

ITEM NO. 7b Supp

DATE OF
MEETING: June 1, 2010

Port 
of Seattle



Centennial Mission

- *In honoring the past, we will use the opportunity of our Centennial to thank and celebrate with our communities, and in embracing the future we will focus an international spotlight on this gateway and on our sustainability mission.*

Strategies

- Use Port and community events to spread the word
- Tell the story broadly
- Engage Community Leadership Committee
- Integrate Century Agenda into Centennial
- Create “Centennial Central”
- Integrate messages into schools

Community Leadership Committee

- Bob Donegan
- Bill Ayer
- Bob Aylward
- Stan Barer
- Kevin Clark
- Maud Daudon
- Bob Davidson
- Pat Davis
- Jan Drago
- Pat Fearey
- Dave Gering
- Ray Heacox
- Jan Hendrickson
- Pat Jones
- Skip Kotkins
- Mick McHugh
- Kirk Nelson
- Tom Norwalk
- John Odland

Community Leadership Committee

- Peter Phillips
- Stu Rolfe
- Kim Suelzle
- Herald Ugles
- Bob Wallace
- Tayloe Washburn
- Bob Watt

Communication objectives

- 1) Heighten awareness about the Port's role in the region.
- 2) Engage citizens in sustainable future.
- 3) Thank and honor community , partners and employees.
- 4) Mark 100 years of accomplishments.

Program elements

- Online timeline
- Book
- Videos
- Oral histories
- Media
- Booth
- Community events
- M.E.C. Exhibit
- Centennial Park
- Bike rally
- Speakers
- Curriculum
- Video contest
- Port events

Elements and Timeline

First Quarter

- M.E.C. Exhibit opens
- Comm. Kickoff
- Timeline debut
- Video , oral history debut
- Media debut
- Panel of experts
- Banners installed

Second Quarter

- Sea\Air School
- Maritime Festival
- Annual reports
- Book debut
- Community festivals/parades
- Video contest winners

Elements and Timeline

Third Quarter

- Bike rally
- Port 101 series
- Fishermen's Fall Festival
- **Historic/Classic vessels**
- Signature Speaker
- Official Anniversary
- AAPA conference

Fourth Quarter

- Wrap-up community and employee events

Draft Budget

Centennial

- 2010
 - \$415,000
- 2011
 - \$920,000
- **Total**
 - \$1,335,000

AAPA Conference

- 2010
 - \$140,000
- 2011
 - \$740,000
- **Total**
 - \$880,000

Next steps

- Brief Community Leadership Committee
- Expense authorization—June 22
- Coordinate with Century Agenda team
- Begin exhibit design and build
- Contract with speakers
- Finalize 2011 plan and budget

Potential External Sources of Funding

- Centennial
 - Sponsorships \$420,000
 - AAPA
 - Registrations \$540,000
 - Sponsorships \$ 340,000