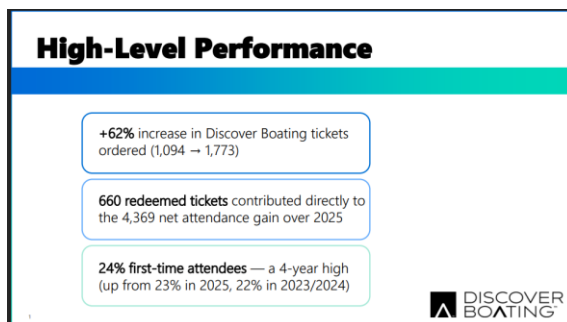
Present:

Karsten McIntosh, NMTA
Wyatt Asbury, NMTA
George Harris, NMTA
Mike Kirshenbaum, Global Marine Insurance
Lisa Samuelson, Samuelson Communications
Nick Graf, Aspen Power Catamarans
Sam Bissett, Ranger Tugs
Joe Cline, 48 North
Floyd Kolmer, Ad Mark Strategies
Emily Lewis, Ad Mark Strategies
Don Morgan – GMA Research

Discover Boating – 2027 Seattle Boat Show Ticket Promotion

Floyd Kolmer and Emily Lewis presented the results of the Discover Boating 2027 Seattle Boat Show new boater ticketing promotion.

- Redeemed tickets increased from 1,094 at SBS25 to 1,773 at SBS26, a 62% increase.
- First-attendees increased to 24%
- Click through rate was up 17% from SBS25
- Campaign significantly outperformed SBS26 organic social media campaign
- The actual spend was \$23,285 compared to the \$25,000 planned spend.
- Nick Graf reported he sold a tender to a young couple that attended the show because of the promotion.



Don Morgan/GMA Research reported that first-time attendees' guest satisfaction was exceptionally high: 9 in 10 rated the show 4 or 5 stars, would recommend it, and said it met or exceeded expectations. While most came to explore—seeking information, comparing models, and spotting new trends—nearly 20% arrived with purchase intent, underscoring the show's impact on sales pipelines. "Fun" was the dominant takeaway, with variety of boats, show deals, and convenient transportation between venues driving satisfaction.

The committee recommends continuing the promotion at SBS27.

Budget Update

George Harris informed the committee NMTA currently has \$88,058 of unspent designated Grow Boating funds and received an additional \$55,103 in February from the 2026 Seattle Boat Show Grow Boating surcharge for a total available budget of \$143,161.

Grant Funding for FYE 2026/2027

George Harris reviewed the entities that applied for 2025/2026 grants and what entities were awarded grants.

The committee discussed grant funding for FYE 2026/2027 and recommends continuing Grow Boating Grant Funding totaling \$20,000 for FYE 2026/2027.

Grow Boating Summer Public Relations & Social Media

Lisa Samuelson discussed PR opportunities with KING-5, Evening and other media outlets reporting that television stations currently have smaller budgets and less staff for “features” reporting. Lisa will continue to work with Evening this summer to air boating content.

The committee discussed organic social media opportunities and would like to see NMTA do more organic social media outside of boat shows and during the summer. The committee discussed the “call to action” and how to measure results. NMTA staff commented that quality, interesting and sustained organic social media requires a significant amount of work noting that organic social media only reaches 1-3% of an audience. George Harris noted that Grow Boating has funds and NMTA should consider hiring a third-party to manage NMTA organic social media during the summer as NMTA does for the Seattle Boat Show.

The committee will meet again on June 11 to continue discussing a summer 2027 social media strategy and next steps.

The meeting was adjourned at 12:10 p.m.

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 - \$20	573	\$20.00	573	100.0%	Bell Harbor Marina - \$22	1,131	\$22.00	1,131	100.0%
Bell Harbor - \$40	17	\$40.00	17	100.0%	Bell Harbor Marina - \$42	43	\$42.00	43	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%					