

Port of Tacoma centennial celebration update

July 26, 2018



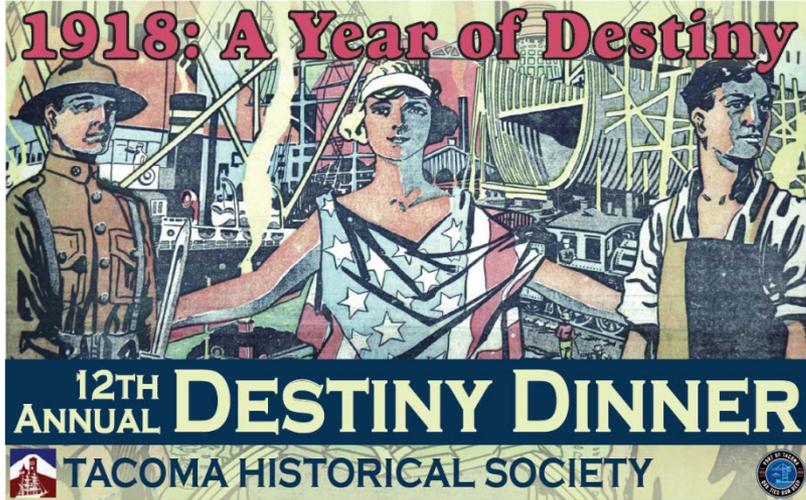
Port centennial retiree party

Saturday, July 14





Partnership with Tacoma Historical Society

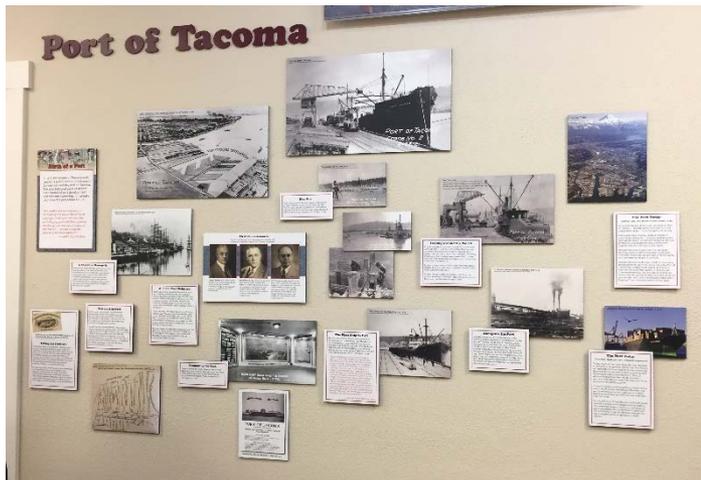


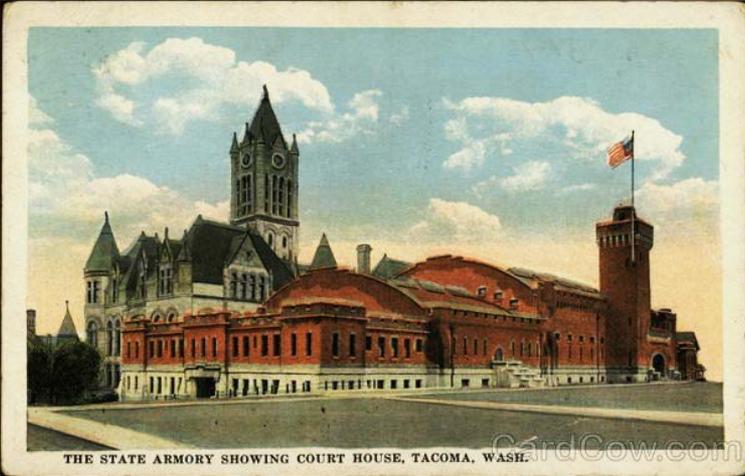
Destiny Dinner:

- Annual event of the Tacoma Historical Society
- Port is a sponsor
- Theme:
1918: A Year of Destiny
- Venue:
Tacoma Armory

“1918: A Year of Destiny” Exhibit:

- Exhibit involves the Port and highlights the events of 1918
- Continues through December 1







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*



Community outreach



TV Tacoma featured the Port centennial on its City Line show (July 19)

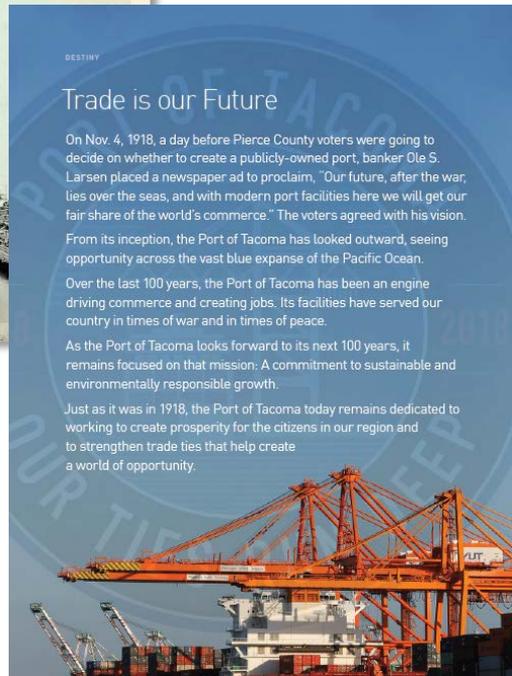
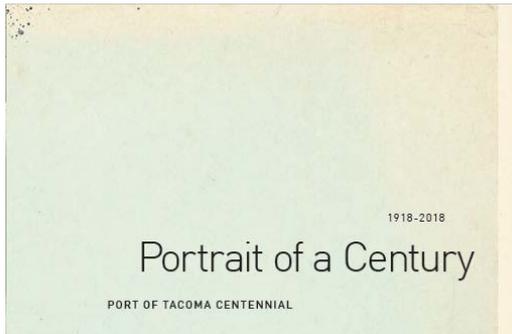


Employee communications



Highlighting centennial and Port milestones with employees through:

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



Port centennial magazine (one-time publication):

- Print in July (10,000)
- Distribute at major port centennial events
- Distribute through public libraries and school districts
- Targeted mailing

Traveling Container



Port centennial
container exhibit:

- 20-foot container
- Walk-through
- Educational signage
- Mobile
- Maritime Fest
- Tollefson Plaza
- Others



Port centennial container creation





Port timeline traveling display

Plan to highlight Port history and photos into 12 traveling display panels:

- Panels are 84" x 32"
- Lightweight/portable
- Easy to transport and set up

Port of Tacoma: Our ties run deep

The year 2018 marks the Port of Tacoma's centennial. The Port's centennial theme is "Our ties run deep."

The Port's ties run deep to the railroads, to land in the Tideflats, to the citizens of Pierce County and to the thousands of people, companies and industries that have contributed to our region's growth and success over the last century.

This timeline display highlights more than 100 years of key milestones for the Port of Tacoma and our region.

One of the first milestones was on July 14, 1873 when the Northern Pacific Railroad chose Tacoma as the western terminus of its transcontinental line.

The coming of the railroad brought thousands of new settlers and new trade, business and port activities to our region.



Also in the news

1884: The Tacoma Hotel opens (Aug. 8).
1890: The ASARCO smelter starts operating.
1900: The first Puyallup Fair is held (Oct. 4-6).



1921 to 1930: A young port expands

1921: The first ship, the *Edmore*, calls at the Port and picks up lumber bound for Japan (March 25).



1923: The Port builds Pier 2 and a huge bulk transit facility.

Pier 2 is equipped with a monorail crane system that speeds the flow of cargo between the ship and the dockside warehouse.

1930: The Port builds United Grain Terminal. The project is backed by a \$500,000 voter-approved bond with a 4.5 percent interest rate.



Also in the news

1924: Babe Ruth visits Tacoma and plays baseball at Stadium Bowl (Oct. 18).
1929: Hooker Chemical builds a plant in the Tacoma Tideflats.



1931 to 1940: Struggling to survive the Depression

1931: The Port's tonnage drops by about 2 million tons due to the Depression. The Port opens a cold storage facility to help local farmers safely store and ship their produce.

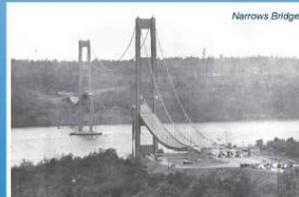


1939: The state Legislature passes a measure allowing ports to become active in industrial development. The Port makes industrial development a top priority in the '40s.



Also in the news

1933: The Grand Coulee Dam construction begins on the Columbia River (July 16).
1934: The first Daffodil Festival is held (April 6).
1940: The Narrows Bridge collapses during a huge wind storm (Nov. 7).



Panel fronts



Port timeline traveling display



A few display and event locations:

- Maritime Fest/
port boat tours
- Foss Waterway
Seaport Museum
- Destiny Dinner

Panel backs

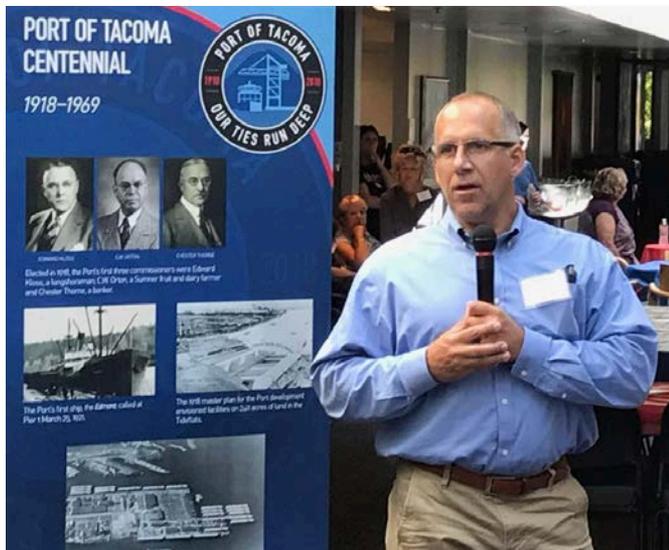


Port centennial pop-up banners



New pop-up banners with centennial milestones

- Retiree BBQ (July 14)
- Farmers markets
- Speakers Bureau (Rotary 8 on July 26)





Port historical story map



Port of Tacoma's Centennial - 100 years. A million stories.

Welcome Before the "Port of Tacoma" 1918 to 1930 1930's 1940's 1950's 1960's 1970's 1980's 1990's 2000's 2011 to 2018 Next 100 years

1918 to 1930

1 Citizens Vote to Create the Port of Tacoma

1918 - Birth of a Port
Pierce County citizens vote by a 5 to 1 margin to establish the Port of Tacoma (Nov. 5).

C.W. Orton (fruit and dairy farmer), Chester Thorne (Banker) and Edward Kloss (longshore official) were elected to be the first three port commissioners.



Charles Orton 1918-1944 Chester Thorne 1918-1927 Edward Kloss 1918-1924



PORT OF TACOMA
Proposed 240 Acre Tract
Showing First Unit of Development

PORT OF TACOMA DEVELOPMENT

esri

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



Website and social media

Read more milestones on our timeline:

1873

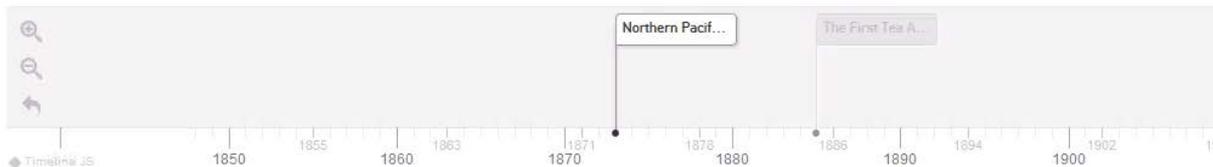
Northern Pacific Railroad

On July 14, a telegram announces that the Northern Pacific Railroad has chosen Tacoma as the western terminus of its transcontinental line. With the railroad came growth for the region. Tacoma's population went from 7,000 in 1885 to 36,000 in 1890.



The First Tea Arrives

Port website now has an expanded timeline





What's your port story?

Port of Tacoma
100 years. A million stories.



If you have a favorite port-related story or photo you want to share, please send it to the port at:
www.portoftacoma.com/100

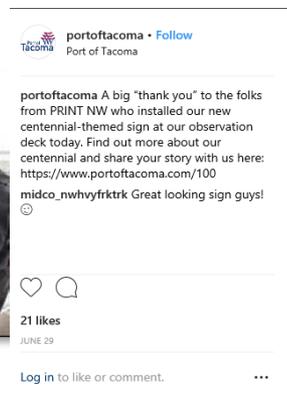




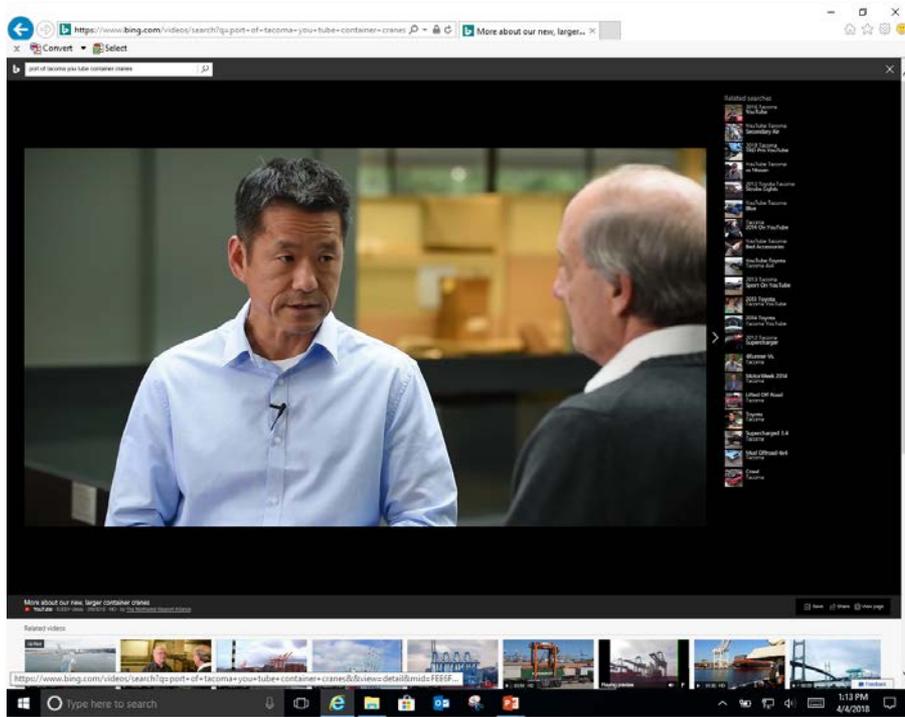
Website and social media



- Weekly themes for social media posts
- Facebook outreach to engage public and get stories and photos



Video



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

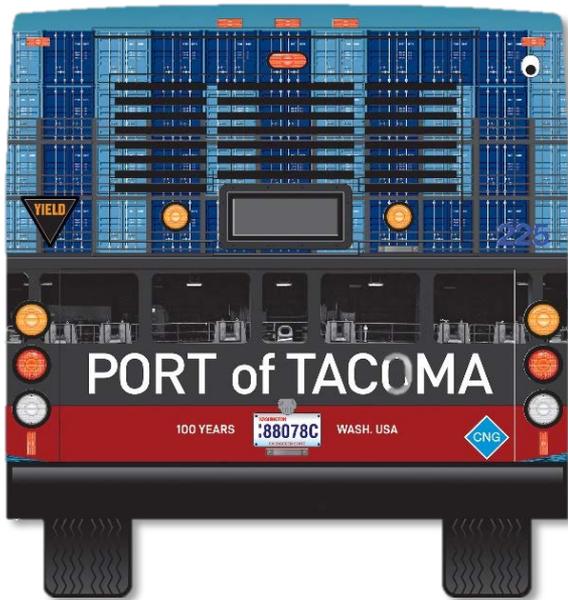
Advertising



Highlighting centennial
with targeted ads:

- Industry directories
- Regional publications
- TNT

Advertising



Port centennial bus wraps:

- Pierce Transit
(August through October)





Community outreach



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



Maritime Fest

Saturday, July 28 and Sunday, July 29



Foss Waterway Seaport leads this effort:

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



Annual port boat tours

Sunday, July 29



- Largest single annual port outreach event
- Free to the public
- 2,345 people on seven tours
- Largest number ever!



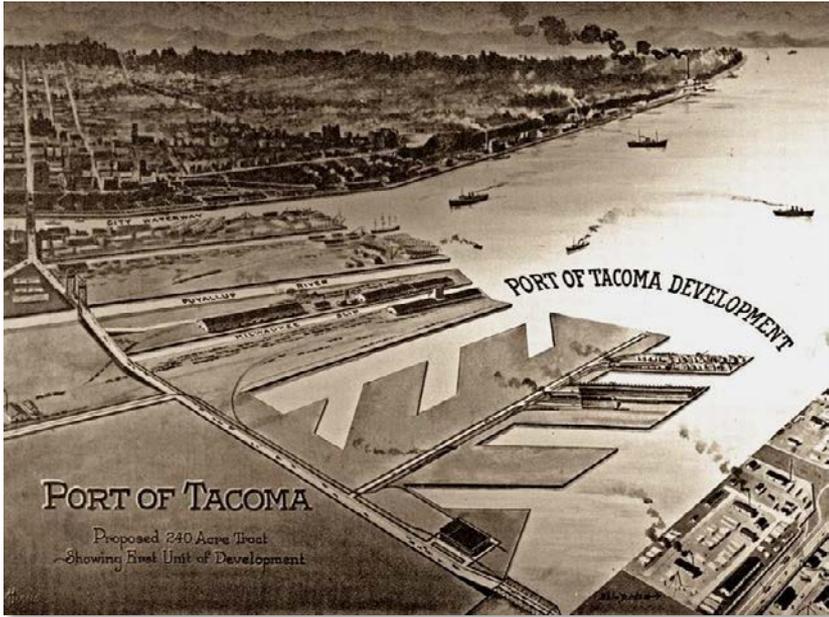
Legacy project



Statue from the Port of Kitakyushu

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?

