

MEMORANDUM

Date **April 24, 2009**

TO: Tay Yoshitani, Chief Executive Officer, Port of Seattle
Tim Farrell, Executive Director, Port of Tacoma

FROM: Phil Lutes, Deputy Director, Seaport Division, Port of Seattle
Tong Zhu, Director of Commercial Strategy, Port of Tacoma

SUBJECT: Joint Regional Promotion Team Update

Staff will brief the two Commissions on the activities and plans of the Joint Ports' Regional Promotion Team since the last update on October 8, 2008.

The two Ports formed a joint working team in response to the outcome of the Joint Commission Meeting held in April of 2008. This team has been meeting regularly since that time to explore how our two Ports could work together to better promote the Puget Sound Gateway to shippers (Beneficial Cargo Owners or BCOs).

Initial activities focused on three areas: Joint presentations and sponsorships; development of Gateway key marketing messages and outreach to key supply chain partners; and discussion among marketing groups about customer perceptions of our two Ports. Recent work has been in the development and actual conducting of joint surveys to our current customer base for both import and export shippers. Joint meetings with Customs and Border Patrol (CBP) has also been an outcome of this group's outreach activities, and the two Ports were Co-Sponsors at the Transpacific Maritime Conference (TPM) held this past March in Los Angeles.

Staff will give further details on the above mentioned recent activities and next steps associated with the results of the customer surveys.