



Marketing- Love it or Hate it- we have to do it!





# Options for Recruitment

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Recruitment of businesses-

1. Using a broker
2. Advertising on real estate sites (Loopnet)
3. Partnering with ADO/EDC
4. Connecting with WA Department of Commerce
5. Use of social media and websites
6. Creating buzz about your developments
7. Community engagement



# Brokers/Agents vs. Advertising

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Considerations:

*Availability of staff to market, meet with tire kickers, phone calls, and creating materials*

**If you don't have the staff, the time or the expertise and time is of the essence- Use a broker!**

- Brokers are financially motivated to move your property or lease your space (5% of gross sale or lease)
- Brokers obtain exclusive rights to market the property removing the Port in advertising, time, and their connections. Direct sales or leasing still require payment to broker.

**If you have the staff and available time to do recruitment or desire the learning curve- do it yourself!**

- Advertising on websites like Loopnet: high cost low time requirements
- Print media: very limited for attracting business, cost considerations for market, obsolete for most
- Signage, press releases, website, social media posts and snaps, presentations, word of mouth, ADO/EDC



# Preparing for market

Hire/Recruit a photographer/videographer for pictures and drone footage.

Create your Purchase Sale Agreement Template or Standard Lease Agreement Template

Know the critical features- Phase 1 ESA, Utilities, Easements, and Options (current power thresholds, natural gas, transportation/environmental/regulatory issues)

Renderings help illustrate the opportunities- ensure the renderings are general enough for random users

Communicate with the Commission regarding pricing prior to market

Identify your assets- these may be regional (clusters, connectivity or locational) or local (i.e. educational, downtown, livability, community involvement and activities)

## MARKETING





# Create Your Buzz



**ROSE WAY INDUSTRIAL PARK**

Coming in July 2024

**PRE-LEASING  
1570 ROSE WAY BUILDING F**

The Port's newest industrial building in the city of Woodland. This site has state of the art amenities all ready for your manufacturing needs. Located one mile from Interstate 5 and 30 miles from Portland Airport, the building provides 23,000 SF of open-span industrial space for build to suit.

**Building Features**

- Lease Rates: \$0.75-\$0.95/sf/mth + WA Leasehold Tax
- Pre-engineered fabricated metal shell building with water, sewer, storm, fiber, natural gas and three-phase electric.
- Utilities through the tenant- City of Woodland: Water, Sewer, Garbage, Recycling, Cowlitz PUD. Electric: Natural Gas: Cascade Natural Gas.
- Loading docks: 2 at grade and 2 dock
- 22' Clear height at low eave 25' height
- Number of parking spaces and stalls: 25
- Electrical Service:
- HVAC:

**FOR LEASING INFORMATION CONTACT:**  
**JENNIFER WRAY-KEENE**  
 JKEENE@PORTOFWOODLAND.COM  
 O: 360-225-6555  
 C: 360-977-8416

**Port of Woodland**





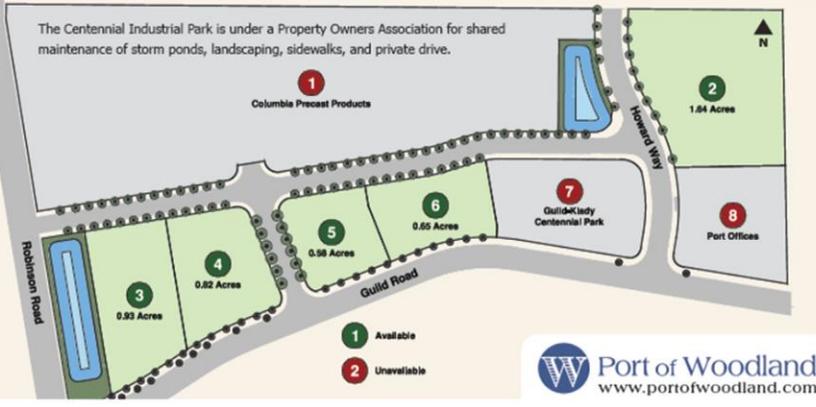
## Centennial Industrial Park



The 16-acre industrial park is located a mile from Interstate 5 and exit 22 within the City of Woodland. Infrastructure to the lots to be completed by March 2021 including roads, underground utilities and sidewalks with access to the Guild-Klady Centennial Orchard and Park. Utilities include fiber, potable water, sewer, with industrial capacity, electrical and fire protection.

- Industrial and Manufacturing Operations
- Close to Industry, Transportation and Metro Area
- 5 Lots for Sale or Lease (approximately 1-acre lots)
- Zoned Light Industrial
- Approved Binding Site Plan for Larger Lot Configuration
- Access to Industrial Park through Howard Way or Guild Road

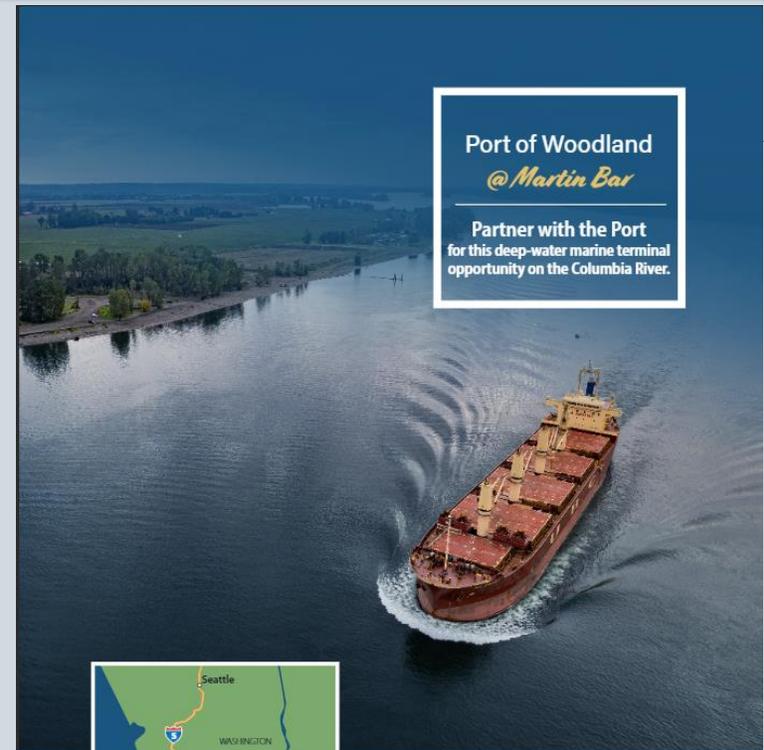
Call **Jennifer Wray-Keene** at (360) 225-6555 or email [jkeene@portofwoodland.com](mailto:jkeene@portofwoodland.com)





**Port of Woodland**  
*@ Martin Bar*

Partner with the Port  
 for this deep-water marine terminal  
 opportunity on the Columbia River.



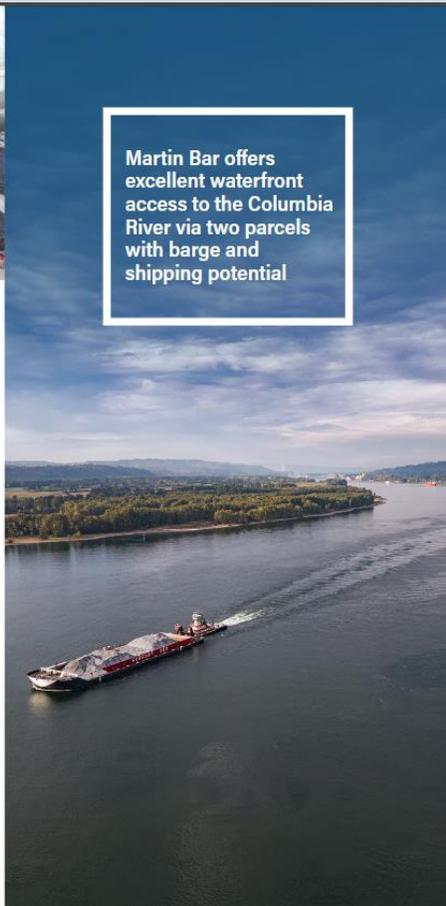
Martin Bar offers  
 excellent waterfront  
 access to the Columbia  
 River via two parcels  
 with barge and  
 shipping potential

**Port of Woodland**  
*@ Martin Bar* by the numbers

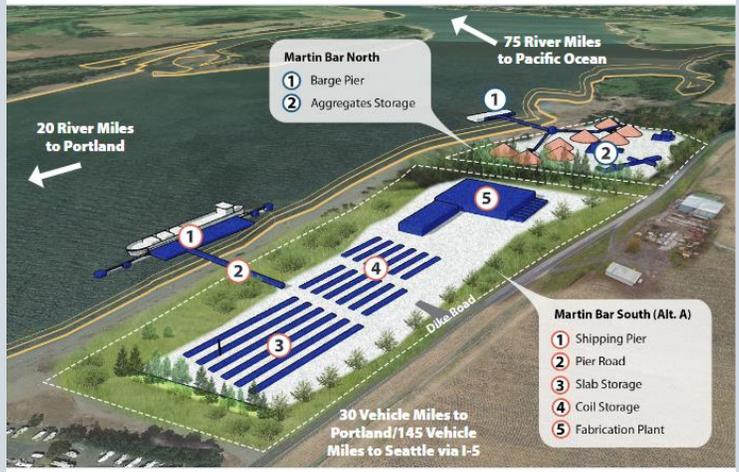
<b>15 acres</b> Buildable land (North Parcel)	<b>25 acres</b> Buildable land (South Parcel)
<b>75 river miles</b> To the Pacific Ocean	<b>20 river miles</b> To Portland
<b>I-5</b> Easy access to OR and WA	<b>3,882 linear ft</b> River frontage
<b>43 ft deep, 600 ft wide</b> Maintained navigation channel	

**Site & Market Assessments**  
 To be completed by Port, 2022

Joint Development  
 Partnership Opportunity  
 with Financial Incentives



**Development Concepts**



**Port of Woodland**  
*@ Martin Bar*

For further information on this unique  
 development opportunity, contact  
 Executive Director Jennifer Wray-Koens:  
 Phone: (360) 225-6555  
 Email: jkoens@portofwoodland.com  
 Web: www.portofwoodland.com



Martin Bar RFI can be seen here:  
<https://portofwoodland.com/martine/>



WOW  
THEM!

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