

**JEFFERSON COUNTY
BOARD OF COUNTY COMMISSIONERS**

CONSENT AGENDA REQUEST

TO: Board of County Commissioners
FROM: Philip Morley, County Administrator
DATE: March 11, 2013
RE: Permission to place County Logo on Maritime Flyer

STATEMENT OF ISSUE:

The City of Port Townsend and Northwest Maritime Center have asked permission to display the Jefferson County logo as endorsing a flyer entitled "Growing Port Townsend's Maritime Economy." Staff recommends the County Commissioners pass a motion authorizing displaying the County logo on the flyer in support of this effort.

ANALYSIS:

Maritime Trades is an industry cluster that, when its member businesses are taken as a group, is a major employer and driver of Jefferson County's economy. The City of Port Townsend and Northwest Maritime Center, working with EDC Team Jefferson, Jefferson County Chamber of Commerce, Port Townsend Marine Trades Association, Port of Port Townsend and Port Townsend School District to produce a flyer that highlights our community's opportunity to grow our maritime economy.

All of these organizations have endorsed this effort and allowed use of their logos. They have reached out for County government to join them as an endorser and to display the County logo on the flyer too.

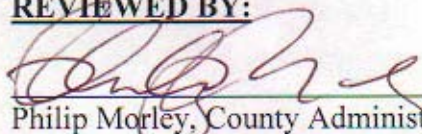


A draft copy of the flyer is enclosed for reference – it may still require proofing.

FISCAL IMPACT: None. No expenditure of county funds.

RECOMMENDATION: Pass a motion authorizing placing Jefferson County's logo on the flyer in endorsement of this effort to expand the maritime economy.

REVIEWED BY:


Philip Morley, County Administrator

3/11/13
Date

Growing Port Townsend's Maritime Economy



As much revenue comes into the local economy from the maritime industry as from tourism or professional services. In practice, the three are deeply intertwined. With the right combination of skills, Port Townsend could fill five upper floors and backyards of its downtown with designers, engineers, marine electronics firms, newsletter writers, and small craft manufacturers.

The Time is Now...



What Better Place?

What better place to build a maritime economy than Port Townsend? This is a city known for its craftsmanship, culture, and civic connection, a place where there is already a strong tie between trades and the trades.

But building this larger maritime economy goes beyond simply luring companies here; it is about growing the local economy organically through the skills of its own residents. This will require a new approach to learning and training, one that emphasizes hands-on learning and that teaches students to look for local needs, meet them, and create a long-term place for themselves in the community.

Regionally, Puget Sound's maritime industry is facing a number of challenges: older workers are retiring, younger workers are unaware of the career opportunities, there is little coordination between training programs, and companies are being driven out of the urban centers by competing development.

The time is now to capitalize on these needs - to prepare young people for these jobs, to create a new model of learning and training, to create an economy that produces even more satisfying jobs and to make Port Townsend internationally known for all things maritime.



Blue-water cruisers value the durability of Hinesse sails, made with with both computer cutting and hand work.

Place-Based Learning

The big idea here is place-based learning, rooting learning in the stories about work that parents tell at the dinner table; in the situations that children reenact in their play on beaches and old boats; in the business challenges that spill over into casual conversations after church or a game of basketball.

Imagine the city as the classroom, with students going where they can get the best hands-on experience. This might take them out to a local fishery to measure acidity, up to the pilot house simulator of the Maritime Center, or out to an industrial shop to program a machine and watch as it cuts parts.

The Spokes of Learning

This is a multi-disciplinary approach that goes past the typical distinctions of the "industrial" or the "cultural", the "blue collar" or the "professional": in today's knowledge economy, the highest-value products require a combination of skills to make, whether these are a control console for a tug or a web-based video on fire safety.

The goal is to create a continuum of learning across all institutions for all ages, including not only K-12, but post-secondary students, returning veterans, and established workers changing careers.

Next Steps

This is no pipe dream: One Port Townsend company could double its production tomorrow if it could find workers with the right skills. But there is work to be done. Here are some key steps for putting this strategy in place:

- 1. Build community support.** This will be essential in getting State approval to use public funding in new ways. This buy-in starts with community agreement on what values it holds most dear.
- 2. Involve business.** Classes and training need to be rooted in true need. Business of all kinds should be involved in creating this curriculum.
- 3. Create an action plan.** Gather the stakeholders, write a to-do list, and assign responsibility to those who can be counted on to perform.



In a partnership between the school district and the Maritime Center, students are learning about boat building and repairment while they build boats, and then practice rearing them.

Endorsed by:

- engineering & design
- boat building & sail making
- business management
- composites & manufacturing
- marine systems
- research & writing
- events & education
- merchant marine

Endorsed by:

- PTMTA
- ED.C TEAM Jefferson
- Jefferson County Chamber of Commerce
- PORT TOWNSEND HOLDINGS
- NORTHWEST MARITIME CENTER
- PORT OF PORT TOWNSEND