
2021 Strategic Plan Annual Report



Community Goals

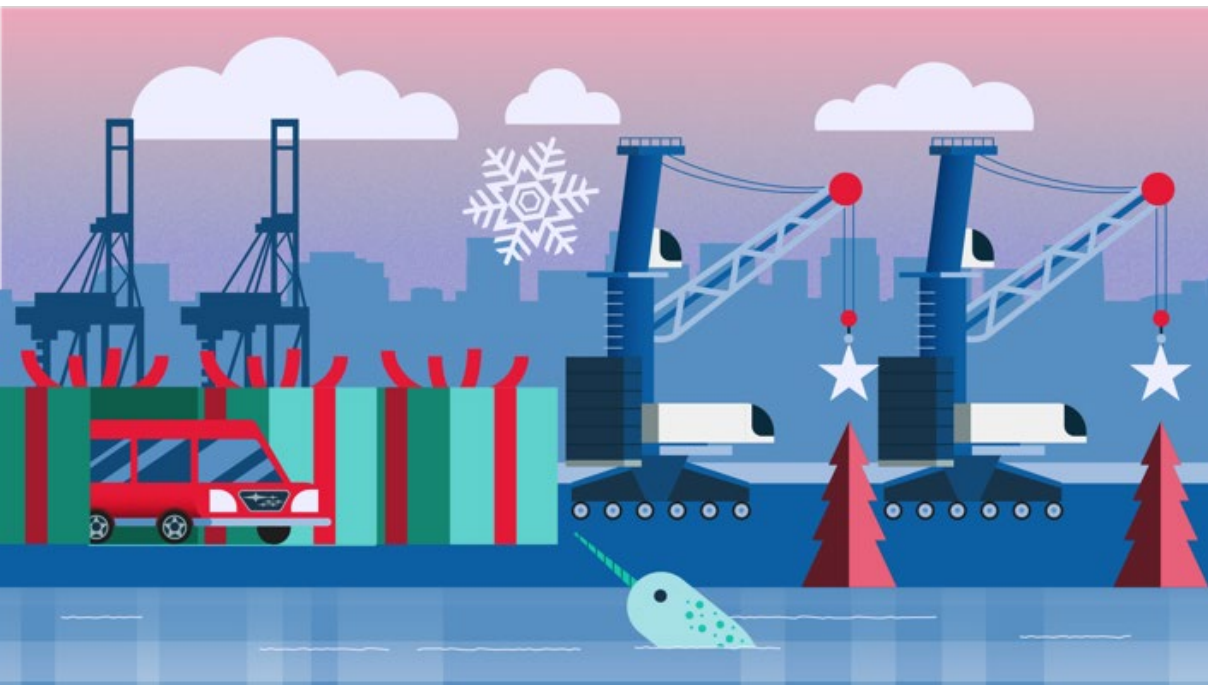
RYAN HART

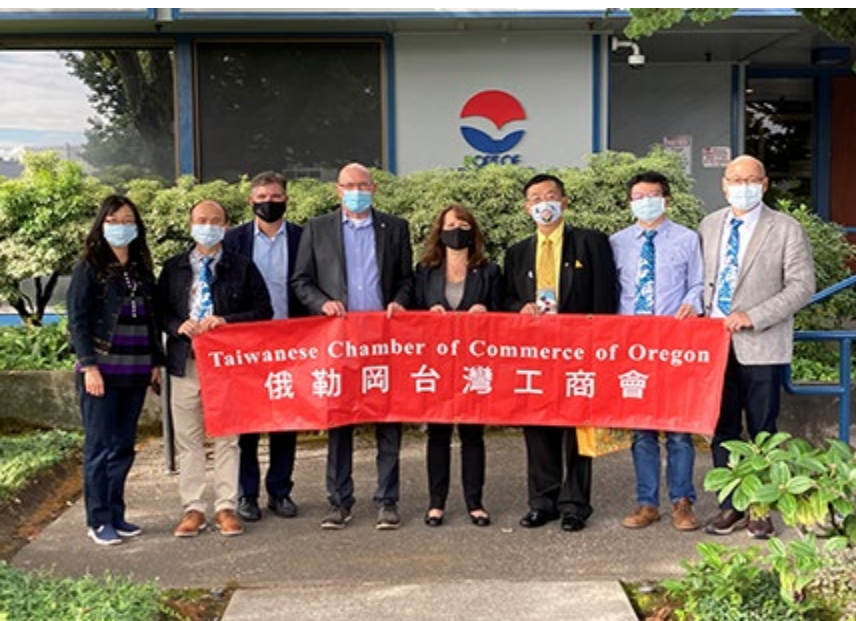
CHIEF EXTERNAL AFFAIRS OFFICER



Engaging the Community

- Community newsletter
- Virtual Port Report
- Social media
- Sponsorships & events
- Port tours





Building Partnerships

- Community Fund
- Community non-profits
- Visit Vancouver USA
- Vancouver Chamber of Commerce
- State and Federal advocacy

Creating Destinations

- Terminal 1
- Vancouver Landing
- Blocks A, B and C
- Renaissance Trail
- AC Marriott Hotel





Preserving History

- T1 interpretive panels
- Red Lion Hotel
- Rotary Club 100th anniversary
- Lechtenberg farm

PRUNE CAPITAL OF THE WORLD

Over a century ago, one of Vancouver's main exports to the world was prunes! First planted in 1876, Italian prune trees were well-suited to a mild Northwest climate.

As production grew, prunes shipped from the Port of Vancouver's Terminal 1, captured the domestic market and began expanding export to European markets in Germany, Russia and France.

A fraternal organization known as The Prunarians formed in 1919 to promote the prune industry as a source of pride for the community. The first Prune Harvest Festival with its own parade, queen and court was launched in September 1919 to promote and broaden the market for dried prunes both at home and overseas.

With the Great Depression in 1929-33, plus the challenge of balancing production and shipping costs and changing consumer tastes, prunes fell out fashion and demand decreased. Remnants of the era can be seen in the spring with the blooming of old Italian plum trees across the area and with regional names such as Prune Hill near Canas and the Fruit Valley neighborhood in Vancouver.

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Arthur W. Collier dressed in a prune bag for the Prune Festival 1929.
(Photo courtesy of Clark County Historical Museum)



This original fruit crate label (illustrating Italian prunes) from the L. French Company Co. was used to mark the wooden shipping crates the prunes were shipped in. Printed in the 1930s.



Workers take a break from picking prunes at a Vancouver farm.
(Photo courtesy of Clark County Historical Museum)



Prune Queen Fay Wells is surrounded by her court at the 1919 Prune Harvest Festival.
(Photo courtesy of Clark County Historical Museum)

"On July 4, 1929, President Warren G. Harding's train stopped in Vancouver where he gave a speech to 5,000 residents. At the event, A.W. Collier presented him with several boxes of Clark County dried prunes."

The Columbian, March 17, 2012

Economic Development Goals

MIKE BOMAR

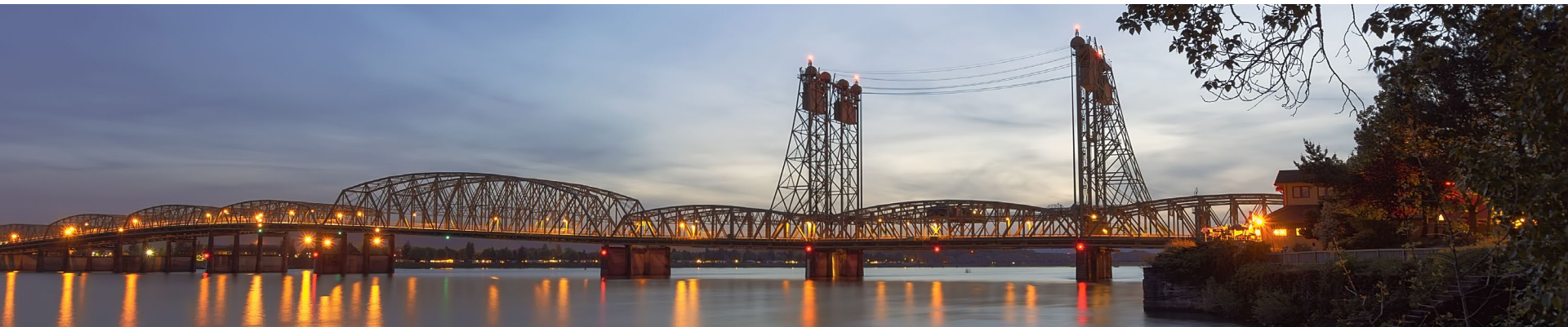
DIRECTOR OF ECONOMIC DEVELOPMENT





Strategizing Land Availability

- Comprehensive planning efforts
- Employment land strategy
- Lands for Jobs committee
- Shovel-ready sites



Developing Infrastructure

- I-5 Bridge Replacement Program
- Freight mobility and T1 access
- Berth improvements



Maintaining Navigability

- Legislation to streamline dredging process
- Channel maintenance
- Leadership role in working with other ports and U.S. Army Corps of Engineers



Supporting Freight Mobility

- Globally competitive route
- Local, state and federal advocacy
- Coalition for America's Gateway & Trade Corridor's Association



Shaping Futures

- Workforce and internships
- U.S. Merchant Marine Academy intern
- Port Public Works apprenticeship opportunities
- Disadvantaged business outreach



Environmental Goals

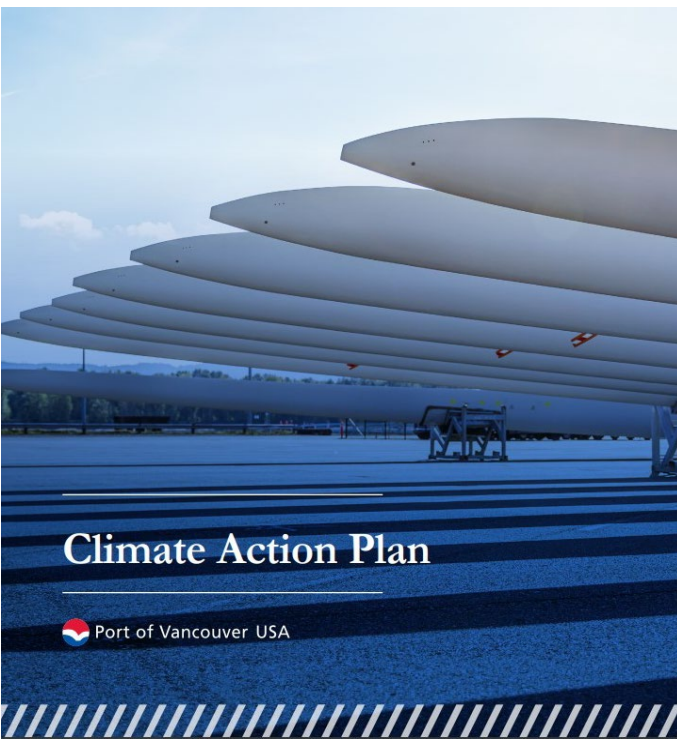
MATT HARDING

ENVIRONMENTAL PROJECT MANAGER



Advancing Climate Priorities

- Climate Action Plan complete
- Budgeted 2022 actions
- Sustainability program
- Climate collaboration



Sharing Expertise

- Newsletters, blogs and social media
- Innovation and technology
- Sustainable design



Improving Permitting Efficiencies

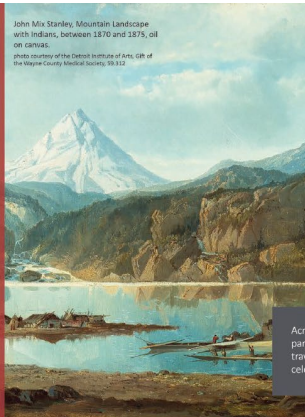
- Education of regulatory personnel
- Pre-application meetings
- Environmental Justice criteria
- Shoreline Master Program update

Collaborating with Partners

- Tribal communications
- Lower Columbia River ports
- Wake Stranding agreement

RIVER SUSTAINS LIFE

John Mix Stanley, Mountain Landscape with Indians, between 1870 and 1875, oil on canvas.
photo courtesy of the Detroit Institute of Arts, QIR of the Wayne County Medical Society, 70.312



Native peoples have lived along the Columbia River since time immemorial. Locally abundant resources such as wapato, camas, and salmon were important food staples and trade commodities for Native groups. For millennia, people made annual trips to root grounds, wetlands, berry patches, fisheries, and hunting grounds when these resources were available. They shaped the environment through the practice of controlled burning to encourage healthy forest and prairie ecosystems.

Flowing through this rich landscape, the Columbia River is a natural highway. The river supported Indigenous travel and trade networks that connected people throughout the Pacific Northwest and beyond.

For Columbia River people, canoes were a central part of life, providing an essential means of transportation and also serving important social, economic, and ceremonial roles. These traditions continue today.

Skilled woodworkers build canoes for different purposes and river conditions. For example, the Chinook or western style canoe is designed to carry people and cargo across open water. This type of canoe features a raised prow, an undercut bow and cutwater, and is sometimes painted or ornamented with inlaid shells or carved figures. Shallow-draft shovelnose canoes with rounded hulls are well suited for navigating inland rivers with swift currents. Traditionally, Native women used smaller, specialized shovelnose canoes for harvesting wapato from marshes, ponds, and sloughs.

Across the Pacific Northwest, Native people participate in modern intertribal canoe journeys, traveling ancestral waterways to gather and celebrate this enduring cultural heritage.

Chinook style canoe in Siamokawa, on the banks of the Columbia River.
photo courtesy of Terry A. Chisholm, unknown



Native canoes are typically fashioned from a single log—often cedar—and expertly crafted following knowledge passed down through generations. Each canoe is a unique blend of functionality and artistry.





Managing Resources

- Stormwater management
- T2 biofiltration media replacement
- Environmental Management System
- Purple Martin success



Marine & Industrial Business Goals

ALEX STROGEN

CHIEF COMMERCIAL OFFICER



Pursuing Innovative Opportunities

- New Berth 7 partner
- Diversified cargoes
 - Autos
 - Grain
 - Steel





Responding to Market Demands

- Global impacts
- Leveraging supply chain issues
- Meeting customer needs

Promoting Clean Energy

- Largest wind gateway in PNW
- Vessel shore power for U.S. Military Reserve Fleet



Marine & Industrial Business Goals

MIKE SCHILLER

DIRECTOR OF BUSINESS DEVELOPMENT





Attracting Businesses

- BOZ Lincoln Property Group
- Columbia River cruises
- Industrial development

Facilitating Tenant Growth

- New tenants
- Tenant expansions
- Successful lease agreements





Providing Support

- Tenant events
- Surveys and reports
- Continued tenant engagement



Financial Goals

SCOTT GOODRICH

DIRECTOR OF FINANCE & ACCOUNTING





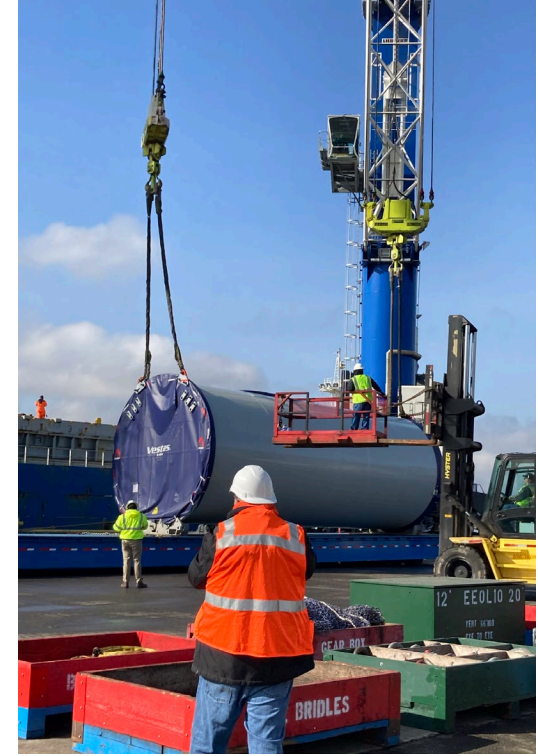
Increasing Financial Sustainability

- Strong revenue performance
 - Diversified commodity mix
 - Record operating income

Developing Long-Term Strategies

- Tax Increment Financing
- Multi-year forecasting
- Financial analysis





Performing during the Pandemic

- Overall financial condition
- Interest rate environment
- Investment portfolio
- Strategic cash management

Integrating Technology

- Security camera assessment
- Electronic bidding process
- Lease accounting software
- FEMA grant for cybersecurity



MS-ISAC®

Multi-State Information
Sharing & Analysis Center®



Financial Goals

CASEY O'DELL

DIRECTOR OF FACILITIES





Implementing Maintenance Plan

- Building inspection program
- Unit pricing
- Electric equipment purchases

Organizational Goals

MICHELLE ALLAN

EXECUTIVE SERVICES MANAGER



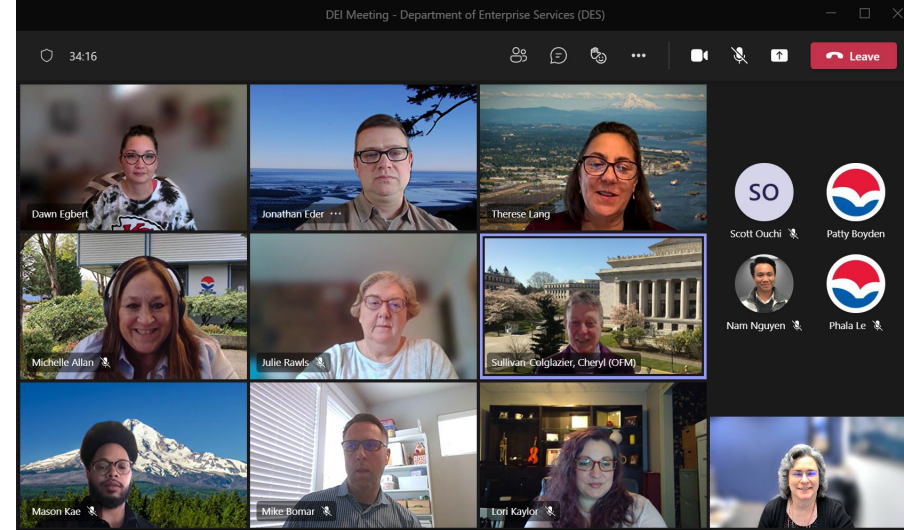


Developing Leaders

- Leadership training
- Employee education assistance
- Certifications and trainings

Promoting Diversity

- Port employee DEI committee
- Updated website and contract documents
- Metric development

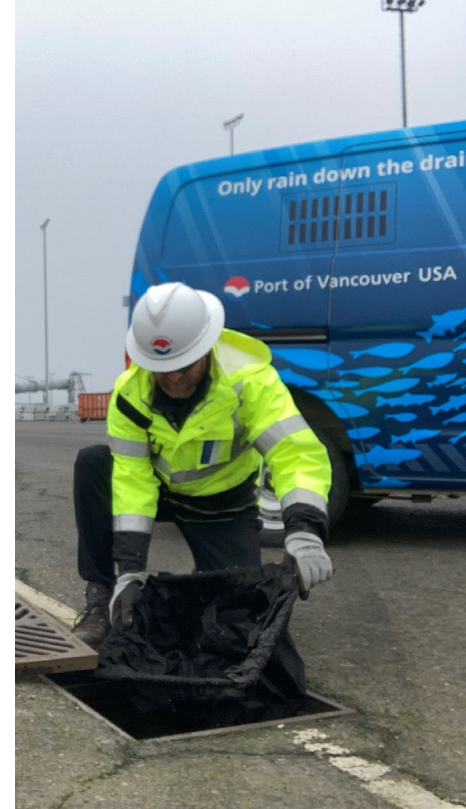


COVID-19 Response

SCOTT OUCHI

SAFETY, RISK & EMERGENCY MANAGER





Demonstrating Resiliency

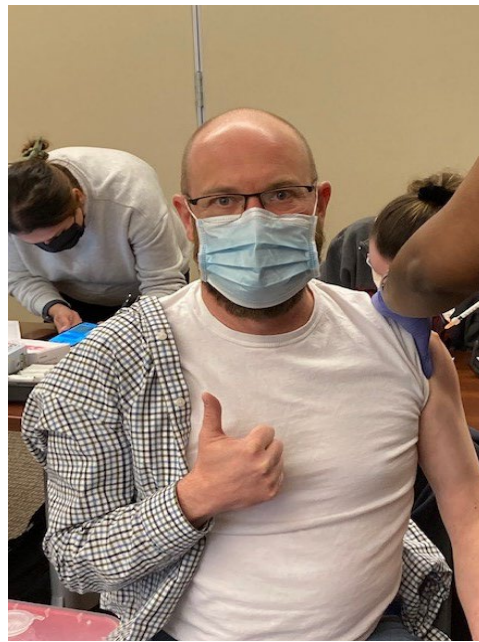
- Business Continuity and Resiliency Plan
- Modified schedules and remote work
- Hybrid meeting technology





Serving our Community

- Vaccination clinics
- PPE and safety protocols
- Community events
- ILWU recognition



Thank You

