



# THE TALL SHIPS RACES 2022

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**CROSSING BORDERS**

The Municipality of Harlingen

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# PREFACE

The city of Harlingen is, once again, very proud to propose its candidacy as host port for the Tall Ships Races in 2022.

In 2014 we had a very successful event, a splendid weekend and more trainees than any previous harbour. In 2018 the results were even better. More visitors, even better economic revenues and above all more trainees than 2014.

Cooperation between the municipality of Harlingen, the Foundation Harlingen Sail, the province of Friesland, our guests from STI and the Dutch Royal Navy, to name a few, was smooth and a joy for all parties. We all enjoyed the event and we cannot wait to repeat the experience.

This is why we are very much looking forward to seeing the STI Tall Ships Fleet in our beautiful harbour again in 2022.

We will certainly not disappoint you.

Kind regards



**Roel Sluiter,**  
Mayor of Harlingen



**Jan Reier Arends,**  
Chairperson of the Board of Harlingen Sail

Our port town has already been honoured as a host port for the Tall Ships Races on two occasions and both times the enthusiastic efforts of hundreds of volunteers allowed Harlingen to show its most hospitable side. We succeeded in connecting a wide audience to this sporting battle between the world's most imposing sailing ships whilst supporting the Tall Ships Races' mission of giving young people the opportunity to push their limits. This is something we are proud of and would like nothing more than the opportunity to repeat.

It was a conscious decision to give this bid book the title, "Crossing Borders". It is a theme I am familiar with as a shipping entrepreneur and one that I'd like to pass on to the new generation. The Tall Ships Races symbolise this theme perfectly. The passion with which trainees from all over the world work together and make friendships for life on board the ships gives us hope for the future.

In 2018, 345 young Dutch people actively took part in the Tall Ships Races. We won the Host Port Trophy for the second time in a row. This honourable award is an incentive for us as the Board of Harlingen Sail to do even better in 2022. We will only be satisfied when we can offer at least 350 young people the experience of their lives while taking part in a well-organised, professional international event that connects both countries and people.



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**"WE'RE NOT LIVING IN AN ERA OF CHANGE,  
WE'RE LIVING DURING IN A CHANGE OF ERA"**

Jan Rotmans, Professor of Sustainability Transitions

## 1

# CROSSING BORDERS



Our world is changing. Whilst some borders are disappearing in our society, others are being erected elsewhere. We all search for the limits together and desire more from both ourselves and others. On one hand we feel the pressure on us increasing, on the other hand we also feel responsible for our own happiness and that of others. Innovation, sustainability, and tackling social issues such as poverty and plastic soup are connecting us like never before. What direction is our world going in an environment that is changing so rapidly? What kind of world are our children and our children's children growing up in? Is it a divided world or one in which the borders and limits are becoming more and more blurred? These are the burning questions of our time and the questions we are trying to answer ourselves. In searching for these answers, we continue to innovate and develop while pushing our borders to meet the challenges of what is coming next.

With it's theme Crossing Borders and through this bid book, the municipality of Harlingen presents its candidacy for the Tall Ships Races 2022. We are challenging everyone to move borders during the Tall Ships Races 2022. To actively seek out new opportunities and challenges. To acquire new experiences in a difficult environment. We appeal to everyone to not just look for what is missing, but to immerse themselves in what is there. What can we learn from others and what can we take home? These are the experiences that help us to progress, whilst encouraging us to break through borders and help to diminish them. These are the moments that belong to the heritage we leave behind for all who come after us, just like the heritage our ancestors left to us.



**"THERE IS  
NOTHING MORE  
ENTICING,  
DISENCHANTING,  
AND ENSLAVING  
THAN THE LIFE  
AT SEA"**

Joseph Conrad

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## 2

## HARLINGEN WAY BACK WHEN...

Life on and by the sea has always played an important role in Harlingen's history and has always been of great value for the position of the Frisian port town. Harlingen is one of the oldest seaport towns in the Netherlands and it is the only port town in Friesland. For centuries, the citizens of Harlingen have crossed borders in order to trade at sea. Much of this trade took place with the Scandinavian countries and Baltic states and the shipping of wood, fish and salt is still common to this day.



**"A SHIP IN PORT IS SAFE, BUT THAT'S  
NOT WHAT SHIPS ARE BUILT FOR"**

Grace Hopper





Harlingen has an illustrious, nautical history and was an important bulwark (defensive wall) in defending both the land and sea. In 1500, a fort was built in Harlingen on the orders of the Dukes of Saxony. Known as the Blokhuis, it protected both the town, port and inland coastal regions, as was the case during the uprising against the Spaniards in 1648. This revolt resulted in a flourishing period of trade in the northern Netherlands. It was also during this period that Harlingen became a naval defense of the Frisian Admiralty. Harlingen was the Frisian Navy's last port. Until 1795, the Zuiderhaven harbour was crammed with the Frisian fleet and at the time there were 4 shipyards with launching ramps in Harlingen. The significance of the Admiralty is still visible today in the large number of historic buildings in Harlingen.

However, the town has always been more than a naval centre. It has also played a pivotal role in the whaling industry. The people of Harlingen already had their own settlement on Deneneylandt near Spitsbergen back in 1663, although it was only after 1815 that Harlingen became really important for the whaling industry. The Frisian port town was eventually responsible for a share of 60%.



## 3

## HARLINGEN TODAY

Harlingen's rich nautical past is still clearly visible in this town by the Wadden Sea World Heritage site. The wealth of warehouses, canal houses and unique inland harbours (which include a tidal port), bear witness to the town's extraordinary history. Harlingen has more than 600 listed structures, making it one of the municipalities with the greatest concentration of historic buildings in the Netherlands. This is quite something given that

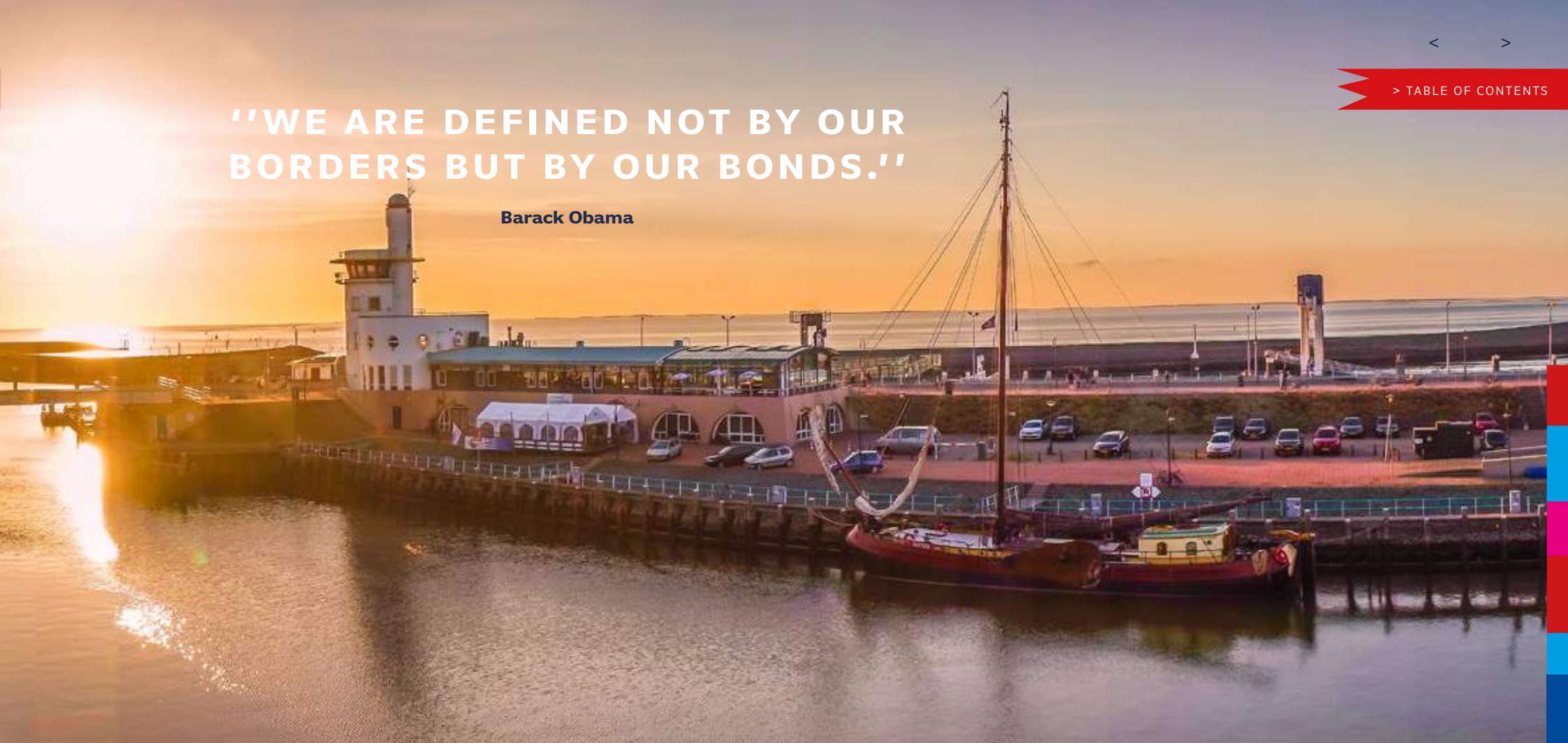
the Frisian port town, with approximately 16,000 inhabitants, gives its name to the smallest borough in Friesland. Harlingen also houses the largest fleet of charter ships in the Netherlands, with more than 70 historic sailing ships moored in its outer and inner ports.

The sea is still extremely important and not just in terms of culture and history: it is a vital driver for the local economy. Thanks to its location,



# "WE ARE DEFINED NOT BY OUR BORDERS BUT BY OUR BONDS."

Barack Obama



there is a flourishing industrial port in Harlingen that is responsible for a large part of the town's employment. History and present-day activities make it clear that the sea is important for Harlingen's position and this is unlikely to change. There are many stories that deserve to be passed on from generation to generation. However, it is one thing telling the stories, experiencing them is something

else. The Tall Ships event has enabled Harlingen to rediscover its identity, something we are very grateful for. We would be delighted to see the Tall Ships event and its associated activities come to our beautiful town for a third time.



**"COMING TOGETHER  
IS A BEGINNING;  
KEEPING TOGETHER  
IS PROGRESS;  
WORKING TOGETHER  
IS SUCCESS"**

Edward Everett Hale



## 4

## THE TALL SHIPS RACES, A COMMUNITY EVENT

### COMMUNITY INVOLVEMENT

#### Volunteers

The success of an event such as the Tall Ships Races depends entirely on getting the community involved. The fantastic event held in 2014 already generated lots of enthusiasm for a repeat among residents, businesses, and other interested parties. This enthusiasm explains the large number of volunteers who applied to help out with the Tall Ships Races in 2018. The organisers are also counting on cooperation from the community to help with a future event in 2022. Volunteers can register with the organisers well before the Tall Ships Races event itself. In 2018, this resulted in a total of 250 volunteers.

#### Community programme Sail InSight

The Tall Ships Races Harlingen 2018 prides itself on the success of its collaboration with local organisations and businesses. There was a programme of activities specifically developed to create ownership and involvement in each phase; from planning to execution. This ranged from promotional to physical support that was of mutual benefit. The inset was how to work together and benefit from each other's strengths.

Sail InSight was a pure example of these collaborations. A two-week programme of activities prior to The Tall Ship Races with maritime activities for young and old. The activities and workshops were given

by local organisations and businesses for the school children and local community. This working together also produced collaborations not yet seen before.

Some 1800 children participated in a daily programme based on life at sea, tall ships, and Harlingen's rich history. Workshops included 'navigation without Wi-Fi' by the Royal Eise Eisinga Planetarium; 'What belongs in our sea' by the Wadden Society; 'Past and present' by Hollandse Helden, local sailor and local restaurant; 'life on a Tall Ship' by local museum Hannema Huis; 'Hoist the sails movement project' given by the 3rd year secondary school students; 'Shanty song' by a local musician and school music teachers; Escape rooms in sea containers by 3rd year technical study students.

The Maritime Academy played a crucial role in the activities, giving children a chance to experience life at sea. Children saw the educational maritime simulator, had a tour inside the training ship, experimented with the Archimedes theory, as well as enjoying a trip out on a tug boat.



**"A COMMUNITY IS LIKE A SHIP; EVERYONE OUGHT  
TO BE PREPARED TO TAKE THE HELM"**

Henrik Ibsen





Photography: Theo de Witte

### Involvement during the event

The Tall Ships event ground was segmented into themed activity areas. Local businesses and organisations were given the opportunity to either promote themselves or to exploit their business.

Examples of this were:

- 'Kids Plein' was run by local childcare organisations, with the key attraction being a wooden pirate ship that had been built at the local play scheme;
- The solar stage was specifically for local bands to showcase their talent;
- The Beach plein was exploited by a local restaurant;
- Sustainability plein included many organisations that had been involved in Sail InSight.

### Involving the elderly

An important but sometimes forgotten part of our community is of course the elderly in care homes. We felt it was important to give them full access before and during The Tall Ship Races. A captain's dinner was organised both in the harbour and in the care homes for those who could not travel. Here we were able to inform our elderly guests what was available to them during the event itself. This included a cruise around the ships on an accessible boat, an open ship at a quiet time of the

day when the event ground was closed, an open harbour the weekend before the event, and various other minor activities such as talks and demonstrations. In total there were some 30 businesses and organisations that worked together to create such an all-inclusive and successful event.

### Heritage programme

The aim is for this initiative to be expanded into an annual programme, not just every 4 years. Harlingen is a harbour city and the children of Harlingen will be given the opportunity to understand and celebrate the culture and history that goes along with this heritage. In this way, there will no longer be the need to 're-invent the wheel' every four years, the children will grow up knowing about the sea, sailing, and most of all, the experience and opportunity available to them in The Tall Ship Races. The community projects undertaken in the build-up to the event, as well as during the event itself, highlight the aim of Harlingen to become a Tall Ship friendly city. This will be achieved with the planned school programme for the children to learn their heritage and what it means to live by the sea including the work available to them. We have created an environment that encourages the next generation of trainees in the hope of creating a legacy. Now the children will know about the opportunity that is available to them. These children are the trainees of the future.

## PROVISION OF TRAINEES

Harlingen's ambition to make its heritage more visible to the new generation bears much in common with Sail Training International's ambitions to introduce young people to sailing. A trainee's experience on board a Tall Ship contributes to their personal development, gives them new insights and in many cases results in friendships for life. The municipality of Harlingen therefore strongly supports giving young people in Harlingen and Friesland the opportunity to gain such experience. It is counting on a high level of participation from the Friesland population in the run-up to a possible Tall Ships Races event. Young people will be stimulated to take part as trainees through marketing and promotion and programmes such as Sail InSight. Harlingen's website shows how young people can obtain the financing necessary, such as through sponsorship by major companies or Rotary clubs. In addition to challenging young people to raise money themselves, the municipality of Harlingen offers financial support to young people from less wealthy backgrounds.

This approach helped Harlingen take home the Host Port Trophy in 2014 and again in 2018 for the highest number of participating trainees. The municipality of Harlingen wants to equal or better the success of both these events by having at least 350 trainees take part in the 2022 races.



**Orren Smeding**

Trainee The Tall Ships Races 2018

**"MY OLDER SISTER PARTICIPATED  
IN THE TALL SHIPS RACES FOUR  
YEARS AGO, AND AFTER HEARING  
HER TALK ABOUT ALL THE GREAT  
THINGS THAT HAPPENED,  
I THOUGHT TO MYSELF THAT'S  
WHAT I WANT TOO. I WAS TOO  
YOUNG TO TAKE PART THEN,  
BUT I ALWAYS HAD THE IDEA  
IN MY MIND THAT I COULD  
PARTICIPATE FOUR YEARS LATER.  
AND NOW I AM."**

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Photography: © Valery Vasilievskiy





THE  
TALL  
SHIPS  
RACES  
2018

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## HOST PORT TROPHY: HARLINGEN, NETHERLANDS

This award goes to the host port in 2018 who did the most to recruit trainees through their sail training programme. Harlingen broke new ground in 2014 by developing a visionary trainee programme under the leadership of their Maritime College and through support from their tight-knit community. In 2018 they recruited 345 trainees to take part in the Tall Ships Races.





### In-port programme

Harlingen offers every type of relaxation and entertainment to Tall Ships' crews to help create an unforgettable experience for young and old alike. Harlingen wants the crews of the beautiful Tall Ships to feel more than welcome.

In 2018, we found the experience of organising all the activities and facilities for the crew in one central location to be very positive. The sports hall and hockey club, within easy walking distance of the show ground were used as the crew centre. From here the crew could easily access everything they required, from showers, washing and Wi-Fi, as well as a general information point. The sport activities and crew party also took place here, which we believe made it easier logistically for everyone. In 2022, we would like to offer crews a similar concept.

In addition, we of course intend to be very active when it comes to the hosting. This will include such events as the Sail in Parade. In 2018, this was a spectacular event that was enjoyed by a huge number of visitors. The ships were welcomed in with their National Anthems, together with the Tall Ship Races Harlingen Anthem; A song written and performed by a local group who won the competition for best song.

The crew got to see the city during the 'crew parade'. In 2018, the colourful crew parade was a highlight of the weekend where the trainees festivities took them through the city; a perfect celebration of the collaborations between the local business owners and the organisation.

**"SOME MEMORIES ARE UNFORGETTABLE,  
REMAINING EVER VIVID AND HEART-WARMING."**

**Joseph B. Wirthlin**



**"THE MUSIC  
COMES ALIVE  
WHEN YOU  
ACTUALLY  
PERFORM IT  
IN FRONT OF  
A CROWD"**

Cindy Wilson



## 6

## ORGANISATION

### Race course planning

Harlingen's location next to the Wadden Sea, a Unesco World Heritage site, makes it a very special setting for the Tall Ships Races 2022. The Wadden Sea is one of the largest tidal areas in the world, providing a unique environment for both people and nature. This tidal world transforms its character twice a day with the ebb and flow of the water. The municipality of Harlingen is proud to have received the Tall Ships in its beautiful town on two previous occasions. It resulted in some beautiful images of the imposing Tall Ships with the historic town centre just walking distance away.

In 2018, Harlingen managed to provide a fantastic programme that clearly connected the town centre with the inland ports and the event area next to Willemshaven harbour. The varied programme of events meant visitors were comfortably spread over different areas. The public really enjoyed the programme at the event ground, as well as the activities organised by businesses in the town centre. Respect is due to the professionalism

of the employees of Sail Harlingen, employees of the municipality of Harlingen, employees of the Port of Harlingen and the many volunteers who all worked together to raise the event to a higher level. For 2022, our preference is to again organise the event together. This will include ongoing efforts to further professionalise the team.

### Growth opportunities

Harlingen sees further opportunities to attract even more visitors to the town. In 2018, 335,000 visitors attended the event, an increase of 100,000 compared to 2014. It was striking that all the hotels and B&Bs were fully booked well in advance. The regional visitation was also a great success thanks to the highly professional cooperation with national and regional transport companies Arriva and Connexxion. The beautiful weather also attracted many local visitors to the event on more than one day. In a subsequent event, Harlingen's objective is to attract at least 360,000 visitors over the 4 days.

## 6.1

## GENERAL PROGRAMME

**DAY 1**

10.00 – 23.00	Event area open
13.00 – 16.00	Sail-In Parade
13.00 – 23.00	Music on different stages
16.00 – 21.00	Tall Ships open for visitors
23.30 – 00.00	Fire work show

**DAY 2**

10.00 – 00.00	Event area open
10.00 – 21.00	Tall Ships open for visitors
10.00 – 23.30	Music on different stages
10.00 – 18.00	Nautical market
10.00 – 19.00	Sport and cultural activities for trainees
16.00 – 17.30	Crew Parade
17.30 – 18.00	Prize-giving ceremony
19.00 – 24.00	Crew party

**DAY 3**

10.00 – 00.00	Event area open
10.00 – 21.00	Tall Ships open for visitors
10.00 – 01.30	Music on different stages
10.00 – 17.00	Festival activities
10.00 – 18.00	Nautical market
10.00 – 19.00	Sport and cultural activities for trainees
19.00 – 22.00	Captains dinner

**DAY 4**

09.30 – 11.00	Church worship
10.00 – 17.00	Event area open
10.00 – 17.00	Music on several stages
13.30 – 17.00	Sail Out Parade 22







**"BE BRAVE. TAKE RISKS. NOTHING CAN  
SUBSTITUTE EXPERIENCE"**

**Paulo Coelho**



**"THE BEST WAY TO PAY FOR A LOVELY  
MOMENT IS TO ENJOY IT"**

Richard Bach





### **In-port facilities, infrastructure and arrangements**

Harlingen is proud of its port system, which makes the historic centre and industrial port easily accessible from both land and sea. Harlingen's ports also have all the facilities required for both minor and major maintenance of the Tall Ships. Tall Ship Christian Radich, for example, is a regular customer of our port partners.

Harlingen is a Sail Training Ships Friendly Port. It has an excellent pilot service and vessel traffic service to assist the ship's master when entering or leaving port. Large sailing ships with draughts up to 7.5 metres can berth. Harbour- as well as seagoing tugs and if necessary the lifeboat, can assist if required. Our quays comply with the International Standards on Port Security. Our Port Authority offers full service and a Port Facility Security Officer can fulfil all requirements. Harlingen offers a wide range of facilities such as ship stores, fuel supply, ship repair services and good medical services such as general practices, ambulance services and a hospital. Smaller sailing vessels are most welcome in our marinas and historic docks and will find every facility they require right next to the city centre.

In 2022, we are offering the following as a minimum:

- Mooring crews on duty day and night;
- Water and electricity available at each berth at no-cost;
- Bunkering services available and suitable for all classes;
- Upon arrival participating ships can discharge their waste almost immediately;
- Ensure that waste water discharge is maintained during peak time;
- Grey and black water tanks can be emptied at no charge;
- Completely new shower and toilet facilities;
- 50 Showers and 40 toilets available at various locations;
- A laundry service on request for all crews;
- A courier-service available every morning during the stay in Harlingen;
- 24/7 security via camera and physical security facilities.

The organisation can count on the hospitality of the municipality of Harlingen. As in previous years, we are willing to actively help with accommodation and with arranging a professional workspace for crews and ship's officers.

**"SURROUND  
YOURSELF WITH  
PEOPLE WHO  
PROVIDE YOU WITH  
SUPPORT, AND  
REMEMBER TO GIVE  
BACK AS MUCH AS  
YOU CAN IN RETURN"**

Karen Kain

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## 6.2

## MARKETING AND COMMUNICATIONS

### MARKETING OF THE EVENT

The Tall Ships Races Harlingen organisation will be actively engaged in marketing and promoting the event. In addition to developing in-house marketing and communication activities, the organisation is also committed to joining existing marketing and communication campaigns to publicise events and activities in Friesland.

In 2018, the Harlingen Sail Foundation collaborated with Leeuwarden-Friesland Capital of Culture, the brand organisation Merk Fryslân, and regional media partners such as NDC Mediagroep (Northern newspaper combination).

Thanks to these smart partnerships and a sophisticated online and offline marketing strategy, the Tall Ships Races 2018 attracted more than 335,000 visitors to the Frisian port town of Harlingen (16,000 inhabitants).

The Tall Ships Races were marketed far beyond the local area. For example, the image of the Tall Ships could be seen in a large 'light box' at Schiphol Airport for a period of four months (Reach 1,568,000 travellers).

The active press policy also resulted in a lot of free publicity, which included reports in the Dutch newspaper, De Telegraaf (Reach 1,621,500). During The Tall Ships Races from 3 to 6 August 2018, the Sail in and Sail out parades were broadcast live. Regional media also actively reported the festivities in Harlingen.

For the 2022 event, the organisation will again do everything in its power to publicise the Tall Ships Races at local, provincial and national level. Here, a distinction will be made between online and offline marketing campaigns, which include billboards and social media advertising, buying advertising space in local, regional and national media, and commercials on local and national TV. As was the case in 2018, the organisation will market the event as a family event, thereby focusing on reaching a broad target group. In addition, the organisation will ensure that Sail Training International's mission and vision are actively promoted.

Timely and positive local communication for residents and companies in Harlingen was a priority in 2018 and will again be of continued importance to maintain and increase general support for the event.

**4 DAYS  
60 TALL SHIPS  
345 TRAINEES  
335,000 VISITORS**



**LIGHTBOX SCHIPHOL**  
REACH **392,000**  
PER MONTH (4 MONTHS TOTAL)



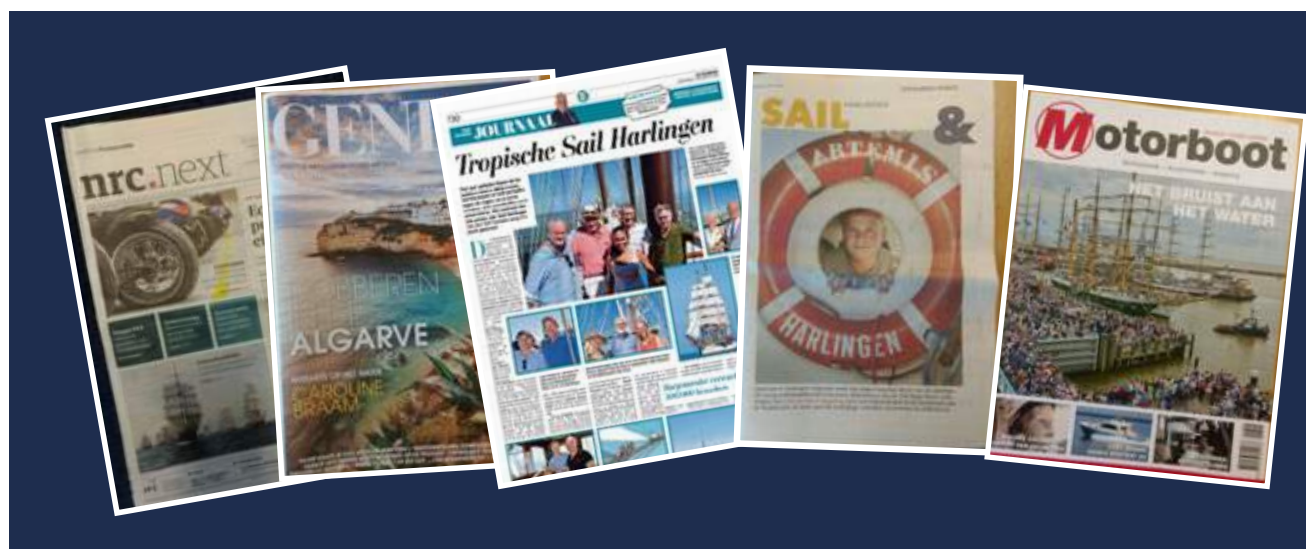
**ARRIVA BUS**







ROADSIGN  
ADVERTISING



#### NATIONAL NEWSPAPER / MAGAZINE

PAROOL REACH **57,986** | LIBELLE REACH **329,592** | MOTORBOOT REACH **15,520**  
 NRC NEXT REACH **431,600** | GENIET: LIFESTYLE MAGAZINE VOOR ARTSEN REACH **52,000**  
 DE TELEGRAAF - STAN HUYGENS JOURNAAL REACH **1,621,500**

# REACH FIGURES

JANUARY 1 UNTIL AUGUST 6 2018

Photography: © Valery Vasilevskiy



## PRINT



LEEWARDER COURANT  
DAGBLAD VAN HET NOORDEN  
SATURDAY EDITION

6 X 1/4 ADVERTISEMENT  
9 X 1/2 ADVERTISEMENT

REACH PER PLACEMENT:

**LC: 212,000**

**DVHN: 336,000**

'HUIS AAN HUIS' WEEKLIES

### FRIESLAND:

13 X 1/4 ADVERTISEMENT  
11 X 1/2 ADVERTISEMENT  
1 X 1/1 ADVERTISEMENT

REACH PER PLACEMENT:

**323,200**

### DRENTHE:

8 X 1/4 ADVERTISEMENT  
8 X 1/2 ADVERTISEMENT  
1 X 1/1 ADVERTISEMENT

REACH PER PLACEMENT:

**328,300**

### GRONINGEN:

8 X 1/4 ADVERTISEMENT  
8 X 1/2 ADVERTISEMENT  
1 X 1/1 ADVERTISEMENT

REACH PER PLACEMENT:

**407,900**



[WWW.TSRH2018.NL](http://WWW.TSRH2018.NL)

**> 100,000** UNIQUE VISITORS





**GOOGLE**  
ADWORDS / DISPLAY  
REMARKETING

**300,000,000**

IMPRESSIONS

**140,000**

CLICKS



**ROADSIGN ADVERTISING**

POTENTIAL REACH RESIDENTS:

**485,562**

**MUNICIPALITIES:** HOLLANDSE KROON, LEEUWARDEN,  
HEERENVEEN, SUDWEST FRYSLAN, HARLINGEN,  
ACHTKARSPLEN, SMALLINGERLAND, KOLLUMERLAND,  
OPSTERLAND EN TYTSJERKSTERADIEL



**TV COMMERCIAL**  
REGIONAL  
BROADCASTING  
REACH TARGET GROUP  
10 YEARS AND OLDER

**1,253,986**

35 YEARS AND OLDER

**1,285,368**

**PRIMARY:**

OMROEP FLEVOLAND  
OMROP FRYSLÂN  
RTV DRENTHE  
RTV NOORD-HOLLAND  
RTV NOORD

**SECONDARY:**

OMROEP GELDERLAND  
RTV OOST  
RTV UTRECHT  
RTV WEST



**FACEBOOK**

**17,748**

FOLLOWERS

**18,166**

LIKES



**FACEBOOK**  
ORGANIC

**420**

POSTS

REACH

**1,915,825**



**FACEBOOK**  
ADVERTISING

**366,077**

IMPRESSIONS

**7,500**

CLICKS





## 6.3

## CORPORATE HOSPITALITY



The municipality of Harlingen recognises the paramount importance of hospitality, which is why it is essential that crews of the Tall Ships enjoy a pleasant stay in the Frisian port town and that ships can generate sufficient income while they are moored in the beautiful ports. As in 2018, a corporate hospitality manager will be appointed before 2022. He or she will be actively engaged in selling corporate and private arrangements on board the Tall Ships. Harlingen guarantees that it will organise at least 35 corporate events on board on one of the many Tall Ships in 2022. We also plan to explore additional income stream opportunities for the ships during their stay. This includes individual day trips but could also include approaching educational or historical groups, clubs or societies or targeted private events/parties.

Harlingen also has a number of attractive options for ships outside the race season. Harlingen is home to repair shipyards, as well as a floating dock that is more than 100 metres long - a harbour for all reasons and seasons.

In the short term, the organisation will look at obtaining guarantees for the corporate hospitality programme from Harlingen's tourist and recreational sectors, thereby putting Harlingen on the map as an attractive Tall Ships Port, as well as a venue for the Tall Ships Races by guaranteeing these activities. Harlingen will be actively committing itself to its relationship with the international Tall Ships fleet.







## 6.4

## FINANCING

During the organisation of major events, the municipality of Harlingen actively cooperates with the Veiligheidsregio (Regional Safety Authority), the police force, Rijkswaterstaat (Infrastructure Authority), and related parties. The 2018 event was a co-production between the municipality of Harlingen and the Harlingen Sail Foundation. Both parties are enthusiastic

about the cooperation and are positive about the potential cooperation in the future. For 2022, there is even more willingness to join forces to ensure safety, local communication, promotion, marketing and hospitality in the organisation of the event.

COST	AMOUNT	INCOME	AMOUNT
Organisational costs	750,000	Contribution from the municipality of Harlingen	500,000 (guaranteed*)
Security and port facilities	300,000	Contribution from the Province of Friesland	500,000
Marketing and communication	250,000	Contribution from Frisian Tall Ships Club	200,000
Representation costs	100,000	Contribution from local entrepreneurs	50,000
Participation costs and trainees	410,000	Contribution from sponsors	500,000
Hiring ships	20,000	Trainees income	350,000
Event costs	300,000	Event revenue	100,000
Unforeseen	120,000	Other income	50,000
<b>Total</b>	<b>2,250,000</b>		<b>2,250,000</b>

\*If the municipality of Harlingen succeeds in its mission to convert its nomination to the position of host city, they will then send a signed host port contract to Sail Training International, including the necessary signatures within one month, but possibly within a week. The city council of Harlingen has unanimously agreed to do everything possible to bring the Tall Ships Races back to Harlingen and has budgeted a guaranteed amount of € 500,000 available for this. The offer proposed in this bid book is valid until 31 December 2019 at the latest.



**THE MUNICIPALITY OF HARLINGEN**  
Voorstraat 35 | 8861 BD Harlingen | The Netherlands



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## **SEA YOU AGAIN?**

The Municipality of Harlingen

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**THE  
TALL  
SHIPS  
RACES  
2022**