



CASE STUDY

prepared by

Five Star FESTIVALS



THE BACKGROUND

In 2022, Living Classrooms Foundation/Historic Ships in Baltimore contracted Sail Baltimore to produce the festival, special events and volunteer program for Maryland Fleet Week & Flyover Baltimore, in addition to its traditional area of expertise, the visiting ships. A 501c3 nonprofit organization, Sail Baltimore has been "making ships happen" in Baltimore since 1975.

With five months until showtime and virtually no experience organizing a large-scale landside production, Sail Baltimore brought me on board to direct Fleet Week operations and special events. I quickly got to work planning the first major festival at the Inner Harbor since the pandemic. The task ahead: building a full program and playbook from scratch and in just 26 weeks - including entertainment, exhibitors, promotional activities, food & beverage, permits, security, budget, timeline, site plan, equipment, signage and nautical-themed activities and decor that truly defined "design on a dime."

In August, the U.S. Navy decided to berth the USS Carter Hall at Tidewater Pier. To celebrate the flagship of the fleet, a companion Fleet Week festival was added to the Port Covington campus - still a major construction zone - with less than one month to go. Sail Baltimore teamed up with MAG Partners to source vendors, talent and staff to make this big vision a successful reality. Festival-goers could see the exciting possibilities for future endeavors at Port Covington - and were left wanting more at Baltimore's newest waterfront venue.



THE RESULTS

FLEET WEEK FESTIVALS BY THE NUMBERS



20
MERMAIDS



1 ORIOLE BIRD



3 football fields worth of tenting and exhibits



3 days of FREE, FAMILY-FUN

1 COMMUNITY MARCHING BAND



1,000 SAILORS



40 gallons of competitive crab soup



1,440 strands of party beads

6 FLAVORS OF LEMONADE

100 POUNDS OF PLAY SAND



18 BANDS
2 HOUSE DJs



183 SIGNS, BANNERS & FLAGS



1 GIANT ADIRONDACK CHAIR



35+ EXHIBITORS

1,570 ZIP TIES



12 VISITING SHIPS



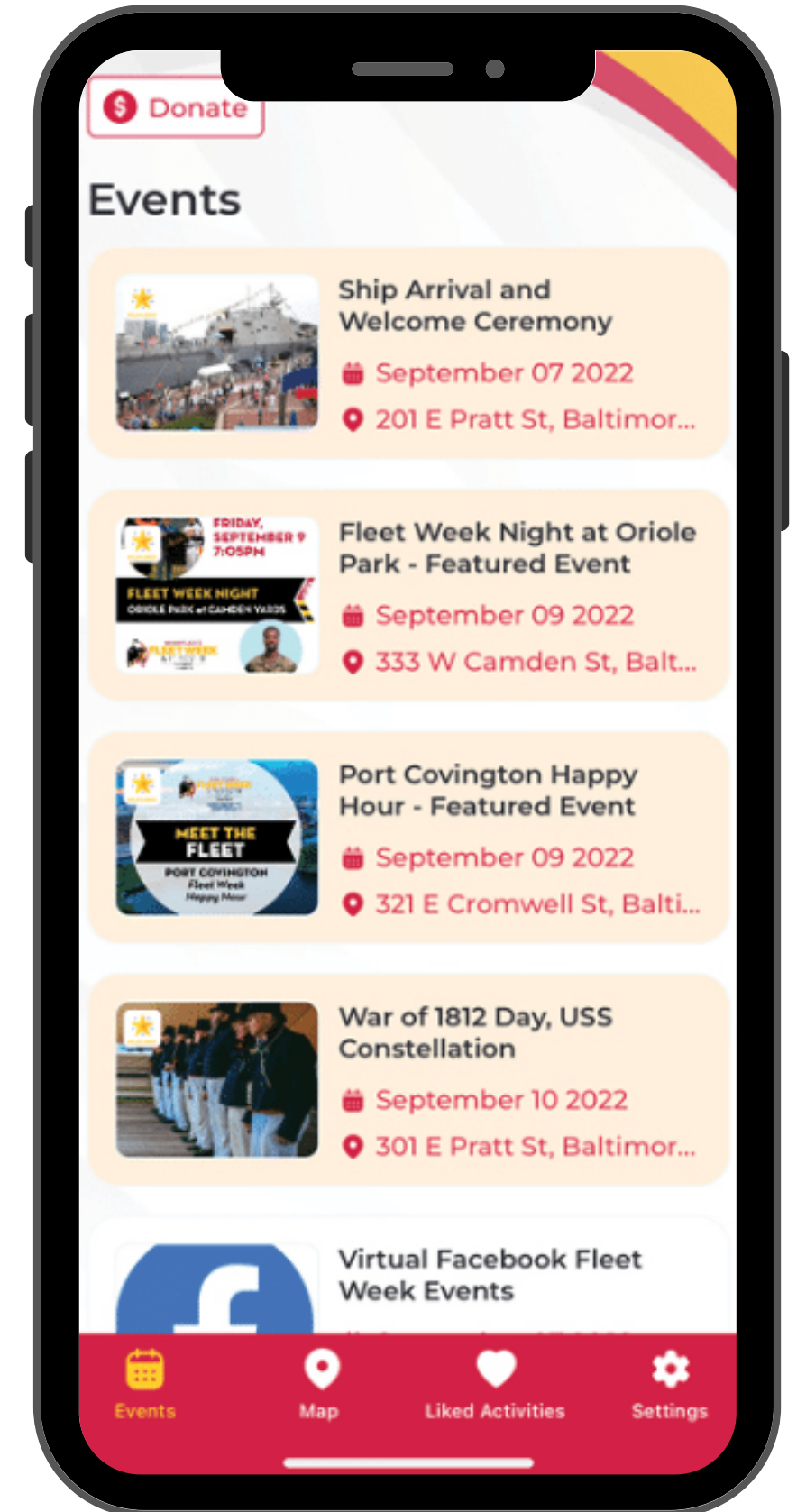
25 WEEKS OF PLANNING

UNLIMITED NUMBER of memories made!

25,000+ SHIP TOURS
Meeting/exceeding the Navy's goals

ATTENDANCE & ECONOMIC IMPACT: Coming Soon!

1.3 BILLION MEDIA IMPRESSIONS



Baltimore's waterfront came alive with a not-to-be-missed party vibe!



FLEETS!



FLIGHTS!



FESTIVALS!

NEW FOR 2022!

PORT COVINGTON FESTIVAL



*Greetings from
Port Covington!*



**FIVE KEYS
TO THE
FESTIVALS' SUCCESS**

Key #1: Show The Love to Local Baltimore



Key #2: Food, Music & FREE Family Fun



Key #3: Promotional/Media Events



Key #4: Communication with Stakeholders



Key #5: Quality Over Quantity + Special Touches





THANK YOU!





Testimonials

I believe this Port Covington location has a lot of potential for maritime events that need deep water and a dock like this to handle large ships. I was glad to see this happen ...and can envision the possibilities. - *Mike Wicklein*

I want to extend a thank you to Kathy Hornig and her team for bringing in-person festivals back to Baltimore and for making them fun and engaging. Kudos to all.- *Tracy Baskerville*

Thank you so much for the invitation to have Blue Star Families at the event this weekend. The staff has been very supportive. Anna and a team of others running around golf carts were helpful and communicative. Our booth had several hundred adults, kids and families stop by and we were able to provide Disney books, arts and crafts, and a day out for our active duty volunteers ... I hope that we will be welcomed back next year and look forward to an after-action report or evaluation.to express positive feedback on the event. - *Yoland Rayford*

Thank you for inviting us to participate in the Kid Zone! I thought the event was well planned and executed. The app was AMAZING! - *Nick Iannacone*



Fleet Week was a success for us as well as the events that you planned. You had a lot of great fun things going on and the parade was oh so cute ... I love the visibility that in conjunction working with Waterfront Partnership that you are bringing to Baltimore. It is positive, fun and enlightening. Please keep up the good work. As a Baltimore city native, I enjoyed going to Harbor as a child through young adult. With the continued effort more Baltimore citizens will feel safe to return to visiting the Harbor along with bringing in more tourists. Every tourist I spoke to during Fleet week loved the harbor and the atmosphere ... Outstanding job!!! - *Sweet Kam*

We performed Friday afternoon; we had a great time and were honored to be invited, especially since our band has multiple members actively serving in the military. Thank you so much for having us and congratulations on a meaningful and successful event. We look forward to the next event! -*Will Hill*

Congratulations on such a wonderful event. My family and I were down for most of the day on Saturday and had a blast! We went to the Top of The World, spent an hour in the kiddy area playing in sand, did some day drinking on the promenade watching the breakdancer defy gravity, and toured the Danmark! I loved seeing your layout, seamless! - *Leanna Wetmore*

Where do we even begin? How about thank you? THANK YOU for including the BMA on the West Shore for Fleet Weekend. Our team had a blast, meeting sailors from around the world, our fun festival and tent neighbors and chatting with visitors (both locals and travelers) who were thrilled about all aspects of the event, including seeing Baltimore at its best ... As a city resident, I appreciate the sense of pride in seeing Baltimore shine. I can't imagine the herculean effort it took to bring Fleet Week to life but please know that is it very much appreciated. Wishing you and your team all the best -*Mary-Margaret Stepanian*



HELLO THERE.

**I'm Kathy Hornig
and I create
stellar special
events.**

Five Star

FESTIVALS



FiveStarFestivals.org