

PORT OF OLYMPIA

POCAC-RENAMING WHITE PAPER REPORT

INTRODUCTION

At the February 21, 2017, Special Joint Commission & Citizen Advisory Committee (POCAC) meeting, the Commission introduced five tasks for the POCAC.

The third task, **Port Name Change**, was introduced by Commissioner Bill McGregor. There is a concern the name, “Port of Olympia”, does not fully represent the breath and scope of the activities of the Port and does not fully incorporate the support of citizens of Thurston County. The original statement of the POCAC’s charge can be found on Attachment A.

The Port of Olympia Commissioners have specifically tasked the POCAC to: 1) review the options and process required to change a port district’s name; 2) provide input on the process needed; 3) the timing for a process; and, 4) potential names. POCAC’s results are provided below.

OPTIONS, PROCESS AND TIMING OF EACH:

POCAC identified and evaluated 3 “options” and each associated process:

The first option identified, legally changing the corporate name of the port district. This is addressed in RCW (Revised Code of Washington) 53.04.110. In summary, it requires a petition be submitted to the Commissioners with signatures by at least 10% of the number of voters from the last general port election, asking the corporate name of the port district be changed. The Commissioners then submit the proposition at the next general port election, pursuant to RCW 29A.04.330 (Elections/ General Provisions/ City, town, and district general and special elections – Exceptions). Should a majority of the registered voters of the port district voting at the general port election vote in favor of the name change, the port district will change its name. The subject entire RCW is recited on Attachment B. The general timing for this would be approximately 6 months prior to a qualified election, and Commissioner action thereafter. Based on the costs of prior actions by the Port to take an issue to vote, estimated cost is \$95,000, per Port staff.

A second option, it was suggested to utilize a “trademark”. This is regulated under RCW 19.77 (Business Regulations – Miscellaneous/ Trademark Registration). Although this is a simple process of proper registration with the Secretary of State, it is not typical as a business name, but as a symbol or design (see Port of Olympia logo) recognizing a business or product. Further opinion would require consultation with the Legal Counsel of the Port and is beyond the scope of this report. The timing necessary for this is that of administration.

Lastly is the option of a trade name, or, operating under a “DBA” (doing business as). This is a relatively simple process of filing an application with State of Washington Business Licensing Service with a minor filing fee of approximately \$24, and registering the DBA with the other appropriate state or federal agencies. This is an option employed by the Port of Skagit County, dba, Port of Skagit. Likewise, there are numerous examples of this practice by fire protection districts within the state of Washington. However, this option does not change the name of the Port of Olympia, but just creates another operating name for it. Additionally, any use of the DBA would require extensive name change to all instruments of the Port, e.g., letterhead, vehicles, business cards, logos, etc. Ballpark estimate on cost, per Port staff, of this “relabeling” is \$500,000 - \$750,000. This estimate includes changing all places where the existing logo and name shows. Other than as an accommodation, a DBA seemingly accomplishes little else. The timing necessary for this is that of administration, but could be estimated to be 6 – 9 months.

POTENTIAL NAMES:

Although not an exhaustive list, based on the scope of this assignment, its intent, and the location of the Port, the following potential names are offered:

1. Port of Thurston County
2. Port of LOTT
3. Port of South Puget Sound
4. Port of Olympia and Thurston County
5. Thurston County Port of Olympia
6. Port of Olympia-Thurston County
7. Thurston County Port

Attachment C shows the names of all the ports existing in Washington

POCAC OPINION OF CHANGING THE NAME OF “PORT OF OLYMPIA”:

POCAC has questioned the objective of changing the name of the Port of Olympia, and would a name change accomplish the objective. POCAC’s understanding of the objective is, now that the Port has property ownership in multiple cities, including Olympia, Tumwater and Lacey, and has a Small Cities Program, and receives revenue from a tax imposed on all property owners in Thurston County, that a name change would provide greater service recognition and acceptance by taxpayers being subject to this tax. POCAC does not believe a name change would accomplish this and believes the Port is already providing greater effort, successfully, to foster Port identity and acceptance through multiple staff and internal processes, identified in-depth in the “Port of Olympia Communications Plan” dated February 13, 2017. This Plan is comprehensive in that it introduces the Port, identifies both an Internal Communications component and an External Communications component, and cites its Social Media Program. POCAC supports and appreciates the efforts of Port staff in this approach and believes this will be more productive for the perceived objective than a name change.

Attachment A



PORT of OLYMPIA

Citizens Advisory Committee

Renaming the Port of Olympia?

Staff Lead:
TBA
Background:
<p>The Port of Olympia has been in existence for 95 years. In early times, Ports were typically named after the city or county that was closest to their geographical location. Hence the Port of Olympia. While this port was established as a county wide port with its geographical boundaries those of the boundaries of Thurston County, it took on the Olympia.</p> <p>Overtime, the Port has worked to impact the entire county with holdings in Olympia (Swantown Marina, Port Real Estate Holdings, Marine Terminal). In Tumwater during the 1960's the Port took control of the Olympia Airport (located in the Tumwater City limits) and began development opportunities with the land that was included outside the Airport operational area. About 2010, the Port looked at opportunities to assist with economic development in the South County areas of Yelm, Tenino, Rainier and Bucoda via the Small Cities Program. Up until February of this year, the Ports only presence in Lacey was via the Foreign Trade Zone (used by Chehalis Mints). In February of this year, the Port will be closing on a property/building(s) purchase in Lacey's Gateway area. The result is the Port is developing and working on economic development opportunities in all corners of the county.</p> <p>It may be time to review the Ports identity to reflect our continued expansion of its impact in our county and change the name.</p> <p>While there is a public process to change the name of a port in RCW 53.04.110 (Change of Name). There is also a process via a Trademark option that does not require a formal name change via the election process. The Trademark option will require some input from Legal Counsel on the legal process involved with that option.</p>
Scope of Work:
Have the POCAC review: <ol style="list-style-type: none">1. the various options/process required to change a ports name;2. provide input on the process needed;3. a proposed timing;4. potential names.
Timeline:
November 2017

Attachment B

RCW 53.04.110 Change of Name

Any port district now existing or which may hereafter be organized under the laws of the state of Washington is hereby authorized to change its corporate name under the following conditions and in the following manner:

(1) On presentation of a petition to the commissioners of any port district now existing or which may hereafter be established under the laws of the state of Washington, signed by at least ten percent of the total number of voters of the port district who voted at the last general port election and asking that the corporate name of the port district be changed, it shall be the duty of the commissioners to submit to the voters of the port district the proposition as to whether the corporate name of the port shall be changed. The proposition shall be submitted at the next general port election according to [RCW 29A.04.330](#).

(2) The petition shall contain the present corporate name of the port district and the corporate name which is proposed to be given to the port district.

(3) On submitting the proposition to the voters of the port district it shall be the duty of the port commissioners to cause to be printed on the official ballot used at the election the following proposition:

“Shall the corporate name, “Port of _____” be changed to “Port of _____” YES

“Shall the corporate name, “Port of _____” be changed to “Port of _____” NO

(4) At the time when the returns of the general election shall be canvassed by the commissioners of the port district, it shall be the duty of the commissioners to canvass the vote upon the proposition so submitted, recording in their record the result of the canvass.

(5) Should a majority of the registered voters of the port district voting at the general port election vote in favor of the proposition it shall be the duty of the port commissioners to certify the fact to the auditor of the county in which the port district shall be situated and to the secretary of state of the state of Washington, under the seal of the port district. On and after the filing of the certificate with the county auditor as aforesaid and with the secretary of state of the state of Washington, the corporate name of the port district shall be changed, and thenceforth the port district shall be known and designated in accordance therewith.

Attachment C

Names of the Ports of Washington

PORTS WITH CITY NAMES

Port of Allyn (Mason County)*
Port of Anacortes (Skagit County)*
Port of Bellingham (Whatcom Co.)*
Port of Bremerton (Kitsap County)
Port of Brownsville (Kitsap County)
Port of Camas-Washougal (Clark Co.)*
Port of Centralia (Lewis County)*
Port of Chehalis (Lewis County)*
Port of Chinook (Pacific County)*
Port of Clarkston (Asotin County)*
Port of Coulee City (Grant County)*
Port of Coupeville (Island County)*
Port of Dewatto (Mason County)
Port of Edmonds (Snohomish County)*
Port of Eglon (Kitsap County)
Port of Ephrata (Grant County)*
Port of Everett (Snohomish County)*
Port of Friday Harbor (San Juan Co.)*
Port of Grand Coulee (Grant County)*
Port of Grandview (Yakima County)*
Port of Grapeview (Mason County)*
Port of Hartline (Grant County)*
Port of Hoodspport (Mason County)*
Port of Illahee (Kitsap County)
Port of Ilwaco (Pacific County)*
Port of Indianola (Kitsap County)*
Port of Kahlotus (Franklin County)
Port of Kalama (Cowlitz County)*
Port of Kennewick (Benton County)*
Port of Keyport (Kitsap County)*

Port of Longview (Cowlitz County)*
Port of Lopez (San Juan County)
Port of Mabana (Island County)
Port of Manchester (Kitsap County)*
Port of Mattawa (Grant County)*
Port of Moses Lake (Grant County)*
Port of Olympia (Thurston County)*
Port of Orcas (San Juan County)
Port of Othello (Adams County)*
Port of Pasco (Franklin County)*
Port of Peninsula (Pacific County)
Port of Port Angeles (Clallam County)*
Port of Port Townsend (Jefferson County)*
Port of Poulsbo (Kitsap County)*
Port of Quincy (Grant County)*
Port of Ridgefield (Clark County)*
Port of Royal Slope (Grant County)
Port of Seattle (King County)*
Port of Shelton (Mason County)*
Port of Silverdale (Kitsap County)*
Port of South Whidbey Island (Island Co.)
Port of Sunnyside (Yakima County)*
Port of Tacoma (Pierce County)*
Port of Tracyton (Kitsap County)*
Port of Vancouver (Clark County)*
Port of Warden (Grant County)*
Port of Waterman (Kitsap County)
Port of Willapa Harbor (Pacific County)
Port of Wilson Creek (Grant County)*
Port of Woodland (Cowlitz County)*

PORTS WITH COUNTY NAMES

Port of Benton (Benton County)
Port of Chelan County (Chelan County)
Port of Columbia (Columbia County)
Port of Douglas County (Douglas County)
Port of Garfield (Garfield County)
Port of Grays Harbor (Grays Harbor Co.)
Port of Klickitat (Klickitat County)

Port of Pend Oreille (Pend Oreille County)
Port of Skagit County (Skagit County)
Port of Skamania County (Skamania Co.)
Port of Wahkiakum County No. 1
Port of Wahkiakum County No. 2
Port of Walla Walla (WallaWalla County)*
Port of Whitman County (Whitman Co.)

* The port is located in the city of the same name