



2019 AAPA Communications Competition

Entry Classification:

Miscellaneous

Entry:

Port of Tacoma Centennial Container

Category 3

Centennial Container

In 2018, the Port of Tacoma celebrated its centennial year. Port staff developed a comprehensive communications and community outreach plan designed to connect with citizens and educate them about the importance of the Port's historical development and current activities.

One of the more unique aspects of the Port's centennial celebration was transforming a 20-foot shipping container into an interactive centennial experience. The Port had an old container that was being used for equipment storage near one of the Port's terminals. The container has two doors on each end and had been used as a "walk-through" display by the Port in a few community events back in 2004.

Port staff worked with JAYRAY, a local communications and PR firm, to develop the idea of "wrapping" the container with centennial-themed graphics, putting informational displays inside the container and using it at a variety of community events during the centennial celebration.

JAYRAY designed the exterior graphics, which were applied as a vinyl wrap to the container. The large interior panels were applied using Velcro.

The Centennial Container made its debut appearance at the Port Retiree event at the Port of Tacoma Administration Building July 13, 2018. Guests who attended the event were in a group photo taken in front of the container and all Port retirees received a print of that photo in the mail along with the Port's centennial magazine and other material.

The interior panels and graphics made their debut at the Maritime Fest July 28-29, 2018 in the parking lot of the Foss Waterway Seaport. The container was located where crowds gathered to take one of the Port's free boat tours.

In addition to being at the Maritime Fest, the Port also had the Centennial Container on display at these events throughout the Tacoma-Pierce County community during the 100-day centennial celebration:

- Walk Tacoma Scavenger Hunt: Aug. 1, 2018
- Washington State Fair: Sept. 4-10, 2018
- Port of Tacoma's Touch-A-Truck event: Oct. 6, 2018
- Consular Association Reception: Oct. 4, 2018
- City of Lakewood's Truck & Tractor Day: Oct. 13, 2018
- Tacoma Historical Society's Destiny Dinner: Oct. 20, 2018

It is estimated that more than 10,000 people saw the Centennial Container at one of these events. The total cost of developing the Centennial Container was about \$13,000.

Port staff worked at all the events listed above to answer questions about the Port, talk about Port history, containerization and how international trade and ships have both grown over the years.

Bottom line: The Centennial Container proved to be one the most popular attractions of our entire Port centennial program.

You can find out more about how the container was developed and decorated—as well as some of the events where it was displayed—by looking at the photos on the following pages.



CONTAINER CLEANUP: In June 2018, Port maintenance workers emptied out and cleaned up the inside of the container and gave the outside of the container a fresh coat of paint. This made the container ready for the installation of the graphics. Port maintenance workers also built new entry ramps for both ends of the container.



HIGHLIGHTING HISTORY: Both exterior sides of the Centennial Container feature the Port's centennial logo in the artwork. The container is 20-feet long and 8-feet tall.



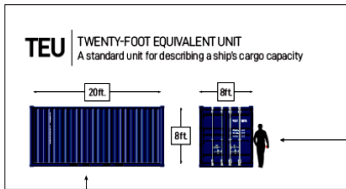
CONTAINER CHICKS: A 6-inch tall, 15-inch long scale model prototype of the Centennial Container was created by JAYRAY to test out the size and location of graphics and the overall scale of the graphics inside and outside the container. The scale model was also used as a prop in a TV interview on TV Tacoma's CityLine show July 7, 2018 to help promote the kickoff of the Port's centennial at the Maritime Fest July 28-29.



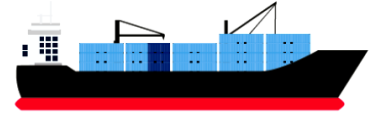
TV TIME: TV Tacoma Host Amada Westbrook interviewed Port staff member Rod Koon in July 2018 to get an update on the Port's centennial plans and Centennial Container. Rod and Port Commissioner Don Meyer appeared on the show again in October to give a second update on Port centennial events and activities.



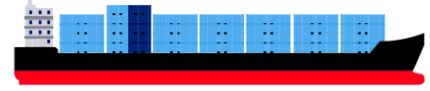
How Many TEUs?



- 1 Small Truck 20ft (6m)
- 2 Normal Semitruck 40ft (12m)
- 300 Double-Stacked Container Train



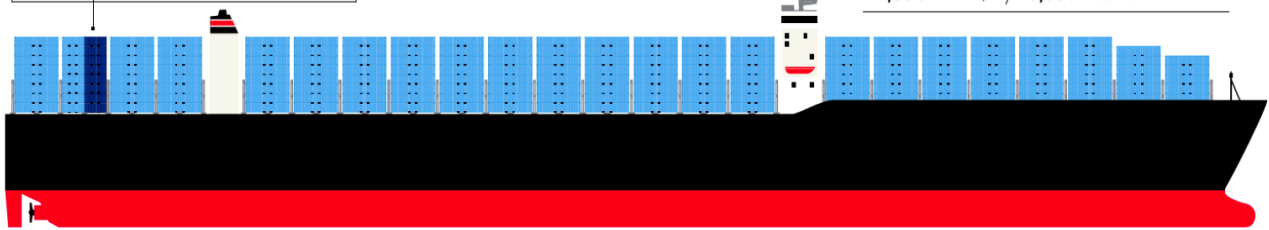
1,000 Small Feeder Ship



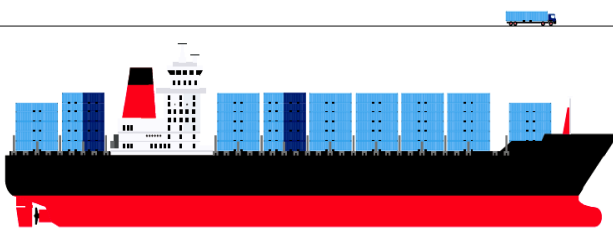
2,000 Feeder Ship / 3,000 Feeder Max



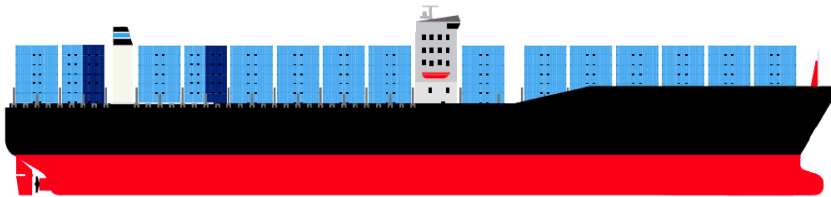
Tugboat 152ft (46m)



18,000 Super Post-Panamax (AKA Ultra-Large Container Vessel, ULCV) 1310ft (399m)



5,100 Panamax 823ft (250m)



8,000 Post-Panamax 994ft (302m) / 12,500 New Panamax 1,202ft (366m)

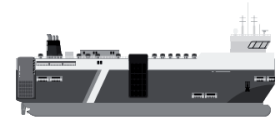
3.7+

Million

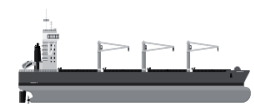
TEUs that were handled in 2017 by The Northwest Seaport Alliance

Other High Sea Vessels

Scale roughly 40% of vessel shown at left



Roll On / Roll Off Carrier (transports automobiles and farm equipment)



Bulk Carrier (transports wheat, soybeans, corn and other grains)



RMS Titanic



Tugboat



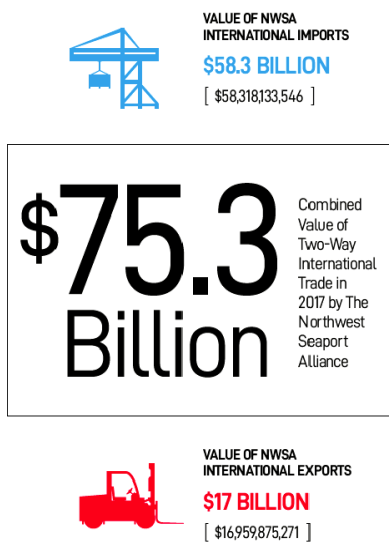
Pirate Ship



Dragon Boat

TALKING TEUS: One of interior panel displays highlights different types of ships and how the size of ships has changed over the years. It also explains a TEU (Twenty-foot Equivalent Unit). When people read the sign, they are actually standing inside an actual TEU (20-foot container).

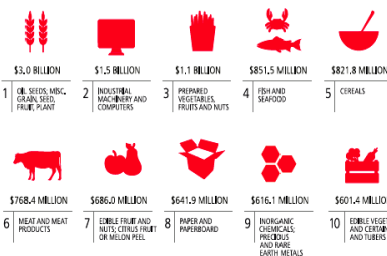
Each of the two interior displays consists of two 4-foot by 8-foot panels, making the total width of each display 16 feet.



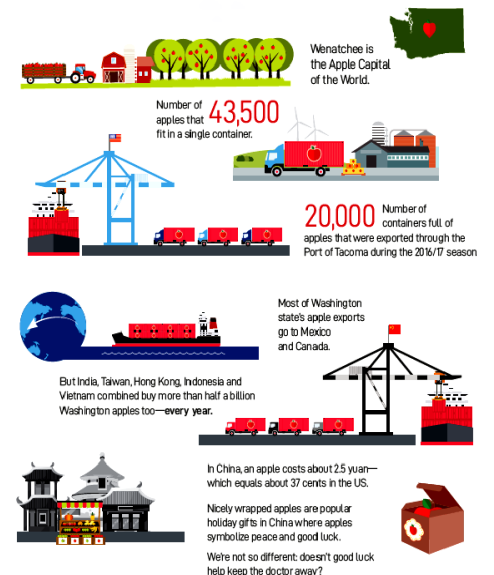
TOP 10 IMPORT COMMODITIES



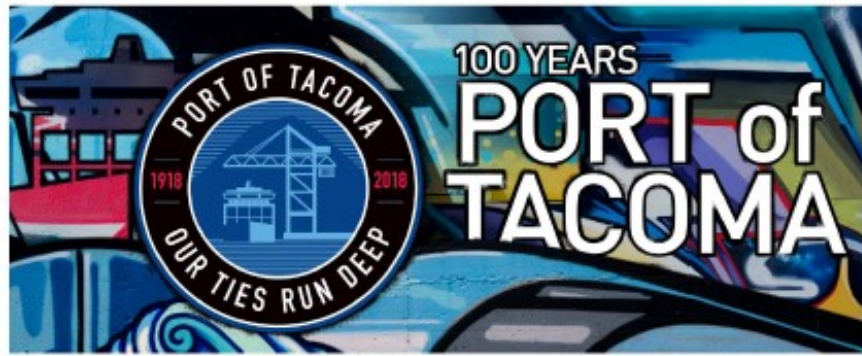
TOP 10 EXPORT COMMODITIES



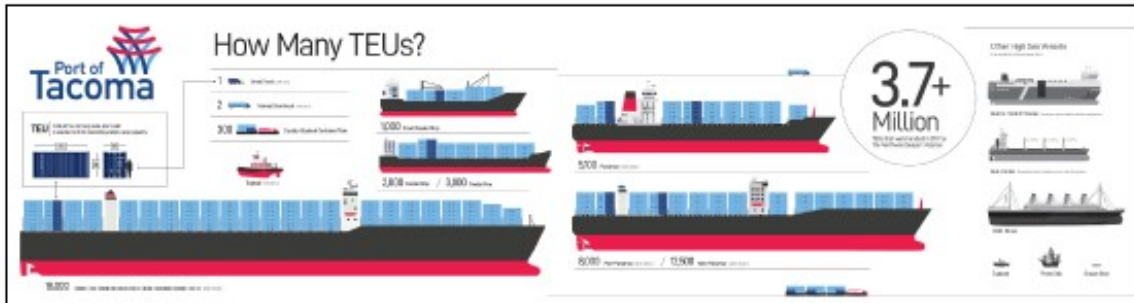
An Apple a Day



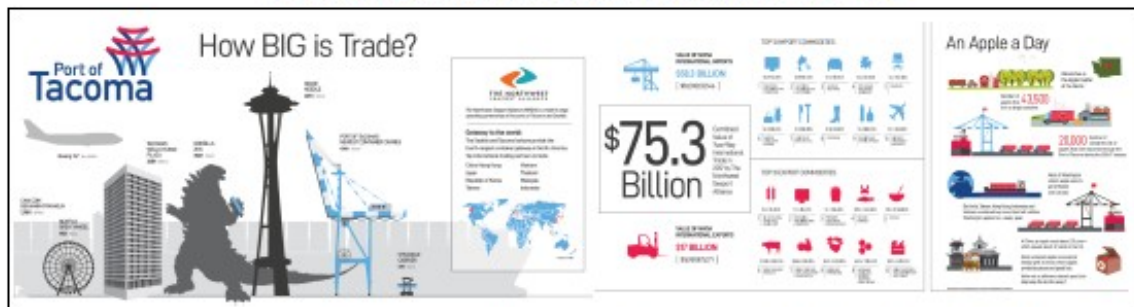
TALKING SIZES AND TRADE: One of interior panel display highlights the relative size of container ships and cranes to other familiar items (*Godzilla was a hit with the kids!*) and the top import and export commodities moving through the Port of Tacoma and the Port of Seattle.



Port of Tacoma Centennial Container: Exterior artwork



Port of Tacoma Centennial Container: Interior panels



Container size/dimensions: The container is 20 feet long, 8 feet tall and 8 feet wide
Weight: The container weighs about 5,000 pounds

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CONTAINER FACT SHEET: Port staff developed this fact sheet to email to various groups to give them a better visual concept of the Centennial Container and whether it would fit into their community event.



CONTAINER DEBUT: These photos show the popularity of the Centennial Container—inside and out. Both photos were taken at the 2018 Maritime Fest.



ON THE MOVE: The Centennial Container was on display at the Walk Tacoma Scavenger Hunt Aug. 1, 2018 (*top photo*) and the Western Washington Fair Sept. 4-10, 2018 (*bottom photo*).



TRUCKS GALORE: The Port's Centennial Container was part of the City of Lakewood's annual Truck & Tractor Day event Oct. 13, 2018. It is estimated that more than 4,000 people attend the event each year. Visitors to the Port's container were able to pick up a copy of the Port's centennial magazine, get a Port centennial flying disc and play a few rounds of the *Name That Decade* history trivia game developed by Port staff.



THE PORT KEEPS ON TRUCKIN': The Port's Centennial Container on display at the Port's first-ever Touch-A-Truck event, held at the Port Oct. 6, 2018. A variety of cargo handling equipment was on display, along with a railroad engine and much more. More than 1,000 people attended the event, which is planned again for 2019.