



REACHING OUT:
CONNECTING PORTLAND'S WORKING WATERFRONT & THE COMMUNITY





A photograph of four men in a workshop or construction site. They are all wearing hard hats and work clothes. The man on the far left is wearing a brown hard hat and a green jacket, pointing towards the right. The man next to him is wearing a yellow hard hat and a white hoodie with a graphic. The man in the center is wearing a brown hard hat and a brown jacket. The man on the far right is wearing a brown hard hat and a purple jacket. The background shows industrial equipment and a wooden structure.

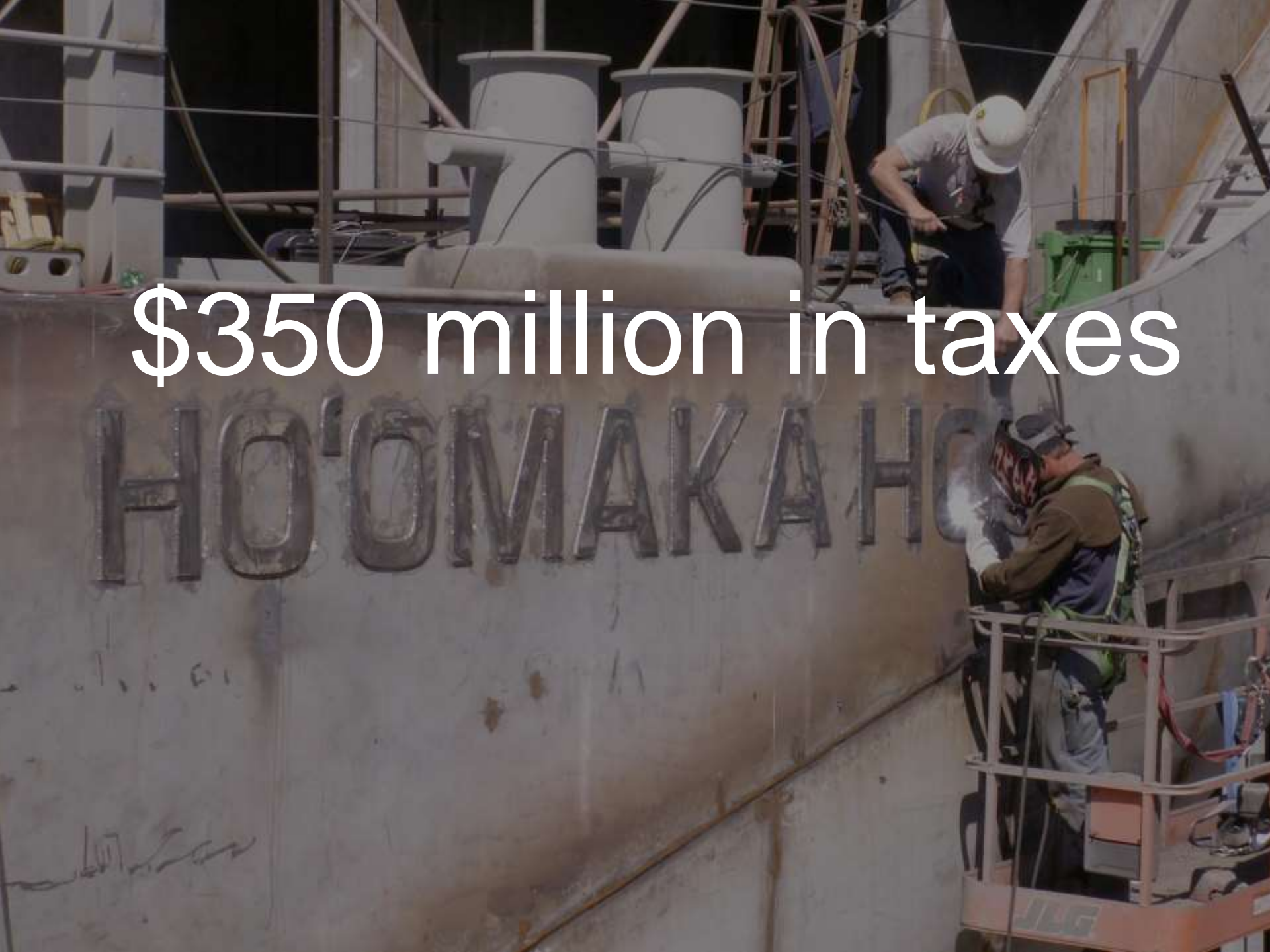
52,784 jobs



\$1.18 billion in
personal income

\$350 million in taxes

HO'OMAKA HO



An aerial photograph of a coastal city and harbor. The foreground shows green agricultural fields. The middle ground features a large industrial area with several large white warehouse-like buildings and a curved waterfront with a pier. The background shows a dense urban area extending to the water's edge. The sky is blue with wispy white clouds. A large white text overlay is centered in the upper half of the image.

\$13.5 billion in trade



“Portland’s industrial districts are an unknown territory to most residents.”

– Steve Kountz
Industrial Districts Atlas

Working Waterfront Coalition

- Created in 2005 to address concerns regarding the potential rezoning of prime industrial land in the Portland Harbor for housing
- Comprised of businesses/interests that are concerned with ensuring the vitality of the working harbor in Portland

Mission

To advocate for sound public policy that promotes environmental, social and economic sustainability in the Portland Harbor.

Tasks

- Work with local, state and federal officials and agencies on behalf of marine-dependent and river-related businesses.
- Broaden community understanding of the importance of the Portland Harbor.

Working Waterfront

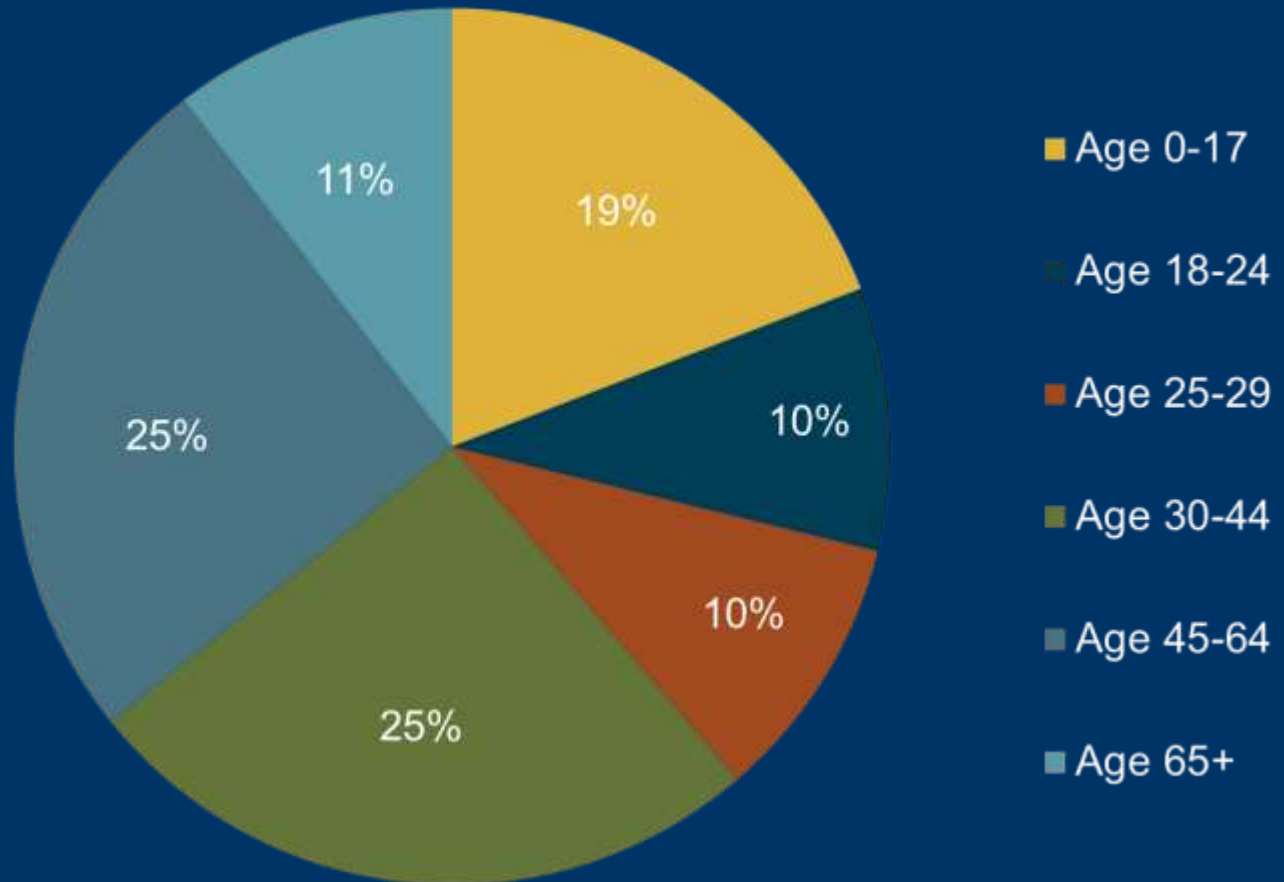
COALITION







What does Portland look like?



Portland Harbor Behind the Scenes Tours

Purpose

- Inform about the importance of the waterfront
- Highlight businesses along the waterfront
- Make connections to people's daily lives
- Provide opportunities for businesses

Attendance/Audience

- Wait list and/or full tour list with every tour offered
- Hundreds of attendees participated in the 2012 season
- Diverse participants



Working Waterfront COALITION



Working Waterfront

COALITION



Seaport Celebration

Purpose

Welcome the general public inside a working marine facility for a day of family fun

Attendance/Audience

- Around 2000 attendees every year
- Family oriented



Working Waterfront

COALITION



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Working Waterfront
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and Local

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WHOLE

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Portland Harbor: Behind the Scenes Tour and Lecture Series

Don't miss your chance to get up close and inside the largest wooden structure west of the Mississippi! There are only 8 spots left on the May 7 All About Potash tour, so RSVP today.

brooke.berglund@portofportland.com



Wednesday at 11:20am · Like · Comment

Linda Roach likes this.



Portland Harbor: Behind the Scenes Tour and Lecture Series

Check out the latest issue of Port Dispatch to find out about how the Port of Portland recorded its third best tonnage year, the new facility rolling into Rivergate and more!

Port Dispatch

www.portofportland.com

2010 In Review

Wednesday at 9:11am · Like · Comment



Portland Harbor: Behind the Scenes Tour and Lecture Series

There is still room available for our tour at the Port of Vancouver on the 30th! Don't miss out on the opportunity to see imports of the huge windmill parts and exports of all different shapes and sizes. RSVP to Brooke Berglund at brooke.berglund@portofportland.com

April 20 at 9:39am · Like · Comment

Working Waterfront

COALITION



Future Opportunities

- Continued coordination with elected officials on policies that have an impact on the working waterfront
- Expansion of community engagement activities
- Broaden reach and understanding of the Portland Harbor's importance for the city and region



QUESTIONS?

