

# The Conversation

## Half-price haul-outs stimulate local marine trades economy

The Port of Port Townsend has yet to receive a cent of President Obama's stimulus package, so it's decided to launch an economic stimulus program of its own.

From July 1 through Dec. 31, the Port is offering haul-out, layday and moorage incentives to attract new business for its tenants at the Yard, Boat Haven and Point Hudson.

The Port hopes to make up the lost revenue by doing more hoists and reducing vacancy in the yard and marinas, but the main goal is increased activity. "It's really to help our customers and our marine trades to be busier," says Port Director Larry Crockett.

And so far, it seems to be working. With half-price haul-outs in effect, last month was the busiest July on record for the hoist operation. A record-breaking 100 haul-outs were done on the two small lifts, beating the previous record of 99 in 2007 and significantly improving on 2008's 80 hoists. The 300-ton lift did 11 haul-outs this July versus six last July.

The full impact of the incentives package will take longer to assess. The reduced prices are "making a lot of people very happy," says Hoist & Yard Manager Doug Lockhart, "but so far only a few have come solely because of the incentive program."



Larry Crockett photo

It's important to note that this is a stimulus program to attract new business, not a subsidy program for current customers. Boat Haven moorage tenants already receive up to 90 days of free yard storage between July and February when they haul their boats, so they will continue to pay full price on their hoist unless they forego that existing incentive and opt for the new one. The yard office is happy to help do the math; it depends on the vessel length, but for a 30' boat, it's cheaper to opt for the half-price hoist only if the yard stay is less than six days.

The Port is promoting the incentives with mailings to yard customers from the past three years, and with full-page ads in boating magazines touting the Port's "3 Travelifts – 3 Chandleries – Over 100 Marine Trades."

### "It's helped get our business stable"

Mark Jochems of Shoreline Marine Diesel says the Port's incentive program has brought business his way at a critical time.

"It's been really, really, really helpful," he says, noting that his business was worrisomely slow this spring. Then word started to spread about the Port's incentives and the phone started ringing again. Now he's actively promoting the Port's economic stimulus program to his customers. "When I get a call, I use it as a marketing tool," he says.

Jochems says several customers from Port Ludlow have taken advantage of the Boat Haven moorage incentive and brought their boats to him, rather than have him drive to their boats to do the work.

"I'm really happy the Port did what they did," says Jochems. "It's helped our business get stable."

## What a deal!

Tell your friends and clients to take advantage of these great rates and schedule maintenance and upgrade work before the end of the year!

The Port Commission adopted these incentives to be effective July 1 - Dec. 31, 2009.

- **50% discount on vessel haul-outs**, with a minimum price of \$90 for the 70-ton lifts and \$325 for the 300-ton lift.
- **20% discount on yard storage fees for stays longer than 30 days, as long as work projects are active.** Do-it-yourselfers are welcome. Haul out by Dec. 31 and the storage incentive is valid through March 31, 2010.
- **33-50% discount on nightly moorage fees (Mon.-Thurs.), if a marine trades business is actively working on the boat in the water.** At Point Hudson, the fee is reduced from \$1/foot to \$0.50/foot and at Boat Haven, from \$0.75/foot to \$0.50/foot. The marine trades business should call the moorage office to confirm the work so the discount can be promptly applied.

*And as a special incentive to free up the Boat Haven boat launch during this busy fishing season:*

- **A flat moorage fee of \$5 to keep your boat in the water for up to 12 hours** (for annual launch pass-holders).

#### CONTACTS:

**Yard Office:** (360) 385-6211 or (800) 228-2803

**Boat Haven Moorage Office:** (360) 385-2355 or (800) 228-2803

**Point Hudson Moorage Office:** (360) 385-2828 or (800) 228-2803

## From the Commission

The Draft Strategic Plan for the Port of Port Townsend has been submitted to the Commission for review and we may adopt it as early as Sept. 9 (see related article, this page).



My fellow Commissioners and I are grateful to the 17 volunteer members of the Community Advisory Committee who met monthly for over a year and helped us plan for what kind of port we should be in the future.

It was very interesting to see all the stakeholder and commissioner district representatives learning about each others' problems and becoming more understanding of the issues facing the Port.

I'm looking forward to evaluating the Draft Strategic Plan and determining how it fits in with our Comprehensive Scheme of Harbor Improvements, which is mandated by state law, and with the Airport Master Plan, which is mandated by the Federal Aviation Administration. I am always looking for ways to better achieve the mandates of Title 53.

I hope you're as excited as I am about the Port's haul-out, layday and moorage incentives (see page 1). These aim to increase the workload for our local marine trades, which then increases activity in all local businesses.

In three activity centers that we track, last month was the "best July" ever for the Port. We did more haul-outs at the Yard and there were more boats *and* more RVs at the Point Hudson Marina & RV Park—more than in *any other* July! These are numbers to be proud of.

In South County news, the Herb Beck Marina has most of the permits to do harbor entrance dredging so vessels can make a safe passage at all tides. The Commission has approved the bidding contract, and I am glad to see this project moving.

Commissioners Dave Thompson, John Collins and I are looking forward to great year of economic activity for the Port and our stakeholders, in spite of these troubled times.

—Herb Beck, President

# Strategic plan up for adoption

The Port's first Strategic Plan could be adopted as early as Sept. 9, and with it, a new mission statement and clarified direction for the organization.

At the Port Commission's regular 1 p.m. meeting that Wednesday, a public hearing will be held on the Draft Strategic Plan, which has been in development since April 2008 and was presented to the Commission on July 22.

The Strategic Plan looks ahead to the next five years (2009-2014) and outlines the Port's purpose ("To promote a vibrant and healthy Jefferson County community"), mission, vision and values; assesses its strengths, weaknesses, opportunities and threats; and presents strategic goals and specific objectives (for example, promoting sustainable economic development

opportunities that create family-wage jobs by collaborating with Jefferson County in the designation of the Tri-Area Urban Growth Area (UGA)). It provides a blueprint for thinking about capital improvements, economic development, community partnerships and what the Port should look like in the future.

Commissioner John Collins, who campaigned in 2007 on a platform of long-range planning, is pleased with the process to date. "Strategic planning is ideally premised on strategic thinking," he says. "I think [the Plan has] made gigantic strides in providing that kind of framework."

It's not going to happen overnight, he cautions, but over the long term, this Plan will help the commission to think "at a strategic level, rather than at the individual project level."

## NW Maritime Center opens 9/10

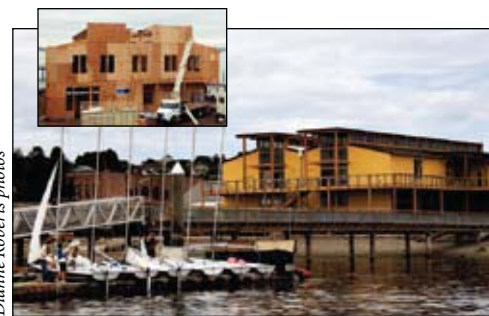
Just in time for 33rd annual Wooden Boat Festival, Sept. 11-13 at Point Hudson

When the new Northwest Maritime Center opens its doors on Sept. 10, it's bound to result in more interest and activity for the Port's adjacent marina and marine-related tenants. "The center of gravity of our town is going to shift toward Point Hudson," says Port Director Larry Crockett.

"And the common goal is that to the visitor, it should be one wonderful maritime experience," he continues. "They don't really need to know that one maritime organization is a nonprofit and the other a government entity."

Fourteen months after groundbreaking, the Chandler Education Building and the First Federal Commons will be open to the public starting at 5 p.m. on Thursday, Sept. 10. Major construction on the buildings and streetscape work will be complete by then, just in time for the annual Wooden Boat Festival, Sept. 11-13. Work on the Maritime Heritage Building will continue through the winter.

When Crockett joined the Port staff in 1999, the Maritime Center was a new idea. "But very quickly, the Port commissioners at the time saw that this was something the Port should try to partner with and to help because it would be a



Dianne Roberts photos

The Northwest Maritime Center, under construction since last summer, is about to open to the public.

benefit to the entire community," he recalls.

NWMC Executive Director Stan Cummings appreciates the role the Port has played in the Maritime Center's beginnings and growth.

"The Port has been a key partner in providing the facilities for our ever-expanding maritime programs and activities," says Cummings. "With our new buildings at the end of Water Street connecting the historic downtown with the maritime heritage corridor and the rest of Point Hudson, I predict even more opportunities for synergies."

☞ An expanded article & photos are posted online at [www.portofpt.com/newsletter.htm](http://www.portofpt.com/newsletter.htm).

**NEW FAMILY AT THE FISH 'N' HOLE:** Port Townsend Fuel Dock, LLC, owned by Eric and Julie 1. Eric's parents run the fuel operations at Shilshole Bay and Elliott Bay marinas. Eric, Julie, and their children, **Cedar**, 6, and **Rowan**, 3, moved to Port Townsend full-time last year, and are enjoying the view, the fresh air, and the opportunity to work at the fuel dock store and listening to customers' requests in adding an ice cream freezer, a so

# Stewardship Update: Wetlands enhancement

As mitigation for disturbing low-grade wetlands in the construction of 65 airplane hangars on the east side of Jefferson County International Airport, the Port has completed an enhancement project at a low-grade wetland on the opposite side of the Airport.

The Port worked with state and federal agencies to comply with all environmental regulations, including the requirement that impacted wetlands be mitigated 3:1. This resulted in a 1.3-acre mitigation project sited away from the flight path and in an area not planned for future development.

In May, Leavitt Trucking excavated 6-10" of soil near the existing wetland to allow the water table to rise, and East West Landscape planted 800 native wetland plants such as wild roses and low spruces. So as not to attract birds,



An existing wetland at the Airport was enhanced as mitigation for impacting low-grade wetlands during construction of these hangar buildings.

the enhanced wetland is not designed to hold standing water.

"It's tricky at an airport doing wetland mitigation, because birds and aviation don't get along," says Port Deputy Director Jim Pivarnik.

Of the Airport's 316 acres, around 40 acres contain natural wetlands.

# Restoration Spotlight: Restrooms renovated

The Boat Haven commercial basin restrooms that also serve Sea J's restaurant are getting a full facelift for the first time since they were built.

"When I was a *kid*, they were here," says Sis Jevne, the owner of Sea J's Café, a Port tenant famous for its fish 'n' chips. Sea J's popular outdoor eating area lies between the restaurant and the stand-alone restroom building.

One of the first things Port maintenance staff did was remove the steel plates that had been inexplicably welded over the restroom windows.

In addition to installing new windows and all new electrical and plumbing fixtures in the men's and women's restrooms, Port staff has consulted with Sea J's



The Port restrooms behind Sea J's are being restored, but the funky murals will remain.

to improve the look and the flow of the outdoor eating area. A low cedar fence will replace a dilapidated fence between the parking lot and the picnic tables, opening up a sidewalk, and there will be a partition wall added between the restrooms and the eating area.

Sea J's outdoor freezers have also been moved into a new structure and the Port plans to pour concrete walkways. "They've done ten times more than I thought," says Jevne, who is pleased with the improvements and says her customers will be, too.

Key-code door locks will be installed on the restroom doors so they will be secure at night, but during the day they will be open to the public and to Sea J's patrons.

And while the roof will no longer leak, the colorful wall and door murals will remain, so the restrooms will retain their funky character in another sense.



## Port Shorts

**BOAT HAVEN:** Tacos To-Go opened at the end of June adjacent to Key City Fish Co. offering outdoor seating and fish, pork, chicken or beef tacos, as well as beverages and ice cream. The concept and menu were developed by Chad Woodland, the chef at Castle Key Restaurant in Manresa Castle, according to Johnpaul Davies, who owns Key City Fish and both eateries.

**JEFFERSON COUNTY INTERNATIONAL AIRPORT:** A successful fly-in was held the weekend of Aug. 8-9. Visitors enjoyed watching dozens of planes land and take off, and the outdoor beer garden at the Spruce Goose Cafe was a popular meet-up spot. The Experimental Aircraft Association's Young Eagles program sponsored free plane rides for kids.



**POINT HUDSON MARINA & RV PARK:** A roofed "Environmental Center" behind the Port Administration Building now houses dumpsters and recycling receptacles. Moving these from a parking area freed up five parking spaces near the restaurants at the end of the point.

**2010 BUDGET WORKSHOPS:** The Port's annual budgeting process is well underway for 2010 and will be completed by Nov. 30—the date by which we are required by state law to file an operating budget and tax levy. Check our website for the schedule of public budget workshops and hearings.

Karli and Eric Elliott in the Fish 'N' Hole store with their children, Rowan and Cedar.



Eric and Karli Elliott, took over the Boat Haven fuel dock operation on Marinas, and for the past nine years, Eric has worked at the latter. The from Everett. They are doing a cosmetic remodel of the Fish 'N' Hole soda machine and more snacks to supplement the fishing supplies.



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## Got the Community Report?

The spring issue of *The Conversation* was produced as a special 8-page Community Report for 2008-2009, and 9,400 copies were inserted in *The Leader* newspaper on May 20.

If you missed it, the full report is available on the "Port News" page of our website, or you can pick up a copy at any Port office.



# Business Spotlight: Freyja Boatworks

C o-owners Arren Day and Bryan Wentzel attribute the success of their six-year-old boatworks business to "keeping it small."

"We've always gone with quality over quantity, craftsmanship over volume" says Day. "Our customers recognize that."

These days, Freyja Boatworks is booked a year out with work on hulls, rigs and interiors, typically on yachts under 40' in length.

Their projects usually last 6 months to a year, and their customers are primarily Jefferson County residents. Freyja is one of the few shops that allows "100% owner participation," in part because Day and Wentzel understand that boat work can be prohibitively expensive. So they work with a customer to develop a long-term maintenance or restoration schedule—factoring in the owner's desired involvement—and complete the tasks over a number of years, if necessary.

They used to be able to say they worked exclusively on wooden boats, but their next job is installing a wood interior on a fiberglass sailboat.

Freyja currently employs four full-time—Cara Dailer, Matt Fahey, Joshua Gosiak and Ossian Smith—in addition to three contract employees, although that number has been as high as 14 in the past.

Day and Wentzel started working together in 2000, the year Wentzel graduated from the Northwest School of Wooden Boatbuilding.



Arren Day and Bryan Wentzel are the thirty-something co-owners of Freyja Boatworks.

They founded Freyja in 2003 and moved into the Shipyard in 2005, where they operate out of a metal-frame shop that was the original PT Foundry building, and a large canvas shelter.

Wentzel, 35, is a former pharmaceutical research scientist who moved from Seattle to Port Townsend seeking a drastic career change. Day, 33, is a proud high-school dropout who started his first business at age 14 (building decks on houses) and served a two-year apprenticeship in a guitar shop. Both men worked in other local boatshops before striking out on their own.

Both of these talented young boatwrights are married homeowners (Wentzel has two small children). And they're both string musicians (Day plays guitar; Wentzel mandolin), but they rarely play music together anymore due to that common hazard of small-business success—they're too busy working!

## Port Meetings

Regularly scheduled Port Commission meetings are the **second Wednesday of each month at 1 p.m.** (preceded by a 9:30 a.m. public workshop) and the **fourth Wednesday of each month at 6:30 p.m.**

Location: the Commission Chambers, Port Administration Building, 375 Hudson Street, Point Hudson, Port Townsend.

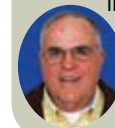


## Contact a Commissioner



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● Herb Beck, District 3—(360) 765-3728, herbbeck@embarqmail.com

*The Conversation* is the quarterly newsletter of the Port of Port Townsend, a county-wide municipal corporation, whose mission is "to responsibly develop property and facilities that encourage job creation, private investment, local economic stability and diversity, and to better the quality of life for the citizens throughout Jefferson County."

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