



Flagship Niagara League

Proposal to Increase Awareness of the Tall Ships Festival



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Executive Summary

For three and a half months our group has performed primary and secondary research with regards to the Tall Ships Festival that is held in Erie, Pennsylvania every three years. We investigated the reasons as to the number of visitors that attend the event, and explored many ways to increase the number of attendees. Research conducted includes: performing a focus group, online survey, personal interviews, and secondary research to familiarize ourselves with the Tall Ships Festival.

Within our research, we had many positive findings that apply to the Tall Ships Festival. When focusing on younger generations, this group relates to live music, as well as the availability of a vast selection of alcoholic beverages at an event. However, the general population is willing to travel a long distance to attend activities that they believe to be appealing, and many people within Pennsylvania are in fact interested in war history. It is because of these discoveries that we decided to focus our recommendations toward increasing the large scale awareness of the festival. We were then able to use this data and apply it towards increasing awareness of the festival through a creative promotional plan.

We focused on two ways to increase the large scale awareness of the festival, through social media, along with a marketing campaign that would motivate consumers to investigate the event. We recommend that because this event takes place every three years, increasing the festival's voice on social media during off seasons will lead to a lasting impression on attendees. The marketing stunt looks to engage consumers by placing cutouts of the ships that will be on display at the Tall Ships Festival around Erie so passersby can interact with the festival before it begins.

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IV. Introduction

Tall Ships America is an organization whose mission “is to encourage character building through sail training, promote sail training to the North American public, and support education under sail” (Tall). One major fundraising effort towards this goal is the Tall Ships Challenge Series. This event, rightfully names the Tall Ships Festival, will be travelling through the Great Lakes with a fleet of tall ships. Our goal is to increase awareness of the Tall Ships Festival Erie, and ultimately support the fundraising effort. In order to accomplish this task, we will be recommending a few promotional ideas that will increase the public’s knowledge of the upcoming festival.

To prepare for this endeavor, we conducted both primary and secondary research to find out the exact steps the Flagship Niagara League should take to increase awareness of their Tall Ships Festival, and increase the community participation in the event. We also analyzed ways to lower the average age, and get the younger generation more involved in the festival. We believe that in doing this, we will be able to draw in younger crowds early on, who will then want to keep coming back to the festival each time it is in town.

One of the first steps we took in investigating how to increase awareness of the Tall Ships Festival was that we held a focus group. We assembled students from the millennial generation for this research method as they would give us the best insight as to what would draw in the younger generation. We wanted to focus on this group of people in particular because they would give us the best insight about many promotional techniques. We also believe that if we are able to catch the interest of millennials early on, that they will keep coming back to the Tall Ships Festival for years to come, and may one day even bring their families with them. Through this method, we enquired information such as, the activities the participants like to do in Erie, how they hear about these events, and what makes them want to partake in these events.

The next course of action we took was we created a survey which we then distributed online to people of all ages to gain knowledge about the general public. Questions we posed offered us much information about which events the participants like to go to in the Erie area, how far they are willing to travel to attend these events, and what their preferred method of communication would be to learn more about these events. After combining all of the information that we acquired from the focus group and surveys, we believe that we have developed a plan that will increase the festival’s participation, and increase overall awareness of the Tall Ships Festival in Erie and the surrounding areas.

V. Secondary Research: Tall Ships Festival

A. Obstacles

A general obstacle for any ship owner participating in the Tall Ships events is the upkeep for each individual ship. These are real ships that need to be in pristine condition as they will be sailed across the Great Lakes many times throughout the years. This can become a costly process as parts of these historically accurate ships may need to be restored or even replaced.

One of the biggest obstacles the Flagship Niagara League (FNL) faces when they commit to being a host port for the Tall Ships Festival is that they rely heavily on corporate sponsorships and donations to pay for the festival. In addition, the FNL needs to have money to carry on and host several other projects. Promotion is key to eliminating this problem, although in past years, FNL has had no problem raising enough money for the event, producing a \$223,000 profit in 2010, which then doubled in 2013 (Waskiewicz Interview). Although this may not be a problem currently, in the future they may lose sponsors due to decreased interest if promotions are not kept up with.

B. Promotion

During the preparation for the Tall Ships Festival, the staff of Flagship Niagara need to advertise for their event. A couple ways to do so is through the use of sponsorships, which include newspaper, social media, and radio advertisements, for example. Promotions are important for non-profit organizations. They build their brand and communicate to the community the success the business has, including benefits to the city.

When looking at the Flagship Niagara League and their preparations for their Tall Ships Festival specifically, the use of sponsorships help to fund the festival, but also indirectly promote it as well. Using sponsors spreads the word to the local businesses and the community within the workplace. This is beneficial to the community and businesses may even attend the festival with their families. The sponsors are located in many different areas, not just Erie. Therefore, they are able to capture the market with the least amount of work and risk free.

C. Unique Assets

The Tall Ships festival is not specifically held only in the city of Erie. The tall ships are sailed between nine different cities amongst the Great Lakes. The unique part about this facet of the event is that each of the Tall Ships is actually sailed to each location and not just transported by another means. All the ships that are presented at the festivals are real-life, working models of Tall Ships from across North America. By presenting the historic ship, the Tall Ships Festival is able to give a unique experience to customers educating them on how these ships were used. An addition, a sailing program has been built because of the Tall Ships to teach new seafarers. At this moment in time, six different types of sailing experiences are offered on Tall Ships America's website (Membership - American Sail Training Association 1) (Figure 3).

D. Comparable Cities: Erie and Philadelphia

An area close to Erie that might be comparable is the Tall Ships festival in Philadelphia. Tall Ships came to Philadelphia, Camden in June 25, 2015 and finished on the twenty-eighth. This four-day affair had 13 ships and ended with fireworks at 9:30 pm on the twenty-eighth. Other activities they held include: ferris wheels, day sails, entertainment and a cannon battle. They also had a giant rubber duck. It was the world's largest rubber ducky standing at 61 feet and it joined the Tall Ships challenge. Even with rain, the *N.R.P. Sagres* (one of the Tall Ships) alone had about 3,500 people that toured the ship (Hartman, 2015). However, the festival as a whole did not do as well as expected. Besides the downpour that delayed many of the activities, especially on day three, the rubber duck was deflated for a portion of the event and could not take part for most of the festival. Kelly Roncace, from New Jersey Advance Media, noted other problems associated with parking, prices, and public transportation. Learning from this recent event, Tall Ships Erie could do to plan better for weather. Being explicitly clear about parking and fees associated with the festival should be stated openly.

VI. Primary Research

A. Focus Group Documentation

Our group held a focus group on March 15th, 2016 at 6:30 pm in the J.G. Raimy Behavioral Sciences Interactive Laboratory located at Penn State Behrend. The team had one moderator, and the rest of the team were observers. See Figure 4 for focus group participation information. Throughout the focus group, we asked our participants a series of questions (Figure 5) which included ice breakers to get them interested and involved, and questions pertaining to the summer Erie events they participate in. We used the information gathered from this initial question to explore how our participants receive information about these events in order to begin to create a promotional plan for the Tall Ships Festival. Figure 6 shows the script we followed throughout the course of the focus group.

B. Focus Group Results

Below is a summary of the three topics that surfaced during the focus group:

- Environment:
 - During the focus group several times the topic of having an exciting environment was brought up by our participants. Many of these times they included examples such as having live bands, unique foods, beer stands, and free merchandise. These aspects were essential to our participants in their ideal, “interesting”, event or festival. Our participants spoke of these aspects mainly through their own experiences with music festivals, art festivals, or various other events that focused on younger generations. At first people were wary of going to a festival like the Tall Ships festival stating that they would most likely get bored if there wasn’t any other forms of entertainment other than the ships themselves. Yet after the addition of music playing or alcohol being sold to festival-goers every person at the table stated that they would be more than excited to go to a festival in Erie that held all of these aspects.
- Social Aspects:
 - We found that the younger generation decided where to go based on whether their friends attend with them. Every person at our session had stated more than once that they would most likely not attend any festival if they had to attend it by themselves. This led to the revealing fact that the way that our attendees decide to go to festivals and events with friends is mainly through word of mouth and social media. Many of the attendees showed their use of Facebook events as a way to see how many of their friends are attending an event and then translate that to texting or talking in person to friends about attending events. With younger generations the social aspects of events is what drives them to attend the events and this was a heavily visited topic within our focus group.

- Creative Advertisement:
 - Based off of the answers we received from the social aspects of our focus group, our attendees had expressed the desire for creative advertisement to spur conversations and create interest in events. We proposed an advertisement campaign that included various large cut-outs of the boats attending the festival and placing them around the city of Erie. This sparked interest among the group and a few members said that they would talk about the advertisement with friends. Another form of advertising that speaks to the younger generation is of course social media. As pointed out in the previous paragraph, all of our attendees stated that they use Facebook Events as a way to find and talk about events that are happening in their area. Twitter was also stated as a good platform for reaching this generation about events that they are interested in. Every person who had a Twitter account in our focus group was following multiple pages of events, most of which were not happening in cities that are near this area.

C. Personal Interview Documentation

In the personal interviews, the goal was to understand why interviewees went to the Tall Ships Festival as well as what would entice someone to go. The interviews were designed to get at why they chose to go to the festival and their experience when they were there. Also, questions included how they knew about the festival and where they get information on events in the area. Interviewer 1 interviewed two individuals separately on March 24 (Participant 1) and March 30 (Participant 2) in Turnbull Hall. Interviewer 2 interviewed Participant 3 on March 29 at Interviewer 2's place of residence and the responses were written down in a notebook as well as voice recorded.

Participants 1 and 2 are female psychology students who live in the area. They tend to attend various popular Erie events and have been to previous festivals. They were already comfortable with their interviewer. Participant 3 is also a Penn State Behrend student studying MIS from the Erie area and has attended many Erie Events. The interview process was very relaxed and comfortable so the interview was more of a casual conversation.

The questions were designed to get a sense of the person and what their experiences were like at the Tall Ships festival. Whether that experience be bad or good, it's important to get their honest feelings about their experience. Participant 3's was implemented to get into the mind of someone who hasn't been to it but could play a role in getting others to attend the festival. The questions that were asked to the participants can be found in the appendix (Figure 7).

Participant 1 has been to the previous Tall Ship festival with her mom and siblings. She heard about the festival through the radio, and her mom through Facebook, and they both decided it was something they wanted to go to. The Executive Director of FNL has mentioned these two avenues as part of their advertisement campaign. Increasing awareness of the festival through these mediums seem to be a great way as they can work hand in hand. The reason they went was mostly for the novelty of the boats which is an important note. The fact that these boats were in town, by itself, is a big draw for people. The family spent roughly 4-5 hours at the festival and for the most part, they had a fun time. Their criticisms include lack of activities at the festival and long lines. They enjoyed listening to the crew members talk about their

experience more than the history of the war. She also liked the idea for having big cutouts of the boats around the city to promote it. Key takeaways from this interview are the effectiveness of the advertisement campaign, the aspect of familial bonding, and the attraction of the boats.

Participant 2 has lived in the area for most of her life. She has also been to all the Tall Ships Festival since she was young and plans on attending the upcoming one. Her parents took her to one of the festivals and she has enjoyed going every time they come around. The effect of familial bonding seems to be a huge factor as every time she has gone; family members were always present, especially young ones. In an area with young people, it would be a boon to attract parents with young kids as they seem to be the reason why they go. She heard about the festival through the newspaper, and that seems to be how she got most of her news about what is happening in the area. She encountered some problems with the lack of activities, particularly for the younger children. She also noticed the rope hanging on the sidewalk that could impede and be possibly dangerous for her nephew. "I worry about the safety of my nephew and other kids when I am at the festival". The draw for her was the big ships as well, and she believed the history was more for the kids. She also mentioned how it might be difficult for handicapped individuals to get around the festival. Key takeaways from this interview: the lack of activities, the effect of newspaper advertising, familial bonding, and the novelty of boats.

These interviews provided a deeper level of analysis about the reasons why individuals go to the Tall Ships Festival. What they are concerned about and how they become aware of the event were also discussed in this interview. The main points are that it is a family event. Kids are a big factor in why the two interviewees decided to go. Attracting new parents might be a good way, and even older grandparents, to create memories as the novelty of ships seems to be important. Both interviewees were pleased with the price and one even said that it could go up and it would still be fine. The lack of activities and the presence of long lines created a negative impression of the event but not enough to deter someone from going. However, the main draw of the event were the ships. There will be at least 10 ships coming this year and part of the campaign could be to address the long lines.

The purpose of the third interview was to get an idea of what an Erie individual's point of view would be. Participant 3's profile fit the target market and could be beneficial to our study. Interviewer 2 started off asking him about his life, what he does outside of school, and favorite activities just to get him more comfortable and open rather than jumping right into the questions. Asking more questions about them increases the sense of who the participants are and if they will be a good candidate to interview. Based on these questions, participant 3 is a good target for researching on the Tall Ships because he is from Erie, he actively looks for events around Erie, and has been to quite a few of these events. In the interview, we talked about how he finds out about events around Erie, what he likes about them, and his interests in history. After reviewing his answers, the biggest take away was that social media and online communication is key for any event. People also respond to incentives, like food and alcohol, and music. He agreed that there are in fact a lot of things to do in Erie during the summer, sometimes you just have to know the certain days and specials by word of mouth. This leads us to believe that you only know what is going on if you have lived here as long as he has. For someone just visiting or someone who has not lived here for very long, it will be a little difficult to find the right events to go to. This will be good to highlight for our future recommendations because we want to target those who are just visiting or are new to the area, and need to know how they receive information as well.

He did mention the Battle of Lake Erie, which is great because it reassures us that maybe we should focus on this rather than the history as a whole.

D. Survey Documentation

Using an online survey site, SurveyMonkey, twenty-five people participated in the study. They were specifically chosen to participate based on their proximity to Erie or the general area and could be decision makers in attending the festival. The survey was put up on March 15. The survey link was distributed through Facebook as it is the most common way to attract participants. Using SurveyMonkey and Facebook allowed for quick data retrieval, instant accessibility, ease of use, and sharing capabilities.

The ages differed greatly as almost 60% (Figure 14) of the respondents were 18-25 and 25% were older than 46 years of age. The rest were at 26-35 years old. The goal was to get millennials who are active on social media and could get a buzz going as well as older adults that may take their family to the festival. The questions we asked are in the appendix and we used questions that pertained to getting to know who the audience was, what they did for fun, how they received information on events, and if they have ever been to Tall Ships Festival. Out of the 25 respondents, all of them said social media was their main form of communication when it comes to getting information about events. Another aspect that we thought was interesting was that most of the participants would travel over 25-50 miles away for an event (Figure 11), with this information we can conclude to be sure to cover an area of over 150 mile radius when advertising to better our chances of increasing the number in attendance.

The style of our survey was another factor that we wanted to be sure was flexible. At least all of our questions had an “other” option, to be sure we could get as many answers as we could. We also kept it simple to ten questions, because we wanted to be sure people would finish it without getting bored and then losing the validity of our survey. We had fill in the blank answers, yes or no answers and also multiple choice, and in my opinion this worked well for us.

We did not have access to the paid services of SurveyMonkey, so we were left with a finite amount of questions. These questions asked for the motives related to attending the festival and other events they may have attended in Erie. Questions like their interest in history and their preferred method of communication were also included. The appendix has the exact questions as well as the results to each (Figures 8-14).

Respondents agreed that the most they would drive to an event would be 25-50 miles (44%). While there were some who would make the drive even if it was over 150 miles (20%). Many lived in Meadville (13 out of 25) (Figure 8) and have not attended the Tall Ships festival (18 out of 25) (Figure 9). Of those that did attend the Tall Ships Festival, only eight percent of them chose it as their favorite event in Erie and only two said they loved it. These results indicate that going to the Tall Ships festival is certainly feasible for the respondents. The question is how to draw them to the event as they are willing to make the trip for worthwhile endeavors. In addition, it would be important to make sure they enjoy the festival. Eighty percent of the respondents said they enjoyed history (Figure 12), however, the personal interview said that was less important. The combination of survey and personal interview helps us to get at the reasons

why these results are like this. As our goal is to increase awareness, we can only focus on getting the message out there about the festival.

E. Primary Research Conclusions

The reason we conducted a focus group, personal interviews, and a survey was so our group had primary research that we could use along with our secondary research to determine the best way to increase awareness of the Tall Ships Festival in Erie. We chose to include young adults as part of our target market and main source for our primary research, although other age groups were included in some of these studies as well.

An interesting item we found is that most of the people we interviewed and surveyed were interested in at least some kind of history. However, when we further explored this idea, we found that most people were actually only interested in war history because of its excitement. We believe that this information will be very helpful because the Flagship Niagara League, the organization that hold the Tall Ships Festival in Erie, centers their museum around the War of 1812. What is more, some of the ships that participate in the Tall Ships Festivals have also participated in wars. After we further pressed this topic and asked how the participants felt about historical tall ships, again they agreed that this would be interesting to see in real life, especially if the ships were related to a war in some way. This led our group to believe that young adults would go to the Tall Ships Festival if it included exciting elements and they were aware of it.

During the focus group, we asked our participants what draws them to events. All of the participants answered that having a novel experience that included something such as live bands, unique foods, beer stands, and/or free merchandise would draw them to an event. We then used this information and asked the question in our survey, “how far are you willing to go to an event?” referring to the number of miles the person would travel to attend an event that sounds interesting to them. Most respondents (44%) said they would travel 25-50 miles, however a good portion of the participants (20%) said they would drive up to 100 miles to an event. This led our group to conclude that if the Tall Ships Festival had items such as the ones listed above, most people would be willing to travel a far distance to the event if they are aware of it.

When looking at social aspects of our findings, we found through our focus group that most young adults rely heavily on social media and word of mouth as their source of information when determining which events to attend in the Erie area. However, when they were asked what events they have previously attended in Erie, they were unaware of the many activities that are available. This led our group to conclude that most young adults are simply not receiving information about these events due to decreased marketing promotion towards this age group, social media or otherwise. We then used this information in our personal interviews and survey, where we asked the interviewees these questions but in more detail. After analyzing the data from the research, we have found that for awareness of the Tall Ships Festivals to be at its peak among young adults, they must promote their event often and consistently on many social media platforms, with the main focus being on Facebook.

Another promotional technique we posed to our focus group and personal interviewees was the idea of using large cutouts of ships with information about the Tall Ships Festival to promote awareness. The idea is that these large tall ship cutouts would be strategically placed

around the city of Erie and possibly its surrounding areas in a way that would make them noticeable to the public, increasing awareness of the festival. We were met with a resounding “yes” with many participants stating that this kind of advertisement would make them want to tell their friends about the festival. Our group agreed that this sort of promotion is appealing to this group of people because it utilizes word of mouth and may be useful in the future when deciding promotional activities.

VII. Assessment and Recommendations

We conducted primary and secondary research to examine customer insight as to the issues that arise pertaining to this event, so that we can provide valuable recommendations for the future. The focus group gave insight on student's opinions in a group setting. The discussions were open, and included a generation of ideas that can provide a wealth of information for the business or organization. The personal interviews captured the observations and opinions of those who may not have fit our ideal focus group, however, their input is valued. The survey proved to be a beneficial tool for us because it allowed us to reach those who may not be in Erie, but still come to Erie for events. We also were able to receive a large variety of age groups, which is important when attempting to target all segments, and learning how to reach each of them. These aspects gave us a detailed framework of what to recommend for Flagship Niagara in the future.

We found that social media is a valued source to finding events and information, people respond to incentives, and busy hours can have a negative connotation for an event. Indeed, incentives, items that are in addition to the "history" aspect of the event were the number one indicators to draw our participants into an event. Participants also answered that having a novel experience that included something such as live bands, unique foods, beer stands, and/or free merchandise would draw them to an event. We then used this information and asked the question in our survey, "how far are you willing to go to an event?" referring to the number of miles the person would travel to attend an event that they believe to be interesting. Most respondents (44%) said they would travel 25-50 miles, however a good portion of the participants (20%) said they would drive up to 100 miles to an event. This led our group to conclude that if the Tall Ships Festival had items such as the ones listed above, more people would be willing to travel a far distance to the event if they are aware of it.

Some of the issues consumers had with the Tall Ships Festival was that it was too busy and crowded. Some restaurants create a "busy hour schedule" on applications such as Google that they use to bring in more people during slow hours. We believe that this may be beneficial to the Flagship Niagara League as well. This will inform consumers of these slow times so they are better able to avoid crowds and schedule their time. Boat tours could have something like the "Fast Pass" that Disney Parks offer. This allows specific tour times and gives customers the opportunity to come back at a certain time to bypass the line for the tours or public sailing days.

The next recommendation we have is how to target those who may not be interested in history. To do so, we suggest selling the additional activities that go on during the festival. These include, promoting the food vendors, breweries and restaurants, and bands that may be participating in the event. This will draw a larger crowd and at any age and incentivize people to stay longer. After analyzing the research, we found that the biggest reason as to the decreased awareness of the Tall Ships Festival was due to the fact that there is an extended period of time between each festival, three years. The promotional plan to increase awareness will be discussed in the next section. These recommendations include all aspects of social media, how to use it and why these internet platforms work the best for your organization.

A. Promotional Plan

We have found throughout our research that people of all ages in and around Erie, Pennsylvania enjoy history, more specifically, they enjoy war history. Participants have also expressed interest in attending events that immerse them in this history. It is because of these reasons that we have decided to recommend a unique promotional plan to engage consumers, and attract them to the Tall Ships Festival of 2016. Execution of this plan will include placing cutouts of the tall ships that will be featured in the festival strategically around Erie, and increasing social media presence. This plan was specifically constructed to catch the consumer's interest in an unconventional approach that will ultimately increase awareness of the Tall Ships Festival for this season, as well as many seasons in the future.

The first step to execute this promotional plan is to procure cardboard, wood, or plastic cutouts of the many tall ships that will be featured at the festival in September. An example of this can be found in the appendix, Figure 15. We believe that this marketing tactic should cost about \$90 per cutout (Printmoz). The idea behind this is that placing cutouts of the ships around Erie will cause people to question what they are, and motivate them to investigate. These cutouts will also feature a ship captain with a face hole allowing anyone to pose as the captain of the ship, and to further immerse them in the sign, as well as the experience. The cutouts will list information about the Tall Ships Festival, including date, time, Facebook, Twitter, and Snapchat addresses, as well as hashtags that can be used in pictures with the cutouts to be posted on social media, and information about who to contact if they want to receive more information. This idea is based off the GoFish and LeapFrog programs that came and went in Erie in the early 2000's (Eddy). We believed that this was a great way to get the community involved, and want to take this idea a step further with the Tall Ships Festival by reminding the people of Erie of the adventures they may have had scouting these statues out in the past, but this time the journey will continue with tall ships.

The second step to execute the promotional plan will be for Tall Ships Erie to increase its overall social media presence. This means that social media accounts should be created on both Instagram and Snapchat, and these platforms, as well as Facebook and Twitter, will have to be updated several times a day. Constant posting on social media gives the Tall Ships Festival the most publicity over the shortest period of time. It also allows consumers to interact with the posts by, for example, liking or sharing the information. These are tools the consumer can use to gauge if they should go to an event, depending on the number of responses they receive. Posting this information on the cutouts allows for further interaction with the festival. Personalized hashtags allow consumers to post pictures or messages about the event to social media, which can then be seen by anyone who knows the hashtag, providing the event with almost effortless promotion.

VIII. Conclusions

Tall Ships America is important in maintaining the sailing presence in Erie, as well as its rich history. In order to be able to continue the sail training, scholarships, grants, and education to the public, fundraising is a necessary step. The use of our focus group will provide important information to the organization such as how important history is to the people in the region, as well as activities enjoyed, social media use, and interest in the Tall Ships Festival. This will be important not only to the 2016 Challenge Series, but all future events of the organization. The focus group, ages 18-25, revealed that although history is important to the public around Erie, the Tall Ships Festival was not as well attended as other activities in the area. In order to insure the success of the festival in the future, increasing attendance through the younger generation is a necessary step. The public is willing to travel to events that interest them, therefore, reaching people outside of Erie is necessary. Social media was by far the biggest way as to how participants received information. This is the ideal way to reach the public that does not reside in Erie. The creation and use of social media accounts will increase the public awareness of the event, and will allow for free advertising. By using platforms such as Twitter and Snapchat, constant information, pictures, and comments from the owner, as well as consumers will increase conversations regarding the upcoming 2016 Challenge Series and the Tall Ships Festival, as well as any other activities promoted by the organization.

Another important recommendation is the use of cardboard cutouts. These cutouts will reach those groups of people who do not heavily rely on social media to receive their information, but will also allow for social media interaction among heavy users as well. By placing the large, colorful cutouts of tall ships around Erie, the public will be able to read all of the necessary information regarding the 2016 Tall Ships Challenge and Festival, as well as information regarding Tall Ships America. The cutout of the captain's face will provide a fun way for people to interact with the ship, as well as attract them to the sign so they are able to read the important information the sign displays. We believe the use of these recommendations will increase awareness of Tall Ships America, as well as increase attendance of the Erie Tall Ships Festival of 2016.

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X. Appendix

Figure 1

Official Host Ports of the 2016 Tall Ships Challenge, 1

July 1-3	Redpath Waterfront Festival Toronto	Toronto, Ontario	www.towaterfrontfest.com
July 8-10	Tall Ships Fairport Harbor 2016	Fairport Harbor, Ohio	
July 15-17	Tall Ship Celebration: Bay City	Bay City, Michigan	www.tallshipcelebration.com
July 27-31	TALL SHIPS Chicago 2016	Chicago, Illinois	https://navypier.com/tall-ships-chicago-2016/
August 5-7	Baylake Bank Tall Ships Festival	Green Bay, Wisconsin	www.tallshipgreenbay.com
August 18-21	Tall Ships Duluth 2016	Duluth, Minnesota	www.tallshipsduluth.com
September 8-11	Tall Ships Erie 2016	Erie, Pennsylvania	www.tallshipserie.org
September 17-18	Tall Ships Brockville	Brockville, Ontario	www.tallshipsbrockville.com

Figure 2

Official Host Ports of the 2016 Tall Ships Challenge, 2



Figure 3

Six Sailing Experiences Offered by Tall Ships America

1. **Dockside interpretation:** The vessel does not get underway. Programs are delivered while the vessel remains moored.
2. **Public/passenger day sails:** The vessel sails for all or part of a day, but not overnight.
3. **Overnight voyages:** The vessel sails around the clock, with crew and participants rotating in shifts called “watches”. Sleeping accommodations and meals are provided.
4. **Private charters:** The vessel may be hired for excursions, business entertainment, private parties, weddings, etc.
5. **Sail training:** The primary purpose of sail training voyages or day sails is to provide participants with hands-on experience in sailing the ship and learning arts and skills of seafaring.
 - Programs for professional crew are designed to enhance professional qualifications.
 - Programs for paying trainees require trainees to pay a program fee or tuition.
 - Programs for volunteer crew/trainees are designed to train volunteer crewmembers.
6. **Sea education:** A core purpose of sea education voyages or day sails is to provide academic instruction in maritime subjects. Sea education programs usually incorporate sail training elements in addition to academics.
 - Fully accredited programs grant academic credit for successful completion of the program.
 - In cooperation with accredited institutions (schools, colleges) programs are offered through an explicit collaboration with an accredited academic institution.
 - In cooperation with other organized groups (Scouts, etc.) programs are offered through an explicit collaboration with a non-academic organization.
 - In-house programs in such topics as marine science, maritime history, ocean ecology, navigation, seamanship, etc. are offered in many vessels, whether or not they have a relationship with an accredited institution.

These programs are built to attend to every newcomer’s abilities with regards to their own sailing experience. No matter their skill level, any sailor can still have an experience that is tailored to their own preferences.

Figure 4

Focus Group Participants

Participant	Age	Gender	Year of College	Occupation	Residents
1	18	Male	Freshman	Student	Conneaut Lake, PA
2	22	Male	Senior	Student/ Intern	Chambersburg, PA
3	19	Female	Sophomore	Student	Conneaut Lake, PA
4	19	Male	Sophomore	Student	Long Island, NY
5	21	Female	Junior	Student/ Student Worker	Erie, PA
6	19	Male	Sophomore	Student/ Labor Worker	Erie, PA

Figure 5

Focus Group Questions

- **Beginning Questions:**
 - What are your favorite things to do in your free time?
 - Things around Erie?
 - Are you involved in any extracurricular clubs or activities?
 - What are some things you wish you were involved in?
 - How do you find information on what to do?
- **Focus Group Questions:**
 - What are your favorite activities to do in Erie?
 - Which ones do you go to based on advertisements you view?
 - Recently which events have you gone to?
 - What is your most memorable moment from Presque Isle?
 - Winter?
 - Summer?
 - How often do you go?
 - How difficult is it to find out about these events in the area?
 - Do you follow anyone on social media like Peek n Peak?
 - Do you look for ads for activities (i.e. bars)?
 - How do you find out about things in Erie without social media?
 - Where do you turn to in order to find out where to go on the weekends?
 - Do you go to other Erie events like roar on the shore?
 - Why do you choose to go these events?
 - What was your favorite activity that involved history?
 - Are you interested in activities that involve history?
 - What kind of history is the most interesting to you?

Figure 6

Focus Group Script

- Welcome:
 - Welcome to our session tonight, my name is Justin Leonard and I will be conducting the group tonight. We want to thank you for participating in our discussion within regards to the Tall Ships Festival. I am a student here at Penn State Behrend along with my colleagues, and we would like to ask you on your thoughts of local events in the Erie area.
- Overview:
 - We are interested in your opinions on how and why you decide to participate in the activities that take place in the Erie area. We are interested in your age group's interest in activities that occur within your area of living.
- Ground Rules:
 - During this session we want to gather as much information as possible, the answers that occur during the questions that I will ask you have no wrong answer. Free flowing conversation is a facet of the session that is encouraged within this group. We are recording our conversations here tonight, simply in order to re-visit the conversation that we have. We have that and more laid out in the forms of consent we gave you as you sat down.
- First Question:
 - If there are no other questions that you all have for me we can start the session now. If you could go around and introduce yourself, where your home town is located, what your year in college is, and what your intended major is.

Figure 7

Personal Interview Participants and Questions

Interviewer	Participant	Age	Residence	Occupation	Gender
1	1	25	Erie, PA	Student	Female
1	2	36	Erie, PA	Student	Female
2	3	21	Erie, PA	Student	Male

<u>Questions asked by Interviewer 1</u>	<u>Questions asked by Interviewer 2</u>
Have you ever been to the Tall Ships Festival?	Are you involved with any clubs or sports? If so which ones?
Who were you with?	Favorite things to do in your free time?
Why did you choose to go?	What draws you to a certain event?
Do you plan to go again?	How do you find information on what to do around Erie?
What did you do there?	Are you planning on staying in Erie after you graduate?
What did you enjoy doing?	If you could live anywhere, where would it be? Why?
What did the other members of your family enjoy?	Do you like learning about history/ community history?
How did you hear about the festival?	Do you like to go to museums?
When did you hear about the festival?	Do you have any favorite museums? What made them stick out to you?
What were some of the problems you experienced?	Do you follow any accounts on Facebook or Instagram, for example, Peen in Peek?
Is there any improvements you think would be necessary?	Have you ever been to the Tall Ships Festival?

Survey Graphs

Figure 8

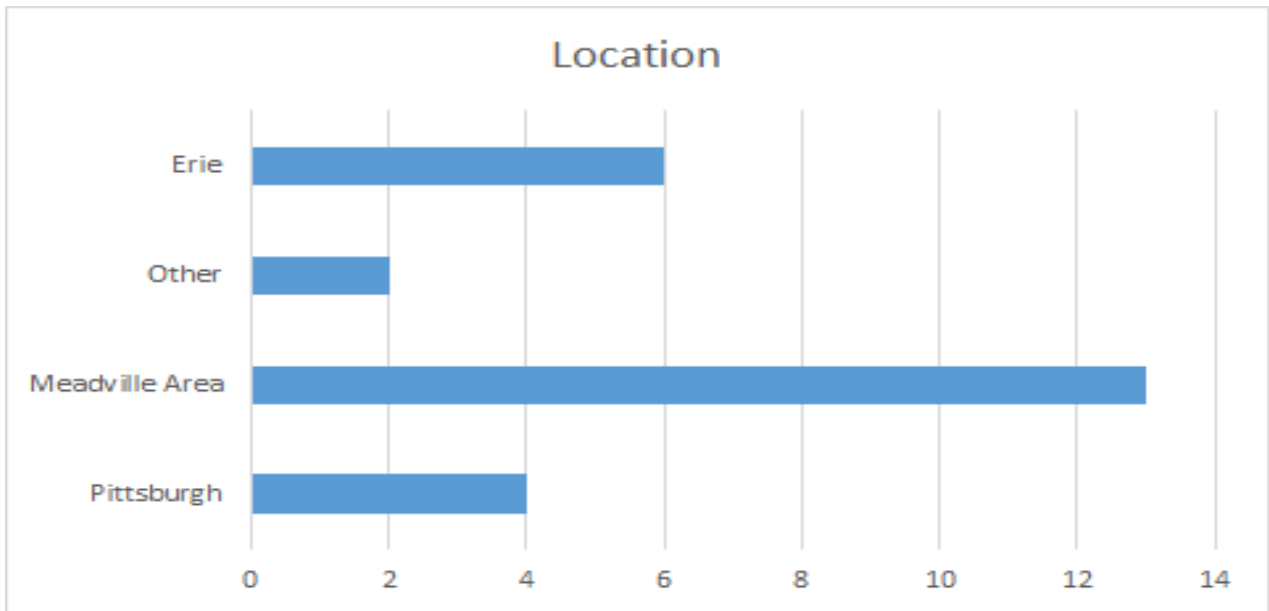


Figure 9

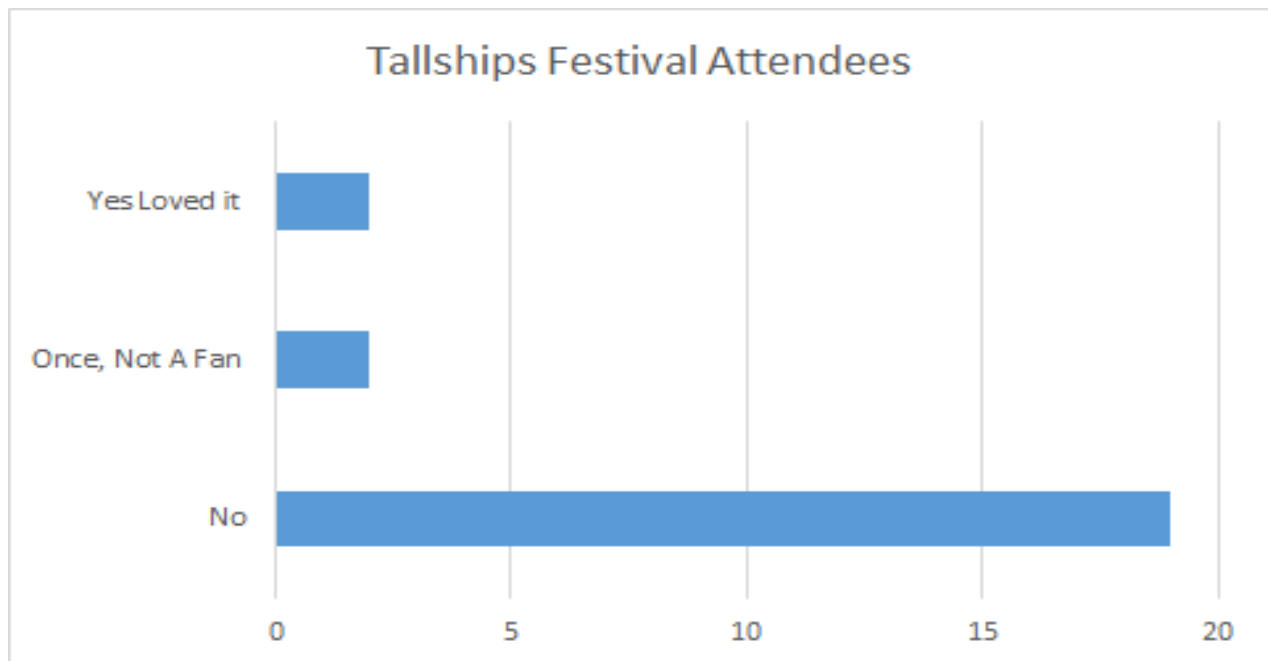
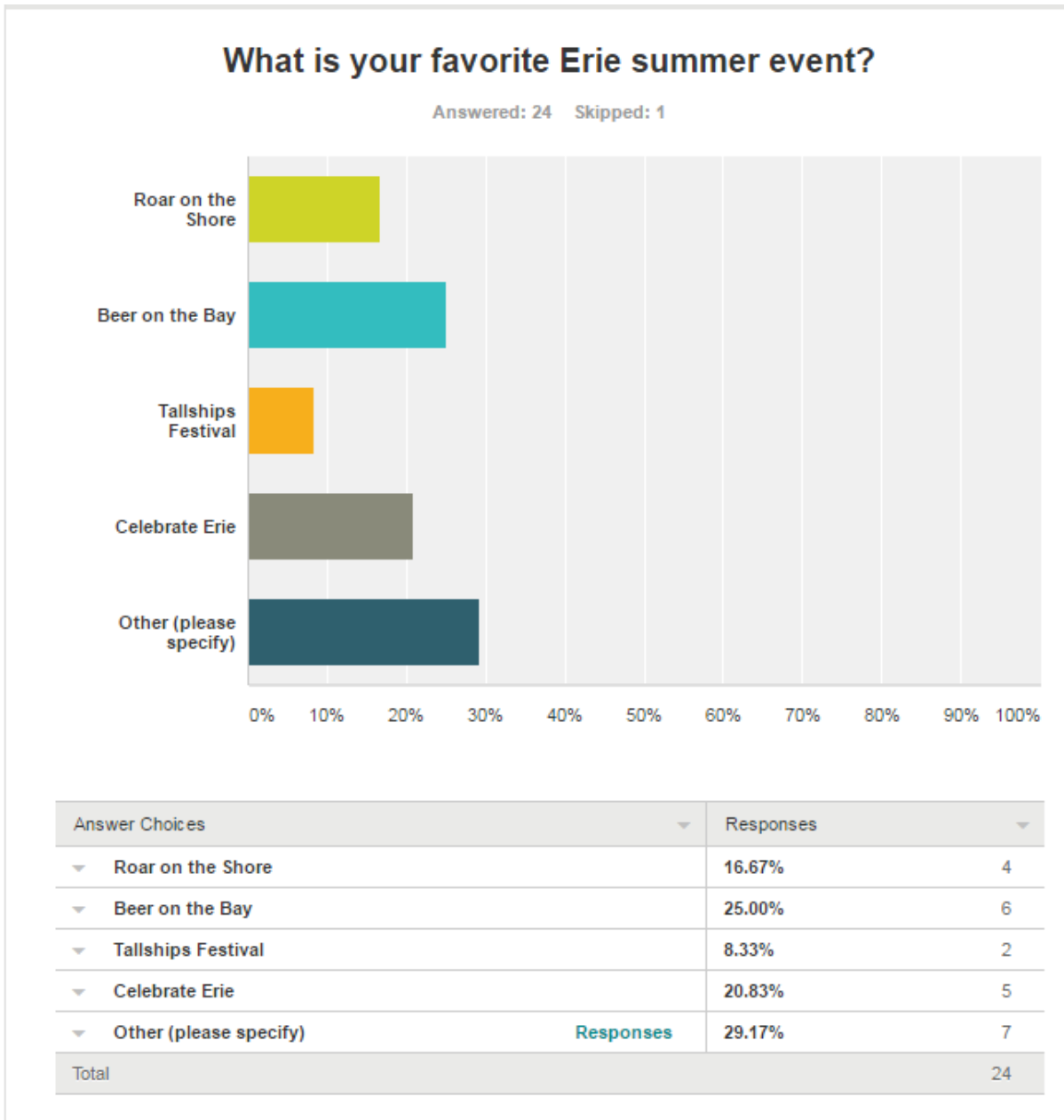


Figure 10

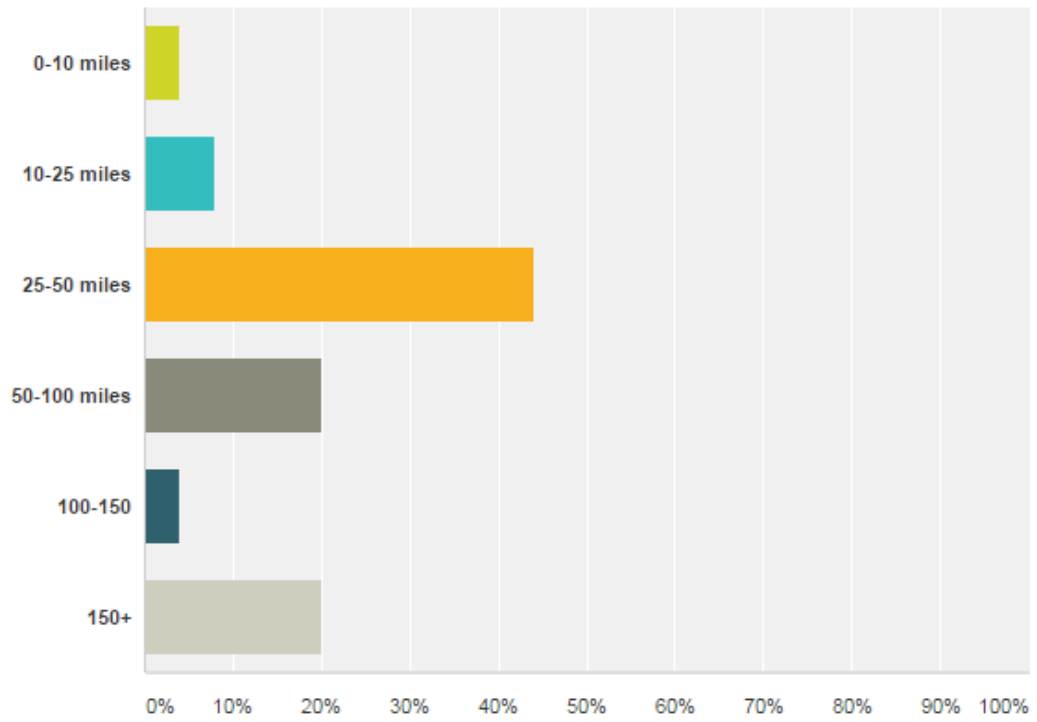


*Other responses included: the participant had never attended an Erie summer event, block parties, and free events all over Erie.

Figure 11

How far are you willing to go for an event?

Answered: 25 Skipped: 0

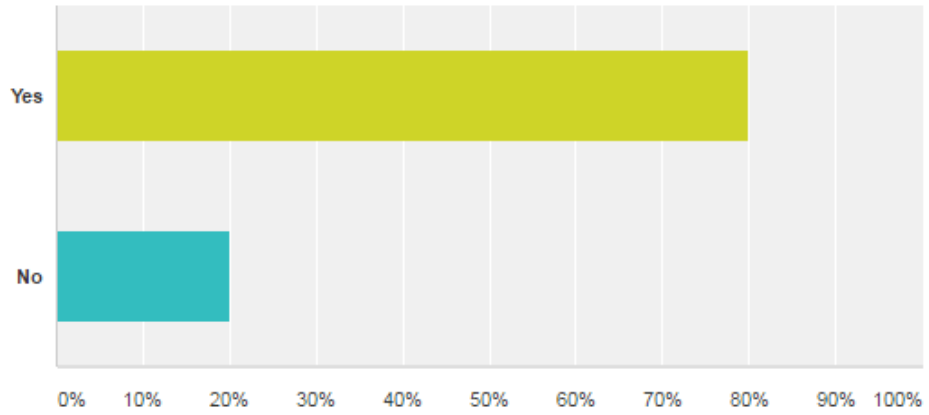


Answer Choices	Responses
0-10 miles	4.00% 1
10-25 miles	8.00% 2
25-50 miles	44.00% 11
50-100 miles	20.00% 5
100-150	4.00% 1

Figure 12

Are you interested in history?

Answered: 25 Skipped: 0



Answer Choices	Responses	
Yes	80.00%	20
No	20.00%	5
Total		25

Figure 13

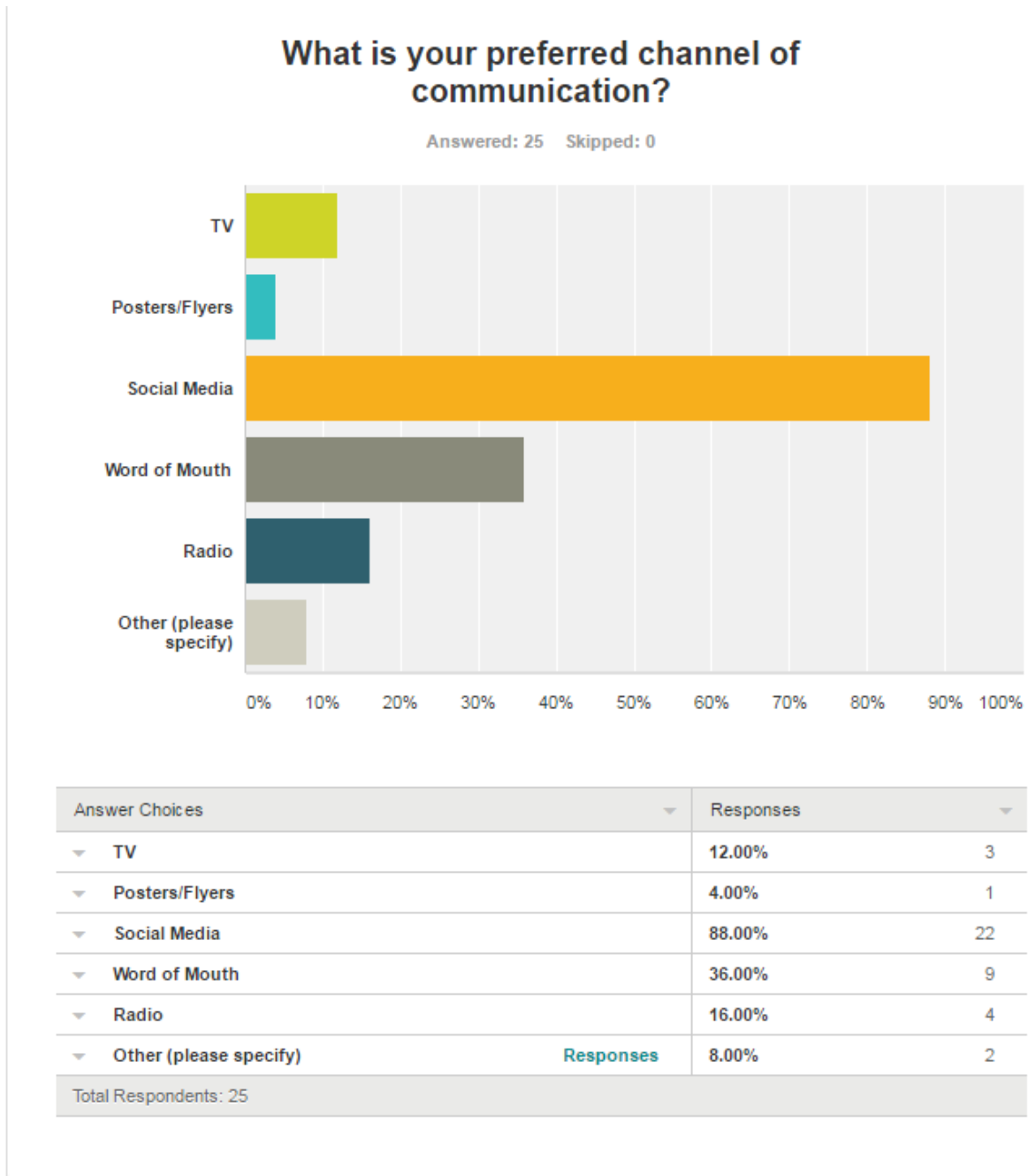
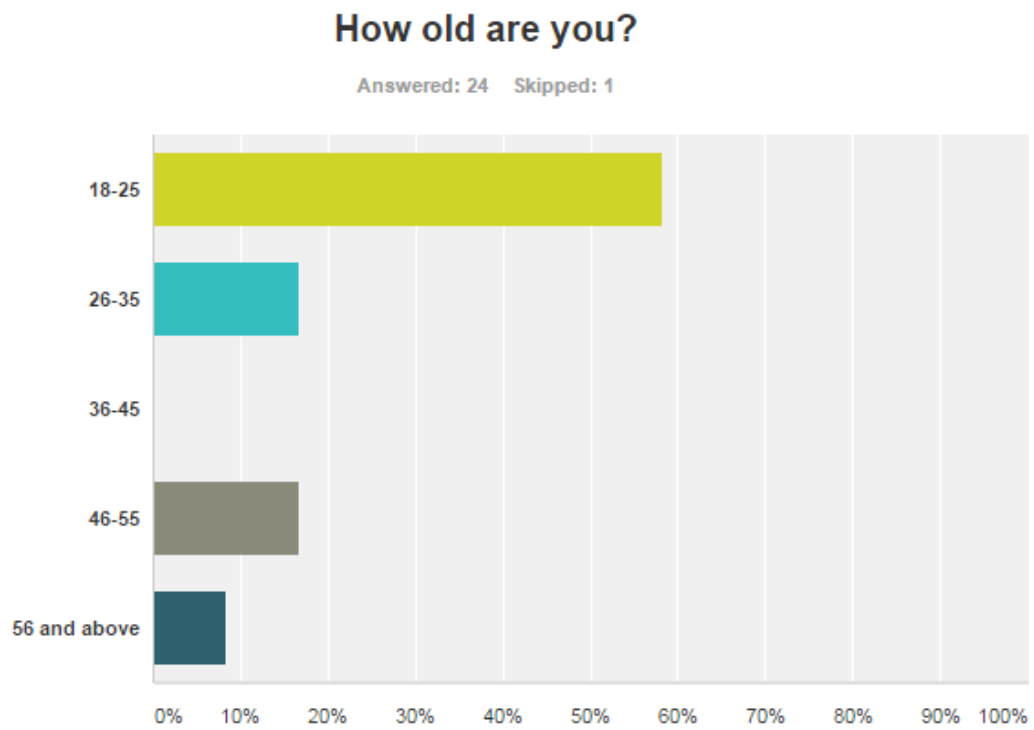


Figure 14



Answer Choices	Responses
18-25	58.33% 14
26-35	16.67% 4
36-45	0.00% 0
46-55	16.67% 4
56 and above	8.33% 2
Total	24

Figure 15

Promotional Example

