

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

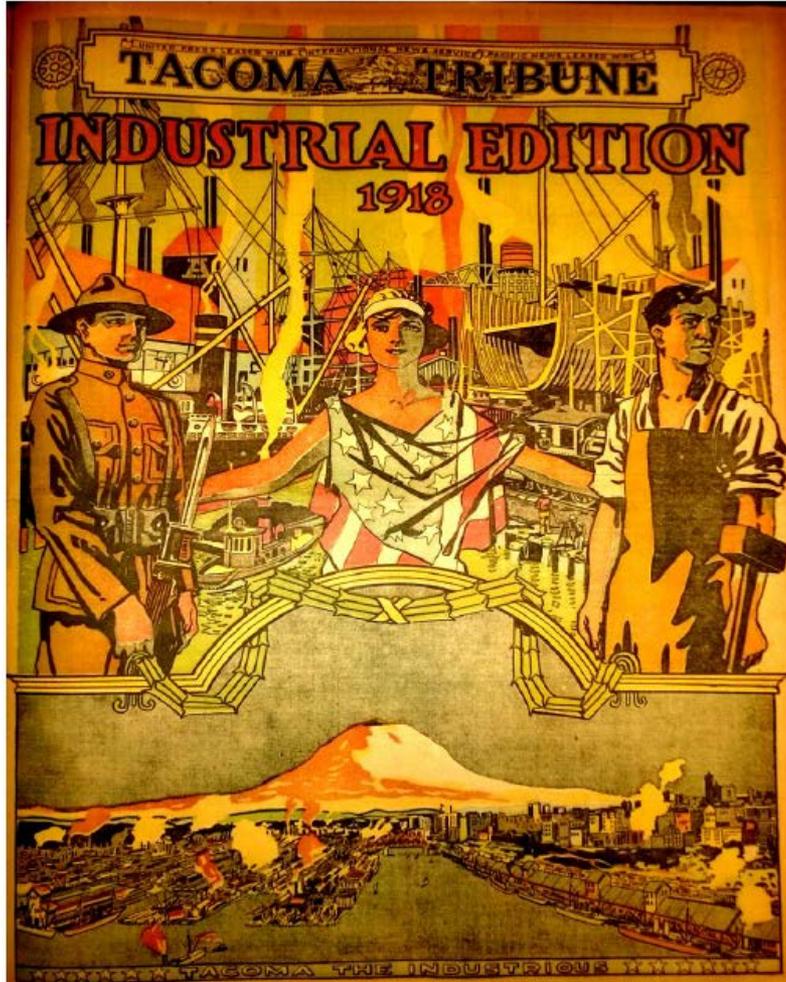






4. Destiny Dinner

Saturday, Oct. 20



Annual event of the Tacoma Historical Society:

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



THE STATE ARMORY SHOWING COURT HOUSE, TACOMA, WASH.



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*

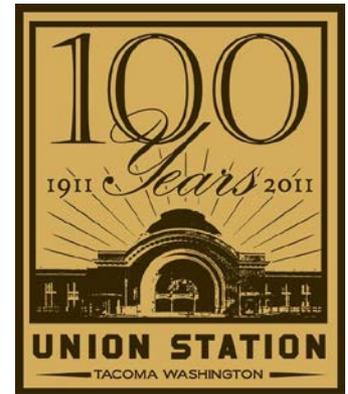




II. Other major port centennial elements



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

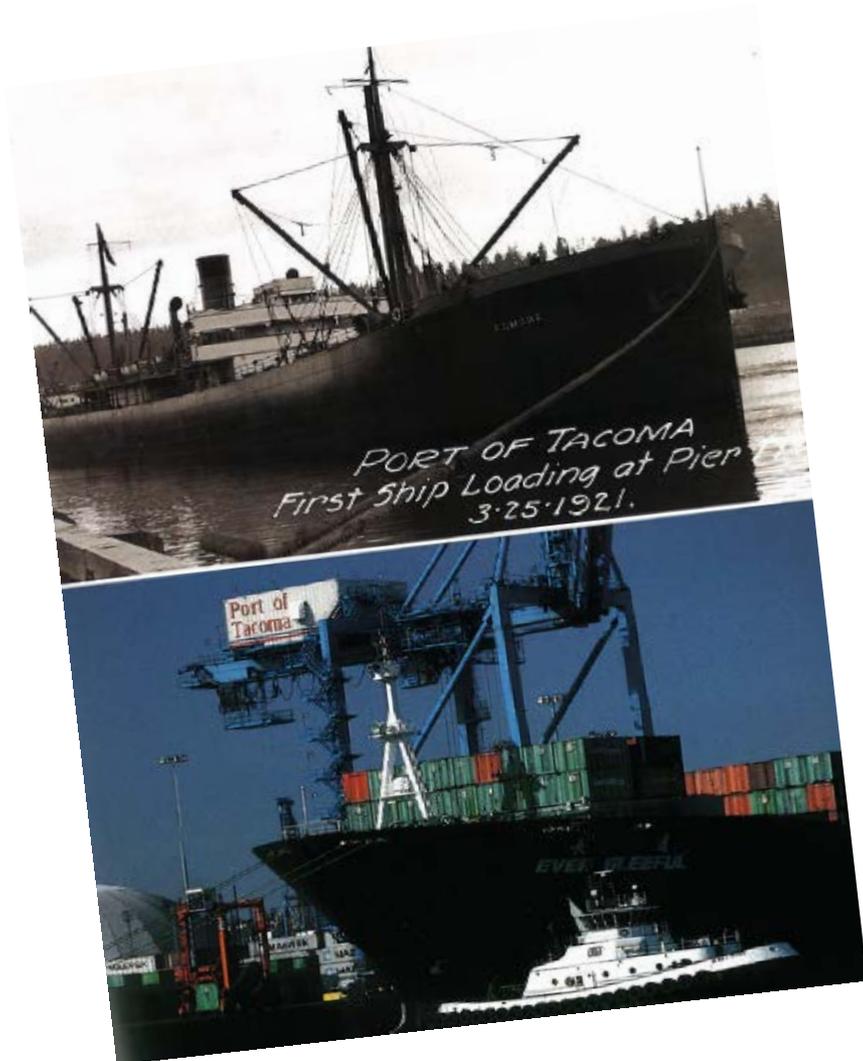


Sample: St. Joseph Hospital's 125th timeline

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



Connections
January 2018

'84 trans-Pacific crane journey highlighted Tacoma's emergence as a major global container gateway



THE TALLEST JOURNEY: The Port of Tacoma made history when the first two fully-built container cranes were shipped across the Pacific Ocean from Japan to Tacoma in 1984. The cranes towered about 280 feet above the deck of the *Sunrise*.

While the delivery of fully-built container cranes across the Pacific Ocean by ship is now a common occurrence in the shipping industry, it was big news for Tacoma and the shipping world when it first happened years ago. The milestone date was Dec. 2, 1984, when two container cranes built in Japan arrived on a vessel at the Port of Tacoma after a 5,000-mile journey.

The delivery of the two cranes to the Sea-Land Terminal (now West Sitcum Terminal) marked the first time fully-built container cranes had been shipped across the Pacific Ocean.

The cranes were part of a \$32 million terminal the port was building for Sea-Land, which at the time was the largest container shipping line in the world. Sea-Land's new terminal opened in 1985. That same year, Maersk Line, then the second-largest container shipping line in the world, also started calling in Tacoma. These two container shipping lines helped the port's container volumes grow by more than 330 percent in 1985.

The two container cranes were built by Hitachi in Kudamatsu, Japan, and loaded on the *Sunrise*—a vessel specially engineered and built to transport everything from container cranes to chemical plants.

The 1,200-ton cranes were equipped with seven steel cross beams for reinforcement on the trans-Pacific journey.

The *Sunrise* faced its share of challenges during the journey, including a typhoon in the waters near Hawaii.

Read more about this historic journey.



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



The screenshot shows the Port of Tacoma website's navigation menu with options like Real estate, Environment, Community, Contact us, Employment, Contracts, Shipping, News, About, and Meetings. The "History" page is active, displaying a sub-header "History" and a main heading "Resource port to international gateway". A paragraph describes the port's growth from a small resource port to an industrial manufacturing center. An aerial photograph of the port is shown with labels "PORT OF TACOMA" and "PORT OF TACOMA DEVELOPMENT". A "Learn more" button is present, with a link to "historylink.com".

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.

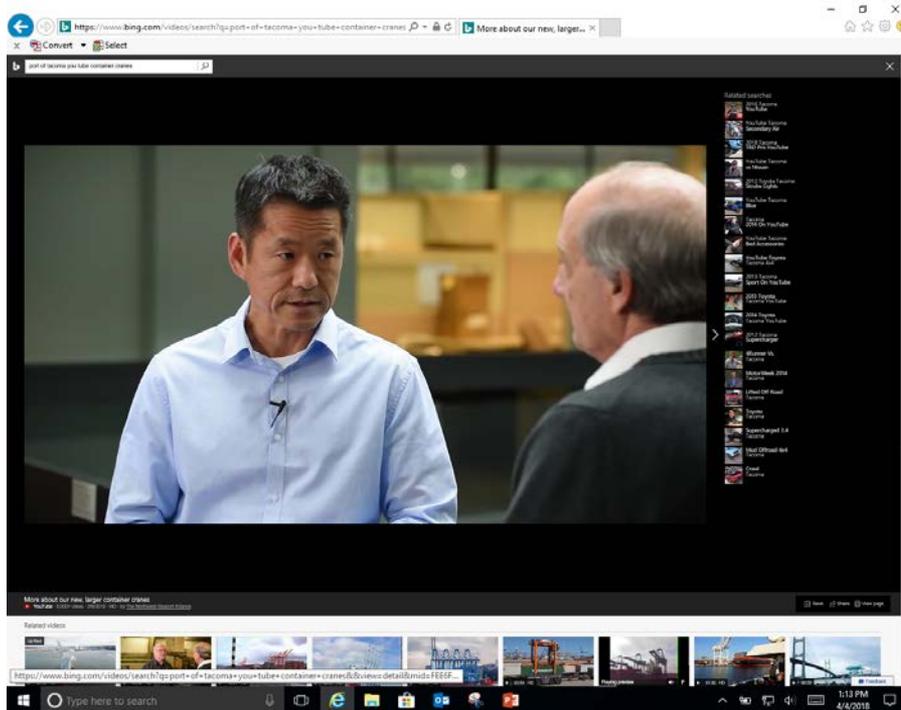
Over the years, more and more shipping activity shifted from the downtown Tacoma waterfront into the Port industrial area.

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.

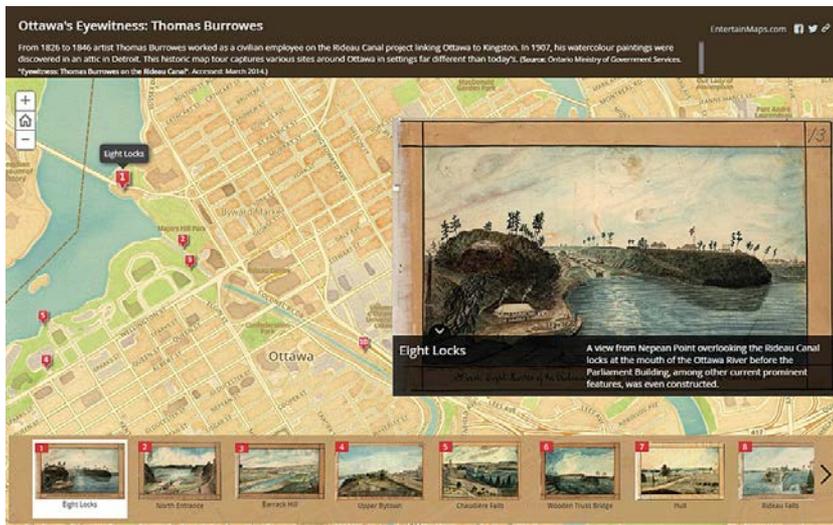
- Revising current web historical section to include an expanded timeline
- Weekly themes for social media posts
- Facebook outreach to engage public and get stories and photos

9. Video



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

10. Port historical story map



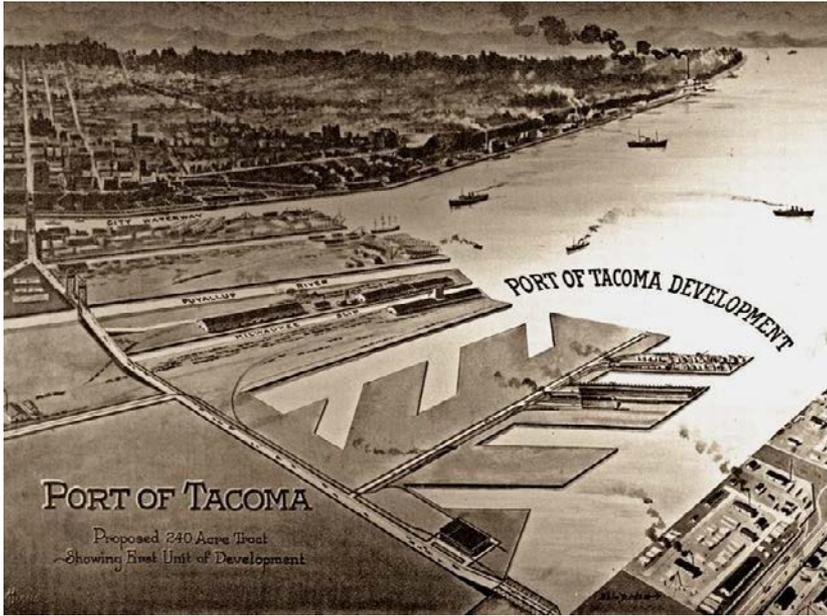
Working with our port GIS team to explore online story map possibilities with port centennial theme.

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?

