

NMTA Grow Boating Committee
June 18, 2026
10:00 a.m. – 11:00 a.m.

Present:

Karsten McIntosh, NMTA
Wyatt Asbury, NMTA
George Harris, NMTA
Mike Kirshenbaum, Global Marine Insurance
Lisa Samuelson, Samuelson Communications
Sam Bissett, Ranger Tugs

Update on Summer Social Media Plan

Karsten McIntosh provided an update on efforts to identify a partner agency for a summer organic social media campaign.

McIntosh developed and distributed a Request for Proposals (RFP) and Creative Brief to approximately 15 social media agencies located between Olympia and Bellingham, with most firms based in the greater Seattle area. The RFP and Creative Brief are attached.

Approximately half of the agencies responded, with six companies expressing interest and/or providing proposals and preliminary budget estimates.

Through the outreach process, McIntosh learned that social media services are often divided into two components: (1) content creation, including photography, videography, and asset collection, and (2) ongoing social media management, content scheduling, and campaign execution.

Estimated costs gathered from agencies indicate that conducting a professional photo and video shoot to create an updated library of marketing assets generally ranges from approximately \$4,000 to \$6,500 or more per day, depending on the scope of work, locations, and deliverables.

Ongoing organic social media management services typically range from approximately \$1,500 per month for basic service levels to \$5,000 or more per month for comprehensive management, reporting, and community engagement.

McIntosh shared examples of proposals received, including a higher-end proposal from Project Bionic estimated at \$60,000 - \$90,000 and a lower-cost proposal from Odd Dog Media estimated at \$20,000 - \$30,000 for a summer campaign. Other firms, including NMTA's creative agency for the Seattle Boat Show, Bullseye Creative, have also expressed interest.

Because NMTA is currently negotiating a new agreement with Bullseye Creative for Seattle Boat Show marketing services, the committee recommended exploring whether this scope of work could be incorporated into a broader annual agreement rather than pursuing a standalone summer campaign.

McIntosh noted that conducting a coordinated photo and video shoot to create a library of marketing assets would be a significant project requiring substantial coordination and staff time. Identifying locations, recruiting participants, coordinating photographers and videographers, securing permissions, scheduling

shoots, and organizing the resulting assets would require considerable effort before content could be deployed. He recommended prioritizing the development of a comprehensive photo and video asset library before launching a corresponding social media campaign and suggested that this project could serve as the primary focus for the summer. The last comprehensive NMTA photo & video shoot was conducted in 2017, and updated assets would provide value across multiple marketing channels and initiatives, including boat show advertising.

Sam Bissett suggested developing content categories such as education, inspiration, and destinations to help guide content collection efforts. Mike Kirshenbaum proposed leveraging user-generated content from current boaters, potentially incentivized through prizes or contests, as a cost-effective way to increase boating exposure and engagement. Lisa Samuelson recommended partnering with current members who already have strong social media followings to help amplify campaign messaging.

McIntosh noted that, as an alternative approach, the committee could also continue a simplified “Discover Boating” digital advertising campaign targeting new boaters, similar to the effort used for the Seattle Boat Show. He noted that an advertising campaign of this type would be more straightforward to implement and more feasible to execute within the summer timeline, offering a more efficient option to achieve summer outreach objectives.

The committee agreed to table further decisions until negotiations with Bullseye Creative are complete.

No action was requested at this time. Staff will continue evaluating options and report back with recommendations.