



2019 AAPA Communications Competition

Entry Classification:

Overall Campaign

Entry:

Port of Tacoma Centennial Celebration

Category 3

Port of Tacoma Centennial Celebration

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PORT INSPECTION: This 1919 photo shows a group of engineers and planners inspecting the construction progress on the original Port piers. Photos like these were used throughout the Port's centennial celebration to highlight its history and its people.

Port of Tacoma Centennial Celebration

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Introduction

There are probably a million ways to celebrate a centennial.

The challenge is to develop a program that fits with your organization, your community and your goals. Not to mention your budget.

The Port of Tacoma celebrated its centennial year in 2018. The Port was created by a vote of the citizens of Pierce County on Nov. 5, 1918.

The Port commission and staff started discussing ideas on how to best celebrate the Port's centennial back in 2016. It was decided to use the centennial milestone as an opportunity to reach out and connect to the community it serves.

The Port developed a comprehensive communications and outreach program to connect with citizens throughout Pierce County and tell stories of the important trade, business and economic role the Port has played in the development of the Tacoma-Pierce County region for 100 years.

The program also highlighted what the Port is doing today to continue to be able to play an important role in our region's economic vitality in the future.



THE PORT PLAN: This is a 1918 artist's rendering of the master plan for the development of the Port of Tacoma.

Executive summary

Instead of conducting a year-long centennial celebration, the Port made the strategic decision to celebrate “100 years in 100 days.” This approach was used to concentrate the centennial efforts in a shorter period of time for greater impact. In addition, it meant the impact on staff doing the centennial work would be over a shorter time frame.

In 2016, Port staff started to work with the Port’s five-member commission to discuss and develop a comprehensive program for the Port’s centennial in 2018. These discussions helped establish the scope, scale and budget for the program as well as the overall goals for the centennial effort.

The Port of Tacoma’s centennial celebration program focused on integrating key messages and themes (e.g., economic vitality, environmental stewardship) into existing programs and events, as well as developing specific new programs and products to help tell the Port’s centennial story most efficiently and cost-effectively to key audiences throughout the community

During the 100-day celebration, the Port’s centennial messages were integrated into and highlighted in a wide range of existing Port programs and events, including:

- Free monthly bus tours
- Free annual boat tours
- Monthly employee newsletters
- Speaker’s bureau
- Port website
- Social media posts
- Quarterly all-employee meetings

In addition, a number of special Port centennial events and products were also developed to help achieve our centennial goals and reach key audiences. These included:

- Centennial magazine
- Reunion event for Port retirees and current employees
- Traveling centennial timeline display
- Traveling “Centennial Container”
- All-employee celebration on the Port’s 100th anniversary (Nov. 5, 2018)

Research

Work on the Port of Tacoma’s centennial started in 2016, when Port staff started doing research on how other private and public entities—from OREO to Wrigley Field—celebrated their centennial milestone.



Port staff also reviewed the elements of its own 75th anniversary celebration in 1993. After discussions with the five-member Port of Tacoma commission (the Port’s board of directors), Port staff embarked on developing the various elements and products that would comprise the Port’s 100-day centennial celebration program.

Another key element of the centennial research was to “take stock” of historical resources the Port had access to and identify other key sources of information, photos and other material that could be used in the centennial program. These resources included:

- Port newspaper clipping scrapbooks
These date back to 1918
Location: Washington State Archives (Redmond, Washington)
- Historic photos, 35 mm. slides, photo prints, 16. mm. films and videos
NOTE: These were products the Port of Tacoma created
Location: Washington State Archives (Redmond, Washington)
- Past issues of the Port’s *Pacific Gateway* magazine
NOTE: The first issue came out in 1982
Location: Port of Tacoma Administration Building
- Historic photos of the Tacoma waterfront and longshore activity
Location: Office of the International Longshore and Warehouse Union (ILWU Local 23)
- Press clippings about Tacoma’s early days of trade, shipping and industry
Location: Tacoma Public Library’s Northwest Room’s newspaper clippings, publications and digital image archives
- Tacoma Historical Society
Location: Downtown Tacoma
- Historian Ron Magden
NOTE: Ron had written two books about the history of the Port of Tacoma, written articles for the *Pacific Gateway* magazine and appeared in a number of Port video stories
Location: Tacoma

Goals

Port staff worked closely with the five-member Port Commission to develop five key goals for the Port's centennial program. These goals, finalized in 2017, guided the development of the various elements of the entire centennial effort and the budget.

The Port's centennial program was designed to:

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.
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.

Budget

The total budget for the development and production of the major centennial components was \$180,000. This included the fees charged by the communications/PR firm—JAYRAY—that Port staff worked with to develop and execute many elements of the centennial campaign.

In addition, a total of \$100,000 was set aside to fund the Port's legacy project (Goal 5). This part of the Port's centennial received commission did not receive Port commission approval until early 2019. Port staff is currently working with City of Tacoma staff to have an artist develop a public art installation highlighting the Port's history in a park in downtown Tacoma.

Since that part of the Port's centennial effort will not be completed until the end of 2019, it is not detailed in this entry.

Staffing

Here's how the Port of Tacoma's four-member communications team staffed up for the centennial effort:

- Rod Koon, the Port's senior manager of communications, took the lead role in the planning and execution of the Port's centennial celebration program. Having worked at the Port since 1983, Rod was well-versed in the Port's history—and had also played the lead role in developing the Port's 75th anniversary program back in 1993. He started research on centennial programs in 2016.
- Joe Barrentine and Akiko Oda, the Port's communications specialists, each played key roles in supporting the centennial effort through photography, video, social media posts, website content development and more.
- Tara Mattina, the Port's communications director, assisted in some areas of the effort, such as the consultant RFP process. She also ensured the Port's centennial budget was on track and kept the Port's leadership team apprised of the entire centennial effort. She left the Port in mid-2018, prior to the full launch of our centennial campaign.

Port commissioner Clare Petrich took the lead role for the Port's five elected commissioners in working with Port staff to ensure the centennial efforts met the commission's expectations.

Nick Demerice, the Port's public affairs director, also helped out on the centennial effort. He played a key liaison role with the Port commissioners and also took the initial lead in exploring various options for the Port's legacy centennial project.

Lisa Yost, the Port's public affairs executive assistant, also played a key support role in the centennial efforts. Her work included researching and ordering all Port centennial promotional products (e.g., hats, coffee mugs, stickers, polo shirts, etc.), coordinating the transportation logistics for the Centennial Container, working with a vendor to set up an online store for centennial gear, keeping track of the overall centennial budget, paying bills and much, much more.

One of the challenges of the centennial effort was to have all Port communications staff members be able to have take on all the extra work the centennial celebration program demanded, while still being able to handle all the other tasks of their regular day-to-day jobs

To help with that challenge, the team added college summer intern to the centennial team. The Port hired Madeline Neubert, a college student who was studying communications at San Diego State. Madeline worked at the Port from June through August 2018 as a communications intern. She provided much-needed help on many parts of the Port's centennial program.

Agency support

Realizing the amount of extra work that was going to be involved in the centennial effort, the Port issued a Request for Proposal (RFP) in 2017 to a number of communications and advertising firms to provide creative design services for many of the key elements of the Port's centennial program. These elements included: centennial logo and tagline, print and display ads, design guidelines (for postcards, PowerPoint presentations, etc.) and more.

The Tacoma-based firm JAYRAY was chosen by the Port and started working with the Port staff and commission on the centennial in August 2017.

The firm had worked for the Port on many projects in the past and was familiar with its history. That enabled JAYRAY to "hit the ground running" on this project. Katie Whittier was JAYRAY's lead staff person working with the Port on this project.

In addition to bringing communications, creativity and design skills to the centennial project, JAYRAY was very helpful with project management. They developed a comprehensive production schedule that was very critical to ensure all key elements of the centennial program got developed and produced in a timely manner (*see next page for a sample production planning calendar*).

PORT CENTENNIAL TIMELINE DETAILS: May, June & July 2018

5/3	Bus board design begins Port's copy ready for to be inserted into Invitation postcard
5/4	First round of magazine content ready* Magazine spread design begins
5/7	Container wrap questions to Print NW
5/8	Final Invitation design file to Port for printing
5/10	Bus board/wrap copy ready for Port approval Magazine spread ready for review Centennial Activity at Port's All-Staff meeting In-person meeting?
5/11	Second round magazine content due*
5/17	Container wrap decisions due, design begins as needed
5/18	Third round magazine content due*
5/25	Final magazine content due*
6/7	Bus board/wrap designs ready for review Magazine layout ready for full review In-person meeting?
6/11	John Wolfe presents to Transportation Club
6/12	Final magazine feedback due from Port Final bus board approval due
6/20	Package magazine files for printer
6/26	Final container design Port for approval
6/29	Package bus board files for Lamar Final approval due from Port for container wrap
7/6	Files for container wrap to Print NW
7/12	All-Staff meeting (Port, internal)
7/13	Magazines printed and delivered to Port
7/14	Retiree Party—magazines on hand
7/28-29	Maritime Fest—wrapped container on hand
7/31	Bus boards/wrap in place to launch 8/1

*Content provided to Port by Debbie Cafazzo for approval.

Major campaign elements

Here is a brief overview of each of the 22 major components (communications tools, products, events, etc.) we used in the Port's centennial celebration campaign:



1. Centennial logo

Based on discussions with Port staff and commissioners, JAYRAY developed the Port's centennial and tagline—shown on the right. The distinctive logo was used extensively in virtually every major element of the Port's centennial celebration.

See p. 19 for additional information.

2. Speaker's bureau

For many years, a key part of the Port of Tacoma's community outreach program has been its speaker's bureau. Each year, the Port talks to a wide range of civic groups (e.g., Rotary, Kiwanis, Lions clubs, etc.) and updates them on Port developments and activities.

For the centennial, the Port developed two flexible PowerPoint slide decks and talking points for use by Port commissioners and staff in speaker's bureau presentations.

More than 40 groups and about 1,700 people saw one of the Port's centennial programs through the speaker's bureau in 2018.

See pp. 20-23 for additional information.

3. Centennial magazine

Instead of producing a large, expensive centennial book, the Port chose to produce a 28-page commemorative centennial magazine. The magazine made its debut at the Maritime Fest (July 28-29, 2018)—the start of the Port's 100-day centennial celebration.

A total of 10,000 copies were printed and it was distributed at Port centennial community events, speaker's bureau presentations and the Port's monthly bus tours. The Port also distributed copies extensively through libraries and schools in the Tacoma-Pierce County region. The total cost for the magazine was about \$18,000.

See pp. 24-26 for additional information.

4. Centennial Container

By repurposing an old 20-foot shipping container—and adding some centennial graphics and creativity to it inside and out—the Port and JAYRAY were able to create one of the most unique and popular components of the Port's centennial celebration.

The Centennial Container made its official public debut at the Maritime Fest (July 28-29, 2018) as part of the kickoff of the Port's 100-day centennial celebration. The Centennial Container also traveled to a wide range of community events throughout the 100-day celebration. Development costs for the Centennial Container were about \$13,000.

See pp. 27-37 for additional information.

5. Centennial timeline panels

Another "traveling" element of the Port's centennial celebration were 12 large timeline panels. These 7-foot tall panels also debuted at the Maritime Fest, which marked the kickoff of the Port's 100-day centennial celebration. Production costs were about \$4,000.

See pp. 38-44 for additional information.

Major campaign elements *(continued)*

6. Centennial pop-up banners

Two pop-up banners—each capturing 50 years of Port history—were produced to be primarily used in the Port’s speaker’s bureau. Including design, the total banner cost was about \$500. These banners were primarily used at speaker’s bureau engagements.

See p. 45 for additional information.

7. Centennial timeline brochure

This brochure was designed by the Port’s summer intern to provide the public a small, convenient printed piece that highlights the content of the Port’s centennial timeline panels. A total of 1,000 were printed at a cost of about \$200.

See p. 46 for more information.

8. Port website

The Port expanded the content and scope of its existing “History” webpage during the centennial. A new, interactive timeline was added to the page and the Port’s centennial logo was prominently displayed. Viewers could also find a link to a digital version of the Port’s centennial magazine and to the Port’s interactive story map. The Port also created an easy-to-remember link to get to the centennial content: www.portoftacoma.com/100.

See p. 47 for additional information.

9. Centennial story map

This interactive story map was developed by two members of the Port’s GIS team. The team worked closely with the Port’s communications team to get the information, photos, video and other data they needed to develop the interactive content on the site.

See p. 48 for additional information.

10. Social media

The Port’s existing platforms of YouTube, Facebook and Instagram were used to share historical stories, photos and videos about the Port and Tacoma-Pierce County region. Many classic Port historical photos were also featured in Throwback Thursday posts.

See pp. 49-52 for additional information.

11. Centennial video

The Port’s centennial video made its debut at Tacoma Historical Society’s Destiny Dinner Oct. 20, 2018. The 4-minute video traces the development and historical highlights of the Port and includes brief interviews with a Port commissioner, former governor of Washington state, a retired longshore worker and Tacoma Historical Society’s president. The video has received more than 4,000 views since its launch in November 2018.

See pp. 53-54 for additional information.

12. Port employees and the centennial

Port employees were included in the Port’s centennial celebration using a combination of existing communications and engagement tools. In addition, each of the 300 employees was able to order a free centennial item of their choice, so they could show their Port connection and pride and help spread the word about the centennial. A special all-employee celebration was held on the Port’s 100th anniversary—Nov. 5, 2018.

See pp. 55-59 for additional information.

Major campaign elements *(continued)*

13. Centennial advertising

The Port's centennial logo and elements of art from the Centennial Container were key visual elements in the Port's centennial print ads. In addition, the Port conducted a three-month transit advertising campaign that included "wrapping" a bus to make it look like a container ship and developing bus exterior signage to highlight the Port centennial and web address. *See pp. 60-64 for additional information.*

14. Centennial articles

Interest in the Port's history helped generate coverage in many local, regional and trade publications, including the Tacoma longshore workers' monthly newsletter and *South Sound Business*.

See pp. 65-69 for additional information.

15. Centennial promotional items

The Port developed a wide range of products to highlight the centennial—both with employees and with the public. Many of the Port centennial items (e.g., shirts, hats, etc.) were also made available for the public to purchase using an online store.

Every Port employee was able to order one of six free centennial logo items in July 2018.

Additional centennial promotional items were ordered for the Port to hand out at community events (e.g., flying discs, stickers, window clings, temporary tattoos, centennial pins).

The total budget for Port's promotional centennial items (including the items given to Port employees) was about \$16,500.

See p. 70 for additional information.

16. History trivia cards

More than 100 different history trivia questions—NAME THAT DECADE—were developed by Port staff to use as a fun engagement tool at Port booths, community fairs and with the Centennial Container. Topics ranged from Port history to musical, sports and other topics of general interest. People who got the right answer were given one of Port's promotional items.

See pp. 71-72 for additional information.

17. Centennial activity book

This book was designed for use with children age 4 to 10. The book proved to be a popular item at the Port boat tours and farmers markets. A total of 1,000 copies were initially printed. After that supply ran out, another 500 were ordered.

Another print run is set for May 2019 (with some slight updates) so the publication will be part of the Port's 2019 community outreach efforts again this year.

See p. 73 for additional information.

Major Port centennial events

18. Chowdown (May 18, 2018)

This legendary shipping industry event, put on by the Tacoma Propeller Club, draws more than 1,000 people each year. This is where the Port did a “soft industry launch” of its centennial logo and tagline. The logo was featured the official event apron (worn by all attendees), on the cover of the Chowdown program and also in two ads inside the program. Because the Port provided the building where the Chowdown was held at no charge to the Tacoma Propeller Club, there was no cost to the Port for the sponsorship visibility they received at this event.

See pp. 74-75 for more information.

19. Port retiree event (July 14, 2018)

This event was designed to honor and recognize Port retirees prior to the official public launch of the Port’s 100-day centennial celebration. It was held at the Port of Tacoma Administration Building where many of the retirees had worked over the years. It proved to be a popular event for Port retirees and current employees alike. The total cost for this event was about \$3,000—which covered everything from the centennial cookies to the BBQ lunch.

See pp. 76-79 for more information.

20. Maritime Fest (July 28 to 29, 2018)

This annual event marked the official launch of the Port’s “100 days, 100 years” celebration. It was here the Port debuted the Centennial Container, the timeline display, the Port centennial magazine and more. An estimated 1,200 people attended one of free Port boat tours held July 29.

See pp. 80-86 for more information.

21. Destiny Dinner (Oct. 20, 2018)

Even though this event happened a few days before the Port’s 100-day celebration was over, it marked the last major public event celebrating the Port’s centennial. Nearly 400 people attended the event. This event also marked the debut of the Port’s 4-minute centennial video—*1918: A Year of Destiny*.

The Port’s 12 timeline panels were on display at the event and Port centennial magazine and Port lapel pins were distributed. The Port’s centennial container was also on display, near the entrance to the event. The Port paid \$15,000 to be the lead sponsor of this event.

See pp. 87-90 for more information.

22. Port employee centennial celebration

This event took place on Nov. 5, 2018—the actual 100th anniversary of the Port. Employees viewed the Port’s centennial video at the event, heard from Port CEO John Wolfe. All five Port commissioners also attended.

Thanks to a talented re-enactor, there was even a “guest appearance” and remarks by Chester Thorne—was one of the Port’s first commissioners. Thorne was elected the same day the Port was created—Nov. 5, 1918. The total cost for this event was about \$400.

See p. 91-93 for more information.

Results and campaign evaluation: We met our goals

The five goals the Port developed in 2017 helped guide our entire centennial celebration campaign. Here's how we worked to achieve those goals:

1. Celebrate the Port's past achievements and highlight our future opportunities and challenges.

Drawing on a robust inventory of historical photos and information, we highlighted the "Our ties run deep" tagline by showing the important role the railroad, shipping, trade and the Port have all played in the historical growth and vitality of our region. In everything from our timeline panels and centennial magazine to speaker's bureau program, website and story map, we highlighted our past achievements and some of the future opportunities and challenges we are facing.

2. Increase our community's understanding and appreciation of the Port's historical milestones, evolution, current operations and future plans.

Our wide range of Port centennial programs, products and events were designed to help us reach this goal--the centennial timeline display, video, speaker's bureau presentations, appearances on TV Tacoma, website, social media posts and more.

3. Strengthen our Port's existing community partnerships and create new ones.

Here are just a few of the many groups we partnered with for various parts of our centennial celebration:

- Tacoma Propeller Club: Chowdown and Port retiree event
- ILWU Local 23: Photo research and Port centennial video interviews
- Foss Waterway Seaport: Maritime Fest activities, Centennial Container and Port centennial timeline
- Washington State Fair: Centennial Container
- Tacoma Historical Society: Destiny Dinner

4. Highlight the many ways the Port creates jobs and economic vitality throughout our region (historically and currently).

The jobs and economic vitality themes were highlighted through our speaker's bureau presentations, the centennial magazine and video, the centennial timeline, website content and social media posts.

5. Create a unique legacy project that gives the Port of Tacoma lasting visibility and connections with future generations in our community.

This project is currently underway and will be completed by the end of 2020.

Results and campaign evaluation: By the numbers

Here are some statistics and feedback that provide insight into the effectiveness of a few of the major elements of our centennial campaign:

Centennial video

Nearly 400 people saw the video when it debuted at the Destiny Dinner. In a post-event survey, 73 percent rated the video *Outstanding* and 27 rated it *Good*.

On Facebook, the centennial video reached more than 10,000 people and garnered more than 4,700 total views and 1,700 engagements.

The video also received nearly 8,400 impressions on Twitter and 3,000 impressions on LinkedIn.

Maritime Fest and Port boat tours

According to a post-event online survey about the boat tours:

- 72 percent read the rail signage
- 51 percent experienced the Port Centennial Container
- 54 percent viewed the centennial timeline inside the Foss Waterway Seaport
- 55 percent picked up a copy of the Port's centennial magazine
- 90 percent rated their boat tour as *Outstanding*

Here are a few of the responses to the question: *What was the most interesting thing you learned or saw during your tour?*

- Learning about the history of the Port of Tacoma
- History of the waterway
- History sites and company
- Hearing the history and statistics of the port was very interesting to me
- How our port has become what it is today. The large cranes and habitat areas!
- Fun for everyone. Neat handout, map and other stuff at the booth, too.
- Having worked for two major companies over the years, I was glad to see that you included articles about them in your centennial magazine, and it brought back memories of those that don't exist anymore.
- I am a teacher and I appreciate all the information in the magazine.
- Thank you for giving back and for educating us.

Results and campaign evaluation: Observations

1. We made our employees centennial ambassadors:

By giving every employee a free centennial item (which was accompanied by a letter from our Port's CEO) we made employees feel they were an important part of the centennial celebration early in our program.

We also gave centennial-logoed golf shirts to all the Port employees who staffed our Port farmer's market booths, boat tours and Centennial Container throughout our centennial celebration.



2. We remembered our retirees: While talking with other port about their centennial programs. One port mentioned that they had not done anything for their retirees—and that they regretted that.

3. We made the best use of existing programs: By inserting centennial information and messaging into many existing ongoing Port community outreach and communications efforts (e.g., free monthly bus tours, annual boat tours, speaker's bureau, social media posts, employee newsletters, etc.) we were able to tell our centennial more broadly and very cost-effectively.

4. We got interactive: From the walk-through Centennial Container to the NAME THAT DECADE trivia contest, we developed new tools that helped us interact with various audiences in a personal way.

5. We got high impact with low budget: The rail signage used at the Maritime Fest and the NAME THAT DECADE cards are just two example of extremely low-cost and effective centennial communications tools that were designed and produced in-house by Port staff.

6. We kept within our budget: While some elements of our centennial program ended up costing more than we had estimated back in 2017, many other parts of it cost less. For example, the Destiny Dinner sponsorship of \$15,000 allowed us to spend about \$20,000 less than we had budgeted for originally for a gala event. Overall, our final budget goals for the entire centennial campaign were met.

7. We remembered to say *Thanks*: Whether it was in our centennial magazine, ads or speeches, we thanked our citizens, customers, employees and our retirees their help in making the centennial milestone a reality.

We also sent personal notes to more than 60 vendors who worked with us on various parts of our centennial campaign. See sample thank you card on the right.



And now a few words from...

Here are some comments about the Port's centennial celebration program from three people who were very involved in various aspects of it:

Having the Port as the lead sponsor of Tacoma Historical Society's annual Destiny Dinner meant more than simply writing out a check. Rod Koon, the Port's senior communications manager, choreographed and led a program of song, performance and presentation that captivated the nearly 400 in attendance.

The Port enhanced the historic venue (Tacoma Armory) with timeline panels marking its 100 years as well as placing its "Centennial Container" at the entrance. The Tacoma Historical Society-Port of Tacoma partnership richly honored the local people and historic events of 1918 at the most successful Destiny Dinner in Tacoma history.

—*Bill Baarsma, President of the Tacoma Historical Society*

The plan for marking the Port of Tacoma's centennial was practical and ambitious at once. Bringing the Port to the people in unexpected ways (a traveling exhibit in a cargo container, bus signs, animated timeline, and more), disarmed and charmed. It was a welcome reminder that the Port and community have come a long way together and the journey continues.

—*Kathleen Deakins, President, JAYRAY*

What did I love about our celebration? It was inclusive. From stakeholders to school kids, the port, it's commissioners and staff reached out to tell our story. We were at neighborhood council meetings, online, at farmer's markets and more.

It was creative. A 20-foot container was wrapped with wild graphics. It appeared in unexpected spots—from the Washington State Fair to the World Affairs Council Consular Reception—and more. Everybody wanted to go inside the container. And when they came out, they had a new appreciation for trade and what the Port of Tacoma does.

It gave an easy education. The Port's centennial magazine wasn't a heavy book that was bound for the shelf. It was readable, snappy and surprising. Everybody learned something new.

Best of all, the centennial will live on for another 100 years. The Port is collaborating with the City of Tacoma on the renewal of what is known as Fireman's Park in downtown Tacoma. The Port's centennial legacy effort will be a new art project to celebrate the Port from the heart of the City. The Port's story will continue to be told.

The Port of Tacoma's centennial was a huge effort by a few people that has been deeply appreciated by many.

—*Clare Petrich, Port of Tacoma commissioner and lead commissioner on the Port's centennial celebration campaign*

1. Centennial logo

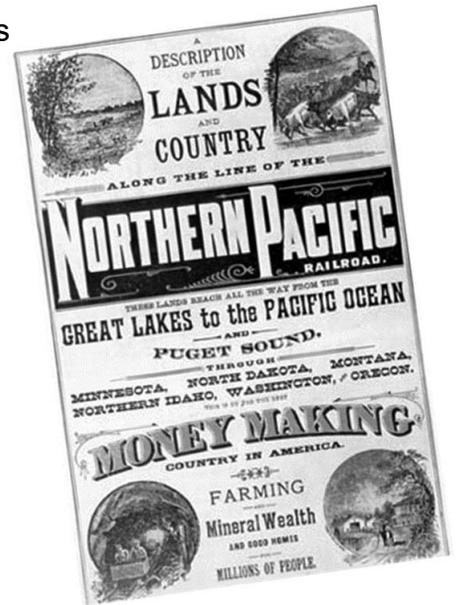
One of the first major projects JAYRAY tackled in 2017 was to develop a logo and tagline for the centennial. The logo—with the tagline—*Our Ties Run Deep*—is shown below. The logo features a stylized container ship and crane in the foreground and the iconic Mt. Rainier in the background.

The tagline speaks not only to the Port and the region’s long ties with shipping and trade, but also to its rail roots (“ties”). Those date back to 1873, when the Northern Pacific Railroad chose Tacoma as the western terminus of its transcontinental line.

That milestone development served as a huge catalyst for trade and population growth in the Tacoma area.



The versatile logo was used extensively throughout the Port’s centennial celebration in everything from temporary tattoos, ads and the Port’s centennial video, to T-shirts, tote bags, drink coasters and coffee mugs. It was also a major part of the design on our traveling Centennial Container and was animated to use in the Port’s centennial video.



CONTAINERIZING THE LOGO: The Centennial Container artwork highlighted the logo on both sides.

2. Speaker's bureau

Port staff developed a full-length (25-minute) PowerPoint presentation (slides, talking points and a historical video clip) highlighting the Port's centennial for use with civic groups and Port industrial groups.

JAYRAY designed a promotional post card (*both sides shown on next page*) that was mailed and emailed to civic groups throughout the Tacoma-Pierce County area. This effort generated many requests from clubs who wanted to hear the Port's centennial story.



Here are just a few of the club's and presentation dates:

- Tacoma Propeller Club (Maritime Day Lunch): May 15, 2018
- Transportation Club of Tacoma: June 11, 2018
- Tacoma Rotary 8: July 26, 2018
- Tacoma Yacht Club: Sept. 20, 2018
- Tacoma Propeller Club: Oct. 15, 2018
NOTE: This was an "encore" request based on the popularity of the Maritime Day Lunch centennial presentation given May 15, 2018.
- Tacoma Sunrise Rotary: Nov. 28, 2018

It is estimated the Port reached about 500 people through these six presentations. The Port also distributed its centennial magazine at the majority of the events and used the two centennial pop-up displays at four of them.

In addition to the full centennial PowerPoint presentation, staff also put together an eight-slide "short version" centennial presentation. This allowed staff members and commissioners to highlight the Port's centennial as part of a larger presentation where they also covered other key Port topics.

The short version of the Port's PowerPoint history presentation was used in talks to about 40 civic groups and school groups in 2018. It is estimated those efforts reached more than 1,200 people.



In 1918, Pierce County citizens voted to create the Port of Tacoma. Over the last 100 years, the port has become an economic engine that has transformed the regional economy and driven innovations on a global scale. Where will the port take us in the next 100 years?

As we consider the future, lend your voice by booking a port centennial presenter for an upcoming program.

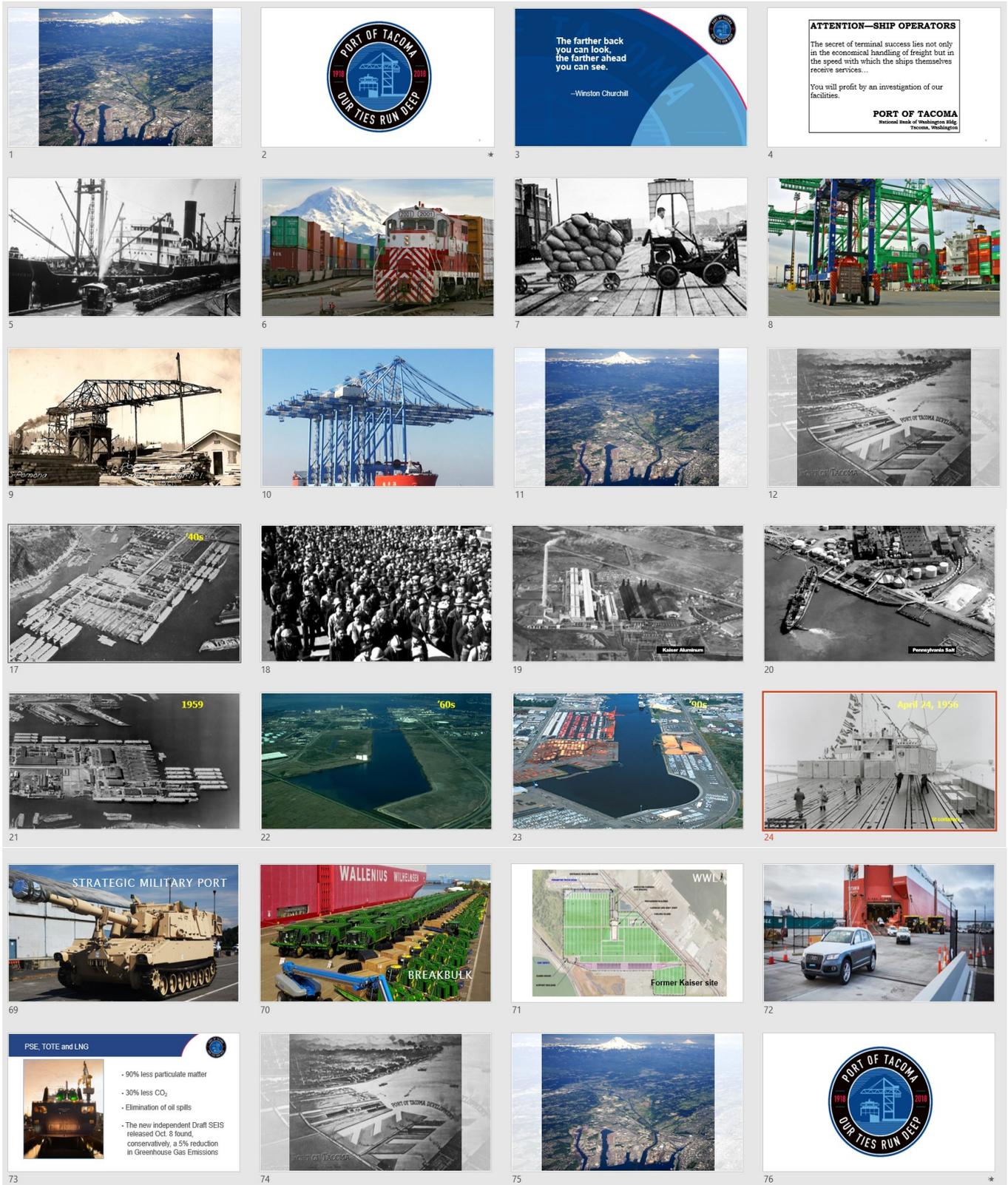
Thank you—we look forward to engaging with your group,

Leslie Barstow
Community Relations Manager
community@portoftacoma.com
www.portoftacoma.com

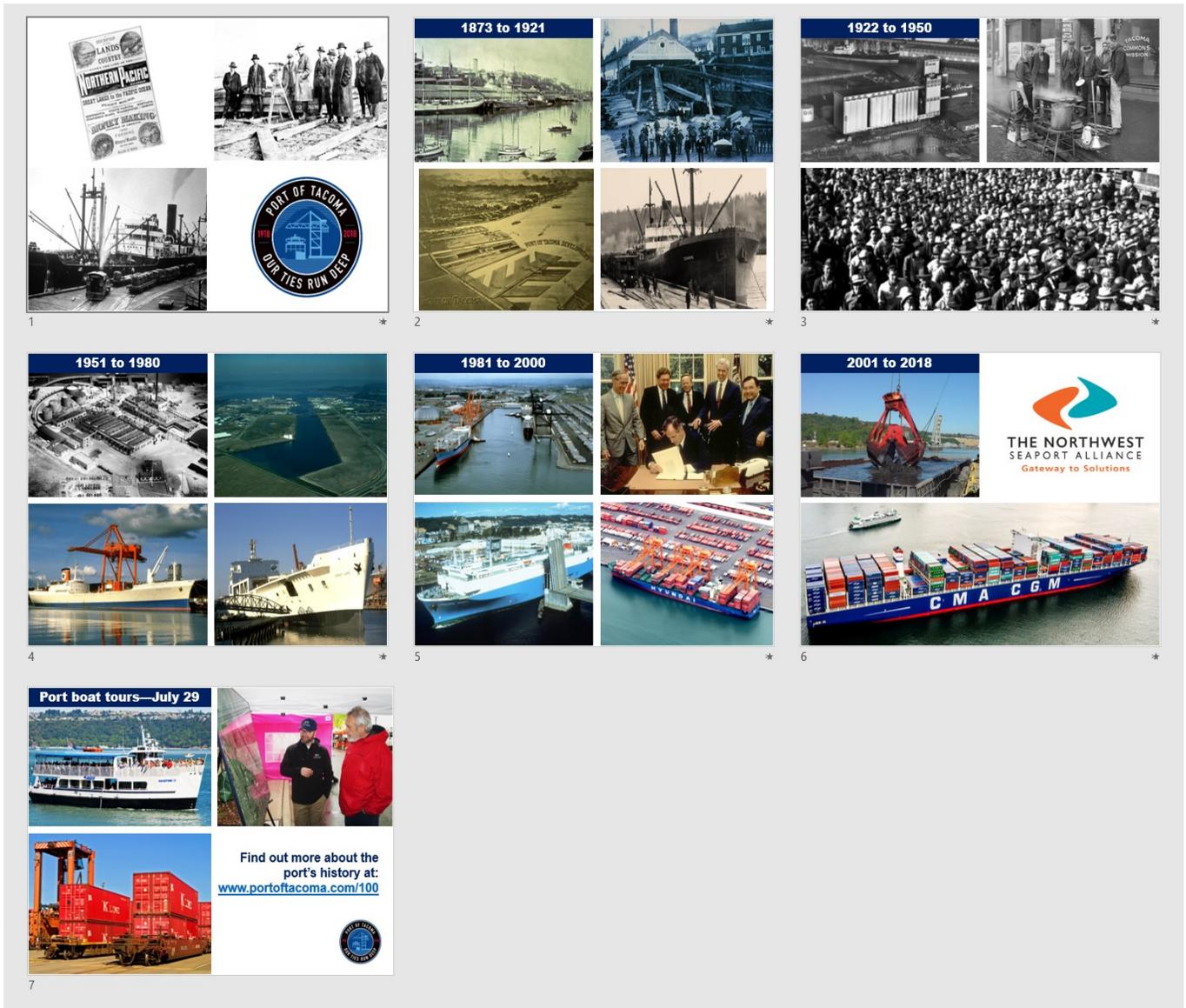
First-Class Mail
PRESORTED
P.O. Box 1837
Tacoma, WA 98401

CENTENNIAL SPEAKING: This postcard was mailed out to civic groups—and sent via email—to promote the Port’s centennial speaker’s bureau.

Actual card size: 5 x7 inches



THE LONG SHOW: The “long version” of the Port’s centennial PowerPoint presentation had more than 80 slides. There were also talking points for each image. The show was used by Port Commissioners and staff throughout the centennial celebration. It was also easily modified to best meet the needs of each audience.



THE SHORT SHOW: The “short version” of the Port’s centennial PowerPoint presentation featured seven “quad slides.” There were also talking points for each image.

This version was used by Port Commissioners and staff when they wanted to briefly highlight the Port’s centennial as part of a larger presentation they were giving to an audience.

3. Centennial magazine

Some of the Port commissioners initially expressed interest in having a book produced highlighting the Port's centennial. The Port of Seattle and the Port of Long Beach are two of many ports who have done that for their centennial.

After researching the high cost of writing, researching and printing a centennial book (\$100,000 to \$200,000), the Port of Tacoma staff recommended producing a centennial magazine instead.

Port staff worked with a freelance writer and JAYRAY to produce the book. A total of 10,000 copies of the 28-page magazine were printed. The total cost for the project was about \$25,000, making the magazine a very cost-effective way to help tell the Port's centennial story. The title of the Port's 28-page centennial magazine is "Portrait of a Century."



In addition to highlighting some of the port's history and evolution over the last 100 years, this publication was designed to highlight the Port's key role in our region's economic vitality—both historically and today.

The publication uses historical and current photos to help tell the Port's centennial story. The cover of the magazine features the Port's centennial logo.

Historical and current photography and graphics were used throughout the publication.

To avoid having the magazine just be "a look back" on port history, the overall theme chosen for the magazine was "Trade." This helped frame the key sections of the magazine, enabling it to be a "look ahead" as well.

The story of trade is told in these seven sections of the magazine:



- Trade is Movement
- Trade is People
- Trade Drives Innovation
- Trade Evolves
- Trade Changes
- Trade Connects
- Trade is Our Future

The centennial magazine made its debut at the Maritime Fest (July 28-29, 2018). Copies were available near the Port's timeline display inside the Foss Waterway Seaport and also at the Port's information table where people loaded the boat for the free Port harbor tour on July 29.

According to the Port's post-tour survey, more than half the people who attended one of the Port's boat tours picked up a copy of the publication.

The magazine was also distributed at more than 20 other Port centennial events throughout the centennial celebration and used with the Centennial Container.

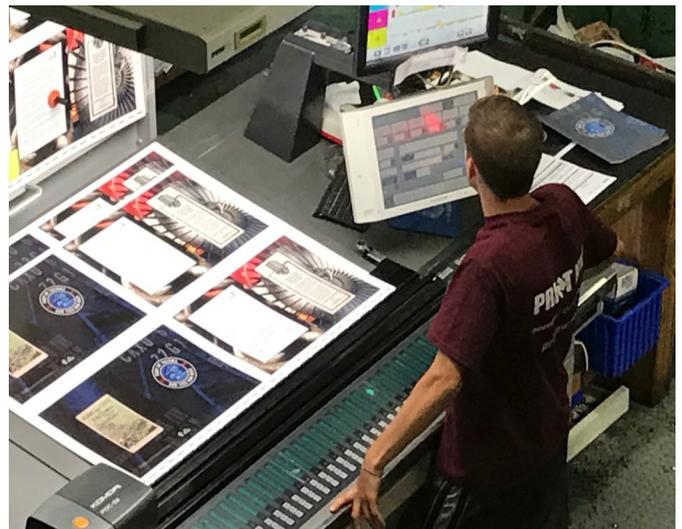
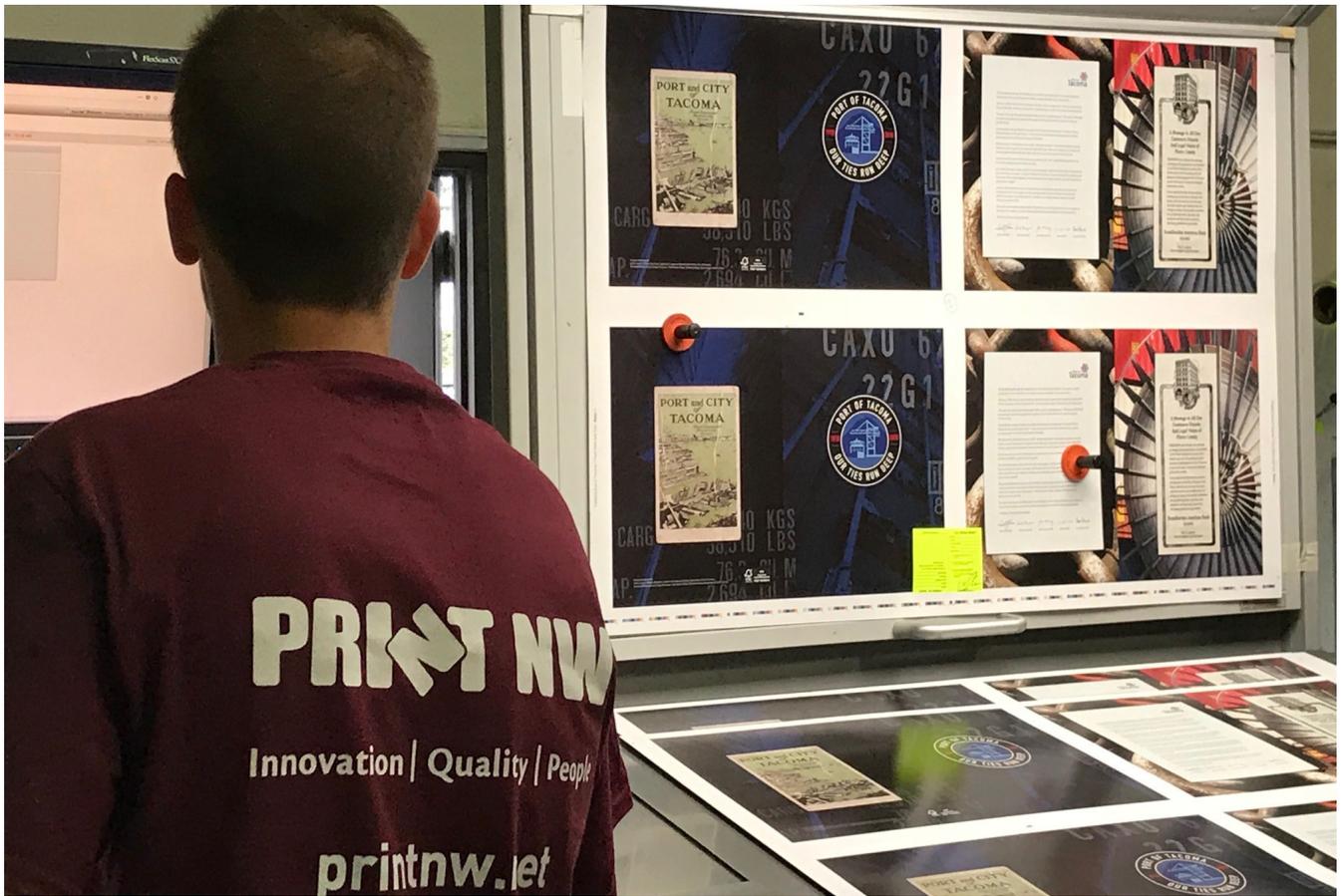
It was also sent about 300 Port retirees. In addition, an estimated 2,000 copies of the magazine were also distributed to local schools and libraries.

Port staff continues to use the magazine in 2019 in our speaker's bureau, monthly bus tours, farmers markets and other business and community events.

As of April 2019, the Port only had about 500 copies of the original 10,000 in stock.



TIMELINE: The center spread of the Port's centennial magazine uses key dates and a photo montage to highlight the historical development of the Port and the region.



PRESS CHECK: The magazine was printed by Print Northwest, a Tacoma-based company. Port and JAYRAY staff members, along with the Port's summer intern, were on hand for the final press check.

4. Centennial Container

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 and JAYRAY discussed 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:

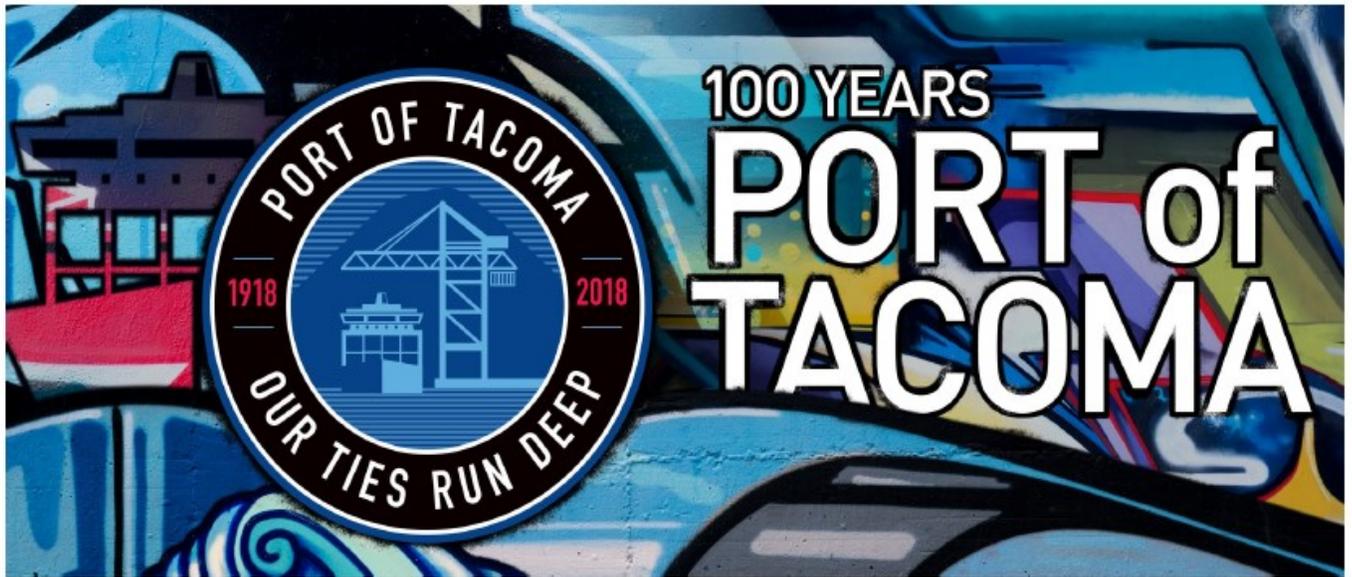
- Walk Tacoma Scavenger Hunt: Aug. 1, 2018
- Washington State Fair: Sept. 4-10, 2018
- Port of Tacoma's Touch-A-Truck event: Oct. 6, 2018
- Tacoma World Affairs Council's Consular Association Reception: Oct. 4, 2018
- City of Lakewood's Truck & Tractor Day: Oct. 13, 2018
- Tacoma Historical Society's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



PHOTO OPPS: The impressive graphics on both the inside and the outside of the Centennial Container made it a very popular spot for selfies and group photos.



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.



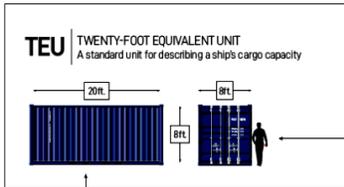
CONTAINER CHICKS: A 6-inch tall, 15-inch long scale model prototype of the Centennial Container was created by JAYRAY to test out the size and location of graphics and the overall scale of the graphics inside and outside the container. The scale model was also used as a prop in a TV interview on TV Tacoma’s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



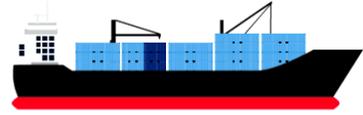
TV TIME: TV Tacoma Host Amanda Westbrook interviewed Port staff member Rod Koon in July 2018 to get an update on the Port’s centennial plans and Centennial Container. Rod and Port Commissioner Don Meyer appeared on the show again in October 2018 to give a second update on Port centennial events and activities.



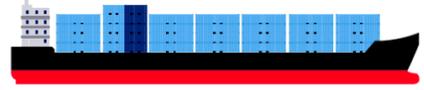
How Many TEUs?



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



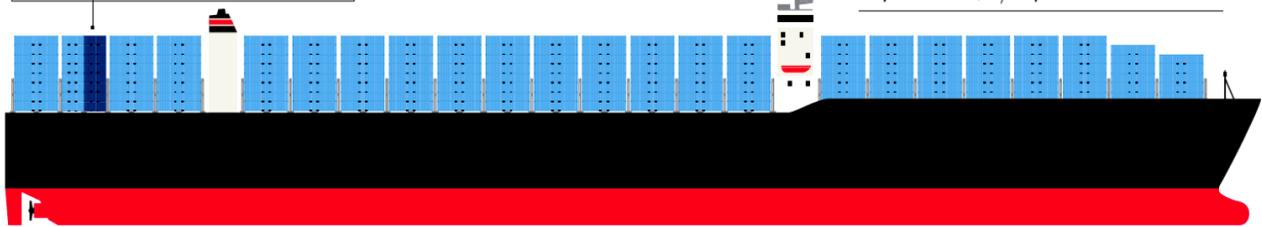
1,000 Small Feeder Ship



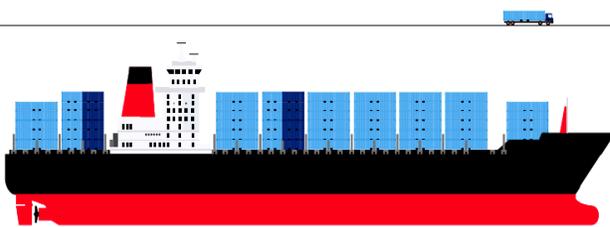
2,000 Feeder Ship / 3,000 Feeder Max



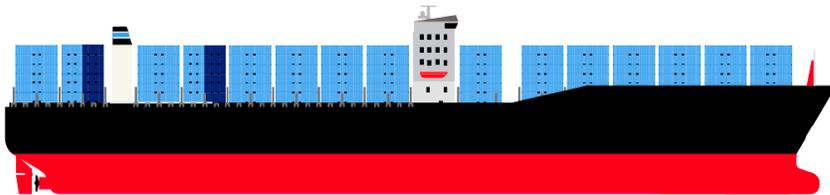
Tugboat 152ft (31m)



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

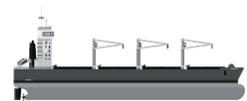
TEUs that were handled in 2017 by The Northwest Seaport Alliance

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



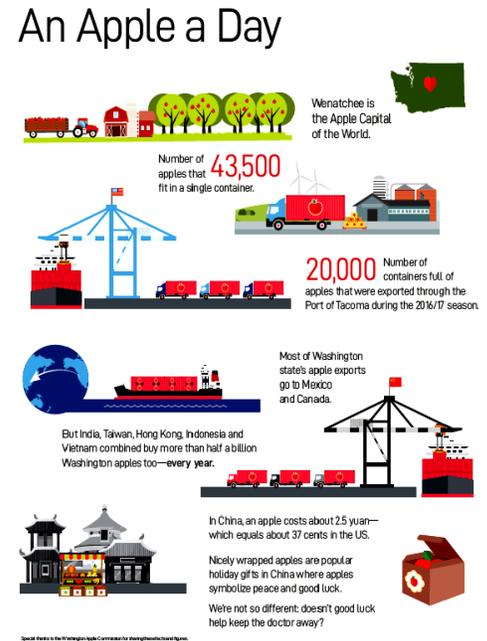
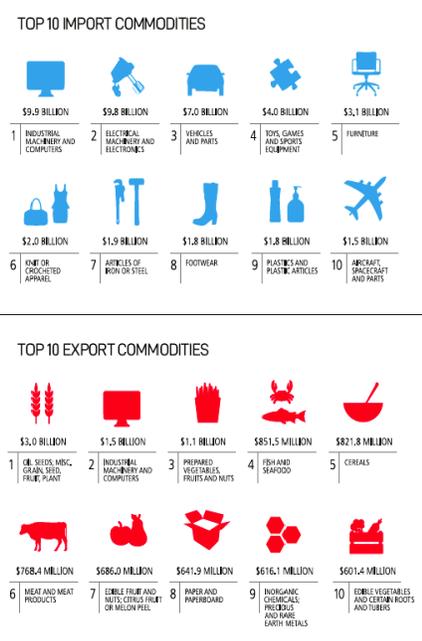
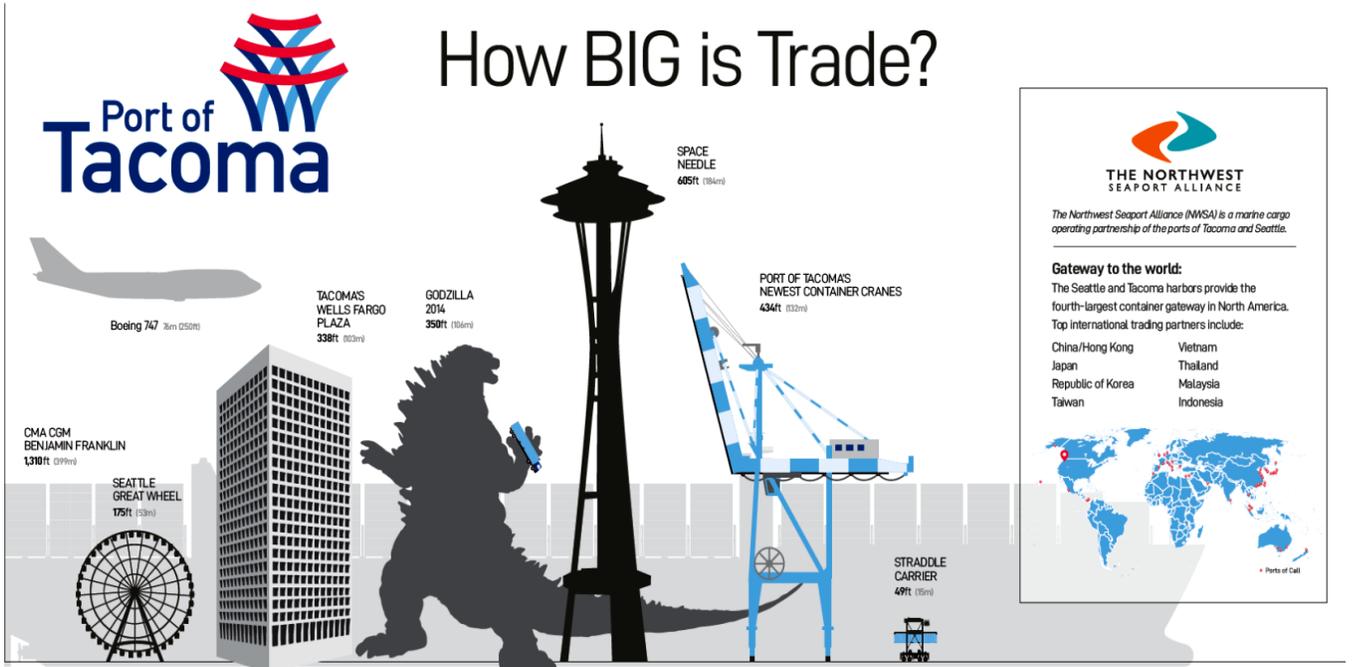
Pirate Ship



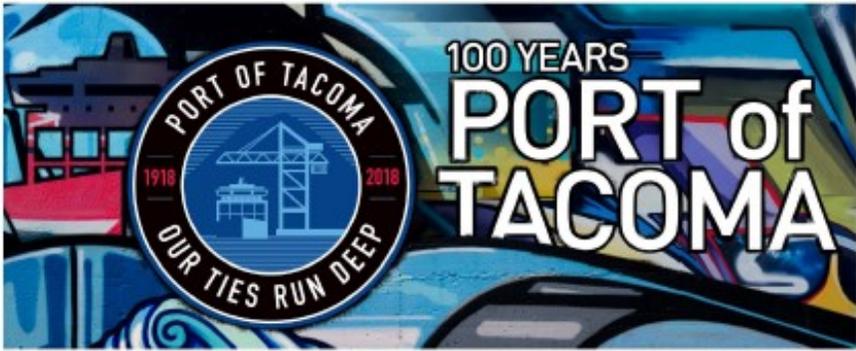
Dragon Boat

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).

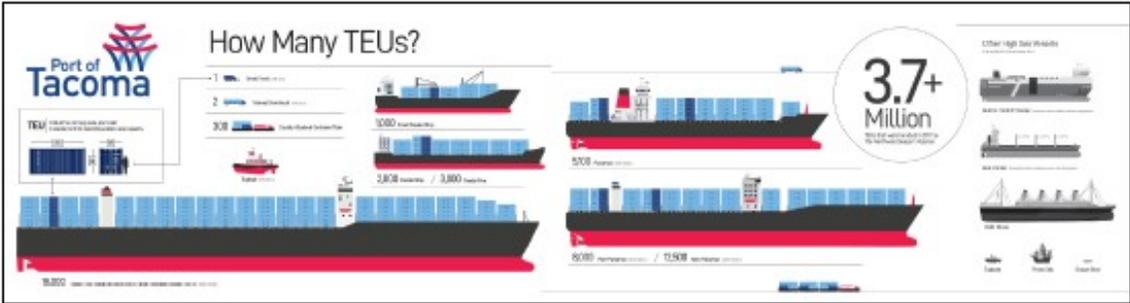
Each of the two interior displays consists of two 4-foot by 8-foot panels, making the total width of each display 16 feet.



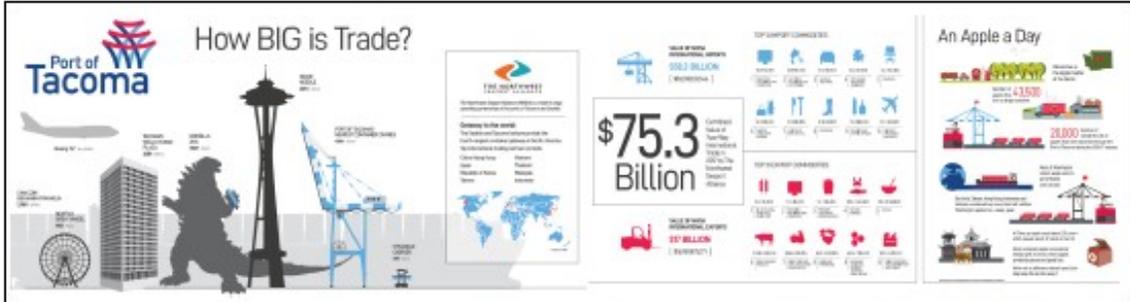
TALKING SIZES AND TRADE: One of interior panel display highlights the relative size of container ships and cranes to other familiar items (*Godzilla was a hit with the kids!*) and the top import and export commodities moving through the Port of Tacoma and the Port of Seattle.



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

For more information contact: Rod Koon Senior manager communications, Port of Tacoma
 rkoon@portoftacoma.com 253-383-0462

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 Washington State 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 also on display, along with a railroad engine and much more. More than 1,000 people attended the event, which is planned again for 2019.

5. Centennial timeline panels

The Port's centennial timeline display was originally envisioned as four large standard 8 x 10-foot trade show display stands.

After looking at a small scale model of the four displays, Port staff concluded those displays would be too overpowering and not very flexible in various settings. The standard trade show booth would also be just visible from the front side.

So staff came up with a more flexible idea—design and produce 12 individual free-standing panels that would have graphics on both sides.

The front side would contain information, milestones and photos from a decade of Port history. The back side would contain a large photo and a Port factoid related to the photo.

Port staff worked with Kel Tech, a local vendor, to design and produce the 12 large panels. The panels were installed at the Foss Waterway Seaport July 27, 2018, the day before the Maritime Fest started.

The Port's annual free boat tours left from a dock adjacent to the Foss Waterway Seaport and all attendees of the Maritime Fest were able to go into the Foss Waterway Seaport for free during the Maritime Fest. An estimated 5,000 people attended the two-day Maritime Fest.

About 1,200 people took one of the Port's boat tours. According to a post-event survey, about half of the people attended the boat tours also saw the Port's centennial timeline panels in the Foss Waterway Seaport.

The panels proved so popular that the Foss Waterway Seaport asked to keep them there on display throughout the summer.

In addition to being on display at the Foss Waterway Seaport from late July through early October, the panels were moved and on display at the Tacoma Historical Society's Annual Destiny Dinner held at the Tacoma Armory Oct. 20.

The panels were later displayed at the Port Administration Building from late October through late December 2018 and then placed in storage.

Some of the panels were later used at the World Trade Center's Annual Globe Awards event held in the Port Administration Building Feb. 12, 2019 and at the City of Tacoma's Sustainability Expo March 2, 2019.





TIMELINE FLEXIBILITY: Each of the 12 lightweight free-standing panels sits in a clear acrylic stand. Featuring full-length graphics on both sides, the panels can be set up in a variety of configurations, depending on the size and configuration of the venue.

1911 to 1920: Citizens vote to create the port

1911: The Washington State Legislature passes a law allowing citizens in counties to establish public port districts.



Edward Kloss Charles Orton Chester Thome

1918: On Nov. 5, Pierce County citizens vote by a 5 to 1 margin to establish the Port of Tacoma and elect the first three Port commissioners: Edward Kloss, a longshoreman; Charles Orton, a Sumner fruit and dairy farmer; and Chester Thome, a banker.

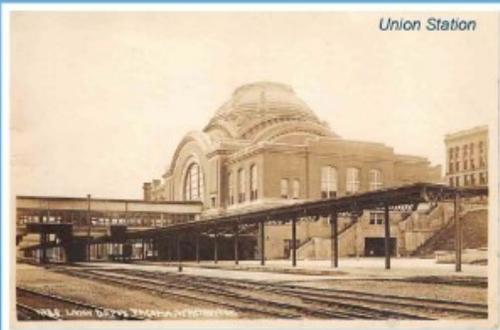


Also in the news

1911: Tacoma's Union Station opens (May 1).

1914: Almond Roca is developed in Tacoma by Harry Brown and J.C. Haley.

1918: World War I ends (Nov. 11).



Union Station



BOTH SIDES, NOW: The text side of each panel features the Port centennial logo, which is also screened in the background. This panel was displayed at the July 27, 2018 HUDDLE UP! event for all employees that was held in the Port's Maintenance area. The large panel photo features members of the Port's Maintenance rail crew.

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 Tidelands, 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).



1911 to 1920: Citizens vote to create the port

1911: The Washington State Legislature passes a law allowing citizens in counties to establish public port districts.



Edward Kloss Charles Orton Chester Thorne

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- 1914: Almond Roca is developed in Tacoma by Harry Brown and J.C. Haley.
- 1918: World War I ends (Nov. 11).



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 Tidelands.



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.

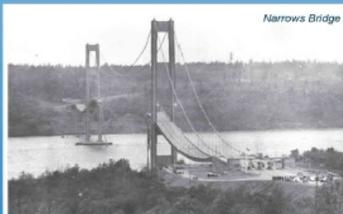


1939: The state Legislature passes a measure allowing ports to become active in industrial development. The Port makes industrial development a top priority in the '40s.



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).
- 1934: The Narrows Bridge collapses during a huge wind storm (Nov. 7).



1941 to 1950: Building ships for the war and attracting new industries

1940s: During World War II, Todd-Pacific Shipyards becomes a center for military shipbuilding activity. More than 30,000 people work there during peak production.



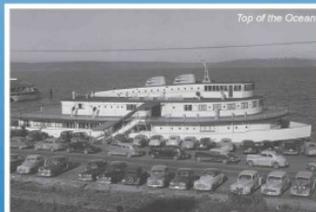
1940: The Port establishes its Industrial Development District, stretching from the Hylebos to the Milwaukee waterways.



This effort helps bring companies such as Pennsylvania Salt and Reichhold Chemical to the Tacoma Tidelands.

Also in the news

- 1941: The U.S. enters World War II (Dec. 8).
- 1946: The Top of the Ocean restaurant opens on Tacoma's waterfront (Dec. 15).
- 1950: The "new" Narrows Bridge opens (Oct. 14).



1951 to 1960: Rebuilding the economy

1953: The Blair Bridge is built, providing a 150-foot opening in the 300-foot-wide waterway.

1955: An engineering firm recommends extending and widening the Hylebos and Blair waterways to set the stage for future Port growth and expansion and more jobs in the region.

1959: The Port invests \$2.1 million to buy the naval station site from the federal government. The site was declared surplus by the federal government.



The Port works to bring new companies and jobs to this 183-acre industrial site.

Also in the news

- 1952: President Harry Truman gives a speech at the Tacoma Armory that is nationally broadcast on radio (Oct. 2).
- 1960: Cheney Stadium opens, featuring the Tacoma Giants (April 21).



Port Centennial Timeline Panels: Each panel is 7 feet tall, 33 inches wide mounted on Sintra board. The front side of each of the 12 panels highlights Port, regional and national historic milestones.

1961 to 1970: The Port invests and expands

1966: The Port receives federal funds to dredge and extend the Blair and Hylebos waterways. More than 1,400 acres of new land are created by this project.



This sets the stage for more port terminals, industrial development sites and jobs.

1967: The Port builds the first of two alumina domes for Kaiser at Terminal 7.



The domes are used to store alumina bauxite, used in Kaiser's production process.

Also in the news

- 1962: The Seattle World's Fair opens (April 21).
- 1963: President Kennedy speaks at Cheney Stadium (Sept. 27).
- 1964: A major earthquake hits Alaska (March 27).



President Kennedy



1971 to 1980: Building the Alaska connection



1975: The Port builds a grain terminal on Schuster Parkway to handle corn and soybean exports.

1976: Totem Ocean Trailer Express (TOTE) ships, which travel between Puget Sound and Alaska, start calling in Tacoma. The Port becomes known as the "Gateway to Alaska."



1980: The Port opens the 53-acre East Blair Terminal, and Mazda vehicles start coming in through the gateway.

Also in the news

- 1976: The Seattle Seahawks play their first game in the Kingdome (Aug. 1).
- 1977: Construction wraps up on the \$8 billion Alaska pipeline (May 31).
- 1980: Mount St. Helens erupts (May 18).



Mount St. Helens



1981 to 1990: Tacoma emerges as a major container port

1981: The Port opens the North Intermodal Yard, the first dockside intermodal rail facility on the West Coast.

1985: Two of the largest container shipping lines in the world—Sea-Land and Maersk Line—both start calling at the Port of Tacoma.



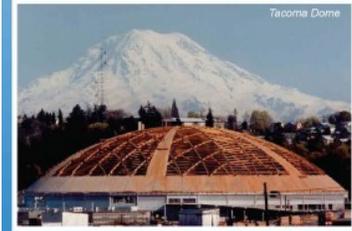
1986: Tacoma longshore workers celebrate their centennial.

1990: Port and Puyallup Tribe officials gather to christen a site on the Puyallup River "Gog-le-hi-te" and dedicate \$900,000 in amenities at the site.



Also in the news

- 1983: The Tacoma Dome opens (April 21).
- 1984: President Reagan visits Tacoma (April 19).



Tacoma Dome



1991 to 2000: Attracting new lines, building new roads

1991: Evergreen Line, one of the largest container shipping lines in the world, starts calling at the Port of Tacoma (July 2).



1997: The cable-stay bridge opens as part of the new State Route 509 route into downtown Tacoma (Jan. 21).

1997: The Blair Bridge is removed, unlocking the development potential of the Blair Waterway for the Port of Tacoma and the Puyallup Tribe.



Also in the news

- 1996: The new Washington State History Museum opens in downtown Tacoma.
- 2000: The Kingdome is imploded (March 26).
- 2000: Puyallup's Megan Quann wins two gold medals swimming in the Summer Olympics in Australia.



King Dome



2001 to 2010: Investing in the environment

2001: The \$32 million Port of Tacoma Road Overpass Project is dedicated (Aug. 16).

2006: The 500-foot smokestack at the Kaiser aluminum plant is demolished to make way for future Port development (July 2). The Port spends \$11 million on the environmental cleanup of the site.



2011: Port and Puyallup Tribe officials dedicate the 26-acre Place of Circling Waters habitat. The Port spends \$13.6 million developing this salmon-friendly site on the Hylebos Creek.



Also in the news

- 2001: Terrorism changes the world when planes hit the World Trade Center (WTC) in New York City (Sept. 11).



7/26/11/2010



2011 to 2018: Creating a new era of cooperation

2015: The ports of Tacoma and Seattle announce a new partnership and form The Northwest Seaport Alliance (NWSA) to jointly manage cargo facilities and business (Aug. 4).

The dramatic move forges a new era of cooperation between the two ports that were once rivals.



2018: Four new cranes arrive at the Port's Husky Terminal on the Blair Waterway. The cranes can handle the largest container ships in the world. Each crane costs about \$12 million.



Also in the news

- 2012: The LeMay Car Museum opens (June 2).
- 2014: The Seattle Seahawks defeat the Denver Broncos 43-8 to win Super Bowl XLVIII (Feb. 2).



LeMay Car Museum





29,000 jobs in Pierce County are connected to the Port's activities.



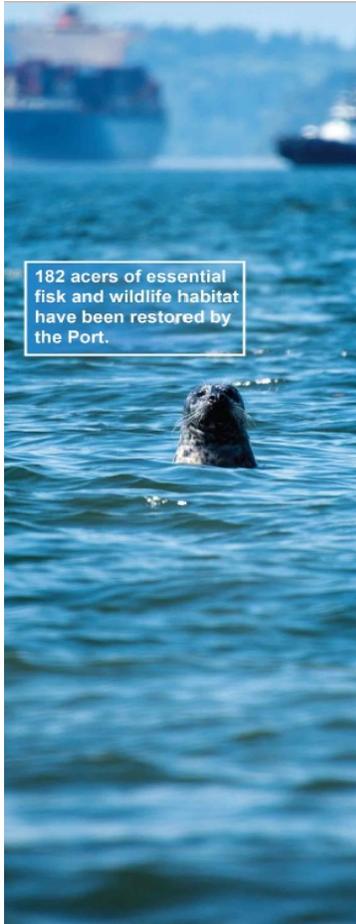
\$3 billion of economic activity is created by the Port each year.



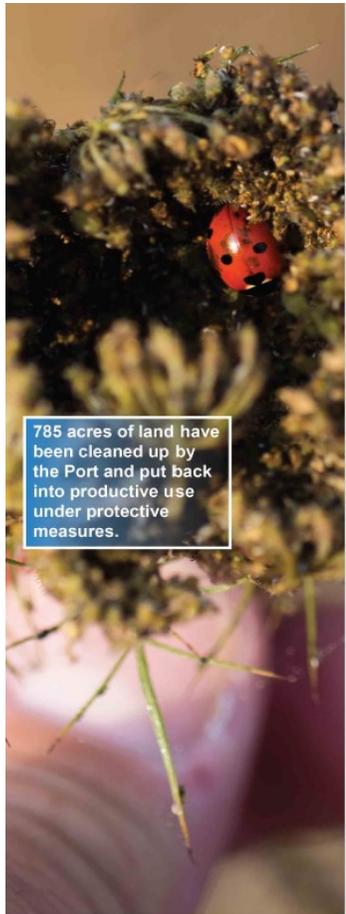
\$223 million in state and local taxes are generated each year by the Port's real estate and maritime activities.



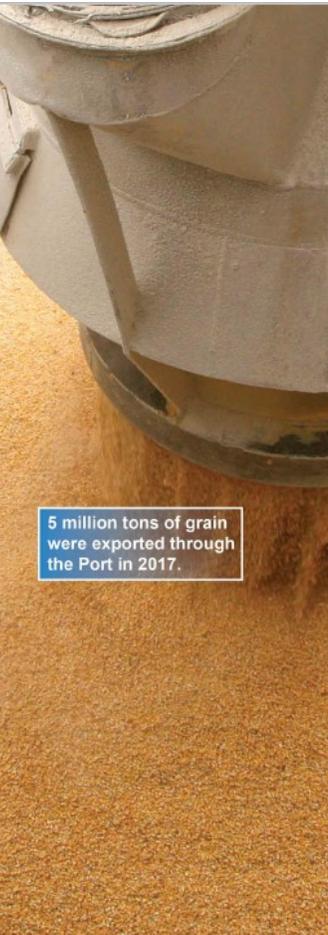
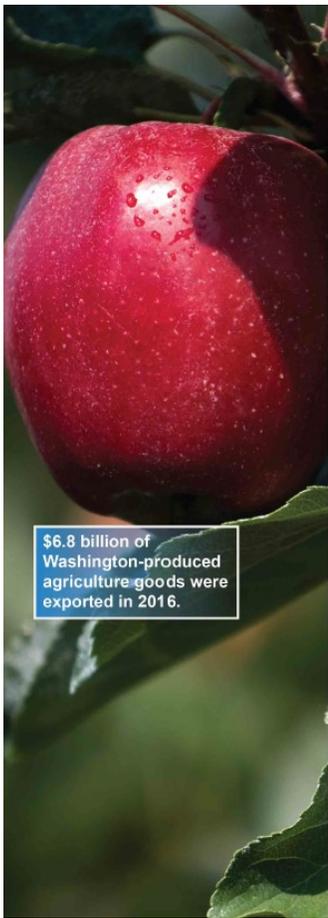
\$155 million has been spent by the Port on environmental cleanup over the last 20 years.



182 acres of essential fish and wildlife habitat have been restored by the Port.



785 acres of land have been cleaned up by the Port and put back into productive use under protective measures.



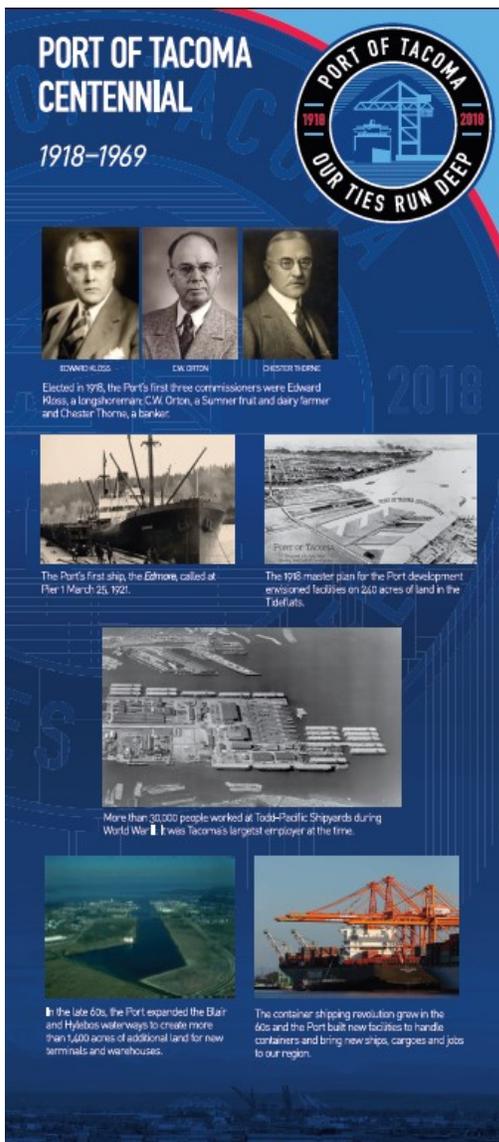
Port Centennial Timeline Panels: Each panel is 7 feet tall, 33 inches wide mounted on Sintra board. The back side of each of the 12 panels highlights a photo and a Port factoid.

6. Centennial pop-up banners

Drawing on the information and photos in the 12-panel Port centennial timeline, the Port's summer intern worked with Port staff and JAYRAY to produce two pop-up banners highlighting our centennial. Each banner highlighted 50 years of Port history.

These banners were used at a variety of community outreach and speaker's bureau events, including: Tacoma Rotary 8, Tacoma Sunrise Rotary and the Tacoma Propeller Club.

The panels debuted at the Port retiree event in July 2018. They remained on display in the atrium of the Port's Administration Building throughout the summer. In addition, they were also used in a few trade shows by the Port's contracts and purchasing department did in 2018.

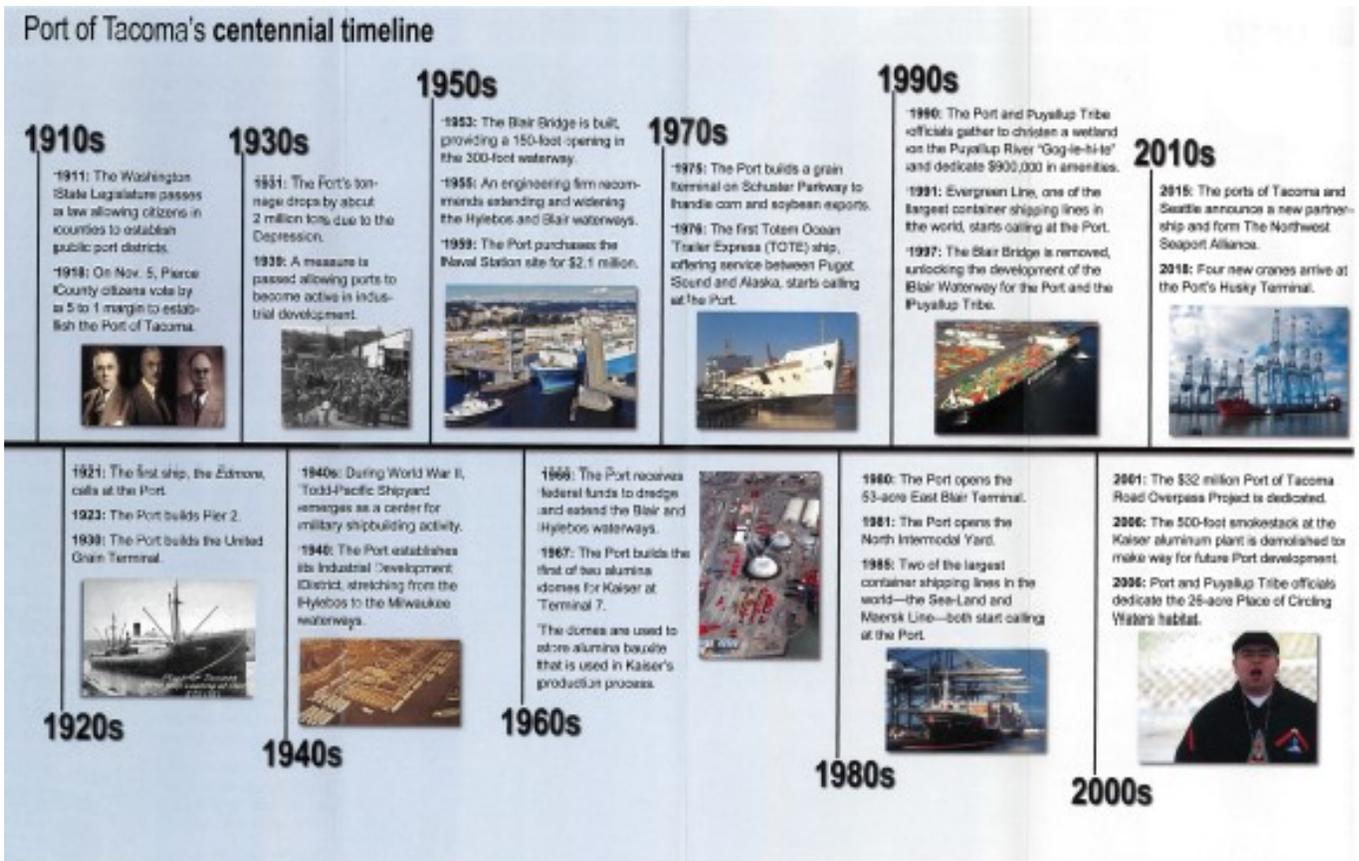


FIFTY TIMES TWO: Each banner highlights 50 years of Port history. Each of the pop-up banners is about 7 feet tall and 33 inches wide.

7. Centennial timeline brochure

Another part of the Port's centennial effort was the production of a timeline brochure, highlighting some of the photos and milestones contained in the Port's large centennial timeline panels.

The Port's student intern designed and developed this publication, which also debuted at the Maritime Fest in July.

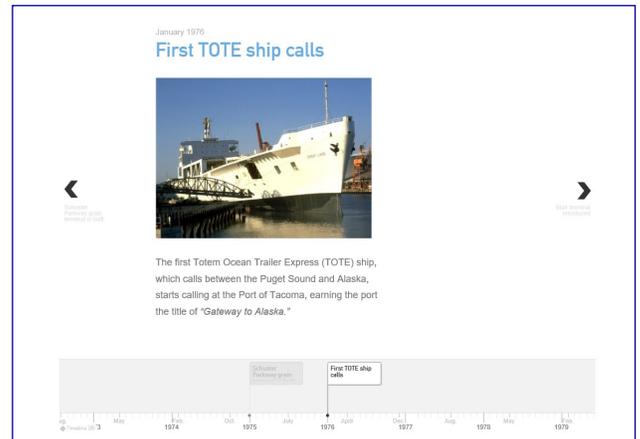
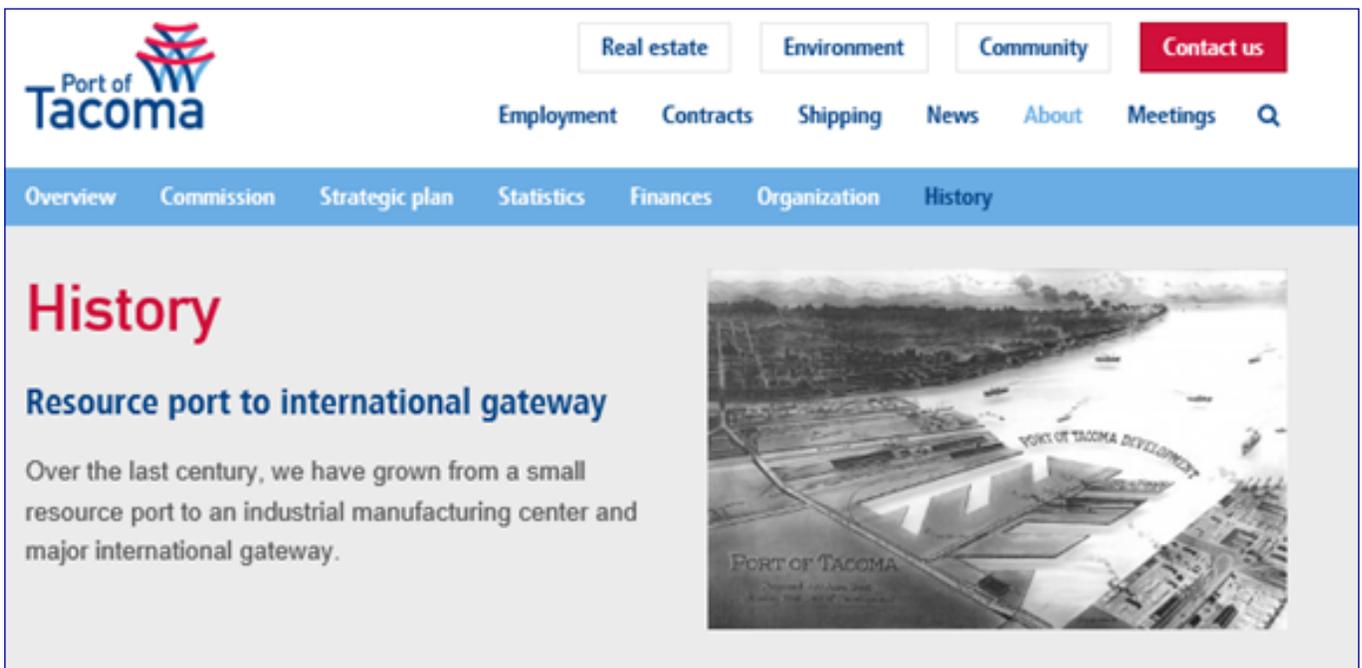


HIGHLIGHTING HISTORY: The four-panel brochure is 4 x 10 inches and provides an easy-to-read, pocket-sized guide to some of the Port's historical highlights.

8. Port website

The Port expanded the existing history page on its website to highlight a variety of Port centennial information and events. This included encouraging people to submit historic photos and stories about the Port. Links were also added to the Port’s centennial story map site and to a digital version of the Port’s centennial magazine.

In addition, the Port developed an interactive timeline (*shown below*) that highlighted many key milestones in the Port’s development over the last 100 years. The cost of developing this new timeline feature was \$10,000.



SLIDING THROUGH TIME: The bottom two images show segments of the interactive timeline that was created and added to the Port’s website as part of the Port’s centennial celebration.

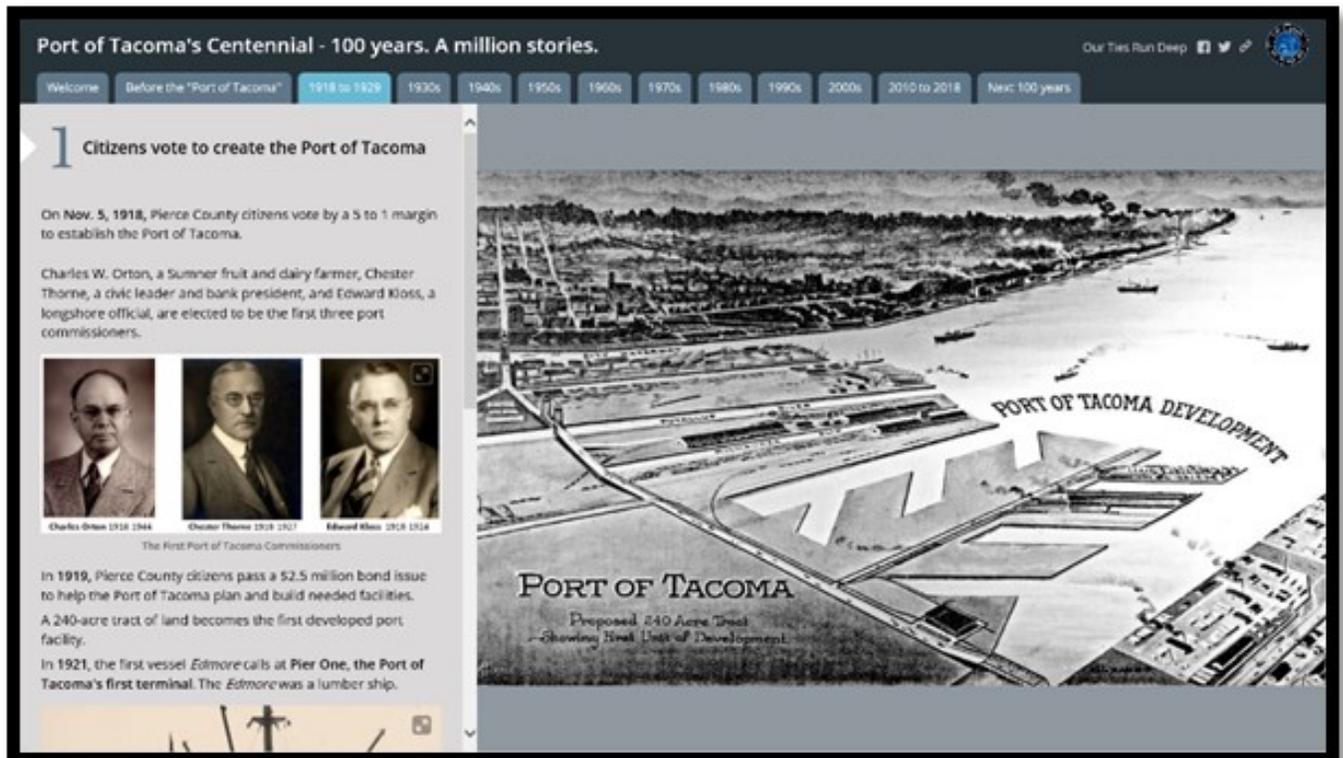
9. Centennial story map

The Port's two-member GIS team worked with the Port's communications team to create an interactive web application (or story map) that linked narrative, photos, videos and maps to engage and educate the community about the Port's 100-year history. The [Centennial Story Map](#) describes some of the major Port, regional and global milestones that have helped shape Pierce County, Washington and our world over the last century.

The story map is organized by decade so the user can navigate directly to a time period of interest, or step through the Port's last 100 years sequentially. This allows the user the ability to create their own unique experience and spend as much or as little time as they want exploring.

The site received more than 2,300 views between Dec. 31, 2017 and Dec. 31, 2018 and about 950 views since its full, official public launch Sept. 4, 2018.

A major Port customer who has used the site said, 'He—and members of his staff—lost about an hour of productivity at the office yesterday because they were spending so much time exploring the content of the story map.' He was very complimentary of the site, how much information it contained. He said it was clear that somebody spent a ton of time putting it all together.



CLICKING THROUGH HISTORY: The Port's story map was organized by decade and contains a wealth of data, photos, video clips and maps highlighting various aspects of Port history and development. The site was creating by internal Port staff so no additional funds were needed for this project.

10. Social media

Port staff posted photos and information historical Port milestones, special centennial events and more throughout the Port's centennial celebration. Many Port employees reposted these posts and also posted their own centennial-related photos on their personal Facebook pages.



CONNECTING WITH RETIREES: This Facebook post highlighted the event the Port held to honor its retirees July 14, 2018—a week before the official public kickoff of the Port's centennial 100-day centennial celebration

Port of Tacoma
Published by Port of Tacoma [?] · July 28, 2018 · 🌐

Come on down to the Tacoma Maritime Fest this weekend at the Foss Waterway Seaport and check out our new centennial display!

Citizens vote to create the port

1911: The Washington State Legislature passes a law allowing citizens in counties to establish public port districts.

1918: On Nov. 5, Pierce County citizens vote by a 5 to 1 margin to establish the Port of Tacoma and elect the first three Port commissioners: Edward Kloss, a longshoreman; Charles Orton, a Sumner fruit and dairy farmer; and Chester Thorne, a banker.

1 Small Boat (1000)
2 Normal Sloop (1000)
300 Double-Ended Container Ship (3000)
3000

1,366 People Reached 118 Engagements Boost Post

PROMOTING MARITIME FEST: This Facebook post encouraged people to attend the Maritime Fest. The event marked the kickoff of the Port’s centennial 100-day centennial celebration.

 **Port of Tacoma**
August 9, 2018 · 🌐

Happy #TBT! On March 25, 1921, the first ship, the Edmore, called at Port of Tacoma's Pier 1. Longshore workers loaded approximately 600,000 board feet of lumber onto the vessel. 24 hours after arriving at the Port, the vessel set sail for Yokohama, Japan. To read more about the Edmore, visit <http://historylink.org/File/8462> #port253



1,036 People Reached **71** Engagements [Boost Post](#)

 **Port of Tacoma**
Published by Port of Tacoma [?] · October 3, 2018 · 🌐

As part of the port's centennial celebration, and thanks to popular demand, we have created an online store for our centennial logo gear. Hats, shirts and other logo gear will be available until Oct. 14. https://stores.inksoft.com/port_of_tacoma_centennial.../home



951 People Reached **60** Engagements [Boost Post](#)

HISTORY AND HATS: These posts highlighted the Port's first vessel arrival in 1921 (*above*) and the Port's online centennial store (*below*).

 **Port of Tacoma** Published by Port of Tacoma [?] · October 26, 2018 · 🌐

CityLine hosted Commissioner Don Meyer and the port's Senior Communications Manager Rod Koon on yesterday's show to talk about our centennial celebration. Watch the show and find out more about our centennial here: www.portoftacoma.com/100
<https://www.youtube.com/watch?v=THCC7pigl30>

 YOUTUBE.COM
CityLine - October 25, 2018 - Port of Tacoma
Rod Koon, Senior Manager, Communications, Port of Tacoma and Don Meyer, Port of Tacoma Commissioner Description join us to talk about the...

451 People Reached 10 Engagements [Boost Post](#)

 **Port of Tacoma** Published by Port of Tacoma [?] · June 5, 2018 · 🌐

This year is our 100th anniversary! To celebrate our centennial, we're kicking off 100 days of Port of Tacoma history during the Tacoma Maritime Fest weekend in July. We're collecting stories and photos from the community. Whether your grandfather operated the cranes as a longshoreman or an aunt who worked at Todd Pacific Shipyards during WWII, we want to hear from you and how you're part of the port history. Go to portoftacoma.com/100 ✓ to share your favorite memory and help tell our story!

Share your story and photo: <https://app.smartsheet.com/.../222dc4e0a174459e9648927b5ba902...> ✓

More about the Port of Tacoma's history: <https://www.portoftacoma.com/100> ✓

More about Maritime Fest: <http://fosswaterwayseaport.org/maritimefest> ✓



754 People Reached 69 Engagements [Boost Post](#)

TV AND HISTORY: These Facebook posts had a video link to a TV interview about the centennial (*above*) and an invitation to share a favorite Port story or photo (*below*).

11. Centennial video

The Port created a 4-minute centennial video that debuted to an audience of nearly 400 people at the Tacoma Historical Society’s Destiny Dinner held October 20, 2018.

On Nov. 5, 2018—exactly 100 years after Pierce County residents voted to establish the Port of Tacoma, the Port published a short video of our legacy featuring historic footages and interviews with local leaders. The video was shared across the Port’s social media channels and is still our top-viewed video to this day. Here is a [link](#) to the centennial video.

The video was also shown to more than 80 employees at the Port employee centennial celebration held Nov. 5, 2018 at the Port Administration Building

On Facebook, the centennial video reached more than 10,000 people and garnered more than 4,700 total views and 1,700 engagements.

The video also received nearly 8,400 impressions on Twitter and 3,000 impressions and LinkedIn.

Port of Tacoma
Published by Port of Tacoma (?) · November 5, 2018 · 🌐

The voters of Pierce County voted the Port of Tacoma into existence on this day in 1918. Since then, the port has grown to be one of the busiest ports in the country. Our real estate and marine cargo operations now support more than 29,000 jobs and generate nearly \$3 billion in economic activity in the region.

Thank you to everyone who played a part in our development. Your work set the stage for the continued progress of next 100 years.

Help us celebrate our centennial by sharing our video with your friends and family and tell us your port story in the comments of this post. [#port253](#)
[#centennial](#)

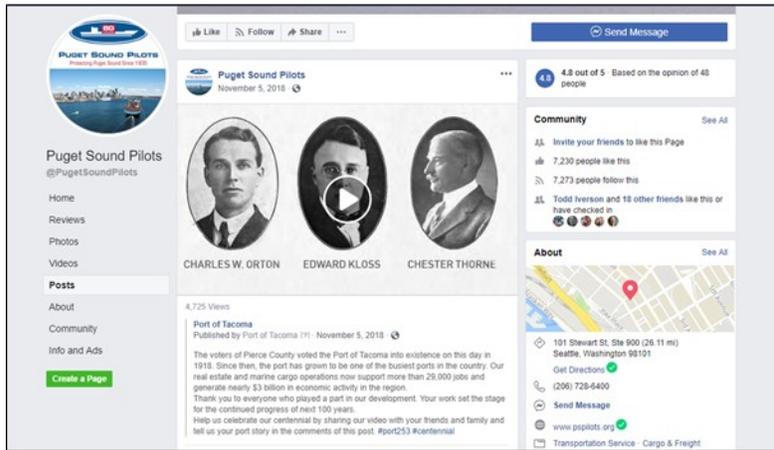
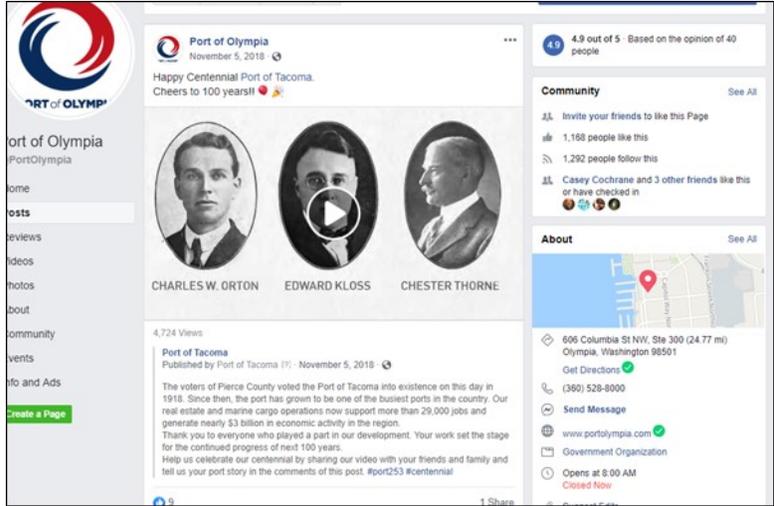
PORT OF TACOMA
OUR TIES RUN DEEP

▶ 0:00 / 4:08 🔊 ⚙️ ↗️

10,244
People Reached

1,727
Engagements

[Boost Again](#)



PARTNERS IN HISTORY: The Port of Olympia, the Puget Sound Pilots and ILWU Local #23 were three key groups that shared the Port’s centennial video on their Facebook page.

12. Port employees and the centennial

A combination of existing tools and events—along with some new ones—were used to connect employees with the Port’s centennial.

The centennial provided an opportunity not only to educate employees about the important role shipping, transportation, the railroads and the Port have all played in our community’s history and development, but also to strengthen employee pride in the Port of Tacoma.

1. Centennial promotional items: In June 2018, each employee was given the opportunity to get one free Port of Tacoma centennial promotional item. There were five items to choose from: coffee mug, executive folio, ball cap, tote bag, or T-shirt. Our goal was to be able to distribute the items to employees prior to the official public launch of our 100-day centennial celebration in late July.



2. Employee newsletters: The Port’s monthly newsletter—*Connections*—is distributed in print and digitally to all 300 Port employees. The newsletter highlighted Port centennial news and updates throughout the 100-day celebration. The November issue featured two articles submitted by Port retirees (*see next page*).

3. Digital signage: The Port News Network (PNN) consists of five large TV display monitors located at four Port employee centers—Administration, Maintenance, Security and Customer Service. The Port’s communication team uses PowerPoint, photography and video to keep employees informed about Port developments, events and more. A series of more than 50 PowerPoint images—known as the MILESTONE series—were featured on PNN during the centennial celebration (*see samples p. 58*). The Port uses StrandVision for PNN.

4. HUDDLE UPS! The Port holds all-employee meetings—called HUDDLE UP!—on a quarterly basis. About 60 to 80 employees attend them. Three were held during the Port’s 100-day centennial celebration, and each featured some aspect of the centennial:

- HUDDLE UP! (Feb. 20, 2018): The Port centennial logo was unveiled
- HUDDLE UP! (July 27, 2018): One of the Centennial timeline panels, that featured Port’s Maintenance track crew, was on display at this event in Maintenance
- HUDDLE UP! (Oct. 25, 2018): Updates were given on the Destiny Dinner and the Nov. 5 employee celebration

5. All-employee Internal celebration: This internal celebration, held on the Port’s actual 100th anniversary (Nov. 5, 2018), featured cake, sparkling cider and “re-enactor” the Port hired (for \$100) to play a very special role. He appeared in historic costume and gave a speech as Chester Thorne, one of the Port’s first commissioners. The event was well-attended by Port staff and also by all five of the Port of Tacoma commissioners.

Connections

July 2018

Renewing connections: Port honors retirees as centennial celebration starts



CELEBRATING PORT PEOPLE: This group of Port retirees and current employees took time out from their barbecue event to pose for this photo taken by Joe Barrington and his drone. The photo also features the Port's Centennial Container, which will be on display at the Foss Waterway Seaport during the Maritime Fest July 28-29. The inside of the container will feature various information about the containerization, Port cargoes and port during the Maritime Fest July 28-29.

About 60 Port retirees and current employees got together at the Port Adm in Building July 14 for the Port of Tacoma's Centennial Retiree Open House and Barbecue.

A variety of Port memorabilia was on display at the event—everything from old issues of the Pacific Gateway magazine to a scale model of a 6,600 TEU Maersk Line container ship. The vessel was the largest container ship to ever call in North America back in 1999.

Retirees shared stories and memories of their days at the Port during the event and many walked around the building to check out what their former work area looks like today. Many retirees also dropped by to see the big screen monitors in our Operations Service Center.

Commissioner Don Meyer and CEO John Nolte made remarks to the group during the event. Rod Koon also gave the attendees highlights of upcoming Port centennial events—such as the Port

boat tours and the Port's centennial timeline display that will be at the Foss Waterway Seaport.

Retirees were also encouraged to share stories and photos about the Port that would help us tell our centennial story. Port retirees Chuck Doon and Ivan Nordlund have already submitted a few of their stories. Other retirees said they planned on doing the same.

Bottom line: The retirees appreciated being included in the Port's centennial celebration.

Connections

September 2018

Doing the Puyallup: Port highlights our centennial at the Fair



CENTENNIAL CONTAINER PHOTO OPP: The Port's centennial container is on display Sept. 6-10 at the Washington State Fair in Puyallup. Port employees are staffing the container and taking attendees about the Port's history and the important role of Port plays in our community and our region's economic future. The back of the container features graphics, a timeline about Tacoma history, Port cargoes and more. Pictured above: Heather Orndorff, Bill Orndorff and Kelly Orndorff.

Move over, Fisher Scones.

The Port of Tacoma's Centennial Container is coming to the Washington State Fair this month.

As part of our Port centennial celebration, we'll be displaying our Centennial Container inside the Green Gate at Washington State Fair Wednesday.

Sept. 6 through Monday, Sept. 10. We'll be featuring our Name That Decade trivia contest to test people's knowledge of local, regional and port history. And yes, there will be prizes.

This makes the first time the Port has ever had an exhibit at this fair and it offers us a unique opportunity to reach out to a huge new audience.

A number of Port staff volunteers will be staffing the container during one of the three shifts each day. The Port will cover the cost of parking and admission for all Port volunteers.

If you have your supervisor's approval, and would like to volunteer to work a shift at the fair, please contact [Lea Yost](mailto:Lea.Yost@portoftacoma.com).

Port of Tacoma: Centennial Recollections

A first-hand account The story behind TOTE's to move to Tacoma



CHUCK DOAN

In 1975, Tote Trailer Express (TOTE) began examining establishing an Alaska service with their new Roll-on/Roll-off ships. Their initial review was focused only on operations from Seattle. That was not surprising, since Seattle was the base for all of the Alaska barge operators. In addition, Sea Land—another shipping line serving Alaska—and their container service in Seattle.

While the TOTE personnel were in the area seeking to establish a base of operations, the Port of Tacoma tried making contact with them. But they were non-responsive and elusive.

Each week, I got anxious calls from Local 225's President Phil Lelli asking, "When are you going to engage with them?"

I could only lament we had no response to our enquiries. Finally, I went to the TOTE team's key person's hotel and surprised him in the lobby. He finally agreed to a visit—but said he was catching a plane the next day.

He said I could pick him up at the hotel in the morning for a quick tour of the Port of Tacoma as long as I got him back to the airport in time for his flight.

On that early morning Port tour, I drove him by the old Pier 1 area—and there was Phil Lelli standing outside his seafaring gear locker.

Introductions were made, and then Phil began his sales pitch, which only he could so masterfully deliver.

Phil counted off on his ten fingers all of the things Local 223 could deliver that TOTE could not expect in Seattle.

When he ran out of fingers he began another list. He counted such things as training for diving and trailer rigs; out of their RoRo ships, providing trained longshore with each ship, on-time gate attendance, and much more.

TOTE began their operations in Seattle in 1975, but soon found that Lelli's predictions were not rhetorical fabrications. TOTE required a ship turn of 35 hours, but it was taking more than 90 hours to turn their ships in Seattle.

The Seattle ILWU local voted four times on changing their routine to meet TOTE's needs. Each time the idea was voted down.

Finally, TOTE called us and we made arrangements for another TOTE visit to Tacoma. TOTE officials arrived by helicopter at what was then the Ports headquarters at Pier 1.

We had assembled our three commissioners, the Port's executive staff—and the principal leaders of Local 223.

As the TOTE officials entered the conference room, they announced they only wanted to meet with labor. After that meeting, Reed Jones and the Port's engineering staff met with them and began pouring over port blueprints for a potential TOTE Ro-ro facility.

The rest, they say, is history. TOTE shifted its operations to the Port of Tacoma in June 1976, initially calling it Terminal 7-D.

As promised, Tacoma's longshore workforce delivered—Local 223 turned TOTE's first ship around in 36 hours.

NOTE: In 1979, the Port opened a new facility for TOTE—known as the Alaska Terminal—which is located where West Street Terminal is today.

In August, 1984, TOTE moved to its current home on the Star Waterway.



ALASKA CONNECTION: TOTE's move to Tacoma helped the Port establish a strong presence in Alaska. Pictured above: A TOTE ship calls at the Alaska Terminal on the Star Waterway.

'67 flashback:

Take a driving tour of the Port in the late '60s

As you drove down East 11th Street and approached Port of Tacoma Road, on our right was Barnacle Biffs Tavern and across the street was a branch of Puget Sound Bank.

And when you turned left on Port of Tacoma Road, you saw Birchfield Boiler.

At the northwest corner was a concrete building that contained the electric AC motors that drove B.C. generators to power the four hammerhead cranes on Pier One and Pier Two. Further north was the maintenance shop locker room, next to the longshore lunch room.

Just north of that was the Port's maintenance shop and office. Attached to that was Robbich's Stevedore's office and supply room—run by Phil Lelli, the president of ILWU Local 223.

On the right was Pier One, a small warehouse, two hammerhead cranes and one 60-ton Colby whitley crane. In the middle of the pier was the entrance to the grain loading dock and with overhead conveyor belt and funnel system used to dump grain into the hold of ships.

At the end of Port of Tacoma Road there was a building known as the round house, where the Port stored and maintained two 40-ton switching locomotives. In those days the Port operated its own railroad and Port cranes would move the loaded and empty cars to 11th Street siding where the Tacoma Belt Line (later known as Tacoma Rail) would move them to the yard near Fire.

To the left of Port of Tacoma Road and across the railroad tracks were the grain storage silos, conveyors to the grain dock, the building for the

Turning right again at Tacoma Marine Supply, to the right was more net sheds, the marina and the Kelly, Farquhar a cannery, connected to it was a rt run cold storage plant.

Going north on the right was Pier Two warehouse and the Port's main office located on the south end. At that time, the Port had two hammerhead cranes on the side of the warehouse and the pier, which had wooden planking.

Behind the grain storage area was a tallow storage plant. A heated pipe line was used to pump the tallow to ships tied to the grain dock.

Going back to 11th Street and Port of Tacoma Road, heading southwest on Port property about 1/4 mile on the right, was Pier Seven. There was one warehouse, a pier with five World War II-vintage 40-ton whitley cranes from the Port Industrial Yard (now known as the Earley Business Center).

These cranes were used for loading logs from the water to the ships tied to the dock. The cranes could also be rigged for a bucket operation by changing the main hoist wire which was a long wire rope with four parts to a short wire with a single part to a bucket operation for load ore.

At the north end of the pier was the new 181 bucket 40-ton crane, that connected to a dock-side conveyor or system and an in-line conveyer, that loaded alumina powder into a large storage dome at Terminal 7. The dome had a railroad track along side of it and a load out conveyer for loading rail cars from the bottom side of the dome. The fully loaded cars were moved to the Kaiser plant nearby.



Nearby, at Pier 3, was Johnny's Dock, which some Port people referred to it as "The Great Waiting Hole." To the left of the restaurant was a marina for private boats and the fishing fleet, along with net sheds to store the fisherman's gear.

On the end of the net sheds stood the Port's maintenance office and carpenter shop.

Back on Port of Tacoma Road about a quarter mile and across the railroad tracks was Cascade Poles, that makes plings and power poles dipped in crossite. Traveling north on your right was Tacoma Marine Supply, they sold fishing and marine parts for the fishing fleet and others.

removing the grain from the railroad car to the silos via conveyors and the grain inspection office.

Behind the grain storage area was a tallow storage plant. A heated pipe line was used to pump the tallow to ships tied to the grain dock.

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A DOME OF OUR OWN: The first two domes used to store alumina were built in 1967 at Pier 7. A bucket crane was used to hoist the material into the dome. The fully loaded cars were moved to the Kaiser plant nearby.

CENTENNIAL NEWS: The Port's employee newsletter highlighted various centennial activities and also featured the recollections of two Port employees in the November 2018 issue.



LOGO LAND: (Above): A drone was used to take this group photo of Port employees standing near the Centennial Container in July 2018. (Below left): Two employees show off their new centennial gear. (Below right): One Port centennial flag was made to fly in front of the Port Administration Building and another one to fly in front of the Port Maintenance Building throughout the 100-day centennial celebration.



1869

The Hansen Ackerman mill opens on Tacoma's waterfront (along what is now known as Ruston Way).

The mill was built by a group of San Francisco investors. The mill helped establish Tacoma as a leader in the lumber industry.



A Port of Tacoma Centennial
MILESTONE

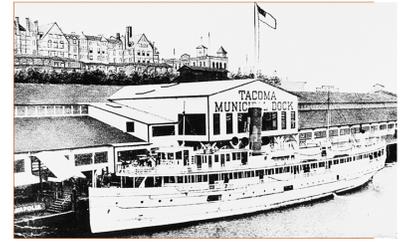
January 1911

The City of Tacoma opens the Municipal Dock on Foss Waterway.

The facility is the first publicly-owned dock in Washington state.

The dock cost \$270,850 to build.

Tacoma mayor Angelo Fawcett, a strong advocate of public ownership of all utilities, led the campaign for the dock.



A Port of Tacoma Centennial
MILESTONE

March 25, 1921

The *Edmore*, the first ship to ever call at the Port of Tacoma, arrives at Pier One.

The vessel tied up to Pier One at 8 a.m. Friday morning and began loading 26 carloads of lumber—about 600,000 board feet.

The lumber was loaded from railcars using a locomotive crane.

Four crews, about 50 men in all, worked through Friday night to load all the lumber.

The vessel left the Port about 8 a.m. Saturday morning, after being at the Port pier for less than 24 hours.



A Port of Tacoma Centennial
MILESTONE

Jan. 2, 1943

Port of Tacoma and Port of Seattle commissioners gathered around a gilded pick that was used in a dedication ceremony to break ground for Sea-Tac Airport.

The ceremony was heralded as marking the last phase of Seattle and Tacoma "burying the hatchet," and beginning an era of the two great cities of the Puget Sound working together for the mutual good of both.



A Port of Tacoma Centennial
MILESTONE

—Photo and information courtesy of the Tacoma Public Library

Nov. 21, 1988

Officials cut a ceremonial ribbon to officially open the Observation Tower.

The ribbon was cut by Port Commissioners Jack Fabulich, John McCarthy, Ned Shera and Pat O'Malley with assistance from Tacoma Mayor Doug Sutherland.

About 80 people attended the ceremony, which also featured the Stadium High School band.



A Port of Tacoma Centennial
MILESTONE

Jan. 21, 1997

A huge crowd was on to celebrate the the opening of the cable stay bridge, as part of the SR-509 bypass project, helped provide new development momentum to downtown Tacoma.

Jack Fabulich, Port of Tacoma commissioner, Congressman Norm Dicks and other dignitaries helped cut the ribbon to officially open the SR-509 cable stay bridge in 1997.



A Port of Tacoma Centennial
MILESTONE

December 2, 1984

A historic journey reaches its end when the *Sunrise* vessel delivers two Hitachi container cranes to the new Sea-Land Terminal on Sitcum Waterway.

The cranes stand about 280 feet high.

The voyage marks the first time that cargo of this size had ever crossed the Pacific Ocean.



A Port of Tacoma Centennial
MILESTONE

August 28, 1987

United Grain, located at the end of the Port's North Intermodal Yard, is demolished.

A total of 256 different explosions took place in a half-second timeframe to topple the 177-foot elevator.

KOMO News showed the event live on their 6:30 p.m. report.

The removal made it possible to add to the capacity of the port's North Intermodal Yard.



A Port of Tacoma Centennial
MILESTONE

MILESTONES: This series highlighted more than 50 key moments in Port history on large digital display screens at four different Port office locations. It was created by Port staff using PowerPoint.

**CAN YOU
NAME THAT
DECADE** 



**You might win a
Port of Tacoma
centennial hat
and some Roca.**

			<p>NAME THAT DECADE </p> <p>NOTE: Some decades may show up more than once!</p> <p>Write your Decade answers below. You might win a Port centennial hat and some Roca:</p> <p>1. <u>1950's</u></p> <p>2. <u>1960's</u></p> <p>3. <u>1990's</u></p> <p>4. <u>1940's</u></p> <p>5. <u>1930's</u></p> <p>6. <u>1920's</u></p> <p>7. <u>1960's</u></p> <p>8. <u>2009-2011</u> <i>Final</i></p> <p>9. <u>1950's</u> <i>START</i></p> <p>Name: <u>STANLEY RIVER</u></p> <p>Put your entry in the box at the Centennial Display in the Atrium or send it by Interoffice mail to Rod Koon by Friday, Oct. 19.</p>
<p>1. Pier 1 fire</p>  <p>4. Groundbreaking for Sea-Tac Airport</p>  <p>7. Port extends the Blair Waterway</p>	<p>2. First dome opens at Terminal 7</p>  <p>5. United Grain opens</p>  <p>8. Lincoln Avenue Overpass is built</p>	<p>3. Two new cranes arrive for WUT</p>  <p>6. Port buys its first cranes</p>  <p>9. Blair Bridge opens</p>	

TRIVIA TIME: A series of “NAME THAT DECADE” trivia contests were created for use with Port employees. The winner received a Port centennial cap and other prizes.

13. Centennial advertising

Port staff worked with JAYRAY to develop centennial ads to run in a variety of industry publications such as the Transportation Club of Tacoma membership directory and the Tacoma Propeller Club’s Chowdown program.

The Port also ran centennial print ads in a number of community publications, including The News Tribune, Broadway Center for the Performing Arts program and more.

The Port also ran a three-month ad campaign with Pierce Transit which included “wrapping” a bus to make it look like a container ship and running a series of large “King” ads on the exterior of 12 different Pierce Transit buses.

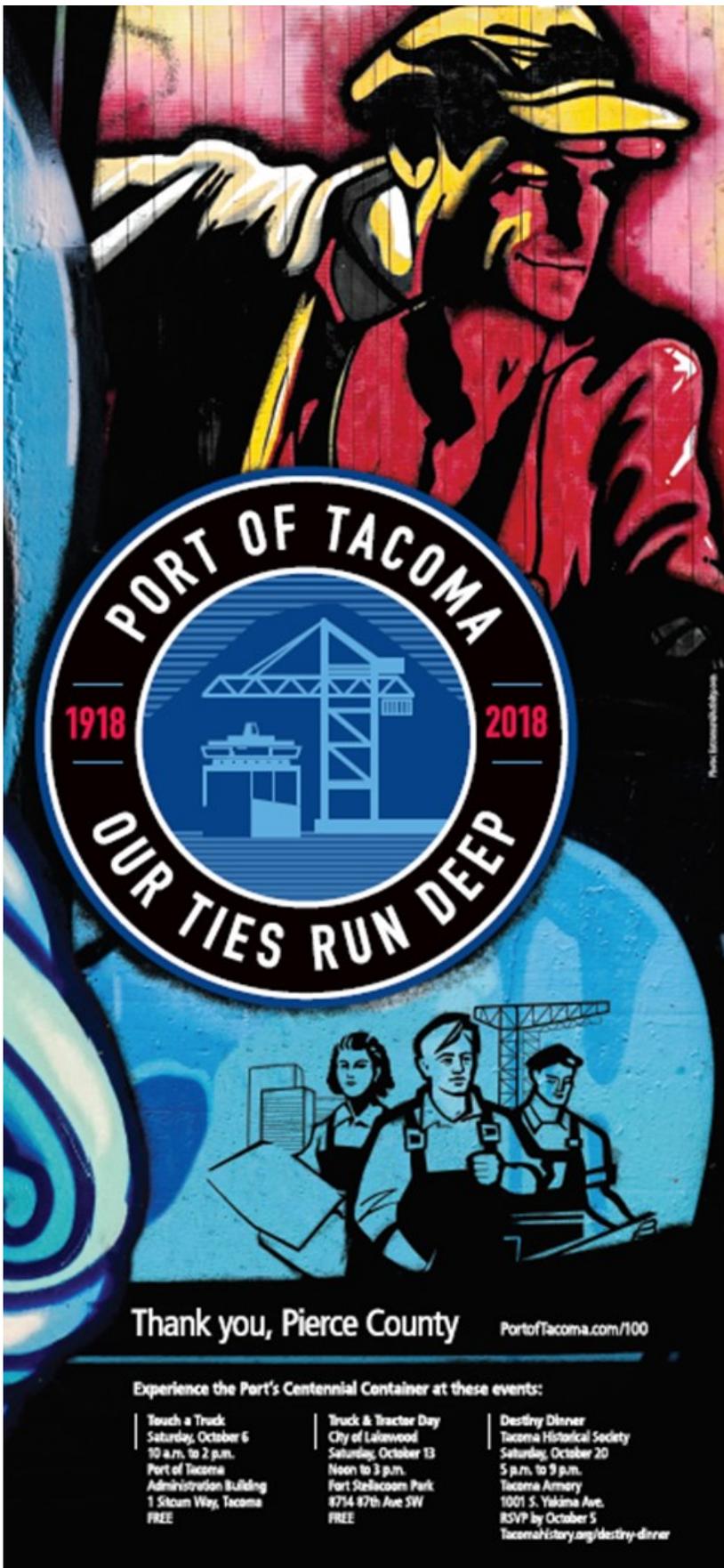
Print ad costs were about \$7,000 and the bus advertising was about \$22,000.



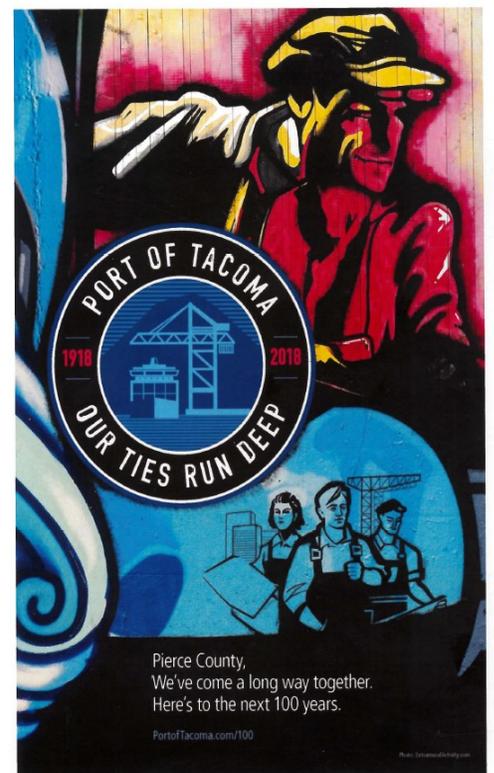
PORT CENTENNIAL AD: Chowdown program



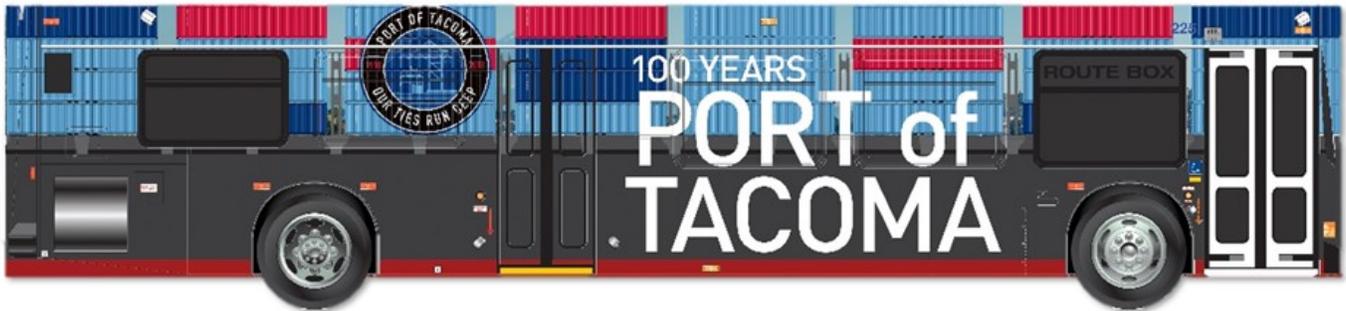
PORT CENTENNIAL AD: Transportation Club of Tacoma membership directory



PORT CENTENNIAL AD: The New Tribune newspaper (Tacoma)



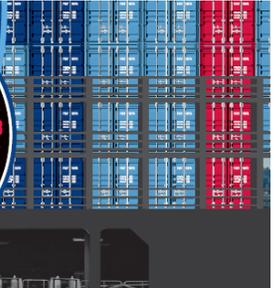
PORT CENTENNIAL AD: South Sound Business magazine



A SHIPSHAPE BUS: Using graphics to make a bus look like a container ship, the Port's centennial message literally took to the road for three months (June, July and August 2018) during the Port's centennial celebration.

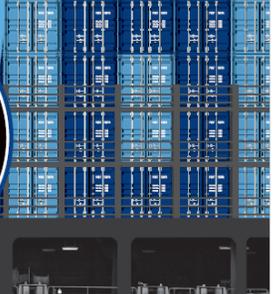
HAVE YOU SEEN IT?
WE CAN HARDLY CONTAIN IT

PortofTacoma.com/100



HAVE YOU SEEN IT?
TOTALLY ROCKIN' THE BOAT

PortofTacoma.com/100



HAVE YOU SEEN IT?
ARE YOU SHORE?

PortofTacoma.com/100



HAVE YOU SEEN IT? Featuring the Port's centennial logo, a total of six large exterior bus ads were created and used to promote the Port's centennial and centennial website. Each ad also posed the question, "*Have you seen it?*" (referring to the "container ship bus").

Each ad panel was 30 inches tall and 12 feet long.

HAVE YOU SEEN IT?
WHAT IS THIS ALL ABOUT?

PortofTacoma.com/100



HAVE YOU SEEN IT?
LIKE A SHIP OUTTA WATER

PortofTacoma.com/100



HAVE YOU SEEN IT?
THAT SHIP HAS SAILED

PortofTacoma.com/100



HAVE YOU SEEN IT? Featuring the Port's centennial logo, a total of six large exterior bus signs were created and used to promote the Port's centennial and centennial website. Each ad also posed the question, "Have you seen it?" (referring to the "container ship bus").

Each ad panel was 30 inches tall and 12 feet long.

14. Centennial articles

The Port centennial also received visibility in a variety of publications. Here are two examples: Port staff worked to provide information and photos to publications such as *South Sound Business*. In addition, the editor of the local ILWU newspaper asked Rod Koon to write a two-page article about the Port's centennial.

October 2018

The Port of Tacoma's centennial: 100 years of vision, innovation and teamwork

By Rod Koon

"Our ties run deep" is the theme of the Port of Tacoma's centennial celebration. The theme highlights the long-standing connections the Port has with the Pierce County community, its customers and trading partners around the world.

The Port's ties to the Tacoma longshore workforce also run deep, from before the Port was even created. That's because Tacoma's longshore leaders, along with other community and business leaders, rallied for the creation of the Port of Tacoma in 1918. Longshore workers knew that a publicly-owned port could bring new jobs, cargoes and economic opportunities to Tacoma and the Pierce County region.

Although an earlier effort to create a publicly-owned port in Tacoma had failed prior to 1918, longshore workers rallied hard to promote the concept before it came to a vote on Nov. 5, 1918. When the ballots were counted, Pierce County voters had overwhelmingly approved the creation of the Port of Tacoma by a 5 to 1 margin (15,054 to 3,429).

In that same election, Edward Kloss, a longshore worker, was elected as one of the Port's first three commissioners. Kloss was the first of many longshoremen who served on the Port of Tacoma commission. Kloss helped set the stage for open communication and teamwork between labor and management at the Port. Other longshoremen who have served as Port commissioners over the years include: Joe Fakser, John McCarthy, Phil Lelli and Dick Marano.

Starting out on 240 acres of land in the Isalflats, the Port passed a bond issue in 1948 to generate enough revenue to build docks and buy cargo handling equipment. The original Port "finger piers" and warehouse areas were at Piers 1 and 2—space now occupied by Husky Terminal on the Blair Waterway.

In fact, the newest ZPMC container cranes, which cost about \$12 million each, are located not far from where the Port's first Sargo handling crane stood. The Port's first crane, a five-ton hammerhead crane with a 90-foot boom,

was built by Colby Steel and Engineering Company in Seattle at the cost of \$31,500.

From its very earliest days, the Port always looked for new, innovative ways to move cargo more efficiently and cost-effectively. That commitment to innovation was illustrated by the elevated monorail track system, complete with six monorail hoists, that were used to move cargo between the Pier 2 warehouse and ships at dock in the 1920s.

By 1929, Tacoma's Port was called Port Tacoma Piers by the newspapers. Pier 1 had an open storage capacity for 50,000,000 board feet of lumber. Two 90-foot cranes handled the lumber from docks to waiting ships. And at Pier 2, the shed held 45,000 tons of all types of general cargo. Pier 2 was also equipped with tractors, trailers, and overhead monorail system, and semi-portals deck cranes.

The Port was a diversified and comprehensive port capable of handling a wide range of cargoes—from lumber and logs to wheat and agricultural products. That cargo diversity is still an important trait of the Port 100 years later.

In a very literal sense, the "ties" the Port of Tacoma and the City of Tacoma have with the railroads also "run deep."

In 1873, the Northern Pacific Railroad chose Tacoma as the western terminus of its transcontinental line. This meant tremendous growth and economic opportunities for our area. Tacoma's population skyrocketed from about 1,000 in 1880 to more than 16,000 by 1890.

By the early 1900s, almost all the docks and wharves that lined Tacoma's waterfront were owned by the railroads and this helped set up the need for publicly-owned port.

From its earliest days, the Port of Tacoma's facilities featured dockside rail. The Port also had its own locomotives that helped cargoes moved efficiently between ships and rail. The Port has always understood the importance of keeping cargo on the move, and moving it seamlessly between various modes of transportation.

That commitment to innovation might best be illustrated by the leadership role the Port and its longshore force played in the development of on-dock intermodal rail facilities in the 1980s.

Here is how Isaac "Ike" Marano, the foreman of the North Intermodal Yard in the '80s, explained the situation in the Summer 1992 issue of the Port's Pacific Gateway magazine: "Star Shipping was calling at the Port of Tacoma. They would tie up at night, discharge 300-400 containers, and leave. Burlington Northern then tracked those container 30 miles to Tukwila where they were loaded onto rail cars. Their 46 trucks, along with our regular traffic, created a bottleneck at the Pier 4 gate. We couldn't keep up, and trucks were backing up onto Port of Tacoma Road."





LOADING THE LUCKENBACH AT PIER ONE.



LOADING WITH ROPE SLINGS.



THE FIRST CONTAINER AT THE PORT OF TACOMA IN 1948 ON THE ASA LATHROP.

Continued on Page 5

Page 4

Continued from Page 4

Port management and longshore both agreed—there had to be a better way. But sometimes, change is difficult. According to Moore, “Washington National was reluctant to shift the operation away from their designated load areas. And so-called experts were saying rail cars couldn’t be loaded with straddle carriers.”

But the intermodal longshore crew successfully demonstrated to both the Washington National and to Star Shipping that it could be done—literally saving time and money. And the rest, as they say, is history. On February 3, 1991 Tacoma’s longshore workers set a world record by handling 817 lifts with only 12 straddle drivers in one eight-hour shift.



Initially the Port of Tacoma intermodal facilities were a strong and unique selling point to shipping lines and importers. The North West’s intermodal abilities were highlighted in Port site in trade publications and even in a sales video that helped convince Evergreen Line to move to Tacoma in 1991.

In the ‘80s, when the Port’s advertising efforts touted “The Tacoma Advantage” the Port’s intermodal capabilities and its longshore workforce were two of the many points it emphasized. Phil Lefti suggested making a lapel pin that highlighted the “Tacoma Advantage” with the EWU “crazy back logo.” The pin proved to be a hit.

In 1985, the top two container shipping lines in the world at the time—Sea Land and Maersk—both started calling at the Port of Tacoma. The Port built a \$12

million container terminal on Sitka Way near Sea-Land, along with a new intermodal facility—the South Intermodal Yard. Maersk Line started calling at Terminal 7 and moved containers through the North Intermodal Yard. In 1985, the Port’s container volumes grew by about 400 percent, and Tacoma emerged as a world class container port.

The Port’s reputation for dockside intermodal rail facilities continued to grow and additional dockside intermodal rail yards were incorporated into the Washington Union Terminals in 1999 and the redevelopment of Pierce County Terminal for Evergreen Line in 2004.

But today, class and old rail facilities are commonplace at nearly all major container ports around the country. Tacoma’s intermodal facilities—while still vital—are less unique.

As we look ahead to the next 100 years, some key questions to try to answer are:

“What will make the Port of Tacoma successful in the future?”

“Will there be another innovation like dockside intermodal rail yards that will give the Port of Tacoma another competitive boost?”

“How else can the Port and the longshore work together and use innovation to create another competitive advantage?”

None of these are easy questions to answer.

But these questions, and those answers, will be vital to the continued success of our Port and our working waterfront over the next 100 years.

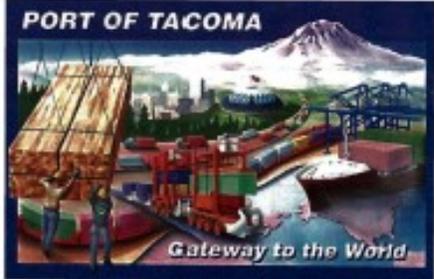
Kean is the center manager for communications at the Port of Tacoma.

Tacoma News



Pivotal Dates in the Port of Tacoma’s History

- 1918: Pierce County residents vote to Establish the Port of Tacoma
- 1923: The Port builds Pier 2 and a bulk transit facility
- 1930: The Port builds United Grain
- 1970: The first container crane is purchased for \$1.2 million
- 1972: Blair Terminal opens for logs
- 1975: Continental Grain opens
- 1976: TOTE starts calling in Tacoma
- 1985: Maersk and Sea Land move to the Port
- 1991: Evergreen starts calling at the Port
- 1998: Hyundai begins operations at Washington United Terminals
- 2004: Pierce County Terminal is remodeled for container operations
- 2015: The Port of Tacoma forms the Northwest Seaport Alliance with the Port of Seattle and the Port is rebranded “South Harbor”



WE’VE NEVER HAD A REPUTATION FOR BREAKING THINGS, EXCEPT RECORDS.

The record is just one of several we’re known for setting containers. And you can bet it won’t be our last. **1** How did it happen? Well, for starters, we’re the only port in the country with two dockside intermodal rail facilities. And with the productivity of our longshore crew, we’ve set a record for handling 1,000 lifts in just 120 hours. **2** Our track expansion and coastal handling are helping work hard to maintain. **3** Our great people are teaming up to find the ways to make our intermodal system more effective. **4** Sure, we’re big. But we still have 2000+ employees. **5** We’re the Port of Tacoma, Washington 91000 360 390 1000. When you see containers 2000+ yards, something’s bound to get broken. Be Alert, every 4 feet in the cargo. **The Port of Tacoma**



NEWS

The Port of Tacoma Celebrates 100 Years

Port Ties Run Deep

Gazing out across Puget Sound's glassy surface from the ornate pagoda at Chinese Reconciliation Park or the waterfront shops and restaurants at Point Ruston, it is hard to miss the mammoth, cargo-laden container ships as they glide into our midst, bound for the Port of Tacoma.

And yet the parade of ships calling on the [Port of Tacoma](#) is an activity that has occurred for a century, when the Port of Tacoma was officially voted into existence by Pierce County residents on Nov. 5, 1918.

Today, the Port encompasses about 2,700 acres and serves as one of the key gateways for trade in the Pacific Northwest while concurrently acting as a catalyst for more than 29,000 industrial and manufacturing jobs in our region.

The Port of Tacoma's footprint isn't the only significant thing to change over the past 100 years. In 2015, the Port began working in tandem with the Port of Seattle to form the [Northwest Seaport Alliance](#), which generates \$4.3 billion annually in local economic impact.

In 2015, the two separate but equal ports helped to export 162,000 20-foot equivalent units (equal to a standard 20-foot container) of animal feed, 85,000 TEUs of wood pulp, and 49,000 TEUs of vegetables to top international trading partners in China/Hong Kong, Japan, Vietnam, Thailand, Indonesia, and more.



South Sound Business article

There's still time to celebrate this centennial anniversary. Here are a few suggestions:

Explore the Port Up Close

Monthly tours offer an intimate look at the Port's facilities and the day-to-day hustle and bustle of shipping activities, with narrated talks about Port history and operations. Tours are set for Nov. 5 and Dec. 1. Call (253) 383-9463 or email bustours@portoftacoma.com to reserve your spot.

Learn About the Port at Foss Waterway Seaport

A large 12-panel display illustrates major milestones of the Port's development and key local events ranging from the collapse of the Narrows Bridge to JFK's visit to Cheney Stadium.

Journey Inside a Shipping Container

Keep an eye peeled for the Port's 20-foot Centennial Container at local events, and learn how tall the Port's new cranes are in relation to other notable landmarks and at least one fictional creature.

Dig into History with an Online Story Map

The Port's new story map lets you move through some of the highlights of the Port and our region dating back to the late 1800s. The site incorporates maps, video clips, historical photos, and facts to help describe the Port and our region on a decade-by-decade basis. Find the map online at portoftacoma.com/100.

[« Previous Article](#)

[Next Article »](#)

RELATED STORIES



LIFESTYLE

A Tour of the Port of Tacoma



NEWS

New Crane in Operation at Port of Tacoma

Such a sizable impact to our region and its economy, the staff at the corporate office knew it couldn't let the organization's centennial anniversary pass unmarked. But just how big of a deal should be made of this occasion?

"I did a fair amount of research, looking at not only what other ports do, but looking at everyone from Fenway Park to Oreo, public and private sector companies (and asking myself), 'How do people celebrate a centennial milestone?' and it's kind of all over the map," said Rod Koon, the Port's senior manager of communications.

In the end Koon, Port commissioners, and key staff decided to start with the Port's November anniversary and work backward 100 days. Thus, the "100 years, 100 days" centennial celebration began in late July, with free Port boat tours during the Tacoma Maritime Fest.

Koon, a 35-year Port of Tacoma veteran, worked on the Port's 75th anniversary campaign in 1993. But he said his previous experience wasn't easy to draw on because much had changed over the past 25 years.

"That was before the internet, social media, and other changes had taken effect in terms of communications," Koon said with a chuckle.

To better spread the word, the Port hired Tacoma-based [JayRay Public Relations](#), and the team quickly settled on a theme for the celebration: Port Ties Run Deep.

"We wanted to really drill down on that connection piece and just how everyone in this community, in this region, and in the world are connected through trade," said JayRay advisor Katie Whittier, who worked closely with the Port on the campaign.

Whittier and JayRay also helped develop coasters for local restaurants, informational displays to be featured at Foss Waterway Seaport, a series of bus ads, and even a bus wrap that transformed one Pierce County Transit bus into a virtual container ship as part of a campaign they dubbed "ship out of water."

Arguably, the campaign's highlight was the 20-foot-long Centennial Container, which was showcased at local events like Maritime Fest and the Washington State Fair in Puyallup.

"The container is really cool," Whittier said. "It wasn't part of the initial plan, but commissioner Clare Petrich, it was her idea. (The Port) had a 20-foot container they would take around to schools, and it was educational ... (We thought), 'Wouldn't it be cool if we got that back out, dusted it off, and used it again?'"

A wrap was created by Print NW and installed over the container's riveted exterior metal frame. Inside, visitors explored the container and viewed many informational displays to learn about such topics as the journey of an apple as it travels from Washington branches to Asian storefronts through the Port.

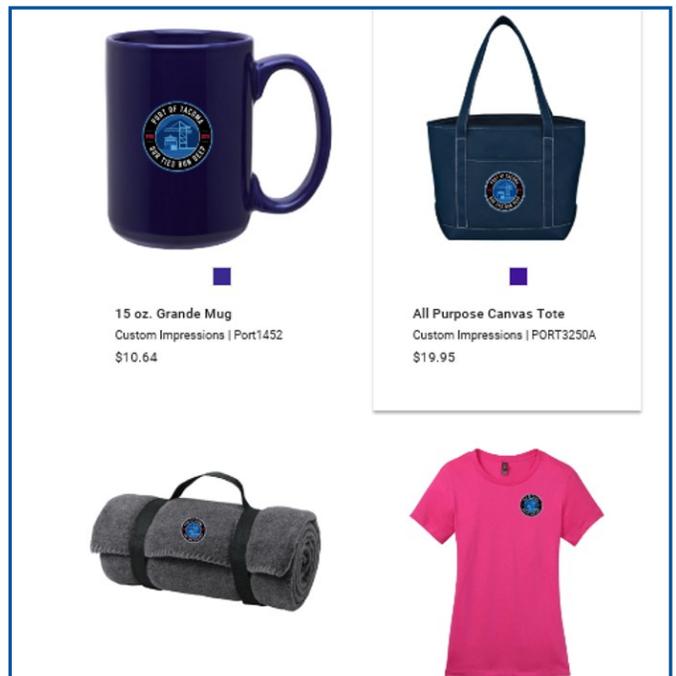
15. Centennial promotional items

The Port developed a wide range of products to highlight the centennial. Six of these were made available to employees at no cost. Every Port employee was able to order a free item of their choice. Each employee was also offered a free Port centennial lapel pin.

Many of the Port centennial items (e.g., shirts, hats, etc.) were also made available for the public to purchase using an online store.

Other lower-cost promotional items were ordered to be handed out for free at community events (e.g., flying discs, stickers, window clings, temporary tattoos, centennial pins).

In addition, a total of 5,000 drink coasters—featuring the Port’s centennial logo and encouraging people to send in a favorite Port photo or memory—were distributed to local restaurants and taverns.



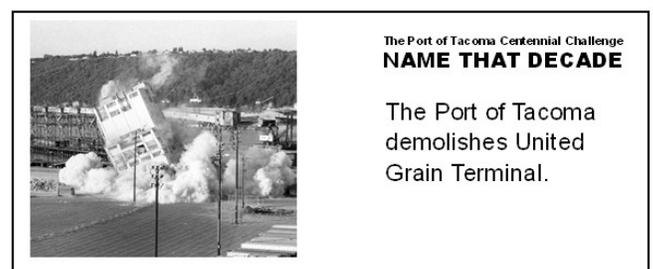
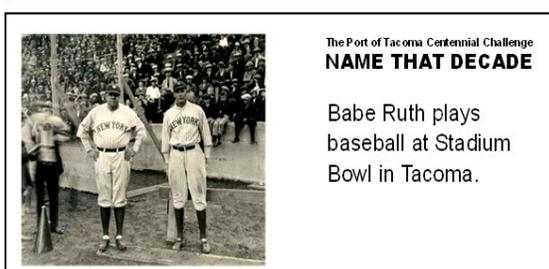
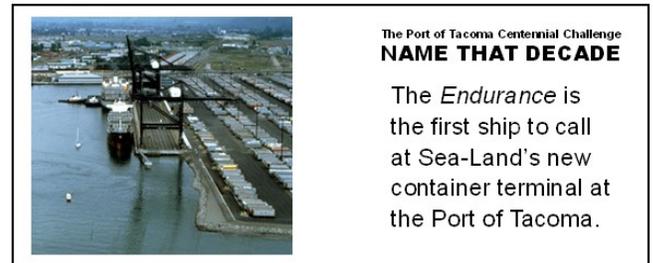
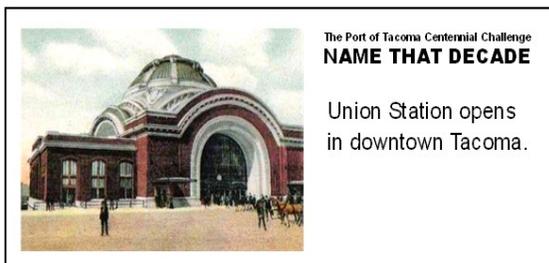
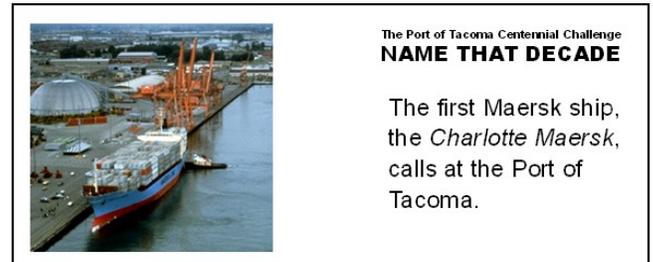
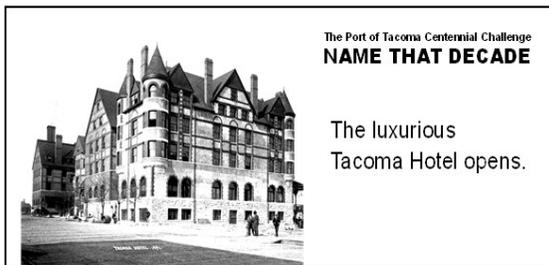
16. History trivia cards

Rod Koon developed a series of more than 100 historical trivia questions to use in a Port centennial trivia game called NAME THAT DECADE. The cards were primarily used by Port staff to engage and connect with visitors to the Port's Centennial Container at various community events. The cards were printed in house on cards stock.

Each card featured a milestone and photo on the front of the card. The back of the card contained the answer. In total, more than 100 cards were produced and printed in house.

Topics ranged from Port, regional and national milestones to questions about movies, music and pop culture. There was even a series of trivia cards developed about the history of the Western Washington Fair to use at that event in September 2018. It is estimated that more than 1,000 people played the game at that event alone.

The cards were also placed on tables and used as conversation starters at some of the Port speaker's bureau events with Rotary clubs and other civic groups.





The Port of Tacoma Centennial Challenge
NAME THAT DECADE

The first Puyallup Fair is held. It is called the *Valley Fair*.

The Port of Tacoma Centennial Challenge
NAME THAT DECADE

1900s

Oct. 4-6, 1900

The first Puyallup Fair is held. It is called the *Valley Fair*.



The Port of Tacoma Centennial Challenge
NAME THAT DECADE

The Beatles release their iconic album *Sergeant Pepper's Lonely Hearts Club Band*.

The Port of Tacoma Centennial Challenge
NAME THAT DECADE

1960s

June 2, 1967 (U.S.)
May 26, 1967 (U.K.)

The Beatles release their iconic album *Sergeant Pepper's Lonely Hearts Club Band*.

5-18

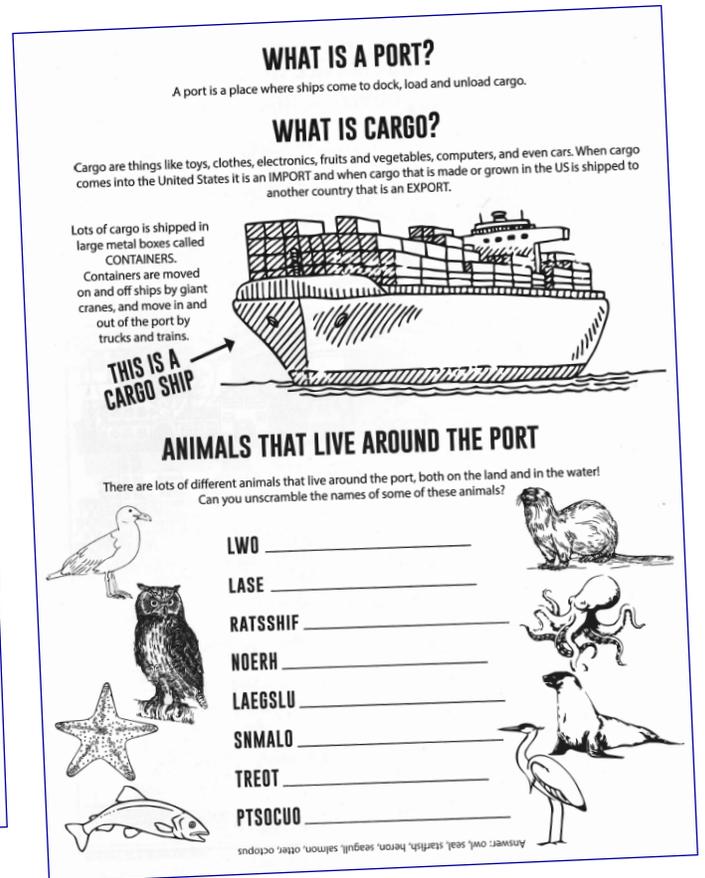
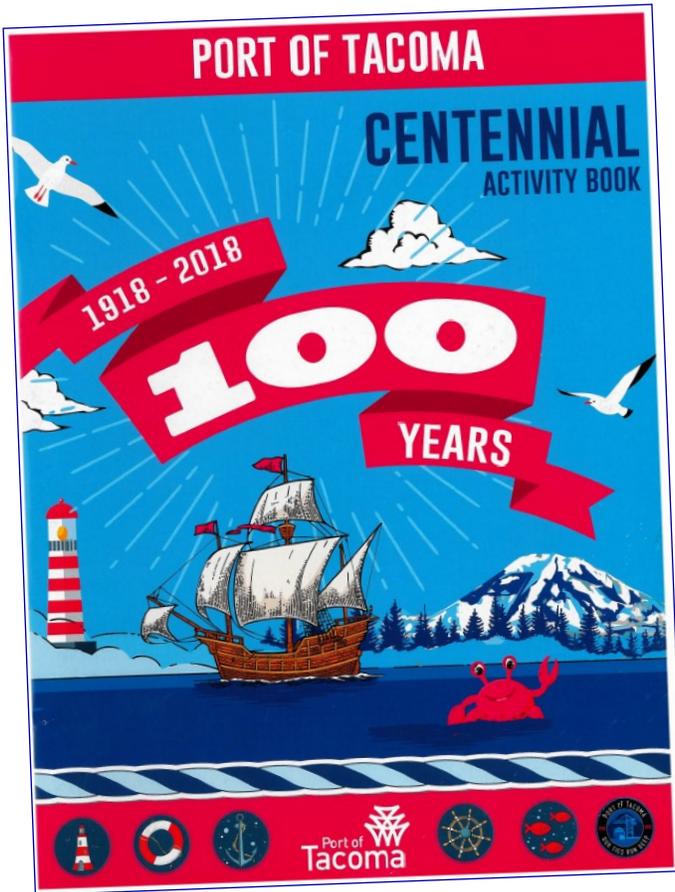
TRIVIA TIME: Topics in the NAME THAT DECADE game ranged from the Washington State Fair to the Beatles—and many other topics in between. The answer was on the back of each card.

Actual size of each NAME THAT DECADE card: 3.5 x 8.5 inches

17. Centennial activity book

The Port produced a centennial activity book, designed for youth 4 to 10 years old. The initial print run was 1,000. The book proved so popular that an additional 500 were printed to last throughout the Port's 100-day centennial period.

The book is currently being updated and revised. It will be reprinted in May 2019 for use in this year's Port community outreach efforts



ACTIVITY TIME: The Port's Centennial Activity Book featured a variety of crossword puzzles, word games and more designed to appeal to children 4 to 10 years old.

18. Chowdown

While the July Maritime Fest marked the “public launch” of the Port’s centennial, the Tacoma Propeller Club’s annual Chowdown, held May 18, marked the “soft launch” of the Port’s centennial to the maritime industry members in attendance.

The Port’s centennial logo debuted at the event and was prominently displayed on the Chowdown’s printed program, aprons (which were worn by all 1,200+ attendees at the event) and in large banners displayed at the event.



The Port also had a full-page centennial ad in the Chowdown program and two port history trivia challenges were in the program as well (see next page).



A CENTENNIAL CHOWDOWN CALLOUT: The Tacoma Propeller Club presented the Port of Tacoma with a plaque recognizing its centennial at the Chowdown. The plaque was accepted by Port Commissioner John McCarthy on behalf of the Port.



Port of Tacoma's centennial

The port is people

Over the last 100 years, thousands of people have helped the Port of Tacoma develop and become successful.

Five are pictured here. How many can you name?
(Answers below)



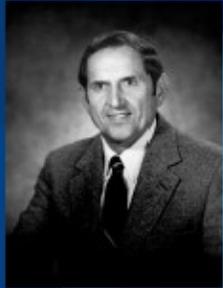
1



2



3 4



5

Do you have a story—and maybe even a photo—of someone who has been a part of the port's first hundred years? If so, please send your story—and photo—to the port using the online submittal form available at: www.portoftacoma.com/100

1. Chester Thorne (one of the first port commissioners)
 2. Phil Lettli (longshore labor leader and port commissioner)
 3. Larry Kalleen (former port executive director)
 4. John Terpstra (former port executive director)
 5. Jack Fabulich (longtime port commissioner)



Port of Tacoma's centennial

The port is ships

Over the last 100 years, thousands of ships have moved cargoes between the Port of Tacoma and countries all over the world.

Five memorable ships are pictured here. Do you know what made them special? *(Answers below)*



1



2



3



4



5

Do you have a story—and maybe even a photo—of a ship that has been a part of the port's first hundred years? If so, please send your story—and photo—to the port using the online submittal form available at: www.portoftacoma.com/100

1. Cadmore (first ship to call at the port—March 25, 1821)
 2. Sea-Land Endurance (first Sea-Land ship to call at the port—May 1985)
 3. Charlotte Maersk (first Maersk ship to call at the port—June 1985)
 4. Harbor Bridge (first K Line ship to call at the port—July 15, 1988)
 5. Ever Lyre (first Evergreen Line ship to call at the port—July 2, 1991)

CHOWDOWN CHALLENGE: The Port developed these two Chowdown program ads so attendees could test their historical knowledge of some famous Port people and ships.

19. Port retiree event

To make sure Port retirees felt they were part of the centennial celebration, the Port held a special Port Retiree Barbecue and Open House for them Saturday, July 13 at the Port Administration Building. Invitations were sent to more than 300 retirees and former longtime Port employees.

About 85 people attended the event, which included Port retirees, longtime former employees, some current employees, Port commissioners and John Wolfe.

The event received very positive comments from the attendees. It was a chance for retirees to renew old acquaintances, find out what's new at the Port and see how the Port had changed in recent years.

We used a drone to take a group photo (*shown below*) of the attendees in front of the Port's Centennial Container, which was displayed in the parking lot of the Port Administration Building for the occasion.

A total of 300 copies of the photo were made to include in the "Port Centennial Care Package" we sent out to all Port retirees after the event. The package also included the Port centennial magazine, Port centennial drink coasters and a Port centennial window cling.

One retiree who attended the event made this emotional comment to a Port staff member, "Thank you so much. I just didn't think the Port would remember me!"



We displayed a variety of Port memorabilia in the atrium where the retiree event was held. In addition, we had the Port's pop-up centennial banners on display, along with old copies of the Port's *Pacific Gateway* magazine (which dates back to 1982) and more.

Port of Tacoma Executive Director John Wolfe (pictured below) made brief remarks to the group and custom-made Port centennial logo cookies were served for dessert.

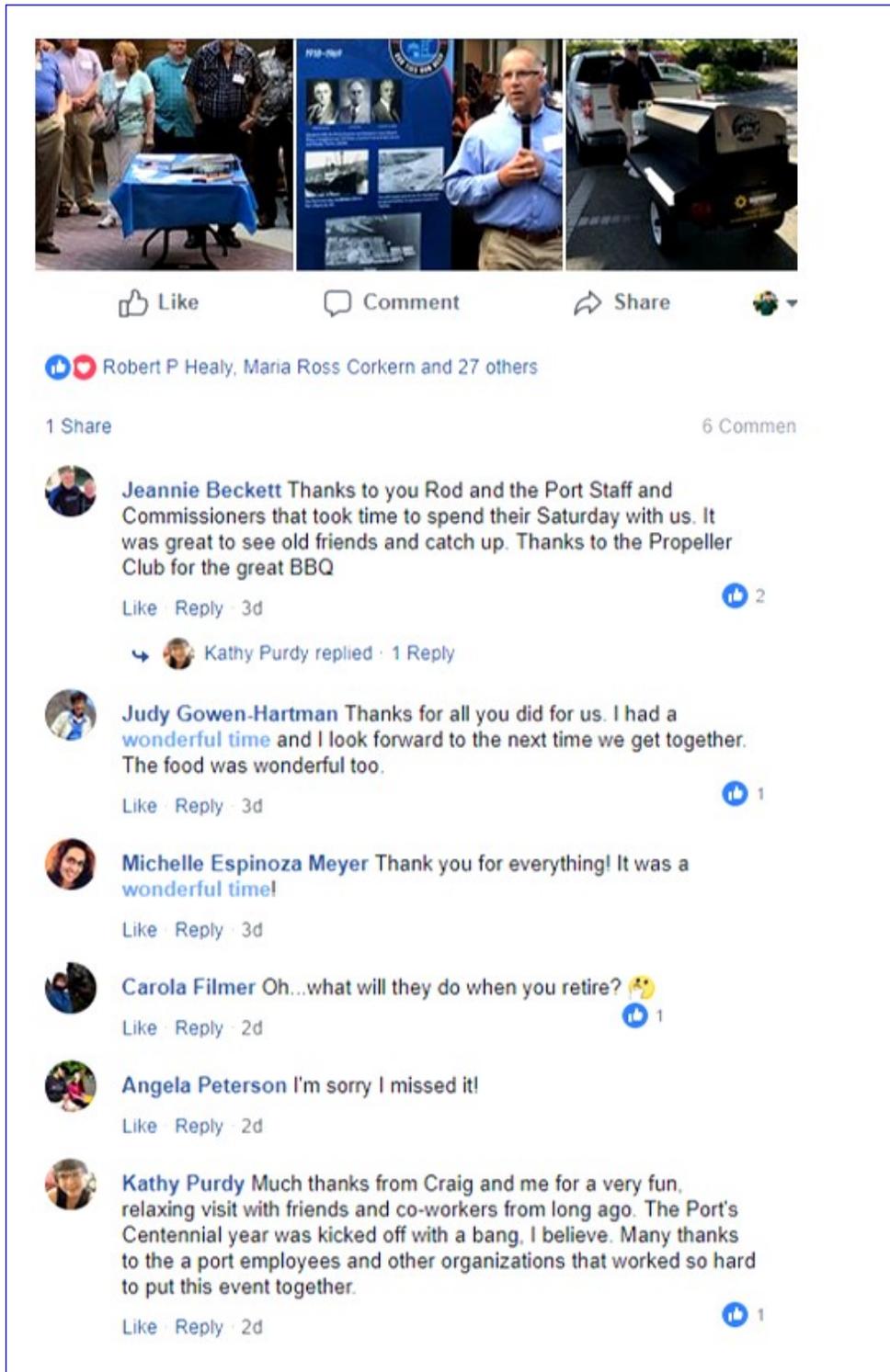
See *online comments about the event on p. 79*.



CONNECTING WITH RETIREES: Port of Tacoma CEO John Wolfe talked to the attendees and thanked them for their service to the Port. Port centennial cookies were part of the luncheon menu.



PORT RETIREE REUNION: It was a day for smiles, hugs and stories.



RETIREE APPRECIATION: Here a few online comments posted by Port retirees about the Port event held in their honor.

20. Maritime Fest

This event, held July 28-29 on the Foss Waterway and at the Foss Waterway Seaport, marked the full public “launch” of the Port’s centennial. The Port’s annual free boat tours were held the second day of the event—Sunday, July 29.

The Port conducted a total of tours and about 1,200 people one.

That same weekend, the Port debuted the 12-panel centennial timeline in the Foss Waterway Seaport and had our walk-through Centennial Container on display near the area where people lined up to take a Port boat tour.



The Maritime Fest also marked the debut of the Port’s centennial magazine. Port staff also handed out free Port centennial temporary tattoos and flying discs—both featuring the Port’s centennial logo.

Port staff also produced more than 60 information signs and installed them on the railings in the parking lot where people stood in line to board the Port tour boat. We also expanded the script for the Port tour guide to include more information about the Port’s history.

Here are highlights of feedback on a few centennial-related aspects of the event from more than 120 people who completed a post-tour online survey:

- 48 percent of them walked through our Centennial Container
- 52 percent of them saw our centennial timeline display in the Foss Waterway Seaport
- 55 percent of them picked up a copy of our Port centennial magazine.

The Foss Waterway Seaport estimates that about 5,000 people attended the Maritime Fest during its two-day run. Overall, this event proved to be a very effective venue to launch our 100-day Port centennial celebration.



A GOODTIME ON THE BOAT: The Port used the *Goodtime II* vessel—which has a capacity of about 260 passengers—for its annual free boat tours.



SHIPSIDE SIGN: This panel—featuring the Port’s centennial logo—promoted the Port’s annual free boat tours and Maritime Fest (July 28-29, 2018). It was installed in June 2018 on the first floor of the Port’s Public Observation Tower.

Free Boat Tours Sunday, July 29

Take a waterside tour of the Port of Tacoma and learn more about its 100-year history and development.



Free tickets by reservation only!

Make your reservation at:

portoftacoma.com/boat-tours

Find out more about Maritime Fest at:

www.fosswaterwayseaport.org/maritimefest

The tours leave from 705 Dock Street at:
**9 and 10:30 a.m., noon,
1:30, 3 and 4:30 p.m.**

NOTE: Passengers with mobility challenges should plan to take the 9 a.m. or 4:30 p.m. tours when the tide makes it easier to board the vessel.

Port of Tacoma 100 years. A million stories.

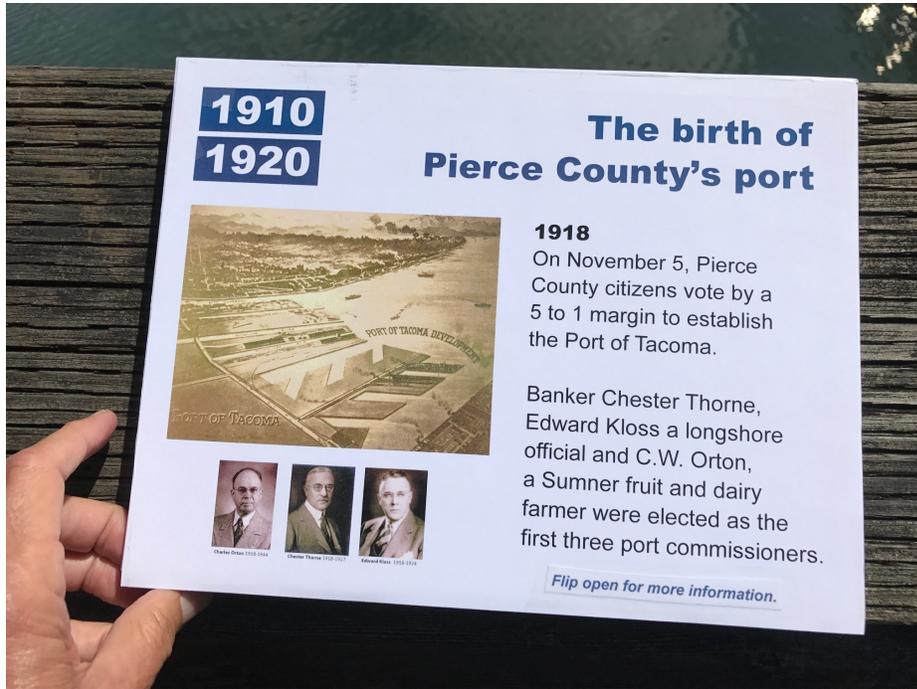


If you have a favorite port-related story or photo you want to share, please send it to the port at:

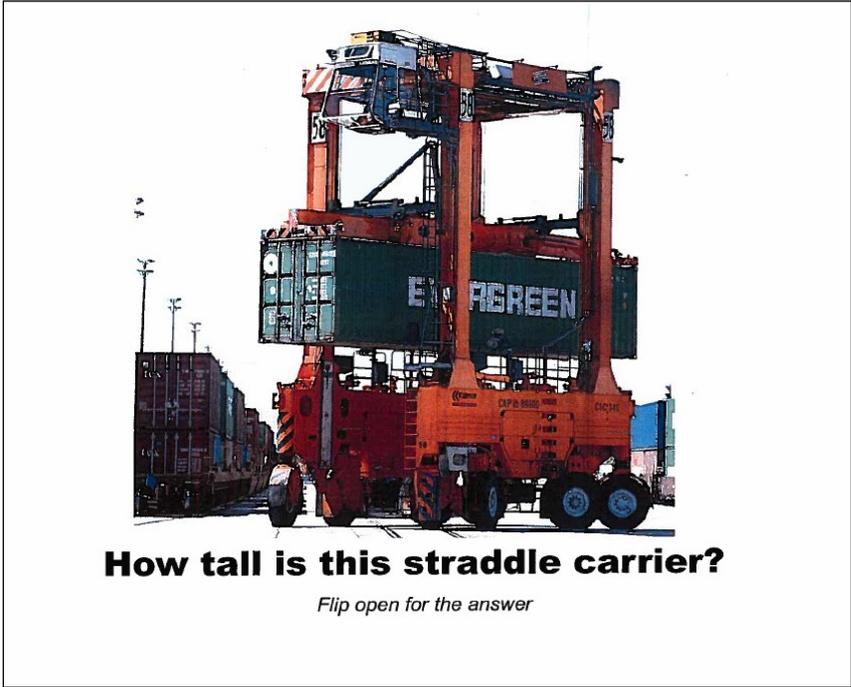
www.portoftacoma.com/100



CENTENNIAL CARDS: These two-sided cards were distributed by staff at Port booths at eight farmers markets in June and July 2018 to promote the Port boats tours, Maritime Fest and the Port's centennial.



HIGHLIGHTING HISTORY: Port staff created these interactive panels on foam core to highlight the Port's centennial. They were installed on railings so they would be seen by people attending Maritime Fest.



BY THE NUMBERS: Some of the panels on the railings asked visitors about the size some of the equipment they might see on one of the Port's boat tours.



How long is this tugboat?

Flip open for the answer



Sometimes as many as four large tugboats are needed to safely guide a large container ship into its berth at a port.

94

**feet long
and 36 feet wide**

The *Wedell Foss* tugboat
(on the cover) was built in 1982 by
Tacoma Boatbuilding Company.

BY THE NUMBERS: Some of the panels on the railings asked visitors about the size some of the equipment they might see on their Port boat tour.



PHOTO TIME: Some of the panels featured historical photos showing how Tacoma’s waterfront has changed over the last 100 years.

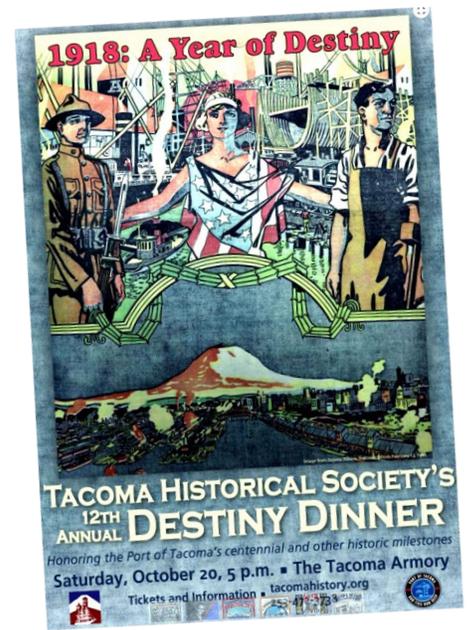
21. Destiny Dinner

Although the Port's original plan was to hold our own "centennial gala" event (at an estimated cost of \$30,000 to \$40,000), we ultimately chose to partner with the Tacoma Historical Society and be the lead sponsor (at the cost of \$15,000) of one of their premier annual events.

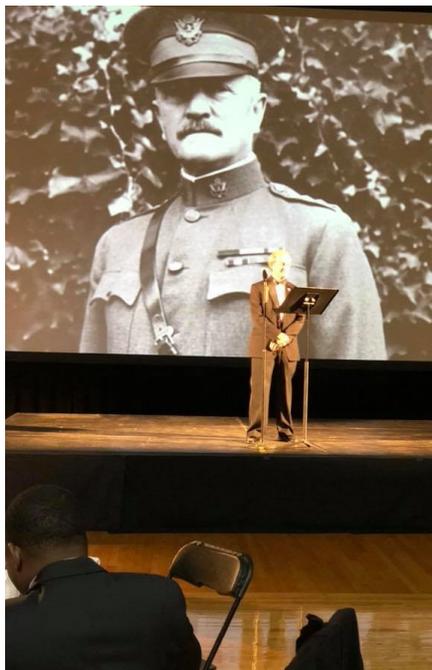
The event is called the Destiny Dinner. The theme for the event was: *1918: A Year of Destiny*. The Port of Tacoma's creation was one of the many milestone developments that took place in the area that year that was highlighted in the event's program

Nearly 400 people attended the event Oct. 20 at the historic Tacoma Armory. The Port of Tacoma's history was highlighted in a 4-minute video produced by Port staff.

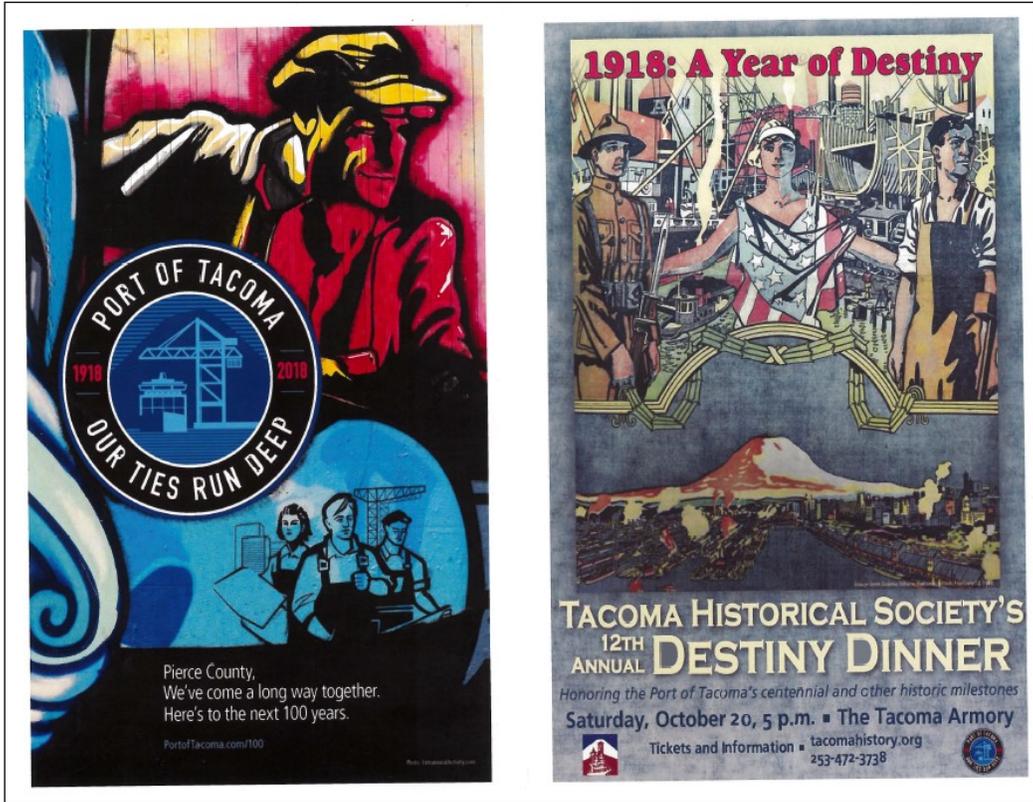
The Port also had additional visibility at the event with its Centennial Container outside the event venue and our 12 timeline panels on display inside—along the Port's centennial magazine, coasters and centennial lapel pins.



A WALK THROUGH TIME: Nearly 400 people saw the Port's timeline panels at the Destiny Dinner.



DESTINY DINNER: This event featured live music and a program highlighting various milestones that occurred in 1918—the end of World War I, the creation of the Port of Tacoma, and much more. The Port’s centennial video also debuted at this event.



SPEAKERS

VICTORIA WOODARDS has called the “City of Destiny” her home for nearly her entire life. She is a proud graduate of Lincoln High School and served as a soldier in the United States Army while stationed at Fort Lewis. Before becoming Mayor, Woodards served for seven years as a citywide member of the Tacoma City Council. During that time, she chaired the Community Vitality and Safety Committee, led the City’s Equity and Empowerment initiative that resulted in the launch of the Office of Equity and Human Rights, brought partner organizations together for President Obama’s My Brother’s Keeper initiative, and spearheaded the City’s Project PEACE initiative that bridged community members with the Tacoma Police Department.



CLARE PETRICH is a small business owner with strong ties to Tacoma’s maritime heritage. In 1995, Clare was elected as the first woman to serve as a Tacoma Port Authority Commissioner. She is co-founder and former chair of the Commencement Bay Maritime Fest, an advisor to Tacoma Community Boat Builders and deeply involved in maritime heritage research. Petrich serves on the Joint Municipal Action Committee, Pacific Northwest Waterways Association, the Youth Marine Foundation, the Flood Control Zone District Committee and the Washington Council on International Trade. She was recently elected to the boards of Sister Cities International and the Washington State Trust for Historic Preservation.



ROD KOON is the senior manager, communications, at the Port of Tacoma and has worked there since 1983. He worked on the Port’s 75th anniversary celebration in 1993 and is enjoying working on the Port’s centennial celebration this year. A Tacoma native, Rod attended Bellarmine Prep and Stanford University, and played on the tennis team at both schools. A longtime member of Tacoma Sunrise Rotary, Rod is very involved in United Way of Pierce County and serves on the board of directors of the Transportation Club of Tacoma. He also volunteers for the Emergency Food Network and Habitat for Humanity. Earlier this year, the Tacoma Propeller Club recognized Rod for his longtime service to the community and the maritime industry by giving him the Master Mariner Award.



PERFORMERS

KAREN HAAS (SARAH BERNHARDT) is a historian and living history performer who feels especially rewarded telling the tales of those whose voices are usually silent in history—women. An experienced teacher, she turned an avocation of history into a vocation as an educator at Fort Nisqually Living History Museum and curator of education at the White River Valley Museum in Auburn. She has researched and developed a broad variety of living history programs designed to teach and pique an interest in the past for audiences of all ages.



SARAH BERNHARDT (1844-1923) was a French stage actress, singer, and motion picture actress, considered to be the most glamorous woman in the world. She visited Tacoma many times; first the Tacoma Theater in 1891, again in 1896 to perform at the Savoy Theater, and on her third and final visit, she returned to the Tacoma Theater in 1918 for three consecutive days in June.



MICHAEL PRESTON (CHESTER THORNE) is a lifelong resident of Washington. He is an historic re-enactor both at Fort Nisqually and for the Tacoma Cemetery tour. He is also a story teller and loves to spin a good yarn or tell a ghost story. Michael retired from Weyerhaeuser in 2010 and currently resides in Ocean Shores with his wife Donna and Jack Russell terrier Char.



CHESTER THORNE (1863 – 1927) was born in New York State on November 11th 1863 and moved to Tacoma in 1890 with his wife Anna Hoxie Thorne. Mr. Thorne invested in The National Bank of Commerce and spent most of his working life as a banker. Mr. Thorne was called “the man who saved Tacoma” because of his financial prowess during the panic of 1893. Mr. Thorne was a philanthropist and investor, and was one of the inaugural Port Commissioners elected in 1918. His philanthropic and investment decisions were based not on profit but rather how to make Tacoma a better place.



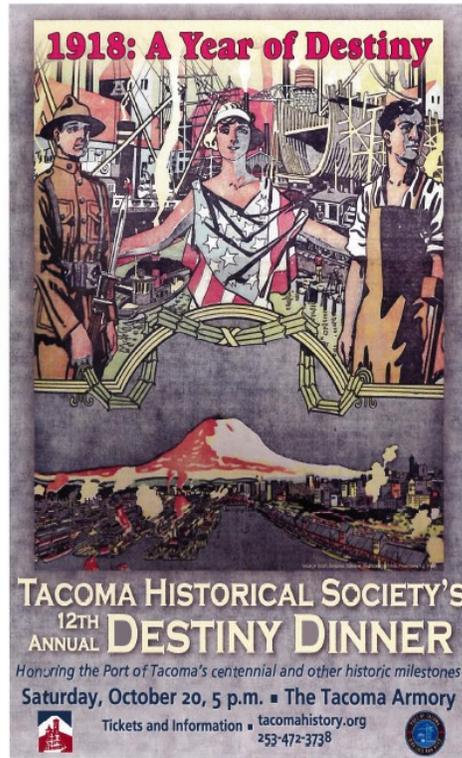
DESTINY PROGRAM: All attendees of the Destiny Dinner received a 16-page program. A full-page Port centennial ad was featured on the back cover. A larger poster-size (13x19-inch) version of the cover art was also used to advertise and promote the event.

Actual size of the folded program: 5.5 x 8.5 inches

Thanks to these generous event sponsors to date, all proceeds of our 2018 Destiny Dinner will directly support the operations of Tacoma Historical Society



If you would like to join these organizations in sponsoring this event, please contact director@tacomahistory.org



**TACOMA HISTORICAL SOCIETY
TWELFTH ANNUAL DESTINY DINNER
1918: A YEAR OF DESTINY**

Please join with us Saturday, October 20th, when we recognize one of the most important years in the history of Tacoma and our nation – 1918: A Year of Destiny. Events of that year left a legacy that has stood for generations.

The Great War brought tremendous growth to Camp Lewis, now part of Joint Base Lewis-McChord. Tacoma became the center of shipbuilding in the Northwest, and a vote of the people of Pierce County authorized creation of the Port of Tacoma. Tacoma's beautiful theaters – the Pantages and the Rialto – both opened their doors. And Tacoma's citizens opened the pages of the first issue of the Tacoma News Tribune. All continue to thrive and evolve a century later.

1918 was also a year of patriotic pride and civic engagement. In addition, many local clubs and organizations that were formed that year are still going strong and are celebrating their centennial year: Tacoma Little Theater, the Tacoma Kiwanis Club, Wild West VFW, Firefighters Local 31, Tacoma Stamp Club, and more. And finally, on November 11, the Armistice was signed, ending the Great War.

**TACOMA MAYOR VICTORIA WOODARDS AND
PORT OF TACOMA COMMISSIONER CLARE PETRICH
HONORARY DESTINY DINNER CO-CHAIRS**

You are invited to:

**TACOMA HISTORICAL SOCIETY
TWELFTH ANNUAL DESTINY DINNER
1918: A YEAR OF DESTINY**

Please join us for a celebratory evening of recognition and honor of 1918: A Year of Destiny.

Our celebration will include tributes to 1918 through songs of the period, storytelling and performances. In addition, Tacoma Historical Society will present its prestigious Star of Destiny Award.

Saturday, October 20, 2018
5:00 pm: Social Hour and Silent Auction
6:00 pm: Dinner
\$65 for Tacoma Historical Society members
\$75 for non-members
Historic Tacoma Armory
1001 South Yakima

Plated dinner entrée choices: Salmon, Chicken or Vegetarian
Attire: Business Casual

Please RSVP by Friday, October 5, 2018
via the enclosed form or go to:

<https://2018DestinyDinner.brownpapertickets.com>

Questions? Please call (253) 472-3738,
or e-mail director@tacomahistory.org

DESTINY INVITATION: The Port's centennial logo was featured on the front and back cover of this flyer promoting the Destiny Dinner that was mailed out to more than 500 people.

Actual size of the folded flyer: 5.5 x 8.5 inches

22. Port employee centennial celebration

While the Destiny Dinner was the grand finale of the Port’s centennial celebration in the community, the wrap-up of the Port’s internal centennial celebration fittingly took place on Nov. 5, 2018—the Port’s actual 100th anniversary milestone.

The daytime event was held in the atrium of the Port’s Administration Building and about 80 people attended the event.

John Wolfe, the Port of Tacoma’s CEO, gave brief remarks. In addition, each of the five Port commissioners said a few words, and offered an apple cider toast to all the current and past employees—and to the next 100 years.

The event started by showing the Port’s centennial video, which had debuted at the Destiny Dinner two weeks before. In addition, a re-enactor gave a presentation that brought back to life Chester Thorne—one of the Port’s first commissioners.

Centennial cake was also served and employees were encouraged to sign their names to one of two large posters—along with the number of years they had worked at the Port.



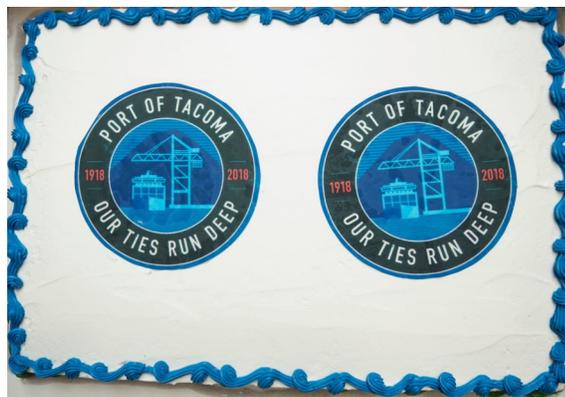
CELEBRATING WITH OUR CEO: Port of Tacoma CEO John Wolfe spoke at the Port employee centennial celebration.

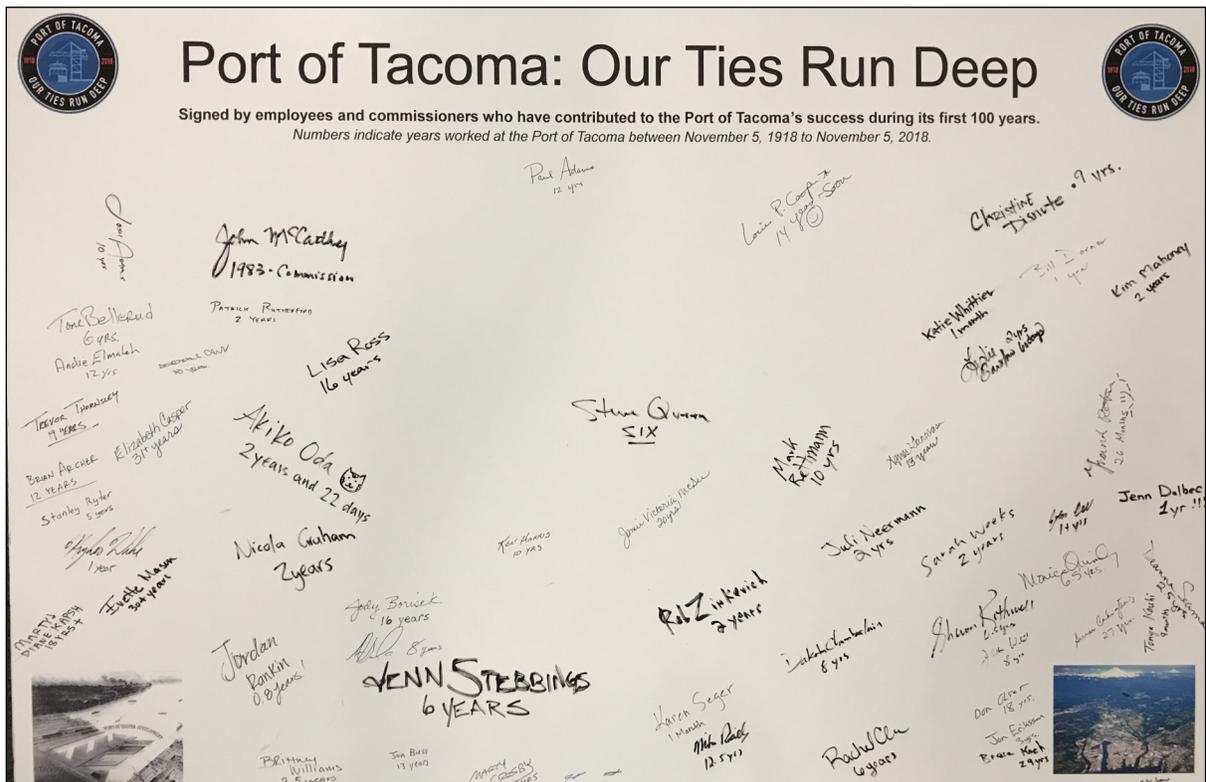
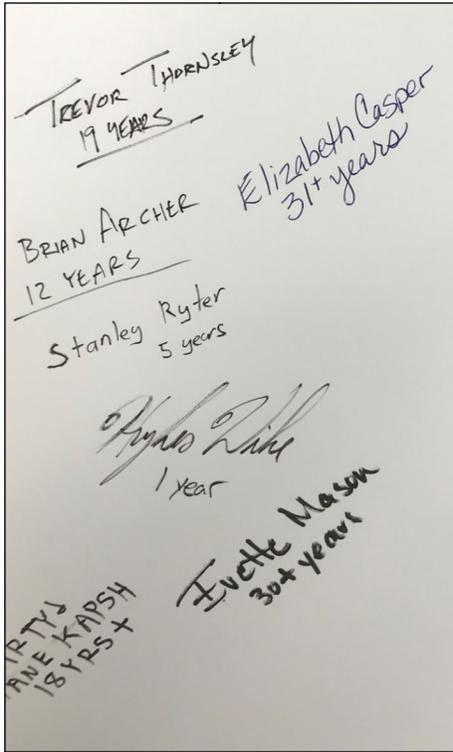


SPECIAL APPEARANCE: A talented re-enactor (*upper left*) made remarks at the event playing the role of Chester Thorne (*upper right*). Thorne was one of the Port's first commissioners elected in 1918. Appropriately, the Port paid the actor \$100 for his appearance.



COMMISSIONERS, TOASTS AND CAKE: All five Port commissioners were on hand at the centennial celebration for employees. The event included a few sparkling cider toasts given by the commissioners and cakes with the Port's centennial logo.





CENTENNIAL SIGNING: Employees were encouraged to make their mark on one of two centennial posters. The 57 employees who signed one of them represented 485 years of Port experience. Length of service of Port employees signing the posters ranged from one month to 36 years.