

Port of Tacoma centennial celebration update

April 19, 2018



Centennial goals



1. Celebrate the Port's past achievements and highlight our future opportunities and challenges.
2. Increase our community's understanding and appreciation of the Port's historical milestones, evolution, current operations and future plans.
3. Strengthen our Port's existing community partnerships and create new ones.

Centennial goals



4. Highlight the many ways the Port creates jobs and economic vitality throughout our region (historically and currently).
5. Create a unique legacy project that gives the Port of Tacoma lasting visibility and connections with future generations in our community.

Key messages



1. Job creation
2. “Economic engine”
3. Strong and diverse community asset
4. Port-community partnerships
5. Environmental stewardship
6. Port’s future direction

I. Port centennial: Overview of major events



1. Port centennial retiree party

Saturday, July 14



- Port Admin Building
- 10 a.m. to 2 p.m.
- Open house
- Tacoma Propeller Club partnership (BBQ lunch)

2. Maritime Fest

Saturday, July 28 and Sunday, July 29



Foss Waterway Seaport leads this effort:

- Port will be a sponsor
- Port displays and materials with centennial theme at the event

3. Annual port boat tours *Sunday, July 29*



Largest single port outreach event:

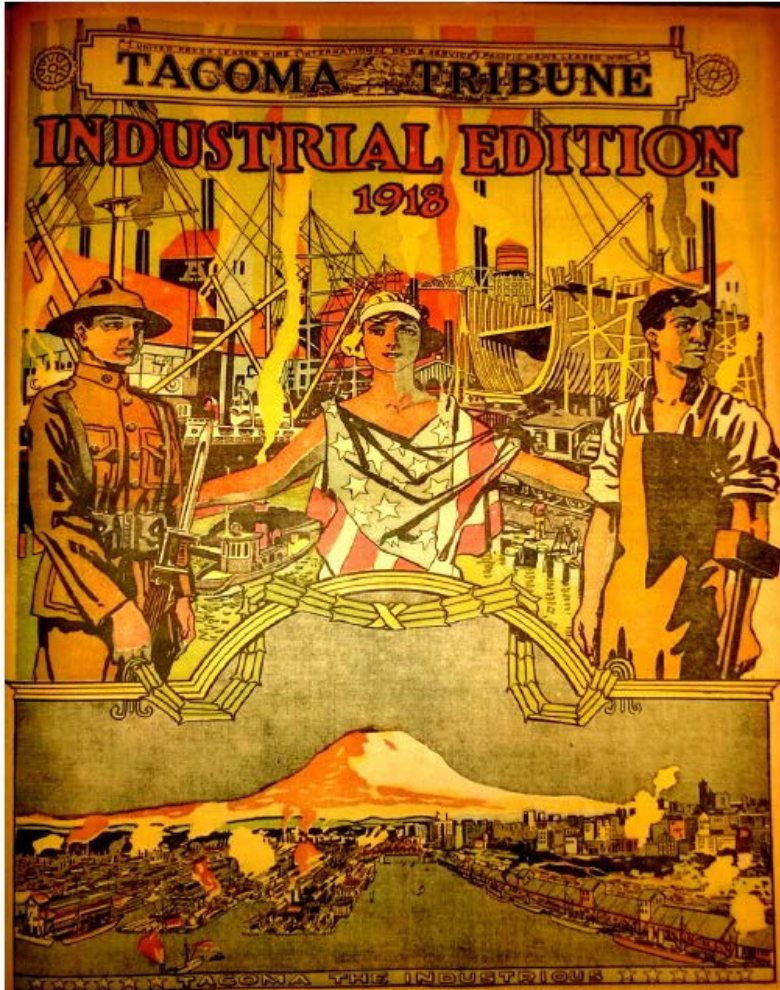
- Free to the public
- 1,000 to 1,500 people





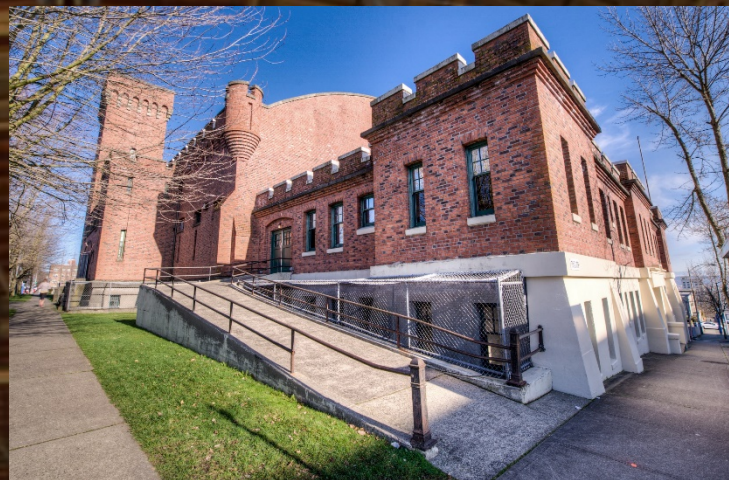
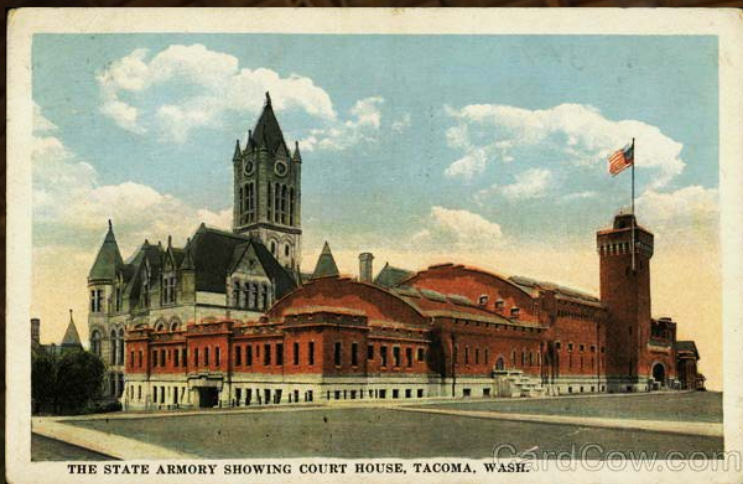


4. Destiny Dinner Saturday, Oct. 20



Annual event of the
Tacoma Historical Society:

- Port will be a sponsor
- Theme:
1918: A Year of Destiny
- Venue:
Tacoma Armory



5. Other centennial tie-in events



Other external events for highlighting our centennial:

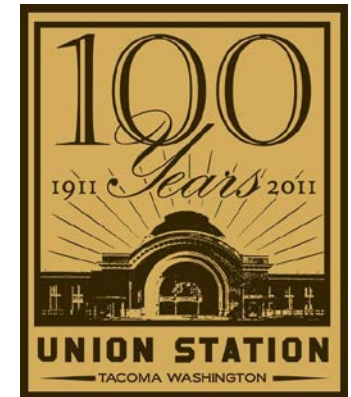
- Chowdown—*May 18*
- Transportation Club of Tacoma—*June 11*
- Longshore pensioners' annual banquet—*June 14*



II. Other major port centennial elements



1. Centennial logo





2. Promotional items



3. Advertising



Highlighting centennial
with targeted ads:

- Industry directories
- Regional publications
- Pierce Transit
(August through October)

4. Port timeline traveling display



Sample: St. Joseph Hospital's 125th timeline

Plan to highlight port history and photos into a traveling display:

- Lightweight/portable
- Easy to transport and set up

4. Port timeline traveling display

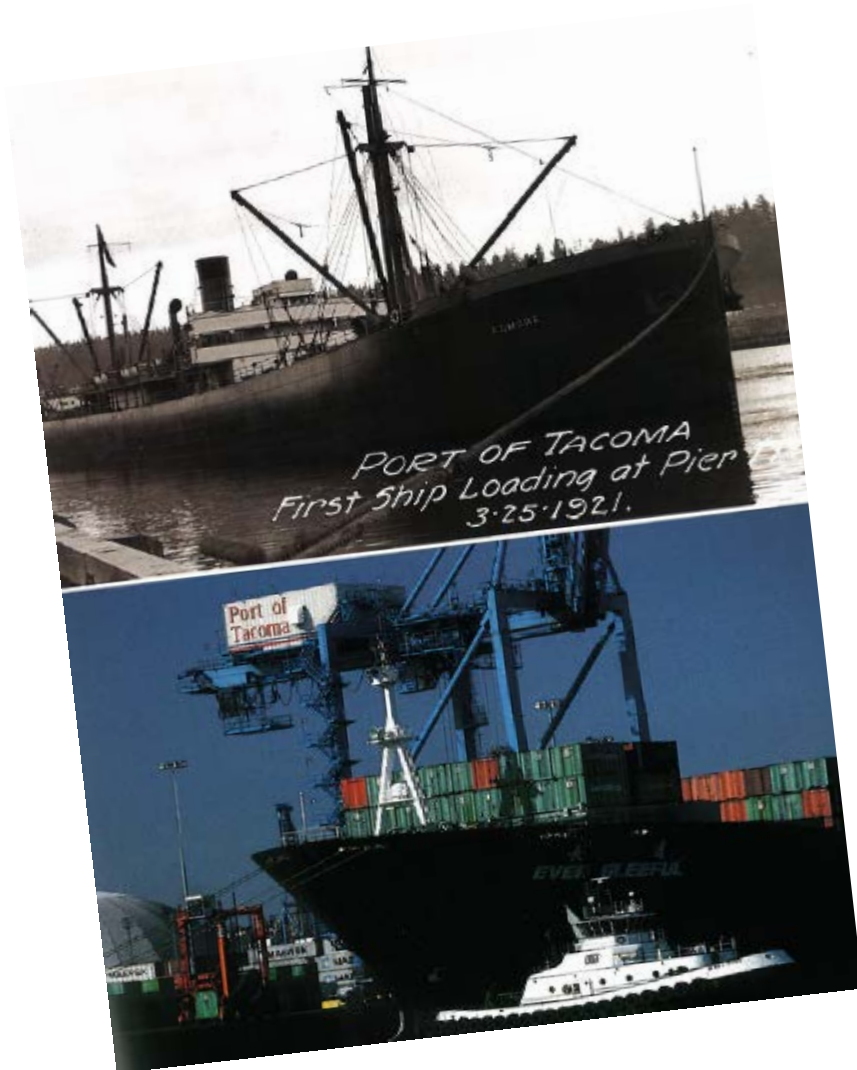


Sample: St. Joseph Hospital's 125th timeline

A few possible display and event locations:

- Chowdown
- Retiree event
- Maritime Fest/
port boat tours
- Destiny Dinner

5. Magazine



Developing themes and content outline for this one-time publication:

- Print in June
- Distribute at major port centennial events
- Targeted mailing
- Available online

6. Employee communications



Highlighting centennial and port milestones with employees through:

- Internal newsletter
- Port News Network
- All-employee meetings
- E-mail updates

7. Community outreach



- Adding centennial information to existing programs (e.g. farmers markets, bus tours)
- Offering presentations to civic groups, governmental entities, etc.
- Trade Development Alliance



7. Community outreach



Port has a container it previously used at various events

Port centennial container exhibit:

- 20-foot container
- Walk-through
- Educational signage
- Mobile

8. Website and social media

A screenshot of the Port of Tacoma website's 'History' page. The page has a blue header with navigation links: Overview, Commission, Strategic plan, Statistics, Finances, Organization, and History. Below the header, there's a 'History' section with a sub-header 'Resource port to international gateway'. To the right of the text is a historical black and white photograph of the port area, labeled 'PORT OF TACOMA DEVELOPMENT'. Below the text, there's a 'Learn more' button and a link to 'historylink.com'. The page also includes several paragraphs of text describing the port's history from 1918 to the present.

History

Resource port to international gateway

Over the last century, we have grown from a small resource port to an industrial manufacturing center and major international gateway.

Pierce County voters established the Port of Tacoma Nov. 5, 1918, and elected our first three commissioners: Chester Thorne, a banker; Edward Kloss, a longshore official; and C.W. Orton, a fruit and dairy farmer.

In the late 1800s, shipping and the railroads led to the development of various private docks and facilities in Steilacoom, along Ruston Way and in Old Town Tacoma.

We started out on 240 acres of land in the Tacoma Tideflats. The Edmore, a commercial steamship loaded with lumber and bound for Japan, was the first vessel to call at the Port March 25, 1921.

Over the years, more and more shipping activity shifted from the downtown Tacoma waterfront into the Port industrial area.

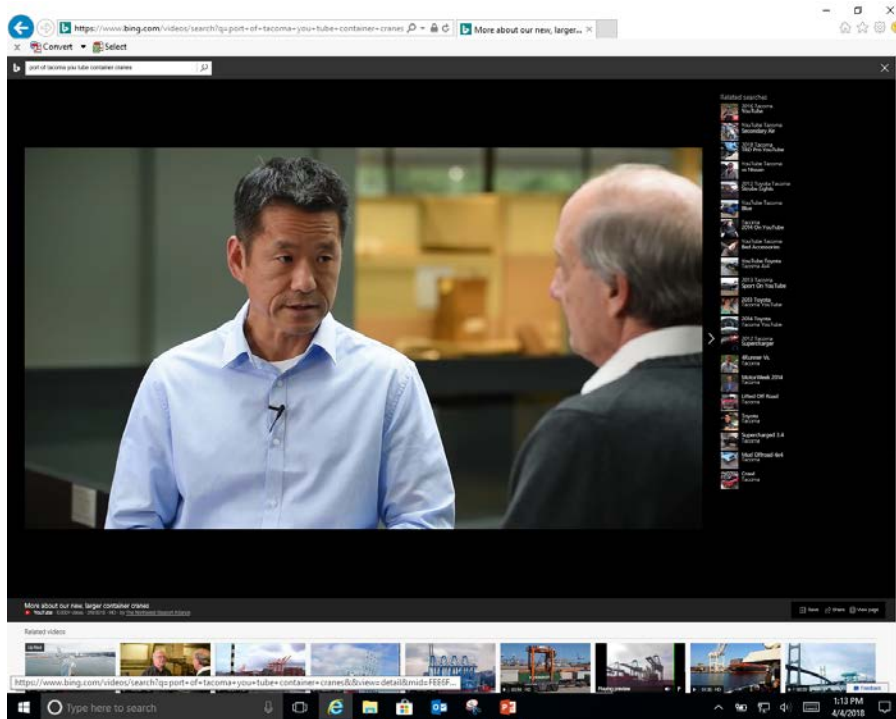
Today, the Port covers more than 2,700 acres in the Port industrial area. We are one of the top container ports in North America and a major gateway for trade with Asia and Alaska.

[Learn more](#)

Find additional information about our history at historylink.com.

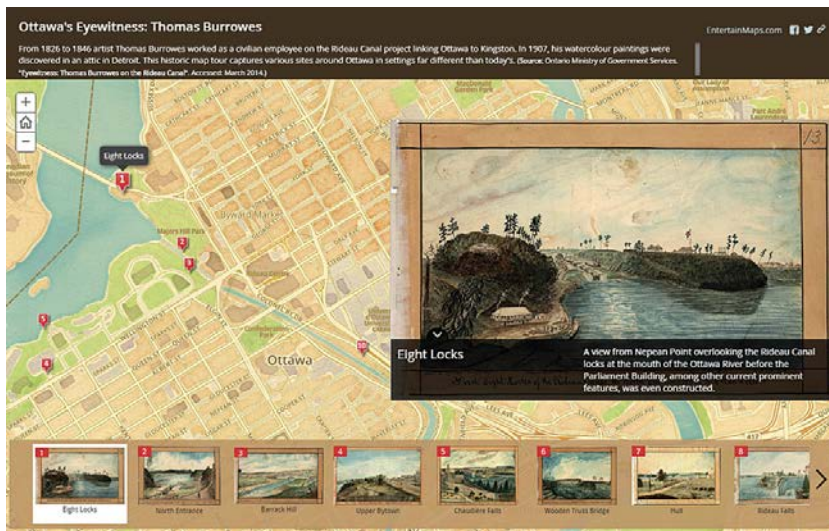
- Revising current web historical section to include an expanded timeline
- Weekly themes for social media posts
- Facebook outreach to engage public and get stories and photos

9. Video



Working on storylines and key themes for short videos for use on port website, speakers bureau presentations, You Tube, etc.

10. Port historical story map



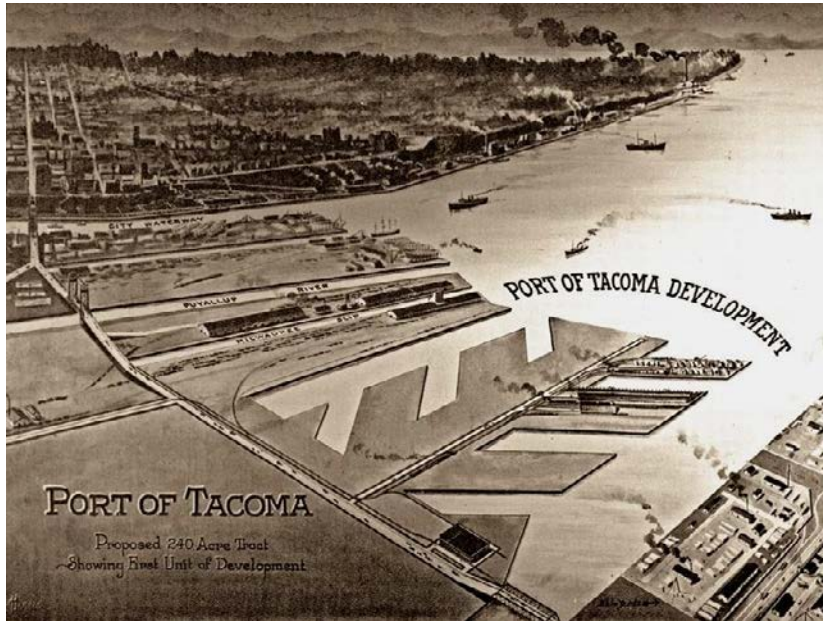
Working with our port GIS team to explore online story map possibilities with port centennial theme.

11. Legacy project



Exploring options on a possible sculpture or art installation with Metro Parks and the City of Tacoma

Goal: Create a legacy project that gives the Port of Tacoma lasting visibility and connections with future generations in our community.



Comments or questions?

