REACHING OUT:
CONNECTING PORTLAND’S WORKING WATERFRONT & THE COMMUNITY
52,784 jobs
$1.18 billion in personal income
$350 million in taxes
$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.
Who is the 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
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
Other Tools
Portland Harbor: Behind the Scenes Tour and Lecture Series

Local Business

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
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