



# WASHINGTON'S WORKING PORT

## AAPA 2017 COMMUNICATION AWARDS CATEGORY: VISUAL ONLY PRESENTATIONS

### INTRODUCTION

To celebrate Historic Preservation Month in May of 2016, and to educate our community on the important role the Port of Longview plays in our regional economy, Port staff created an exhibit of never-before-seen photographs and a series of commemorative posters. Each of these highlighted one of ten decades of our storied past and offered exciting new perspectives of the people and machines that made the Port of Longview the success it is today.

#### 1. WHAT ARE/WERE THE ENTRY'S SPECIFIC COMMUNICATIONS CHALLENGES OR OPPORTUNITIES?

When the City of Longview asked if we would take part in showcasing the Port in its Historic Preservation Month event we jumped at the chance to tell our story. We knew this type of event was going to give us a captive audience, and with a plethora of historical photos at our disposal, we had all the tools available to craft a memorable display that would truly resonate with our community.

It became clear right away, however, that we somehow had to find a way to conceptualize, plan and execute an exhibit spanning 100 years of history with only two dedicated staff members from the External Affairs department and six weeks to make it all happen.

#### 2. HOW DOES THE COMMUNICATION USED IN THE ENTRY COMPLEMENT THE ORGANIZATION'S OVERALL MISSION?

The Port of Longview's mission statement reads, "To excel in international and domestic trade through efficient services and strategic investments to stimulate commerce and development for the benefit of our communities."

By breaking up 100 years of history into an efficient, 10-part story, citizens of the Port district can see how the insights of past and current Port staff have grown the Port. We felt our exhibit perfectly complemented our mission statement by offering compelling proof that our Port has been positively impacting our community for decades.

#### 3. WHAT WERE THE COMMUNICATIONS PLANNING AND PROGRAMMING COMPONENTS USED FOR THIS ENTRY?

Our goal for this exhibit was first and foremost to educate the public on our history. We also wanted them to walk away with a sense of pride and to execute the project in a way that was both creative and interesting. Lastly, we wanted to use resources we had available to us right here at the Port. This hand-made approach would lend itself well to the rustic, blue collar attributes at the heart of the Port of Longview's brand.

Reviewing nearly 100 years of history and selecting highlights was no easy feat. We started by going through a loosely established timeline of events that staff had compiled years earlier and refined it. After selecting the milestones we thought would be the most relevant, we then pored through decades' worth

of photographs, slides, old newspapers and other media before settling on the ten images that would serve as the framework of our display.

We identified three objectives for meeting the goals of our exhibit:

Objective 1: Give the viewers a sense of ownership in their Port by showing ten decades' worth of growth and success for the benefit of their community.

Objective 2: Communicate that the Port is civic-minded and actively engages with the community by participating in events such as Historic Preservation Month.

Objective 3: Generate a sense of pride by illustrating the Port's 95-year legacy in Longview and the surrounding area.

The primary audience of our display was the public at large, as the event was coordinated and advertised mostly by the City of Longview.

Our secondary audience included stakeholders, Port staff and our followers in social media. Many of our Port staff members are relatively new, and learning about Port history proved just as valuable and educational to them as our primary audience.

#### **4. WHAT ACTIONS WERE TAKEN AND WHAT COMMUNICATION OUTPUTS WERE EMPLOYED IN THIS ENTRY?**

After our research was complete, and we decided on a layout we felt would be aesthetically pleasing and easy to follow, we went to work. All photographs were carefully scanned, enlarged and optimized for printing before being placed into the layout. When the posters were fully mocked-up, we printed of them on a large format printer and fastened the posters with spray adhesive to pieces of distressed plywood from our maintenance yard. This would add another dimension to the work and give it a more industrial feel.

We were also interested in showing the progression of the Port's logo over the decades. There wasn't an official logo for the Port of Longview in the early days, but we noticed an intriguing sign hanging on a warehouse in a picture from the 1920's and decided to recreate it. This graphic would serve as our "unofficial" logo until we were certain the Port had started using a proper logo in the late 1950's-early 1960's. Other iterations would follow, and they are prominently featured at the top of each poster.

To further complement our display, and to make the exhibit more immersive, we flanked corresponding photographs, documents and advertisements—as well as old pieces of equipment—around each decade's poster.

#### **5. WHAT WERE THE COMMUNICATIONS OUTCOMES FROM THIS ENTRY AND WHAT EVALUATION METHODS WERE USED TO ASSESS THEM?**

Our educational display filled the auditorium perfectly and the audience was enthusiastic and fully engaged. The exhibit was so well received by the public that we decided to take things a step further by creating a ten-week social media campaign. Every Friday we uploaded a new poster (starting with the 1920's) and wrote a short summary to expand on them. This gave new life to our display and garnered additional positive feedback and social media shares from our followers.

Below are just some of the comments we received from our social media campaign:

- Very informative. Thank you!
- Thank you for these stories. Very interesting!
- Where can one get these commemorative posters?
- We are really enjoying the history of the Port of Longview. Thank you!
- I have been following your look back and look forward to the new feature each week.

This was the first time in recent memory the Port had created such an expansive historical display, and it was a rousing success. By sharing never-before-seen photographs and allowing guests to touch and feel pieces of our past, we made an emotional connection to our audience. In fact, one person commented that the Port of Longview always seemed to be a mystery to them, but after viewing our exhibit they felt like we were an old friend. Mission accomplished!

## EXHIBIT POSTERS

### PORT OF LONGVIEW

EST. 1921

1920-1929

**1921:**  
Business leaders saw the need for a port district and rallied local voters to approve one. State statute required port districts to be named after the largest city in the district. Since Longview had yet to be established the new port was named Port of Kelso. Its location was on the Cowlitz River. Port district geographic boundaries encompassed Longview and Kelso.

**1925:**  
Business leaders favored relocating the Port of Kelso from the Cowlitz River to the foot of Oregon Way on the Columbia River. Commissioners issue bonds for the original land purchase of 40 acres and began constructing the first dock. The geographic boundaries of the district were expanded to include the northern two-thirds of Cowlitz County, an area of 836 square miles.

**1929:**  
Longview citizens wanted the name of their port to accurately reflect where it was located. A vote was put forth and local voters authorized the Port of Kelso to be renamed the Port of Longview.

FIRST SHIPMENT OF PAPER BOX BOARD SHIPPED OVER PORT OF KELSO DOCKS BY PACIFIC STRAW PAPER AND BOARD CO., 1926. CHARLES H. OLSEN, PORT COMMISSIONER IS STANDING THIRD FROM LEFT. THE FIRST MANAGER OF THE PORT, H. L. TABKE, STANDING FAR RIGHT.

### PORT OF LONGVIEW

EST. 1921

1930-1939

**1930:**  
The Longview-Rainier Bridge was completed and tolls were instituted to pay for its construction.

**1933:**  
A flood inundated the county but dikes built by the Long-Bell Lumber Company held strong and protected the Longview area. Other areas, particularly along the Cowlitz River, suffered considerable damage, including destruction of Long-Bell's railroad.

**1936:**  
The Port's grain elevator was leased to Continental Grain Company, which operated it until the mid-1980's.

**1937-1939:**  
Compared to the hardships experienced during the 30s, World War II created new jobs, new industry, and brought economic growth to Cowlitz County. Port docks were busy with exports of government issued lend-lease war materials for Russia and Great Britain.

Image courtesy: Cowlitz County Historical Museum

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 Wilson  
 Longview





# PORT OF LONGVIEW

EST. 1921

1940-1949

**1942:**

World War II was in full swing and the Port of Longview became the main supply base for lend-lease shipping to Russia. Every week, three to four full shiploads of government issued war equipment and materials were exported across Port docks to Russia and Great Britain.

**1943:**

War shipping agencies reported that 650,000 tons of cargo left Longview docks on ships or barges. Each vessel carried about 7,000 tons at an average value of \$4.5 million per load. Shipments included military equipment, war materials, food and supplies, tanks, aluminum, magnesium ingots, locomotives and railroad cars.

**1943:**

Harvey Hart became the General Manager of the Port of Longview.

**1948:**

A spring flood on the Columbia River caused millions of dollars of damage to Cowlitz County, destroying crops, shattering homes and halting industry and business. The dikes around Longview, Kelso and Willow Grove held, thanks to the efforts of a determined community.

PORT OF LONGVIEW, FEB. 22, 1944 AFTER DREDGE SPOILS WERE DUMPED TO FILL IN BEHIND ORIGINAL DOCK STRUCTURE.



# PORT OF LONGVIEW

EST. 1921

1950-1959

**1950:**

The economic rebound of the 40s continued into the 50s and Cowlitz County's industrial base continued to grow. Harvey Hart, new general manager of the Port, aggressively pursued new cargos to replace wartime exports, which ceased at the end of World War II. He also obtained "Terminal Port" status, allowing the Port to handle otherwise unattainable cargos.

**1953:**

The Port obtained firebrick exports through a regularly scheduled freighter service. Ships returned loaded with Philippine beer and hardwoods. A warehousing and distribution system was put together to handle the trade. Cargos grew to include imports of rattan furniture, foodstuffs and toys.

**1956:**

A \$1.5 million port expansion bond paid for another dock, more cranes and additional warehouses to handle the rising tonnage and diversified cargo entering and leaving the Port.

**1958:**

The Port constructed a new gantry crane, which more than doubled its capacity to load and unload bulk products.



# Port Longview

1960-1969

## 1961:

The Port constructed a new office building at the end of Port Way. Administrative staff still occupy the building today.

## 1962:

The Port constructed a new bulk facility at Berth 5 to handle inbound alumina for the Reynolds Metals Company.

## 1967:

The Port's largest project to date, development of Berth 7, marked the beginning of an upriver expansion on property formerly occupied by the Long-Bell Lumber Company. The completion of the berth resulted in 4,000 lineal feet of berth space, enough to accommodate six ships at once.

## 1968:

Port Commissioners approved the purchase of 266 acres of property in Willow Grove as a future industrial site.

## Circa 1960's:

The Longview Wye and Harry Morgan Bridge over the Cowlitz River were constructed, giving better access to Interstate 5.



# Port Longview

1970-1979

## 1972:

The Port was handling close to six million tons of cargo annually. It was the third largest port in Washington and the second largest on the Columbia River. Principal commodities included outbound grain, logs, lumber, pulp, aluminum, paper, foodstuffs and machinery. Inbound commodities included canned goods, plywood, veneer, earthenware, tapioca, tea, wire, toys and dry goods.

## 1973:

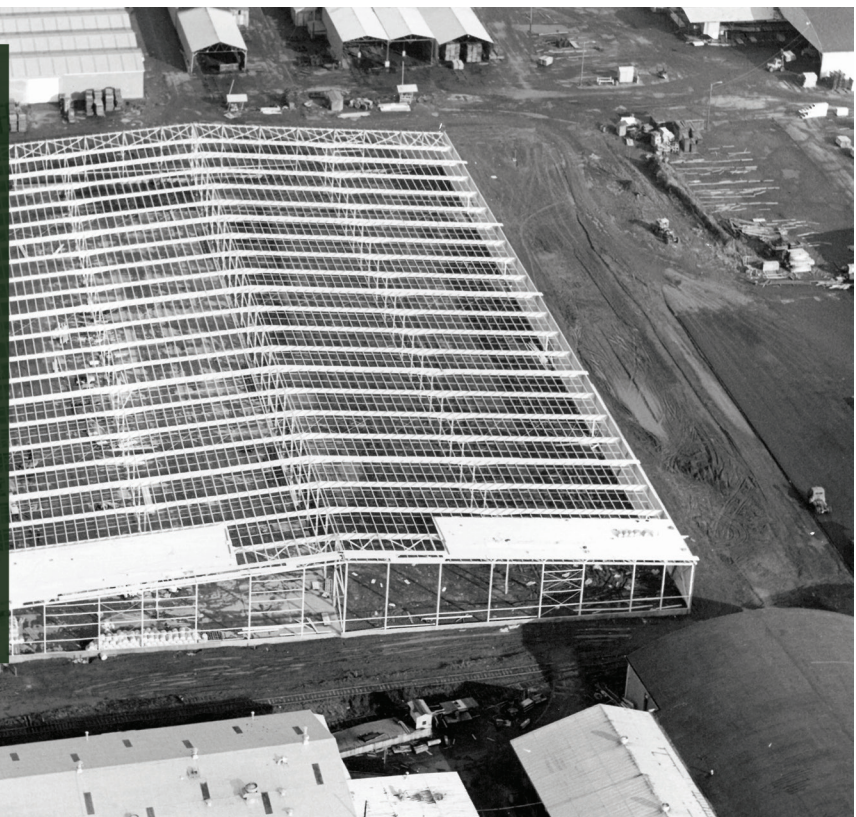
Bob McNannay became General Manager of the Port in December 1973.

## 1974:

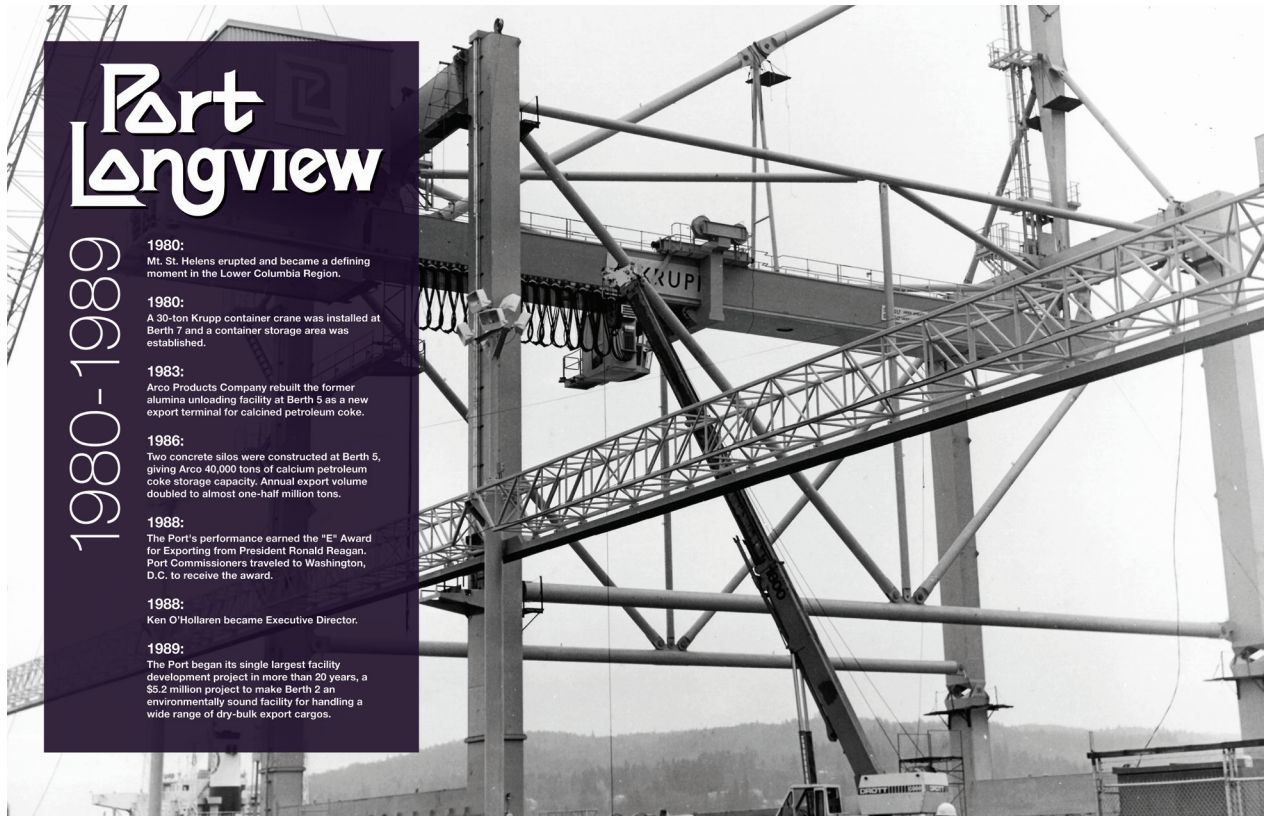
Warehouse 18 was constructed (pictured) to accommodate the S. S. Kresge Company, a Port warehouse and distribution customer. In 1977 the S. S. Kresge Company name was changed to Knart Corporation.

## 1978:

The Port purchased 41 acres of real estate from International Paper Company. In 1980 the U.S. Army Corps of Engineers used the site to place sand and ash dredged from the Columbia River after Mount St. Helens erupted.



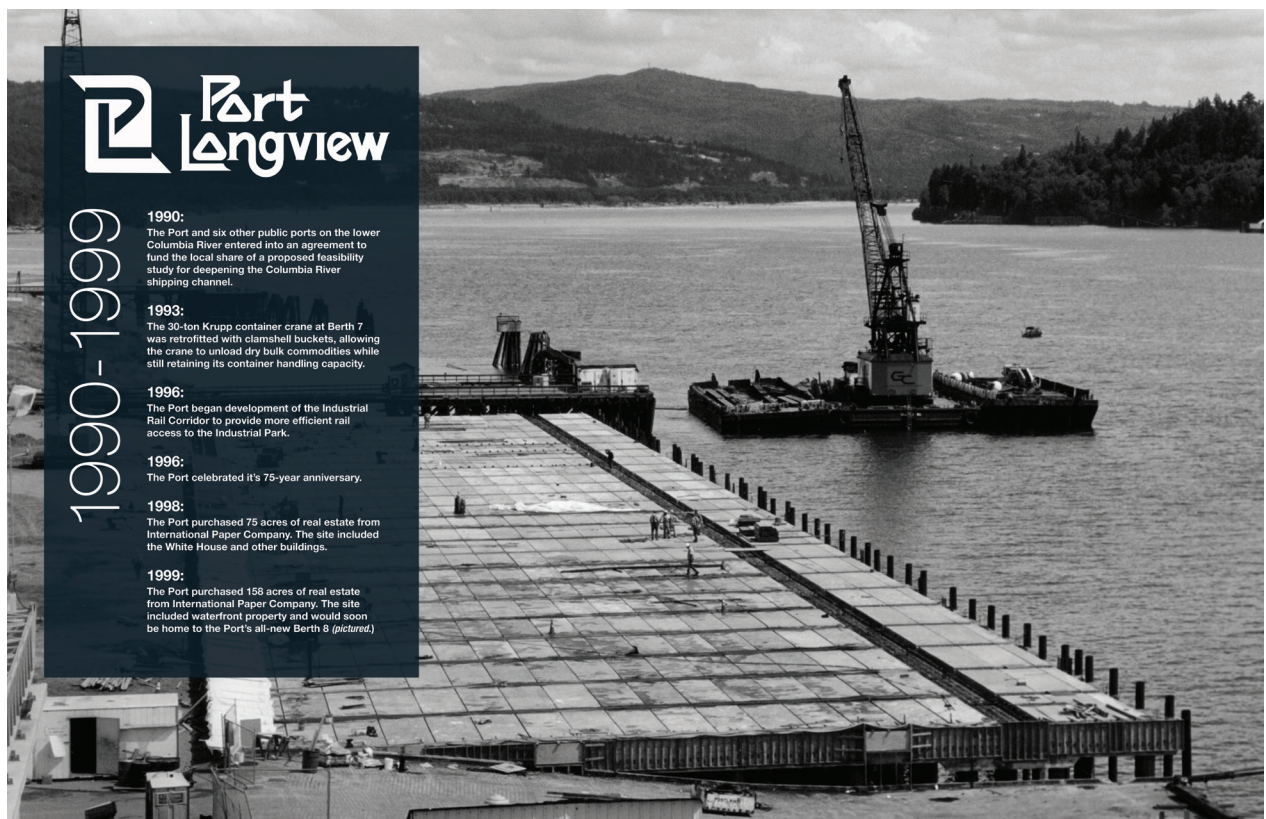




# Port Longview

## 1980-1989

- 1980:**  
Mt. St. Helens erupted and became a defining moment in the Lower Columbia Region.
- 1980:**  
A 30-ton Krupp container crane was installed at Berth 7 and a container storage area was established.
- 1983:**  
Arco Products Company rebuilt the former alumina unloading facility at Berth 5 as a new export terminal for calcined petroleum coke.
- 1986:**  
Two concrete silos were constructed at Berth 5, giving Arco 40,000 tons of calcined petroleum coke storage capacity. Annual export volume doubled to almost one-half million tons.
- 1988:**  
The Port's performance earned the "E" Award for Exporting from President Ronald Reagan. Port Commissioners traveled to Washington, D.C. to receive the award.
- 1988:**  
Ken O'Hollaren became Executive Director.
- 1989:**  
The Port began its single largest facility development project in more than 20 years, a \$5.2 million project to make Berth 2 an environmentally sound facility for handling a wide range of dry-bulk export cargos.

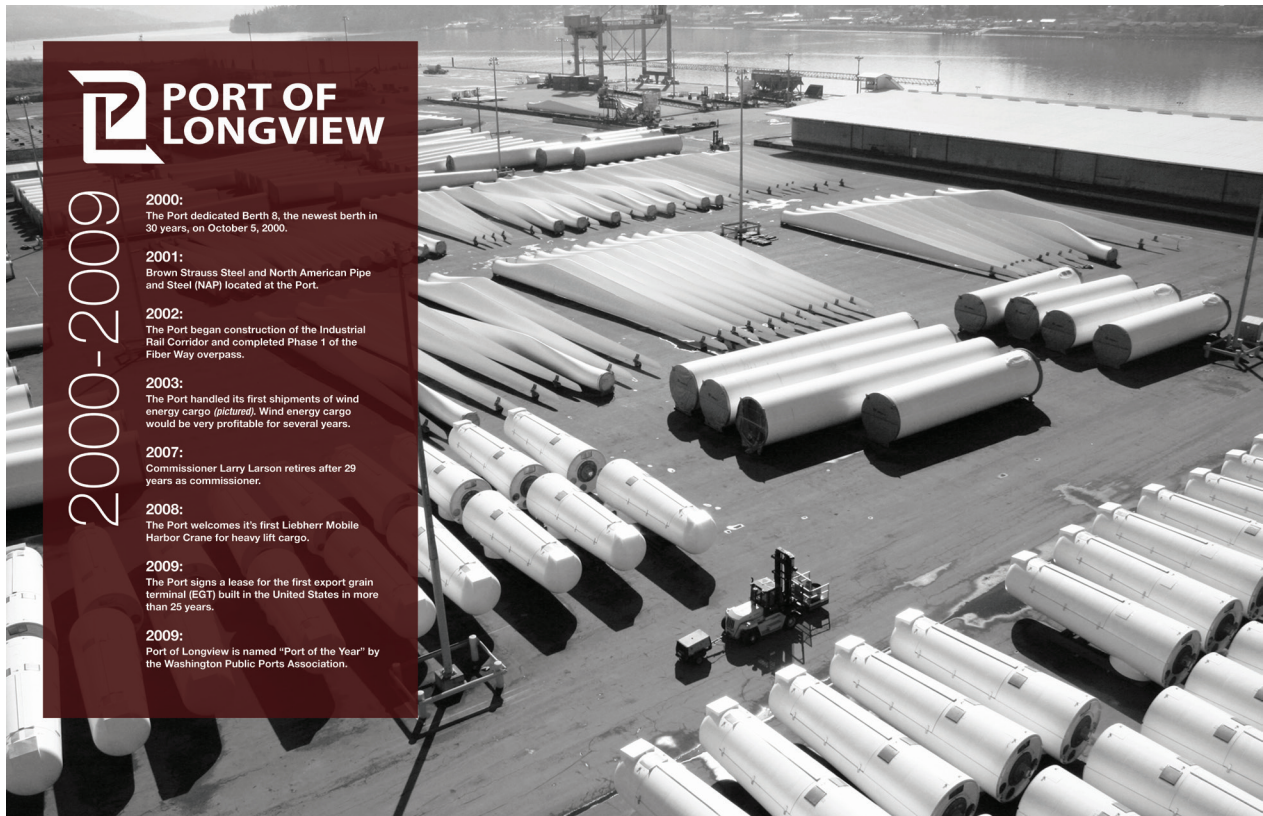


# Port Longview

## 1990-1999

- 1990:**  
The Port and six other public ports on the lower Columbia River entered into an agreement to fund the local share of a proposed feasibility study for deepening the Columbia River shipping channel.
- 1993:**  
The 30-ton Krupp container crane at Berth 7 was retrofitted with clamshell buckets, allowing the crane to unload dry bulk commodities while still retaining its container handling capacity.
- 1996:**  
The Port began development of the Industrial Rail Corridor to provide more efficient rail access to the Industrial Park.
- 1996:**  
The Port celebrated its 75-year anniversary.
- 1998:**  
The Port purchased 75 acres of real estate from International Paper Company. The site included the White House and other buildings.
- 1999:**  
The Port purchased 158 acres of real estate from International Paper Company. The site included waterfront property and would soon be home to the Port's all-new Berth 8 (pictured).





## PORT OF LONGVIEW

2000-2009

**2000:**  
The Port dedicated Berth 8, the newest berth in 30 years, on October 5, 2000.

**2001:**  
Brown Strauss Steel and North American Pipe and Steel (NAP) located at the Port.

**2002:**  
The Port began construction of the Industrial Rail Corridor and completed Phase 1 of the Fiber Way overpass.

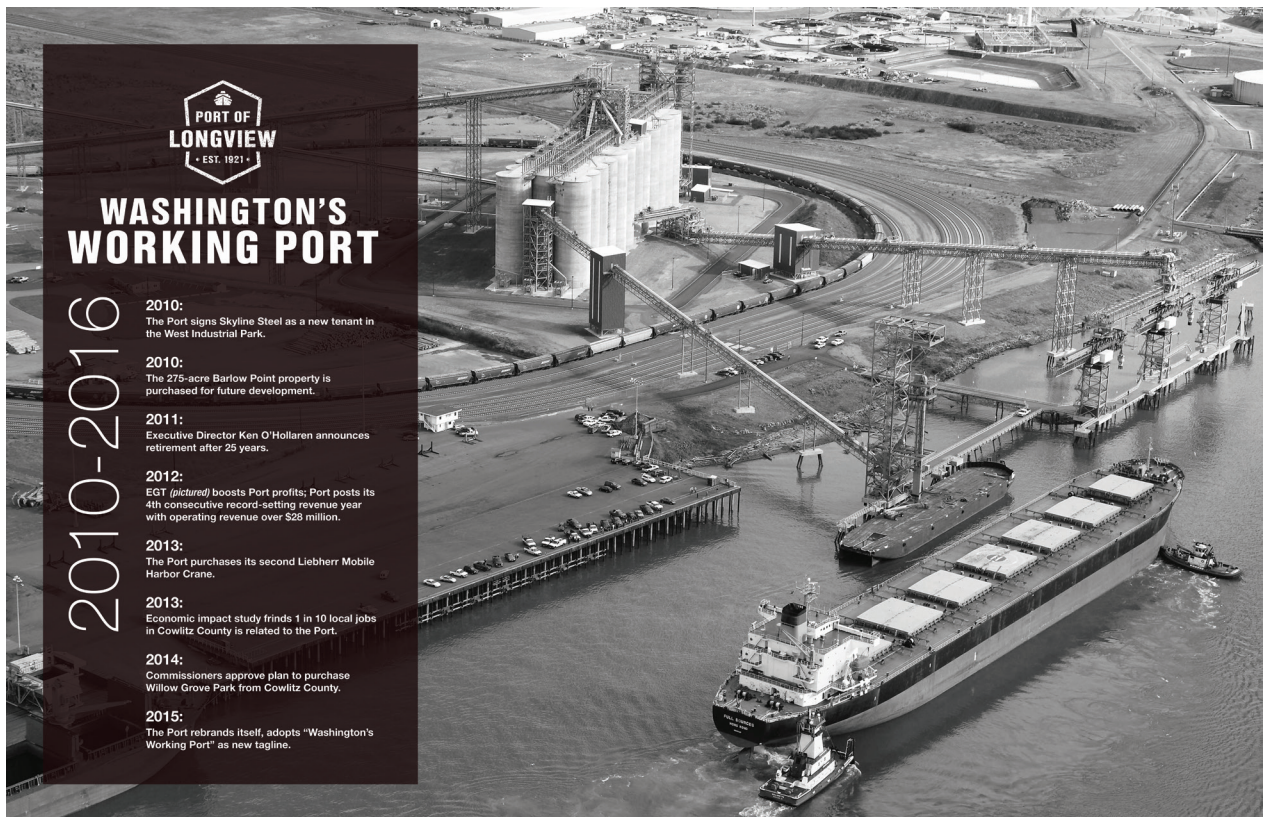
**2003:**  
The Port handled its first shipments of wind energy cargo (*pictured*). Wind energy cargo would be very profitable for several years.

**2007:**  
Commissioner Larry Larson retires after 29 years as commissioner.

**2008:**  
The Port welcomes it's first Liebherr Mobile Harbor Crane for heavy lift cargo.

**2009:**  
The Port signs a lease for the first export grain terminal (EGT) built in the United States in more than 25 years.

**2009:**  
Port of Longview is named "Port of the Year" by the Washington Public Ports Association.



## WASHINGTON'S WORKING PORT

2010-2016

**2010:**  
The Port signs Skyline Steel as a new tenant in the West Industrial Park.

**2010:**  
The 275-acre Barlow Point property is purchased for future development.

**2011:**  
Executive Director Ken O'Hollaren announces retirement after 25 years.

**2012:**  
EGT (*pictured*) boosts Port profits; Port posts its 4th consecutive record-setting revenue year with operating revenue over \$28 million.

**2013:**  
The Port purchases its second Liebherr Mobile Harbor Crane.

**2013:**  
Economic impact study finds 1 in 10 local jobs in Cowlitz County is related to the Port.

**2014:**  
Commissioners approve plan to purchase Willow Grove Park from Cowlitz County.

**2015:**  
The Port rebrands itself, adopts "Washington's Working Port" as new tagline.



## EXHIBIT PHOTOS

