



HI, WE'RE THE SALES & MARKETING TEAM

Cody Griffith, Sales & Marketing Director

Rachel Mills, Sales Manager

Rachel Barbieto, Sales Manager

Julie Brown, Sales Manager

Erin Jonsson, Partner Services Sales Manager



2018 Strategy

S.M.A.R.T.

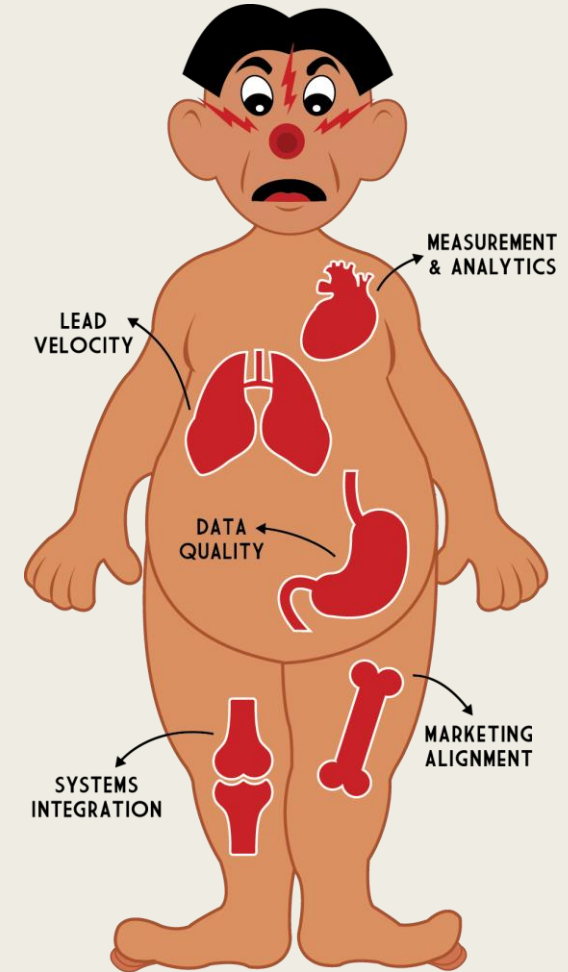
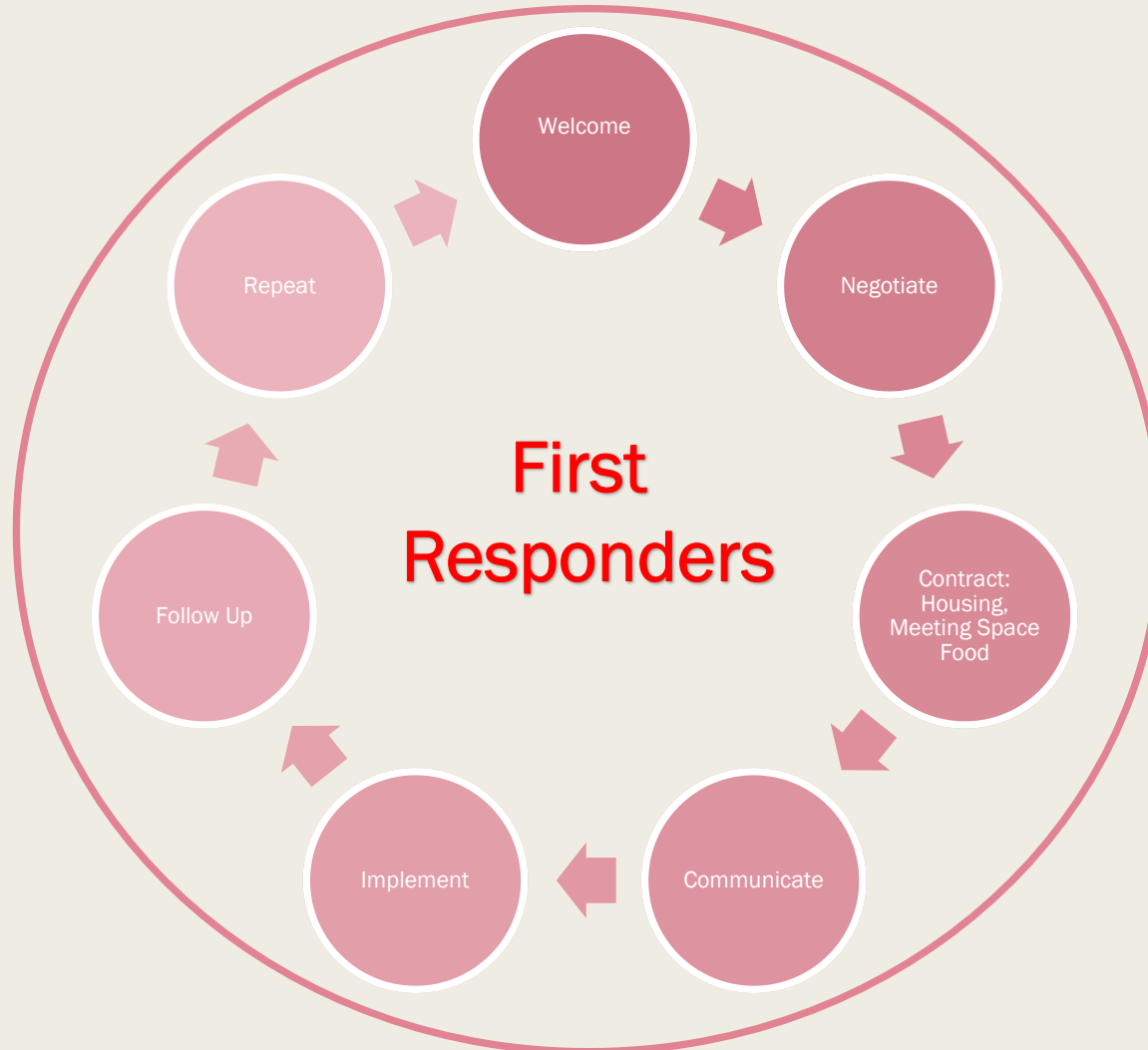
- Strategic, Measureable, Achievable, Reachable, Timely
- Identify Target audience – not just heads in beds
- Guest acquisition
- Guest retention

ACTION

- Hired Marketing Consultant to identify target audience
- Marketing Committee Roles evolving
- Define marketing and advertising requests to meet ROI and strategy
- Digital vs print and paper focus
- F&B Outlet promotions
- In-room collateral
- Create the right Sales tool kit for easier communication and increased sales
- Improved web content and pictures
- Weddings co-marketed by *Weddings Across the Sound*
- Increase staff – add depth on the bench

Sales Operations & Strategy

The Communication Connection



PARTNER SERVICES

ERIN JONSSON



Revolving Objectives

1. Improve partner experience and relationships.
 - ✓ Ensure seamless execution of events/programs and establish clearer communication between departments.
2. Implement & streamline processes and procedures.
3. Help drive marketing roadmap for Fort Worden in 2018.
 - ✓ *Gather, organize, design and build marketing collateral.*
4. Help define partner classifications.
5. Emphasis on collaboration with Partner organizations.



Initiatives



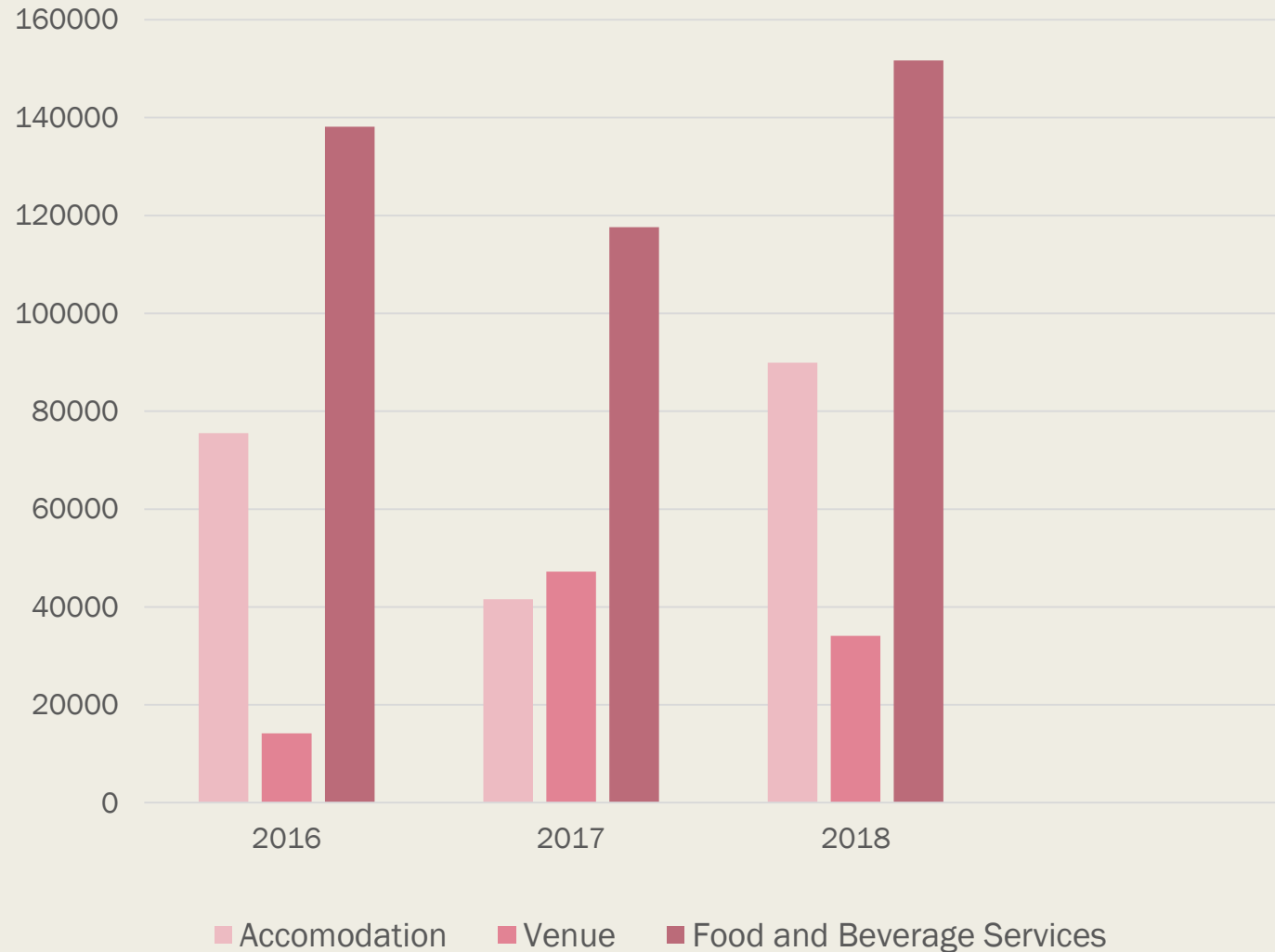
- Start calendaring process 24 months in advance to enable earlier group sales
- Partner rates negotiated to support a sustainable PDA
- Collaborating with partners for add-ons/teambuilding opportunities with incoming groups
- Expand partner portfolio & offerings
- Examples of collaboration efforts:
 - ✓ “Fortopia”
 - ✓ “Fall Break Program”

A photograph of a wedding ceremony. In the center, a bride in a white lace dress and veil is kissing a groom in a white shirt and blue vest. To the left, a bridesmaid in a black dress holds a large bouquet of white flowers. To the right, a groomsmen in a dark suit looks on. The background is decorated with greenery and white flowers.

WEDDINGS

JULIE BROWN

They said “I Do” here



- Intentional community outreach and focus group (Jefferson County, *Weddings Across the Sound*)
- Referrals & rave reviews
- Relevant & user friendly website

Who said “I Do” here?



EVERYTHING ELSE

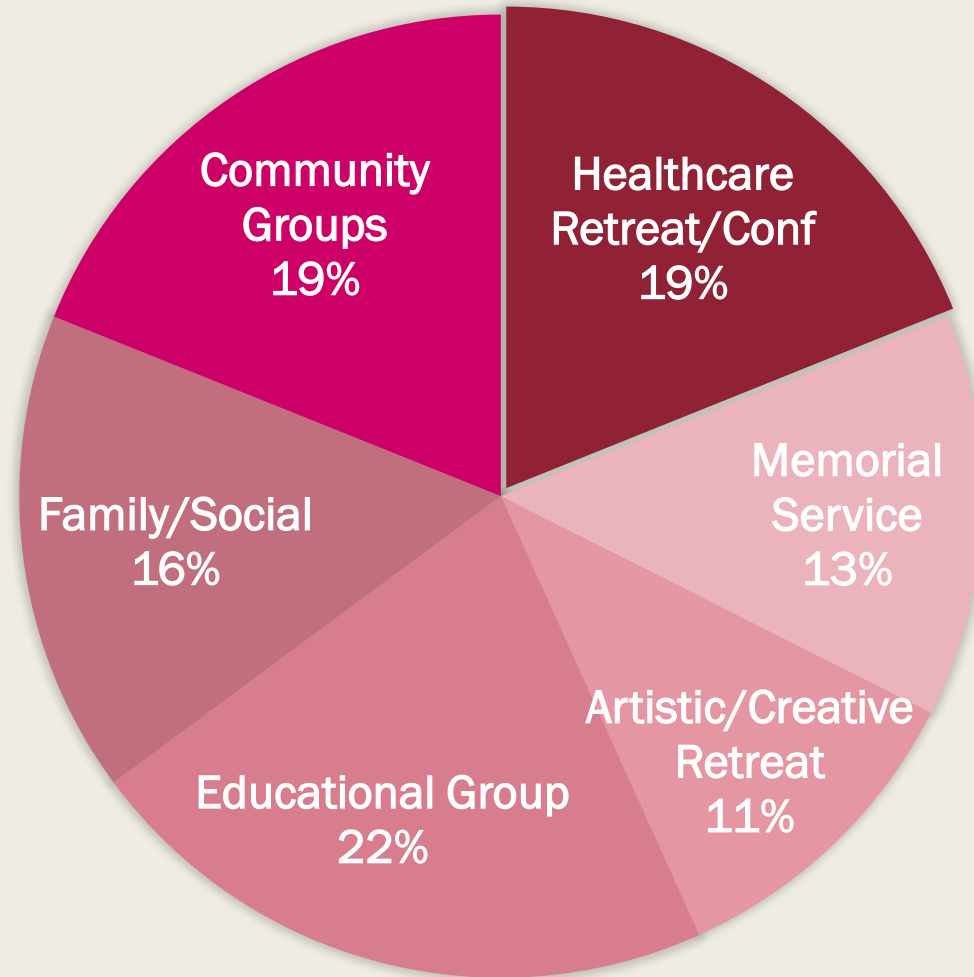
ALSO KNOWN AS

“GROUPS”

RACHEL BARBIETO &
RACHEL MILLS



January, February & March 2018 Groups



Recent Inquires

- F1 Consultancy (Seattle, Dallas, UK)
- Columbia Legal Services (Seattle)
- WA Association of Medical Staff Services (Seattle)
- Whole Earth Montessori School (Bothell)
- Dept of L & I (Seattle)
- Spindrift Rowing (PT)
- Suquamish Tribe Wellness Center
- WA Dept of Ecology
- Family Nature Summit (Mercersburg, PA)
- National Sustainable Agriculture Coalition (WA D.C)

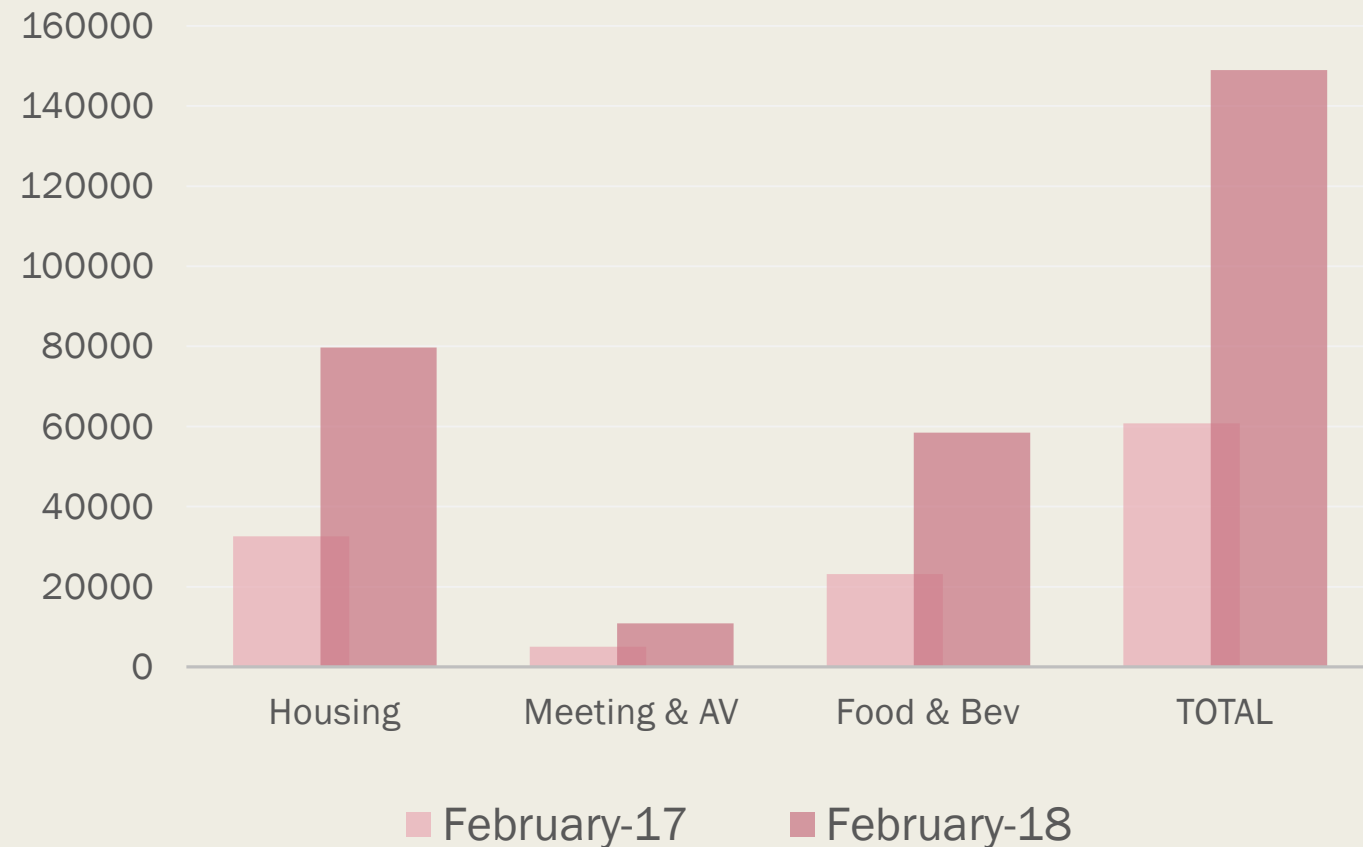
Quarterly Totals

Tentative

Contracted

	Tentative Housing Totals	Tentative Meeting Space Totals	Tentative F&B Totals	QUARTERLY TENTATIVE TOTALS	Housing Total	Meeting Space Total	F&B Total	QUARTERLY CONTRACTED TOTALS
1	\$6,400	\$0.00	\$0.00	\$6,400	\$112,617	\$26,494	\$83,809	\$222,921
2	\$29,622	\$2,025	\$5,646	\$37,293	\$205,744	\$42,276	\$102,834	\$350,854
3	\$33,267	\$0.00	\$15,168	\$48,435	\$242,231	\$37,593	\$119,161	\$398,985
4	\$30,328	\$14,277	\$37,496	\$82,102	\$117,148	\$20,067	\$65,590	\$202,806
				\$174,230				\$1,175,566

2017 vs 2018 February Comparison



Restructuring for Success

1. Stabilized and retained a professional sales team with a broad range of skills.
2. Restructuring our team to increase our efficiencies and effectiveness to better serve our diverse set of guest.
3. YTD 20% over budget