

Port of Tacoma centennial celebration update

Joint study session:
City of Fife and the Port of Tacoma

May 14, 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



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:

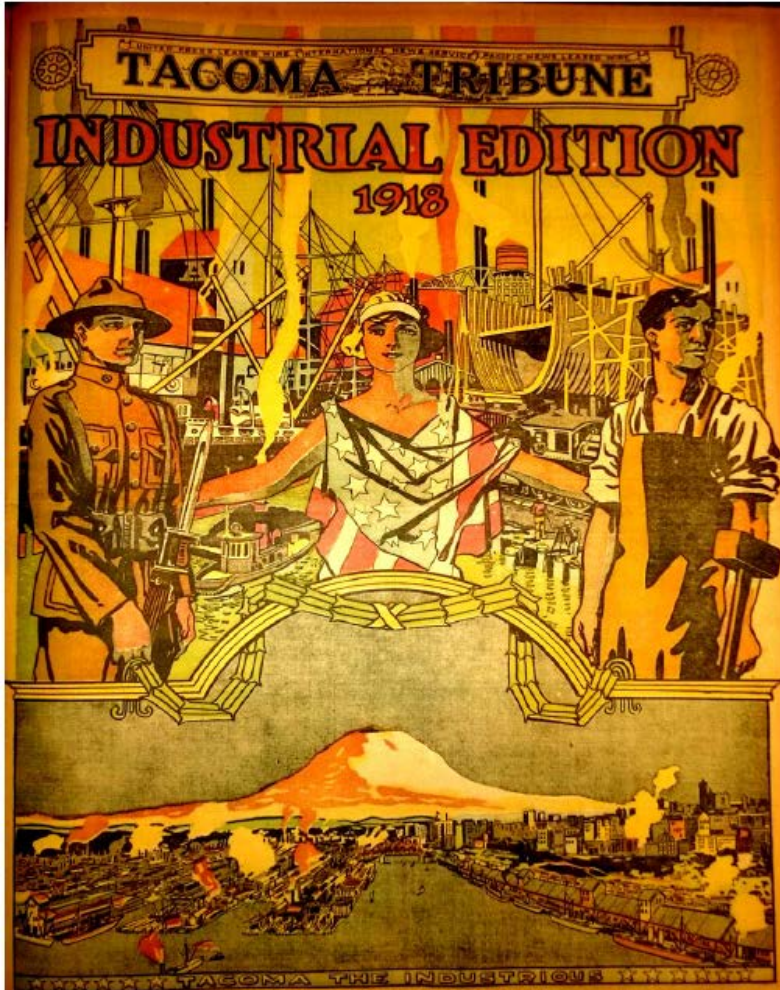
- Free to the public
- 1,000 to 1,500 people





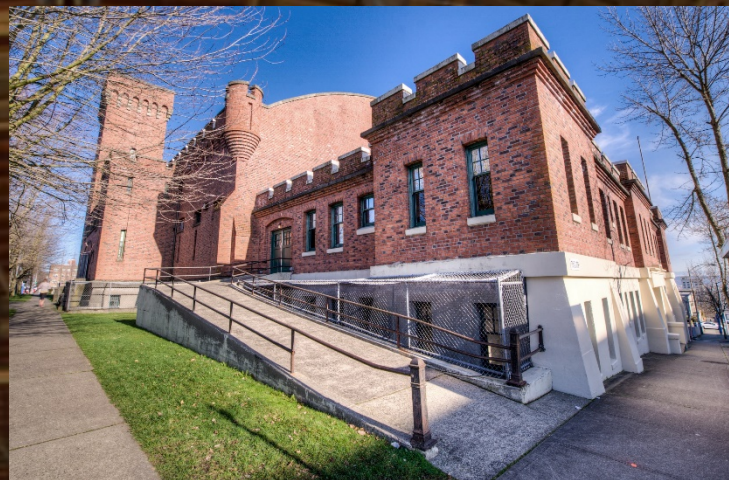
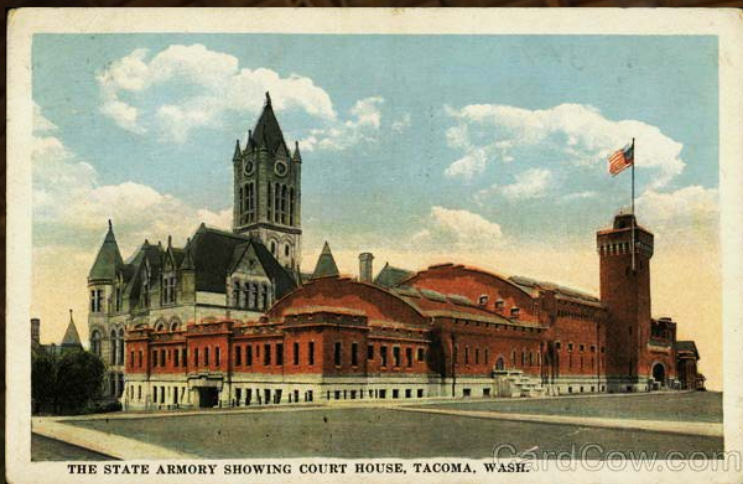


4. Destiny Dinner Saturday, Oct. 20



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:

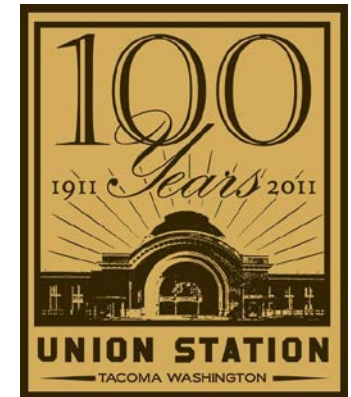
- Chowdown—*May 18*
- Transportation Club of Tacoma—*June 11*
- Longshore pensioners' annual banquet—*June 14*



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



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

- Lightweight/portable
- Easy to transport and set up

Sample: St. Joseph Hospital's 125th timeline

4. Port timeline traveling display

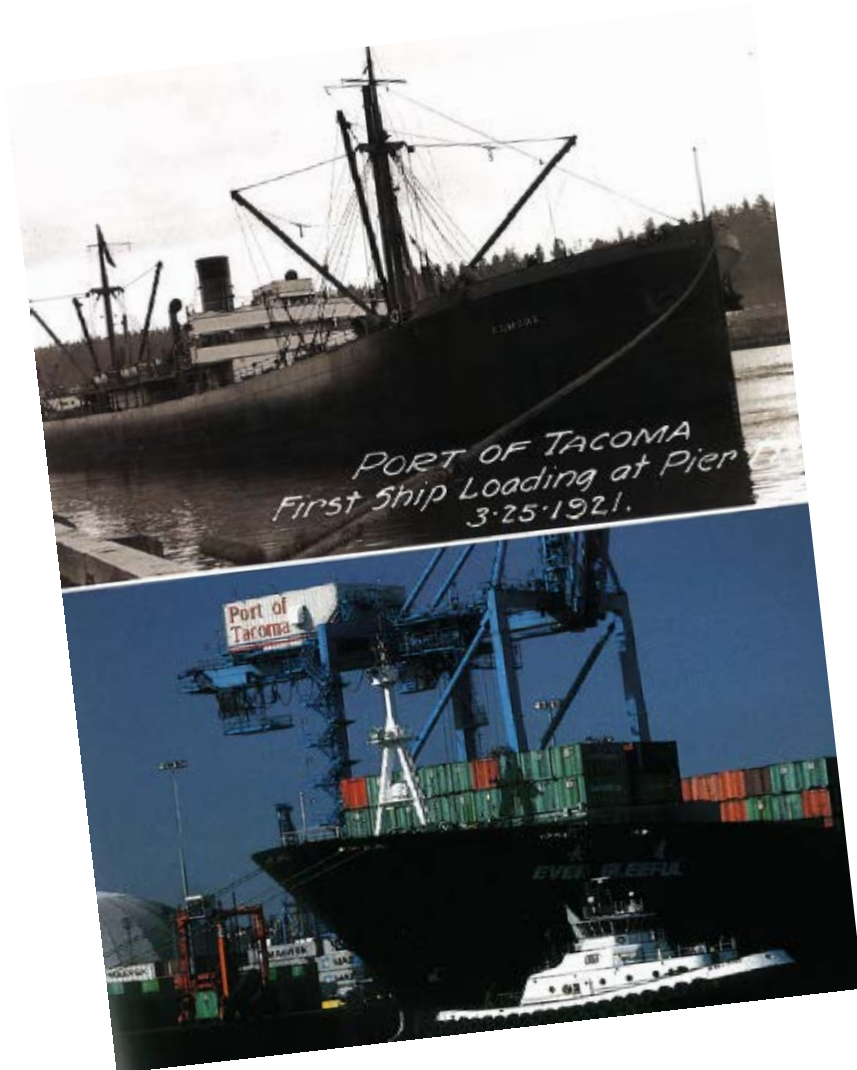


A few possible display and event locations:

- Maritime Fest/
port boat tours
- Destiny Dinner

Sample: St. Joseph Hospital's 125th timeline

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

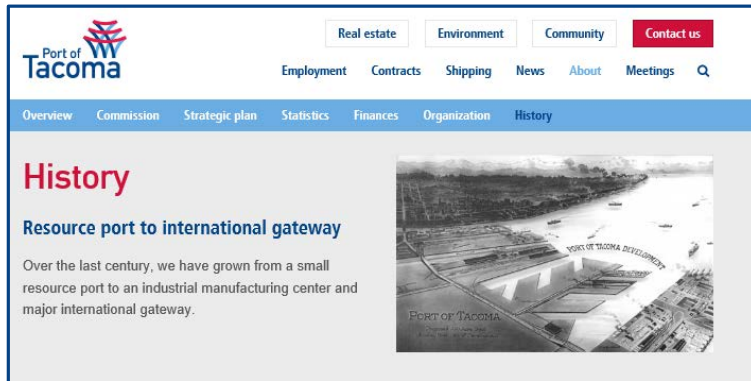
6. Community outreach



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



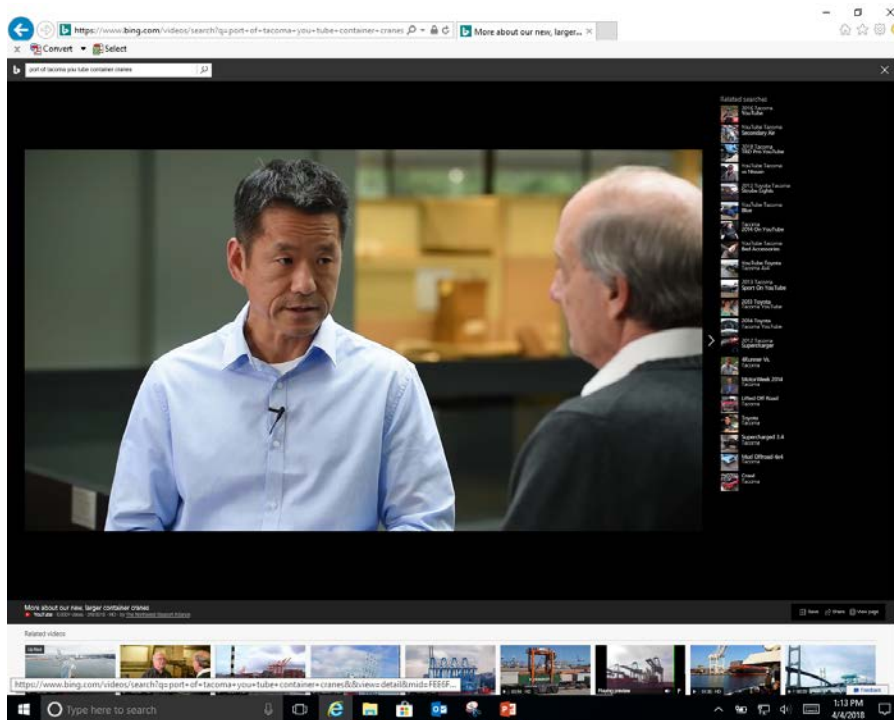
7. Website and social media



- 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

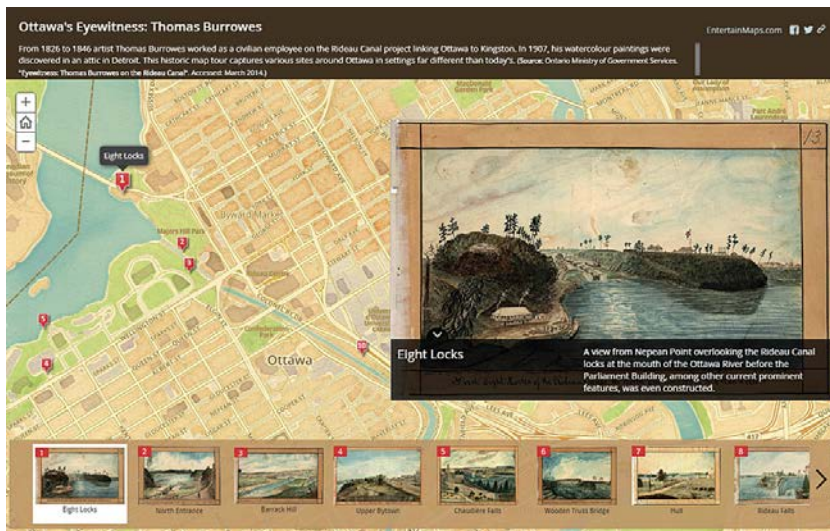


8. Video



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

9. Port historical story map



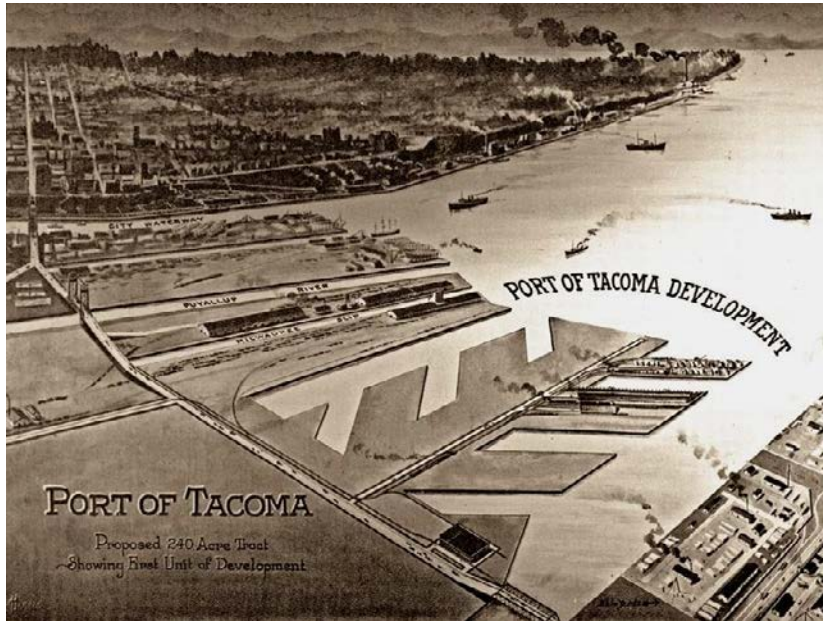
Working with our port GIS team to develop an online story map with port and Tideflats historical content.

10. 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?

