

LOTS of Great Ways to Share Your Port's History

by Rod Koon

NOTE: *This article is based on the two roundtable sessions I led at the WPPA Spring Meeting in Skamania on March 16, 2024. I thought this format would prove more useful than just sharing a PDF of the PowerPoint slides I covered during my roundtable sessions.*
—Rod Koon

One of my favorite quotes about history is from Winston Churchill:

***“The farther back you can look,
the farther forward you can see.”***

In this article, I will cover a wide range of ideas, strategies, and sources that I hope will help you improve your efforts in sharing your port's history with your various key audiences.

If you are reading this article, I am hoping it is because you are searching for ideas to help you tell your port's history more effectively. And doing that **DOES NOT** always have to involve a major financial investment--unless you are doing a video or book.

However: **History takes time...and effort!** So, I encourage you to make sure that someone (or a small team) of staff at your port is in charge of leading the effort to share your port's history.

And make sure you give them the time and resources to do that job effectively.
EXAMPLE: When the Port of Tacoma celebrated our centennial in 2018, we hired a college intern for the summer whose main job was to work with our team to help implement the various elements of our Port's centennial community celebration.

The article is split into three major sections:

1. **Taking an Inventory of Your Port's History:**
Whatcha Got...and Where Do You Keep It?
2. **Expanding Your Port's Historical Inventory:**
From the Washington State Archives to eBay
3. **Sharing Your Port's History:**
Expanding Your “History Channels”

1. Taking an Inventory of Your Port's History: *Whatcha Got...and Where Do You Keep It?*

Your port might have more than a few old boxes filled with old black and white photos, 35 mm. slides, brochures and other port history and memorabilia. A key thing to remember is: If you cannot **FIND IT**, you cannot **USE IT!**

While doing historical research for a local non-profit organization, I came across boxes that were filled with old photos, 25 mm. slides, 16 mm. movie films, brochures and more. There was not enough time in the project to do a complete inventory of all the material, but we were able to scan some of the old photos and printed material. We were then able to use those images in a PowerPoint presentation at a major celebration event and in a series of historical mural boards shown at the event.

TIP: *Do not wait until the month before your port centennial celebration starts to start digging through old boxes of your port's history.*

QUESTION: *Does you port have a really good photo, slide and negative scanner? If you do not have one, I strongly suggest you consider buying one. This is a key piece of equipment that can help you digitize everything from old black-and-white photos and negatives to printed material. I invested \$1,200 in a scanner when I was researching and writing my history book about the Port of Tacoma, and it was worth every penny.*



As you review the list of places where your port history might be stored and scattered, make sure that you *have* (or make sure you *set up*) a good system to organize and catalog the material so you it is easily accessible—in physical and/or digital form.

1. Old Photos

Chances are, your have lots of old photos featuring your port's history. Aside from the challenge of finding them all, another challenge is getting them organized so they are accessible. In this high-tech age of websites and social media, if a photo does not exist in a digital form, it probably does not get used at all. That is where a scanner can play a key role.

At the right is a classic photo from the Port of Walla Walla.



2. Films and Videos

You might be able to find old 16mm. films or old videos of various port historical milestones. You could also check with port retirees to see if they have any film, videos (or old photos) in their basement, attic, or garage. If you find them, get the footage digitized, so you can incorporate them into stories you post on YouTube, your port website, etc.

More than 30 years ago, I found a vintage 16 mm. silent marketing movie at the Port of Tacoma made in the 1920s that showed the innovative monorail system (*shown below*) that moved cargo between the warehouse and the dock. We digitized the film and clips from this classic movie have been used in many ways to share the port's history over the years.



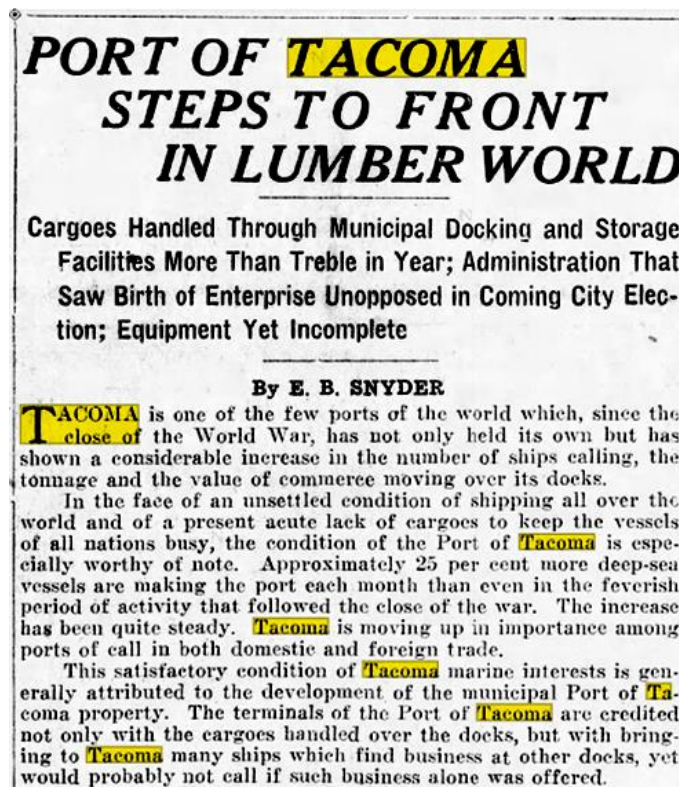
3. Newspaper Articles

Old newspaper article also can be a major source of port history and stories.

Does your port have newspaper clippings that pre-date our digital age?

The Port of Tacoma has newspaper scrapbooks in the state archives that date back to the 1920s. The scrapbooks are a valuable source of images and stories about the port's history and development.

Below is an article about the Port of Tacoma that appeared in the *Tacoma Daily Index* on April 22, 1923



4. Commission Meeting Minutes

Does your port have a full collection the minutes of every port commission ever held? If so, you have a gold mine of history waiting to be re-discovered.

If the minutes are not already in digital form, consider making that investment. By doing that, the information is more easily accessible to port employees, the community, port customers, schoolteachers, the media, and more.

5. Port Website

Almost every port's website has a section that covers its history and development. Make sure that the information that's available on the website (such as a timeline, photos, etc.) is also organized and available so that it can be used in your various efforts to share your port's history through community outreach, social media, media relations, etc.

NOTE: While photos on your port's website might be low-resolution, try to have high-resolution (JPEG or TIFF files) versions of your port's key photos so they are high enough quality that can be used in newspapers, magazines, port newsletters, books, etc.



6. Port Publications

Over the years, your port has probably produced a wide range of publications—everything from annual reports and maps to newsletters and brochures.

Dig deep enough to try and round up all these publications and put them in one physical area at your port office. Make sure employees know how and where to find them.

Once you have cataloged and digitized the material, it can also be available to use on your port website, social media, and much more.

2. Expanding Your Port's Historical Inventory: *From the Washington State Archives to eBay*

By investing some time and effort into exploring this wide range of sources, you should be able to find additional information about your port's history and development, and some additional stories to share:

1. Washington State Archives

The Washington State Archives house a “motherload” of information about your port. While some of this archive information is available through online searches, I strongly recommend you have a port staff member visit your regional state archive to get a better understanding (and make an inventory) of the historical information about your port that is housed there.

Here are the six state archive locations and the regions they serve:

- a. Ellensburg (Central Washington)
- b. Cheney (Eastern Washington)
- c. Bellevue (Puget Sound)
- d. Bellingham (Northwest)
- e. Olympia (Southwest)

Here is a link to more information about the Washington State Archives:

<https://www2.sos.wa.gov/archives/>.

You can also find some (*but not all!*) of their archived material by doing an online search:

The screenshot shows the Washington State Archives - Digital Archives website. At the top, there is a header with the Washington State Secretary of State logo on the left, the text "WASHINGTON Secretary of State" in the center, and "Contact Us | Connect:" with Twitter and YouTube icons on the right. Below this is a green banner with the text "Washington State Archives - Digital Archives". Underneath the banner is a navigation bar with links: Home, Search, Collections, News, Services, About us, My Recent Searches, and View Cart. The main content area is titled "Search the Digital Archives" and contains three search sections: "Search By Name" with fields for First Name, Last Name / Company Name, and Collections; "Case Number or Keyword" with fields for Search Keywords and Collections; and "Detailed Search" with a dropdown for Select a Collection and a Search button. Each section has a Search button at the bottom.

2. Your Local Library and Local Historical Society

These can be two great sources of information about the history of your port and your area. In some cases, they might also have various resources available online.

When I was writing my Port of Tacoma history book, I found a 1937 publication by the Tacoma Chamber of Commerce in the Northwest Room of the Tacoma Public Library. The publication provided very valuable information about how the Chamber, the Port and other entities worked together more than 80 years ago to work on a plan for developing the Tacoma Tideflats.

3. Local Newspaper(s)

The archives that your local newspaper might have available can also provide key information about your port's history. Make sure you give them a visit and find out what they have—and how you can access it. Once again, a scanner can come in handy here. Sometimes, your local library might also have some of this material.

CONFUSED BY
ONE-WAY TURNS?
THINK AHEAD
(See Page A-4)

THE SUNDAY NEWS TRIBUNE

70TH YEAR. NO. 321 (S) Published as Second Class
Station at Tacoma, Wash. **SUNDAY LEDGER** **TACOMA, WASH., AUGUST 16, 1939—PRICE 20c**

SUNNY TODAY
AND MONDAY;
LOW TONIGHT 55
(Official U.S. Forecast)

PORT BUYS NAVAL STATION

Property Will Cost \$2,125,000

Government Agency Accepts Offer Made by Local Board, Subject to Approval

By ED GARRISON
Purchase of the 182-acre Tacoma Naval Station from the federal government for \$2,125,000 was announced by the **Port of Tacoma** board of commissioners last night. The transaction, subject to the approval of House and Senate congressional committees and a 10-year national security clause, culminates almost a year of negotiations which began when the Navy closed the station Oct. 1, 1938.

Last month, disturbed by a delay in the transaction, the three-man **Port** Commission flew to Washington, D.C., for further talks. With the aid of the state's delegation in both the House and Senate, negotiations were speeded, ending in yesterday's announcement.

Called Forward Step
Port Commissioner President M. C. Erskel, announcing the station's purchase, described the transaction as "a significant forward step" in the marine terminal development program of Pierce County and the "Pacific Coast."

"This does not mean that we will take immediate possession of the entire facility," Erskel explained, "but does mean that the **port** is acquiring 372 acres of waterfront industrial land of a quality unsurpassed on the Pacific Coast."

In turn, the federal government is turning over an important facility to a local governmental agency, which can only insure that the property will be utilized to the best use possible."

Firm Seeking Space
Commissioners A. E. Blair and Maurice Hammond, joining

Ike Will Pay Visit To Queen

ELIZABETHTOWN, Pa., **P.**—President Eisenhower will visit Queen Elizabeth II and spend a night at Balmoral Castle during his trip to Britain.

The temporary White House said Saturday Eisenhower has been pleased to accept Her Majesty's invitation to her retreat in the Scottish highlands.

The President also will spend some time in Cheltenham, the official country residence of Prime Minister Harold Macmillan.

Dates and details will come later. These may be confirmed Monday when John Hay Whitney, U.S. ambassador to Britain, comes here to lunch and confer with the chief executive. Whitney now is in New York for a few days.

Will Leave Aug. 26
As a preliminary to an exchange of visits this fall with Premier Nikita S. Khrushchev of Russia, Eisenhower is leaving for Europe Aug. 26 to talk with five world leaders and make sure the international political forces of the West are in good shape.

Queen Elizabeth, who is expecting her third child, is vacationing at the castle in Scotland after a weary tour of Canada. Eisenhower undoubtedly will go to Balmoral Castle, then perhaps spend most of a weekend with Macmillan.

Planning Itinerary
Saturday the President left for a hot bath, golf and walk, he

Pastel Pink Ruled Out For City's Totem Pole

By PAUL DIMAN
City Staff Team to Buy Statue
Take it from a master Tlingit Indian totem carver, pastel pink is strictly an invention of the white man that has no place in the totem lore of Northwest Indians.

Thus it is that the predominantly pastel pink of the "world's largest totem" unveiled here yesterday when Anna Wallace, the artist, directed the painting of the huge, seven-story totem shaft.

Wallace, whose ancestors preserved their tribal history and mythology in the multi-colored totem pole, was bemoaned by the city staff team to buy statue.

The project was an outgrowth of a letter to the editor of the **News Tribune** from fourth grader Wendy Hardie, critical of the city's totem.

A Seattle clam farmer named Earl Hildon subsequently suggested the city be restricted and moved to Seattle's waterfront. The totem, Alaska, directed the painting of the huge, seven-story totem shaft.

The whole thing came to a head yesterday morning when Wallace, a crew of some 30 painters, Mayor Tom Hannon, First Chief Hazzard Pink and not a few military forces gathered at the site at the foundation of the totem on the big totem with paint and brush.

Authentic Colors
Wallace's expert eye, guided by a lifetime study of the totem art form and Northwest Indian lore, figuratively shuddered as he jotted down notes which he used in deciding on a new, authentic color scheme.

But he claimed his teeth shut, owned to his mind. The free city of its imagination produced a balanced, colorful pattern of new colors for the big pole.

The result is striking to the eye. The major change was a generous increase of red, and a lively conventional mixture of good, hard Indian blacks, greens, russet browns and white.

The actual painting was done by painters—members of Pioneer Local 85, the Sun, Screen & Picture Local 441 and the

Meeting Set To Push State Coal Revival

By JACK FYLE
News Tribune Staff Writer
OLYMPIA, (Special)—A special meeting of coal industry officials and labor leaders has been called for Olympia Wednesday in an effort to revive the state's rich mining industry.

Agree On Pact For Caribbean

Agreement Designed to Lessen Tensions Drafted at Foreign Ministers Meeting

SANTIAGO, Chile, **P.**—The American foreign ministers conference Saturday night completed a draft agreement designed to ease tensions in the Caribbean area.

Luis Melo Lozano of Chile, secretary general of the meeting, said:

"We have a declaration that will not only satisfy all countries but will satisfy the hopes of all peoples of the Americas."

He made his announcement after the ministers spent the day in secret sessions.

Melo did not disclose the details of the agreement.

Other reliable conference sources said it would assign the existing peace committees of the Organization of American States (OAS) to watch developments in the Caribbean and report to the OAS conference in 1940.

Details Worked Out
The foreign ministers agreed on the draft resolution at a meeting in Chile's foreign ministry building. Their aides scrounged out the details in the conference rooms of Santiago's Carrera Hotel.

Melo said that the conference here had no official knowledge of charges by Cuban Premier Fidel Castro that the OAS movement is seeking to destroy the Cuban Revolutionary government.

The Chilean official declared the conference therefore does not have an official statement on the matter.

Castro said in a Havana radio-TV address, that the Santiago meeting is a tool of the United States to destroy the Cuban Revolution.

The bitter feud between Castro and the **Port of Tacoma** strongman Rafael Trujillo was a major factor in the decision to



PORT ACQUIRES NAVAL STATION—The 182-acre **Port of Tacoma** Naval Station, in the southeast corner of Commencement Bay, was purchased by the **Port** of Tacoma yesterday for \$2,125,000. The station, closed by the Navy Oct. 1 last year, is to become available to private industry. The above aerial photo shows a portion of the station, with the huge "Cascade Warehouse" at the lower left, the World War II shipbuilding ways at the top, and numerous shops, warehouses and office buildings in the center.

Thurston JPs Disagree On

But He Wants to Trade: 'We Can Do Without You'

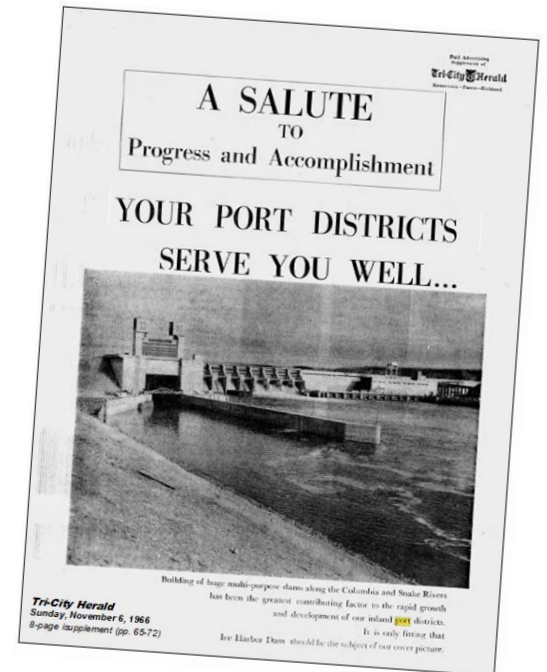
4. www.newspaper.com

This website is an amazing online service that might help you find some historical treasures about your port. It is the largest online newspaper archive.

It is a **not** a free site, and they offer various subscription levels and prices. But I think it is worth it if you find some great historical port information there.

For example, I used www.newspapers.com to find an eight-page supplement about ports that appeared in the *Tri-City Herald* on Sunday, November 6, 1966.

The cover of the supplement is shown here.
A classic bit of port history, indeed! (See pages 17-22 to read more pages from this supplement).



5. The National Archives and the Library of Commerce

Both of these resources offer a wide range of information and images online. Check both of them out:

- * National Archives ([National Archives | Home](http://www.archives.gov))
- * Library of Commerce [Discover the Library of Congress | Library of Congress \(loc.gov\)](http://www.loc.gov)

You will probably find some great information, images and maps highlighting the history of your port and your region. *EXAMPLE: I got the photo shown below from going online at the Library of Congress.*



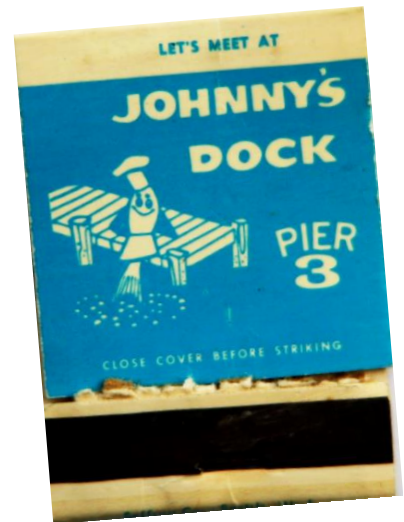
6. Ephemera: Your Word for the Day

Ephemera is defined as: *Items of collectible memorabilia, typically written or printed ones, that were originally expected to have only short-term usefulness or popularity.*

An example of ephemera is this matchbook cover of Johnny's Dock Restaurant that was once located on Pier 3 at the Port of Tacoma.

Go searching for some ephemera--
you never know what you might find!

TIP: eBay is a MAJOR source for ephemera (see #9)



7. Community Partners

Every port works with a variety of community partners. That list may include everything from the Chamber of Commerce and city government to your local longshore union. Chances are they might have some valuable information about your port's history, so take the time to reach out to them and see what they might have.

8. Port Retirees

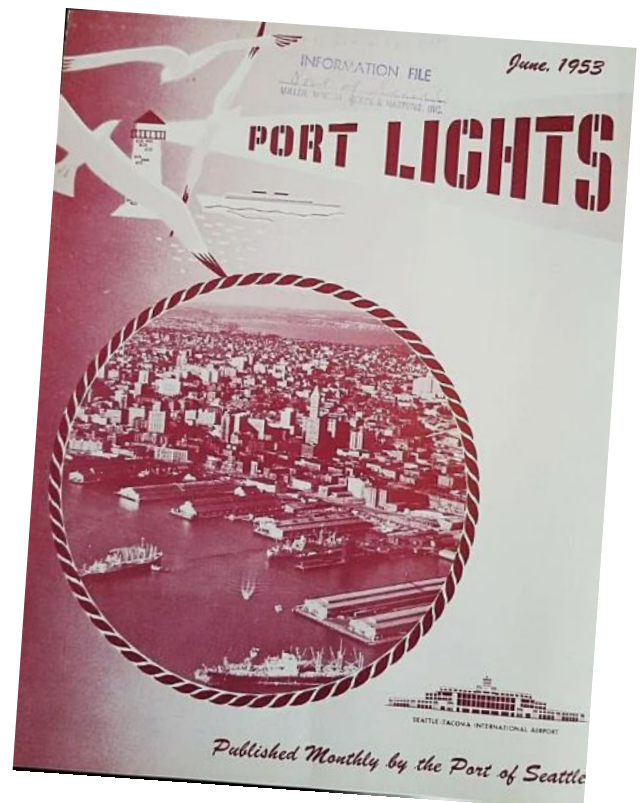
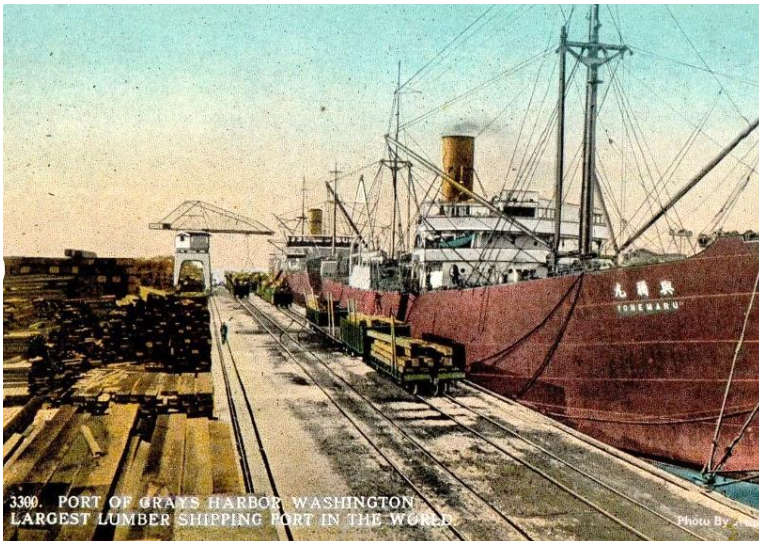
Hopefully, your port has a good list of port retirees and former employees and commissioners. By reaching out to them, you might get some remarkable stories about port history, vintage photos, and maybe even some classic ephemera!

9. **eBay (no kidding!)**

If you haven't dug into www.ebay.com as a possible source of great port historical publications, photos, postcards—and more—you might be missing out.

Below are two example of what I recently found available for sale on eBay:

- a. A vintage postcard showing the Port of Grays Harbor, Washington, "The Largest Lumber Shipping Port in the World" (\$14.98).
- b. The June 1953 issue of the Port of Seattle's *PORT LIGHTS* magazine, which was once published monthly (\$19.95).



3. Sharing Your Port's History: *Expanding Your "History Channels"*

In some cases, sharing your port's history can be as simple as "dialing up" the historical content you have in the various elements of your port's overall communications and outreach program:

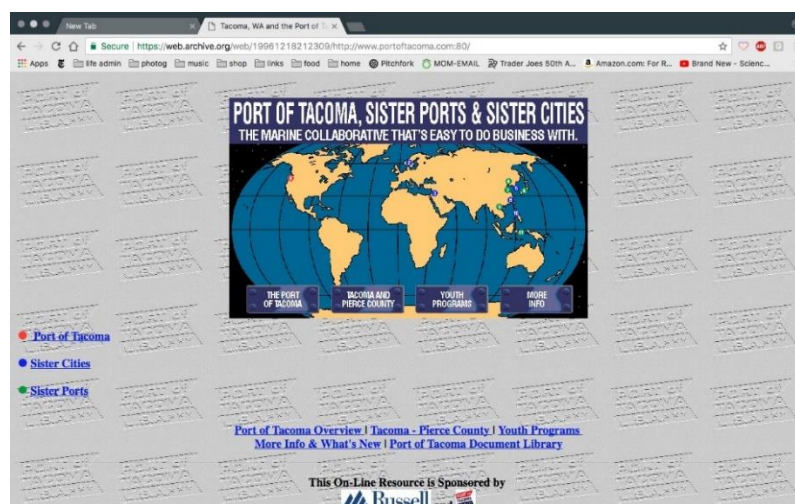
1. Port Website

There are lots of ways to "dial up" the historical content on your port's website. You could add a detailed timeline (if you do not already have one) showing major milestones or your port's history and development. You could also devote a section of your website to showing 10 to 20 vintage port photos with captions.

You can also go to the Wayback Machine website www.waybackmachine.com) and take a look at the content that was on your port's site at various times in the past. That can also be the source of some interesting images and information.

Below is an image from the Wayback Machine showing what the home page of the Port of Tacoma's website looked like when it was first launched in June 1995.

TRIVIA: The Port of Tacoma was the first U.S. port to have a website.



2. Port Commission Meetings

You have these meetings on a regular basis, but how often do you use them to you highlight any part of your port's history?

If you're not highlighting some key milestones of your port and its customers from time to time in your meetings, you are missing an opportunity to showcase your port's history!

These commission meeting presentations can also help educate your port commissioners, staff, customers and community members about your port's history.

3. Port Community Booths and Port Tours

Here are two simple, low-cost projects you can do to make these outreach efforts more interactive and more fun:

- a. **Your “Greatest Hits” Historical Photos:** Print up 10 or 20 of your port's historical images on 8.5 x 11-inch paper and mount each of them on foam core. You can use these photos as “props” to talk various milestones of your port's history and pass around on bus tours and boat tours. You can also use them in your port community booth.

The sample below is from a series of photos and captions we used in the Port of Tacoma's centennial celebration in 2018.

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.



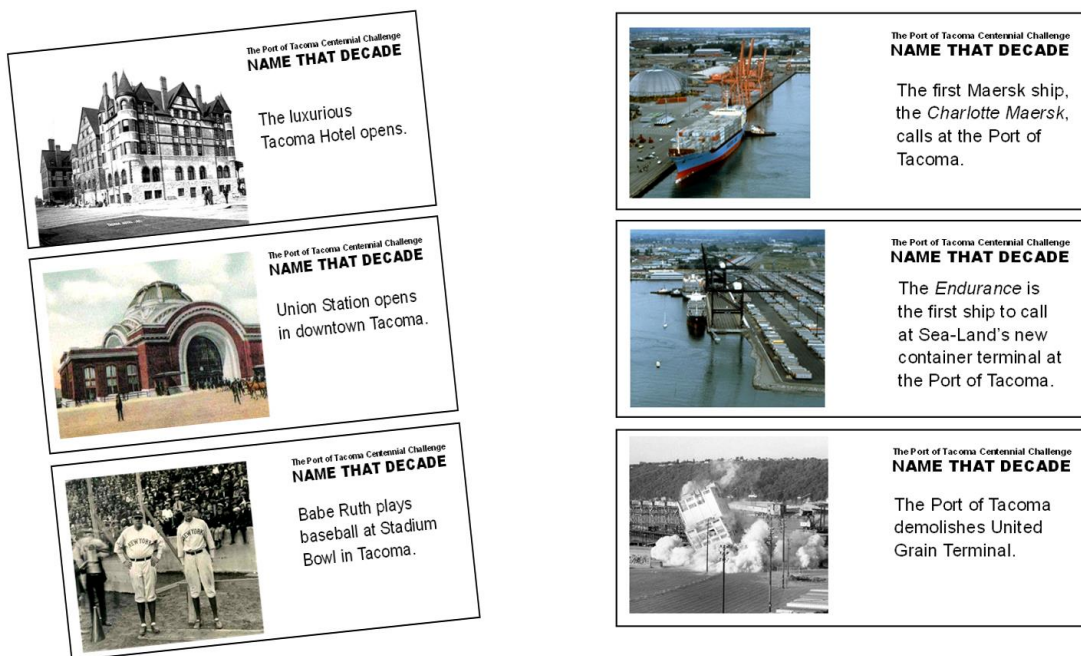
A Port of Tacoma Centennial

MILESTONE

- b. **“NAMES THAT DECADE” Game:** Develop a “deck” (25 to 50 cards) of key port milestones (with photos) and print them up on card stock. Put the *Question* on the front of the card and the *Answer* on the back. The cards could cover local historical milestones.

Have a contest in your community booth and see who can answer the most questions. Award a few “Port Authority” prizes of port swag to the winners. *NOTE: The cards shown below are 8.5 inches by 3.5 inches.*

NAME THAT DECADE TRIVIA CARDS



4. Public Speakers Bureau

Chances are, your port has a standard PowerPoint presentation that you use in making presentations to various civic groups (e.g., Rotary, Kiwanis, Lions clubs, etc.).

If you only have one or two slides about your port's history, consider adding a few more images to “dial up” the historical information you share with groups.

Your port also might have some examples from the past where you have partnered with some of these groups that so you can tailor your presentation to various groups.

5. Port Community Newsletter

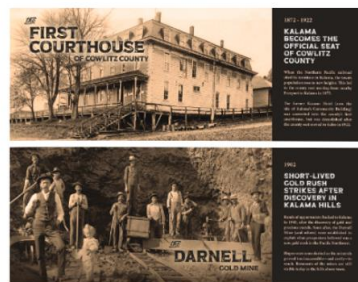
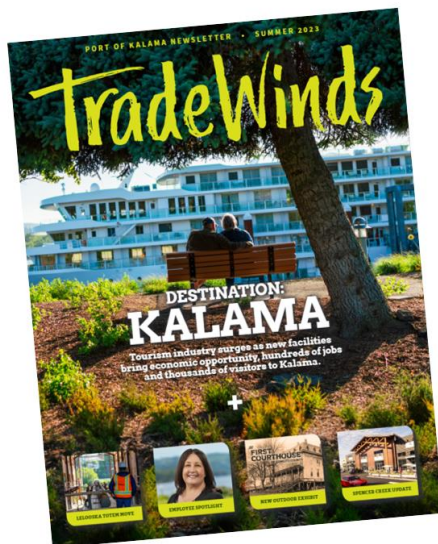
Does your port publish a digital and/or print version of a community newsletter on a regular basis?

If you do, how often do you highlight some aspect of your port's history in it?

“Dialing up” the historical content of your newsletter might be as simple as:

- Featuring a classic port historical photo in each issue.
- Highlighting a longtime port customer in each issue.
- Showcasing a key port milestone that ties into the month of your publication. *NOTE: If you have a comprehensive port timeline, this information should be easy to find.*

If you have a port newsletter, it is another opportunity for you to use an existing port communications tool to share your port's history—without adding any additional cost.



NEW EXHIBIT DEBUTS OUTSIDE PORT INTERPRETIVE CENTER

Outdoor history exhibit showcases Kalama's local legends and interesting facts.

Did you know that Kalama was once the home of Cowlitz County's first newspaper and courthouse, or that a dramatic discovery led to Kalama's very own gold mine? A new gallery installed on the windows outside the Port's Interpretive Center tells these and other fascinating stories, including a few that may even surprise long-time residents.

The new outdoor history gallery is taking the place of the former Port centennial timeline, which was first installed on the outside of the windows in 2015. The Port is planning to rotate the panel topics on a regular basis, bringing more of Kalama's colorful past, famous citizens and long-forgotten history to life.



6. Social Media

Facebook

Your port's Facebook page (*you port does have one, don't you?*) can also be an effective way to share stories about your port's history and reach new audiences.

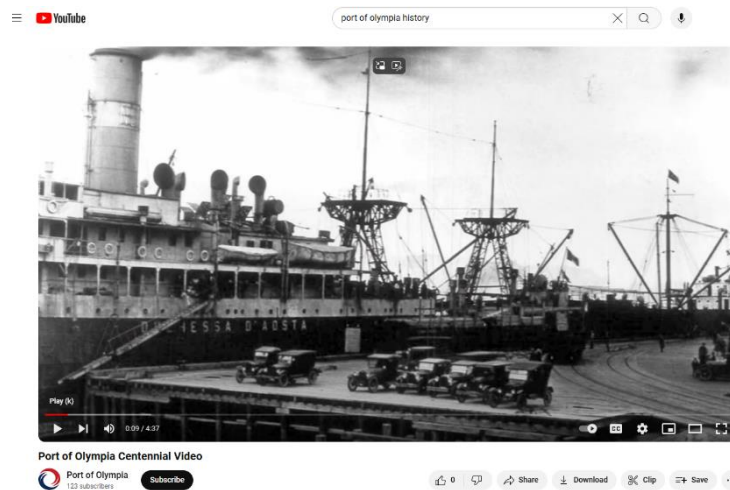
It could be as simple as posting a historical photo on Throwback Thursday (TBT)—that is just 52 photos a year!

Or it could be highlighting a port partnership, such as the Facebook post below about the Port of Tacoma and the Gig Harbor History Museum.



YouTube

Posts on YouTube can range from a full historical video highlighting a port milestone (such as the Port of Olympia's post below), or as simple as 60-second interview (done with an iPhone) featuring a port retiree talking about a key moment in your port's history.



Wrap-up

When it comes to sharing your port's history, there are many, many ways you can do it effectively.

Some of the keys to success in sharing your port story include:

- **Having** a great inventory of historical port images, milestones, and stories to tell.
- **Developing** a system so all those resources are well organized and accessible. *NOTE: 50 bonus points if you already have done this!*
- **Knowing** the key port themes you want to highlight. These could include economic development and job creation, environmental stewardship, community partnerships, and much more.
- **Being willing** to invest the time, staff, and money to do develop programs and products that help you share your port's history well.
- **Making sure** your port employees are aware of your port's history so they can help share those stories as well.
- **Developing** more ways to have **FUN** sharing your port's history in interesting and entertaining ways—online and in person!

My goal in writing this article was to give you some great ideas on developing a comprehensive “game plan” for sharing your port's history in more effective and creative ways than ever before.

Feel free to contact me and let me know if you think I achieved that goal.

ABOUT THE AUTHOR: *Rod Koon worked in communications, public relations, and marketing at the Port of Tacoma for 38 years. Since that time, he has written a history book about the Port of Tacoma (published by Arcadia Publishing in July 2023). He has also done various freelance historical consulting work for a variety of organizations in the Puget Sound area.*

If you have questions or comments about this article, feel free to contact Rod Koon by email at: rkletitbe@msn.com. You can also contact him if you are interested in purchasing a copy of his book.

What Is a **Port** District?

It is a municipal corporation regulated by state law, with bonding ability and taxing powers similar to those of cities.

A **Port** District is formed only after a vote of the people decrees that a majority of the residents of an area wish to have a **port** district to further industrial development in their region.

Three of those residents then are elected to govern the district as commissioners.

The original concept was that the **port** districts should provide marine and airport-terminal facilities. However, this has now been enlarged to take in the development and promotion of industrial sites and the management of buildings (such as Big Pasco).

The **Port** of Pasco came into being after county wheat farmers expressed an interest in providing themselves with a means of getting their produce to market by barge, thus giving them an alternate means to rail.

The **Port** of Kennewick was formed to provide docking and moorage facilities for steamships which were using the river in the 1920's.

The **Port** of **Walla Walla** developed from the vision of **Walla Walla** County leaders who saw the potential of the Columbia and Snake Rivers with the completion of dam and lock systems above Portland.

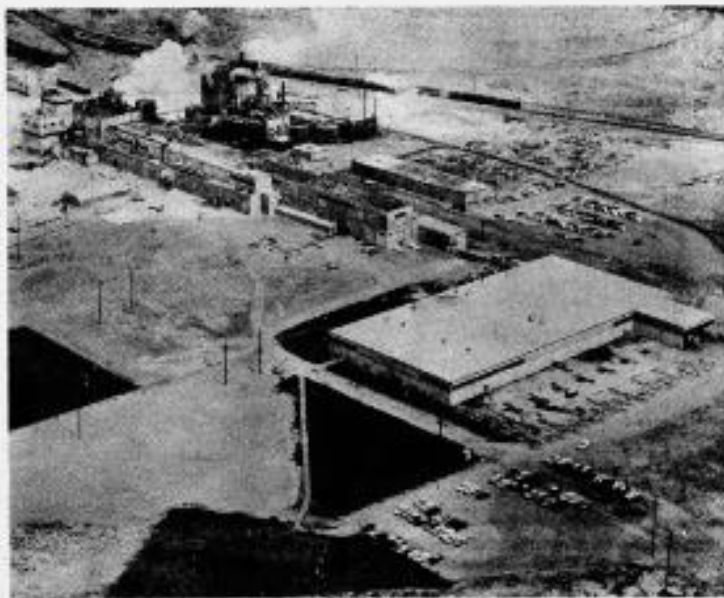
And the **Port** of Benton was formed to take advantage of nuclear-oriented industry likely to gravitate here because of Hanford and to cater for agricultural needs.

Under the state law, a **port** district has the authority to levy a 2-mill tax each year on the assessed valuation within its boundaries.

BOISE CASCADE

Largest of the plants in the **Walla Walla port** district is the Boise Cascade Corporation's pulp and paper mill and container plant at Wallula. Built in 1958, the mill has expanded three times until it is now producing 400 tons of liner board for containers daily. Also, 175 tons of the "fluted" portion of containers is produced daily. The mills employ approximately 480 people, both men and women.

In addition, the facility creates jobs in sawmills and the transportation industry. Many independent sawmills have added chippers and debarkers which enables them to sell chips to Boise Cascade, thus benefitting the railroads and trucklines.



It Takes Dedicated Men, Working Untiring, To Guide **Port** Districts To Greater Heights of Accomplishment



W. D. Kay
Port of Walla Walla



Ben Flathers
Port of Walla Walla



Henry Garbe
Port of Walla Walla



James E. Magnuson
Port of Kennewick



Gene L. Spaulding
Port of Kennewick



Wayne I. Rogers
Port of Kennewick



Byron Baker
Port of Pasco



James A. Keane
Port of Pasco



Dall C. Smick
Port of Pasco



Roland Lindberg
Port of Bellingham



Harold Kinney
Port of Bellingham



John R. Hills
Port of Bellingham

The occupations of the men who guide the four Southwestern Washington **port** districts to the success they have enjoyed over the years are quite diverse. They represent a true cross section of the interests and occupations of the area.

In Kennewick there is a preponderance of the banking profession. Indeed, all the district's commissioners are officials of financial institutions.

J. E. Magnuson is a vice president and manager of the Kennewick Branch of **Walla Walla** Federal Savings and Loan Association.

Gene Spaulding, a member of a pioneer Kennewick family, is a realtor, and a member of the Board of Directors of the First Federal Savings and Loan Association of **Walla Walla**.

And Wayne Rogers is a vice president and manager of the Kennewick branch of Seattle First National Bank.

In Pasco, there is a definite agricultural trend evident among the occupations of its three commissioners.

Dell Smick, for example, is manager of Connell Grain Growers.

Byron Baker owns and operates the Baker Produce Co. in Kennewick which stores and packages potatoes. He is also a potato broker.

And the third, James A. Keane, is assistant manager of Seattle First National Bank in Pasco, with a broad background of experience in agriculture.

Commissioners for the **Walla Walla Port** District are also agriculturally oriented with Chairman Bill Ray associated with Melcher-Ray Machinery Company. Ben Flathers is a farmer and Henry Garbe raises alfalfa commercially for seed.

In the **Port** of Bellingham, headquartered in Richland, insurance men predominate.

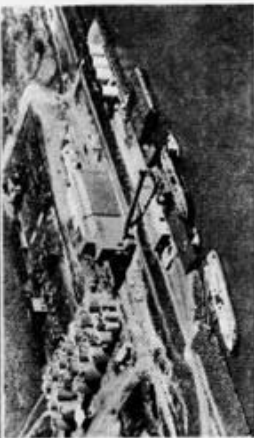
Both Roland Lindberg, President, and M. Harold Kinney, Richland, follow that profession, while the third, John R. Hills, Richland, is a public accountant.

And indication of the faith voters have in their **port** commissioners is that in the **Port** of Bellingham, for example, the commissioners serving now are the same as were elected back when the district was formed in 1968.

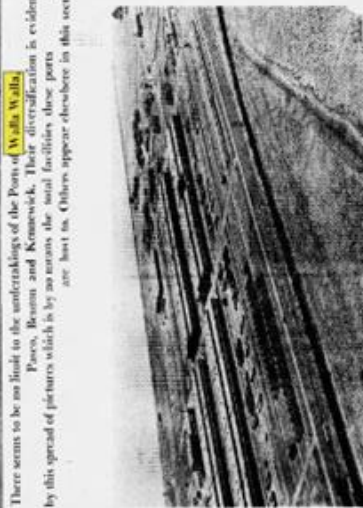
In Pasco, James A. Keane and Smick were appointed in the early 1960's to fill vacancies caused by a death and a commissioner transferred by his company from the area. Baker, **port** chairman, has served for over 20 years.

Kennewick has the newest trio of directors. Though Magnuson has served for some 14 years, Spaulding ran unopposed in 1962 for a vacancy, and Wayne Rogers was appointed this year to fill a vacancy.

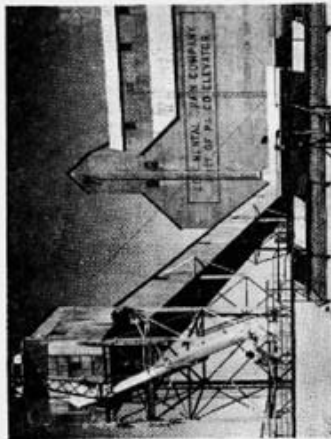
Port Facilities are Many and Varied As You Can See



Port of Peace's Bruce-Winter Terminal handles the largest freight tonnage of any public port on the Atlantic coast. For many products are shipped by rail and others by barge.



More than 20 acres of modern warehouse buildings are contained in the 50-acre Big Port Terminal. This work is probably the most famous in the Port of Peace. The buildings, including many loading and unloading docks, are the product of long-range planning.



Continental Grain Company with fully equipped elevators and storage bins, is one of the many modern facilities in the Port of Peace. The grain is shipped to the Port of Peace by rail and barge.



The U.S. Chemical Corporation is based on its 100-acre Ridge Industrial Site which produces ammonium nitrate, ammonium sulfate, ammonium phosphate, and other chemicals.



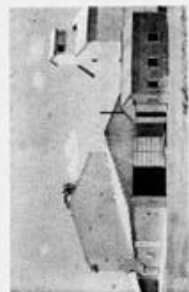
Branch Products, Inc. is the second addition to the Port of Peace. The company is a major producer of ammonium nitrate, ammonium sulfate, and other chemicals.



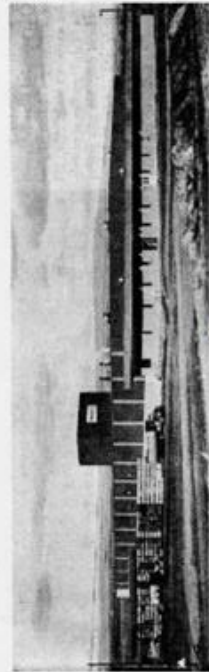
United States Trading Company is a major producer of ammonium nitrate, ammonium sulfate, and other chemicals.



The Port of Peace is a major producer of ammonium nitrate, ammonium sulfate, and other chemicals.



The U.S. Chemical Corporation is based on its 100-acre Ridge Industrial Site which produces ammonium nitrate, ammonium sulfate, ammonium phosphate, and other chemicals.



The U.S. Chemical Corporation is based on its 100-acre Ridge Industrial Site which produces ammonium nitrate, ammonium sulfate, ammonium phosphate, and other chemicals.



Petroleum and grain are an important phase of the operations of most Eastern Washington **Port** Districts. Barges are loaded upriver loaded with the petroleum products, then sent back downstream loaded with Washington grain and seed.

Port of Benton Newest Of Area Port Districts

For the **Port** of Benton, "happiest under the sun" was an empty phrase.

Established on Nov. 4, 1958, it wasn't too long before the district found itself in court. For two years it fought citizens suits, while negotiating with the Corps of Engineers to buy the 80-acre Hatfield Industrial Park at North Richland.

It all ended in victory in 1963, which proved a red-letter year, indeed for the district.

For the same year, the Seneca Grape Juice Co. of New York signed a lease for a 70,000 sq. ft. building in the **port's** industrial park at Prosser and thus became the district's first customer there.

United States Tinting Co. of New Jersey, as part of the diversification effort at Richland, leased five acres and built a 13,000-square-foot laboratory in North Richland.

Other major leases are to Tre-Mitt Concrete Co. for 24 acres at the Hatfield airport; and George O. Boushky for the airport, at Prosser, and the former AEC airport in Richland.

From the district was formed, its annual valuation has been rising at a rate of \$100,000 every year to its present level of about \$1,000,000. Its assets are now appraised at \$1,000,000, compared with a total tax collection from residents during the **port's** existence of about \$71,000.

The taxes levied on the land owned by the **port** employ more people.

Port officials anticipate this is but a start to a period of great growth which is just around the corner, and which the **Port** is ready to take advantage of for expansion.

It has two industrial parks now fully developed and ready for customers. It can accommodate industrial, waterways and airport related companies either at Prosser, the North Richland park, or at Hatfield airport.

The district has a navigable Columbia River shoreline of approximately 12 miles, served by two large lines presently providing regular service with 2,200-ton capacity barges.

ACKNOWLEDGEMENT

The publication of this informational supplement on our **port** districts was made possible through the cooperation and support of the following firms:

Baker Super National Bank	J. A. Jones Construction Co.
Old National Bank	L. M. Vail, Inc.
National Bank of Commerce	ITT Federal Support Services,
Bank of Prosser	Inc.
Continental Grain Company	Insurance-Bay Insurance
Washington-Crescent, Inc.	First Federal Savings and
Walter Machinery Company	Loan Assn.
Washco, Inc.	Black Angus Haul
U.S. Tinting Co.	West Coast Airlines

The purpose of this supplement is to give you a better understanding of your **port** districts, their contribution to community development, and their economic impact on the areas in which they serve.

Dr. Clay Rader, Council Sec.

Port of Walla Walla Sees Industrial Growth Surge

Real and personal property taxes for **Walla Walla** County totaling more than \$300,000 annually, payrolls exceeding \$4-million a year and a plant investment in the county amounting to approximately \$20-million are among the major factors contributed so far by the **Port** of **Walla Walla**.

In addition to the \$4-million annual payroll of some 12 plants and the creation of 800 permanent jobs in the county, the **Port** has added another 400 in so-called "indirect jobs"—project, professional and others needed to supply the needs of the individuals and families employed by the industries.

Created in 1951, the **Port** of **Walla Walla** has been responsible for the location of a number of major industries along the Columbia and Snake Rivers in **Walla Walla** County as well as several in the interior part of the county.

Plants located in **Port** District property, including **Port** District facilities or made possible by the **Port** District, include Peb-Salt, a chemical distribution center near Wallula, Western Farming, grain distribution, Cargill, a major grain distribution and storage center at Burien near the mouth of the Snake River, Columbia Basin Iron and Steel, a steel fabricating concern at Burien, and Daylan Navigation Co.

At Touchet, 12 miles west of **Walla Walla**, is the Albert Dickinson Seed Co., a subsidiary of the W. B. Green Co. The company leases the alfalfa seed plant from the **Port** District which add revenue and general obligation bonds to finance reconstruction.

The company, as well as several others, pay an amount in lieu of taxes, since the property or building is owned by the **Port** of **Walla Walla**.

North **Walla Walla**, the **Port** District owns approximately 50 acres adjacent to the City-County Airport. This is being developed into an industrial park and the first tenant is the Craft Lumber Co., a small sawmill.

Newest of the **Port** District projects is aiding in the development of the Sun-Gro project on the Snake River in the northern part of the county. Here the company owns and farms 3,500 acres, producing potatoes, alfalfa and other crops under irrigation.

The **Port** District constructed a potato tagging and processing plant which is leased to the company.

W. D. Kay, president of the **Walla Walla Port** Commission, and Richard White, manager, are enthusiastic over the potential in South-eastern Washington.

There is a great interest in irrigating development and **Walla Walla** County has more than 100,000 acres ready for such development. Kay said, "In the future there will be new processing plants in the area and thousands of acres of land now used for dry-land farming will be irrigated to help feed a hungry world."

The two said there is new industrial growth surging in the area.

"Four or five major industrial concerns are looking at this area for future plant sites," White said. "Others are interested in building branch offices and plants here."

The **Port** of **Walla Walla**, while not the newest **port** in Washington, is one of the most successful.



Barges and barges ply the Columbia and Snake Rivers carrying millions of tons of grain, petroleum products, lumber, chemicals and fertilizers. Extension of navigation up the Snake River as far as Lewiston, Idaho will be accomplished with the completion of Lower Granite Dam.

Taxes Returned Better Than Two-Fold

For each dollar invested in taxes in the operation of your **port** district, you are getting a return of nearly \$2.25.

Port districts are one of the few justice taxing agencies in which it is possible to know what you are getting for your money in terms of dollars and cents.

The **Port** of Pasco annually collects some \$123,000 and has on its property companies which return to the county an annual \$101,000 in taxes, while the **port** district collects from its residents \$91,700 for maintenance and operation and for bond retirement.

Still the "baby" of the group inasmuch as it was formed only in 1955, the **Port** of Benton has more unrecouped more than its older neighbors. Hence it hopes, within a short time, to improve the ratio and the district is taking about \$10,000 a year from **port** district taxpayers and has on its land firms which are contributing \$12,100 a year in the form of taxes paid to the county treasurer.

Total plant investment for the **Port** of **Walla Walla** is approximately \$10-million producing over \$4-million annually in payrolls. In addition, total tax payments to the county run in excess of \$200,000.

From this, it is easy to see the benefits to communities of having healthy and aggressive **port** districts. And, these four do not relax in their efforts for a definite. Permanent disclosures of their business plans would not be wise, but you can be sure there are new surprises in the offing.



The Phillips Pacific Chemical Company near the Port of Kennewick's Finley and Hodges Industrial Sites produces polyethylene, ammonia, ammonia sulfate, urea, sodium, nylons and carbon black with 45 lines of ammonia production daily.

Kennewick Is Oldest Port

The Port of Kennewick was founded in 1883 and has the honor of being the oldest port district in the Puget Sound.

It was originally authorized by a vote of the people to encourage an area coincidental to the city limits of Kennewick, primarily to provide docking and terminal facilities for the steamships plying the Columbia River at that time.

In the past 35 years both the purpose and the size of the district have changed.

From the city limits, the boundaries were enlarged in 1934 to encompass the eastern half of Benton County, consisting of 483 square miles.

From steamships, its emphasis has shifted to attracting the large, multimillion-dollar industries, primarily in the fast-growing chemical industry since 1945.

To the Port of Kennewick fell the honor of landing the latest "plant"—the \$3.5 million Sandvik plant to manufacture aluminum tubing.

With the 101 employees which Sandvik will plant with, there will be a total of 240 people employed by firms in the port district. They pay to the county \$812,000 in taxes, while the port district collects \$70,000 from the industry.

Capital value of port property is presently valued at \$1,000,000, which compares with a total of only \$60,000 in 1950.

Estimated capital cost of the industrial plants in the Kennewick Port District, including Sandvik, is \$250 million.

The Port District is seeking industries that particularly lend themselves to the creation of industrial complexes such as the existing industrial complexes and the beginning of a potential metallurgical facility.

To meet the requirements of these larger industries the port has acquired, and has been developing, large acreages of Columbia River waterfront industrial and port sites which are now used for all types of industry, from light to heavy.

For these purposes it has no fewer than 65 acres of industrial and port land available. They are at Clover Island, 32 acres; Ivy Street terminal, 6; Hodges Industrial Site, 133; Finley Industrial Site, 142; Hovey Industrial Site, 190, and Plymouth Industrial Site, 284.

So far the firms on the sites are:

Clover Island: U.S. Coast Guard, Mole Marine, Clover Island Yacht Club and the City of Kennewick's water plant.

Hodges: Chevron Oilfield Chemical Corp., Allied Chemical Corp. (on company-owned land).

Finley: Sandvik-United Nuclear Special Metals Corp., and Phillips Pacific Chemical Co. and Gamble Corp., both on company-owned land.

Hovey: Sverly Chemical Corp., Ivy Street: North Pacific Grain Co. and the Oregon-Portland Cement Co.

Statistics Can Be Misleading

If you judge the effect Southeastern Washington port districts have had on the area's economy strictly from what the port district books show, you'd be wrong, less than half the picture.

Yes, the four port districts have on their land firms employing more than 1,000 people and are paying around \$90,000 per year in taxes to their counties, and have land and facilities valued at over \$30 million.

But, there's more to it than that.

The Merchants and Manufacturers Association sets a yardstick as to the size impact of workers on a community. Using these guides, the workers the port districts have helped locate in three areas have:

1. Increased the population of the three counties by 4,400.
2. Increased the school population by 1,600.
3. Increased the number of homes by 1,600.
4. Jumped personal income totals by \$17.4 million.
5. Turned \$6.1 million more in bank deposits.
6. Helped establish 40 additional retail stores.
7. Caused 1,218 more cars to be registered.
8. Created 1,170 more manufacturing jobs.
9. Increased retail sales by \$5.8 million.

Ports Hold Different Interests

It wasn't planned that way in the beginning, but Southeastern Washington port districts specialize in fields which foster cooperation among them and complement the efforts of each one.

For example, because of its railroad accessibility and its tremendous warehousing capacity, the Port of Tacoma is in the distribution and warehousing business.

While Seattle, because of geographical factors, is ideally suited to food processing, packing and moving along with producing the ideal sites at Walla Walla and Burien for paper and furniture manufacturing.

The Port of Kennewick has built up a complex of chemical industries and around its Finley Industrial Park.

At Everett, agriculture generally provides the tenants for the Port of Everett Harbor and agriculturally-oriented industries find their natural environmental requirements in the Port's North Richland area to encourage location there.

Geographically, the four ports are spaced ideally for each to function most efficiently and still support the efforts of each other.

Port District Managers



Richard M. White
Port of Walla Walla



Phil George
Port of Everett



John Muesen
Port of Kennewick



H. W. Perkins
Port of Tacoma



With completion of the new airport terminal building at **Pasco Port**, airport air service will be more accessible for all points in the Tri-Cities. West Coast Airlines serves the area with over 100 flights weekly.

and DC-9 jet service will be inaugurated upon completion of runway extension. Costs of these improvements are estimated around \$1-million with construction finished early next month.

Pasco Port Is Diversified

The **Port** of Pasco has made a successful three-pronged attack on business.

Its waterways, airport and warehousing facilities have attracted 88 different firms employing 322 people and yearly paying to the county some \$133,000 in taxes.

Since the **port's** formation in 1940, the district has collected \$100,500 from residents. It has acquired property which has been appraised at \$29-million—\$12-million at Big Pasco (which residents bought for \$819,000), \$7-million at the airport (a gift from the city) and \$1-million at the marine terminal.

The 30-acre marine terminal, operated since 1941, handles the largest freight tonnage of any public **port** on the Columbia River above the Portland area. Around the terminal the **port** has about a million feet of marine and moorage facilities.

Millions of gallons of petroleum products are vinyly pumped from barges which have come up river. Millions of bushels of grain are then loaded onto the barges for the return trip down to the Portland area.

Lone Star Cement Co. recently completed a \$300,000 ball-cement facility, and the **port** has just completed a \$50,000 contract to improve the marine terminal docks.

The **Port** District took over ownership of the Pasco Airport from the city on Jan. 1, 1968, and now has a 1,200-acre facility with over 500,000 feet of industrial rental buildings, plus many acres available for plant sites.

West Coast Airlines serves the Tri-Cities through Pasco's airport, with over 100 flights a week. Underway at present is a project to lengthen the runways to accommodate jet service.

Also under construction is a new terminal building at the opposite side of the airport adjacent to Columbia Basin College. With across-down an extension of Chase Avenue, between the golf course and the college, to the Puma Bypass, accessibility to the whole of the Tri-Cities will be improved.

The \$5-million projects are scheduled for completion next month.

But perhaps the best known of all the **port** district's facilities is Big Pasco, the 603-acre industrial park which contains more than 24 acres of modern warehousing buildings. Its facilities are excellent for storage and distribution, as well as for manufacturing and assembly. There is almost two miles of frontage on the Columbia River.

A new barge slip is now almost excavated at Big Pasco in anticipation of the demand when, in May, 1969, John Day Dam's pool blocks out the last stretch of fast water on the Columbia between Pasco and the Pacific Coast ports.

Special rail short-haul routes, a unique money-saving Big Pasco freight plan, barge facilities, service by truck and rail and a strategic location bind to make the **Port** of Pasco's industrial park a logical distribution center for the entire Pacific Northwest.

And prompt **port** chairman Byron Baker to comment that the district "looks forward with excitement, during this, the **port's** silver anniversary year of service, to the challenges and opportunities to serve the expanding Pacific Northwest."

PORTS COOPERATE Progress Is The Result

Though Pasco's \$1-million airport is owned and operated by the **Port** of Pasco, all the **port** districts in the Tri-Cities have helped in its development.

For without their financial assistance, it is questionable whether in November the sleek DC-9 fan-jets would be using Pasco's runways, and whether the first impression of the Tri-Cities air passengers receive would be of a majestic terminal and not a leftover shack of World War II vintage.

It was back in 1940 that it became apparent if Pasco was to enter the age of jet transportation, something would have to be done about the airport, which with its surrounding land had been deeded to the city of Pasco for \$1 when its use as a Naval aircraft training base ended after World War II.

At that time it was operated by the city.

But the city hadn't the financial base for any costly runway extensions. It took three years of work by the present manager of the **Port** of Pasco, H. W. Parkinson, who at that time was airport manager for the city, to have the city transfer the facility to the **port** district.

By this time West Coast Airlines had warned the city it planned jets in 1950, and said the present runways were insufficient.

Studies showed a need for the runways and for a new terminal building at a cost of just over \$1-million. The federal government contributed \$250,000, and with a special bill pushed through the state legislature the **Port** of Pasco was able to come up with \$330,000.

But where to get the remaining \$200,000 was the problem. But a problem the neighboring ports helped solve.

The **Port** of Kennewick came through with \$80,000, the **Port** of Benton with \$25,000, and along with \$25,000 from the city of Richland, and \$100,000 from the city of Pasco, the contractors went to work.

By the end of next month the Tri-Cities will have an airport and surrounding facilities appraised at \$3-million, and in which the local taxpayers have only a little over a million dollars invested.