



# **2021 AAPA Lighthouse Award Competition**

## **Communications Entry**

**Classification: 6. Miscellaneous**

**Entry:**

**Port of Tacoma Centennial Legacy Project**

**Category 2**

## **Port of Tacoma Centennial Legacy Project**

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## Project background

“Create a unique legacy project that gives the Port of Tacoma lasting visibility and connections with future generations in our community.”

That was one of the five goals (see p. 44) of the Port of Tacoma’s centennial celebration. The Port’s Centennial Legacy Project was developed to achieve that goal.

The Port of Tacoma was created by a vote of the citizens of Pierce County on Nov. 5, 1918, making 2018 the Port’s centennial year. While most of the Port’s centennial activities, programs and events took place in 2018, work on the legacy project did not fully “ramp up” until June 2019, when a vendor was chosen to work on the project.



The Port of Tacoma is an economic engine for Pierce County, with more than 42,000 jobs connected to Port activities. It has a five-member Commission. Elected by Pierce County residents, the Commissioners serve as the Port’s “board of directors”—setting its strategic direction and approving all major projects and expenditures. All the Port Commissioners were involved with the Port’s centennial events and programs that took place in 2018. But they also wanted to create something bigger and longer lasting—a project that would continue to make an impact long after the Port’s centennial year was over. That’s where the idea of doing a legacy project began.

After the Commission decided to commit \$100,000 to the legacy project, Commissioners and staff brainstormed about exactly what the project should be. Ideas ranged from setting up a maritime research center at a museum to doing some type of statue. Regardless of what the specific project was, the Commissioners all agreed that the legacy project should be highly visible in the community and be an important community asset for many years to come.



### PORT OF TACOMA: THEN AND NOW

The Port of Tacoma was created by a vote of Pierce County citizens on Nov. 5, 1918. It started out on 240 acres in the Tacoma Tideflats (1918 artist’s rendering on the left). Today, the Port encompasses more than 2,700 acres (2020 aerial photo on the right). The yellow stars show the approximate location of Fireman’s Park, where the Port’s Centennial Legacy Project is located.

## Executive summary

Since the Port had never taken on a project of this type before, staff and Commissioners worked to do extensive research on options. Questions ranged from where the project would best take place to what type of project would be realistic to do with a \$100,000 budget. Another key question was about potential partners the Port could work with on the project.

After much research and exploratory meetings with various organizations, the Port Commission and staff decided the best path forward would be to partner with the City of Tacoma's Office of Arts & Cultural Vitality on the project. That office has a long, successful track record for managing numerous artwork projects of this type—from artist solicitation and selection to installation and maintenance. The office also maintains all the art that is in the City of Tacoma's permanent collection.

Once that partnership was established, the Port and City worked to pick the best site for the project. Fireman's Park in downtown Tacoma was chosen, primarily because of its commanding view of Commencement Bay, shipping and rail activity as well as Port of Tacoma operations.

City staff took the lead in developing a Call for Artists to bid on the project as well as setting up a Citizen Advisory Panel to help guide the project.

A total of 30 artists submitted proposals. In June 2019, the Citizen Advisory Panel unanimously selected Rotator Creative, a Tacoma-based firm, to do the project.

The project was about 19 months to complete—from vendor selection in June 2019 to the installation of the artwork in Fireman's Park in December 2020. The artwork is now part of the City of Tacoma's public art collection, and the city is responsible for the ongoing maintenance and upkeep of it.

While the original plan was to hold an in-person ribbon cutting to celebrate the completion of the project, the realities of the pandemic made that impossible. Instead, a video about the project—complete with a “virtual ribbon cutting”—was produced. The video was released on social media in mid-December, and it served as the virtual grand opening for the artwork. The official name of the artwork is *Swell*.

To get a full appreciation the scope and scale of the Port of Tacoma's Centennial Legacy Project, we highly recommend you watch this [short video](#), which includes the virtual ribbon cutting. The video runtime is 5 minutes, 35 seconds.

Link: <https://www.youtube.com/watch?v=IOw6xFUKR5w&t=11s>

## Project budget

As already mentioned, the Port Commission approved a \$100,000 budget for the project. Of the \$100,000 project budget, \$90,000 was earmarked for the development of the artwork itself and \$10,000 for the City of Tacoma as its fee for managing the entire project.

In addition, the Port spent about \$100 to purchase all the supplies (e.g., wood, ribbon and scissors) used to build the props that were used in the virtual ribbon cutting that was in the video marking the grand opening of the artwork (see p. 23).



**CUTTING EDGE RIBBON CUTTING:** Building some creative props—along with harnessing the power of Zoom—resulted in a memorable virtual ribbon cutting for the project. This scene is from the video produced by TV Tacoma about the project that was released in December 2020.

*PICTURED ABOVE (left to right, top to bottom)* John McCarthy, Port of Tacoma Commissioner and Citizen Advisory Panel member; Robert Thoms, Tacoma City councilmember; Kristin Ang, Port of Tacoma Commissioner and Citizen Advisory Panel member, Clare Petrich former Port of Tacoma Commissioner and original Port representative on the Citizen Advisory Panel member; and Adam Auter, Kendon Shaw and Lance Kagey, Rotator’s project team.

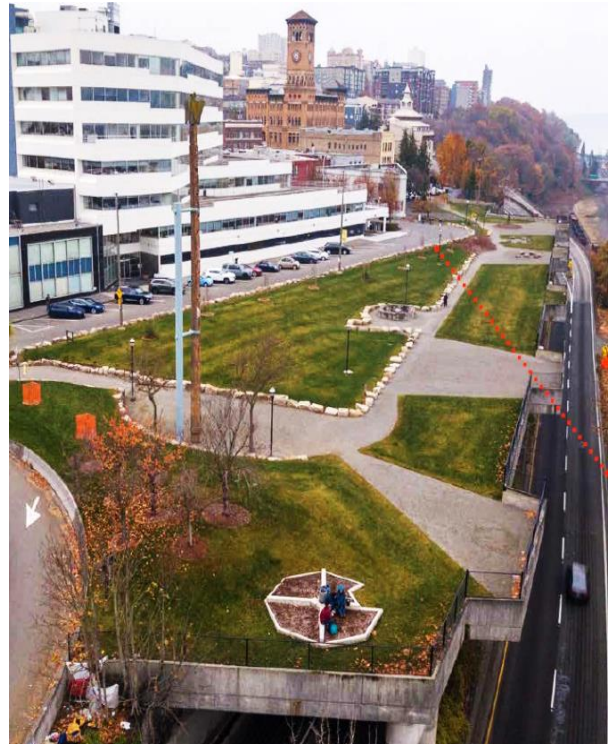


## Artwork site

City of Tacoma and Port of Tacoma staff explored more than five different locations as the potential site for the artwork project.

After careful consideration, Fireman's Park in downtown Tacoma was deemed the ideal site for the project. It offers commanding views of current rail and shipping activities in and around the Port of Tacoma.

Some of the warehouses that played a key role in Tacoma's early shipping activity have been redeveloped in recent years and are also visible from the site. The park also offers commanding views of Mount Rainier, along with spectacular sunrises on clear mornings year-round.



In the late 1800s, people could view Tacoma's shipping activity from the current park location (*above left*). Today, the Port of Tacoma's container cranes are visible in the distance from the park (*above right*).

The park also offers great views of Mount Rainier and the Thea Foss Waterway (*right*). On the Winter Solstice, the sun rises directly over Mount Rainier.



## **Citizen Advisory Panel**

The City of Tacoma's Office of Arts and Cultural Vitality established a Citizen Advisory Panel to help guide the project.

The panel met numerous times throughout the course of the project. Their major duties included:

- Selecting the winning vendor from a short list of candidates
- Providing input on the vendor's preliminary project themes, design concepts, etc.
- Reviewing and approving the final design for the artwork.

The five-member panel represented different parts of the community:

- Clare Petrich\*  
Port of Tacoma Commissioner
- Claire Keller-Scholz  
Metro Parks Tacoma
- JD Elquist  
Chamber of Commerce/Retail Advocate and Downtown Tacoma Partnership
- Heide Fernandez-Llamazares  
Tacoma Arts Commission and ArtsWA
- Lisa Hardebeck  
Business Owner—Olympic Psychology Services  
Neighbor—Her office is located with walking distance of Fireman's Park

\* Clare Petrich's term as a Port Commissioner ended in December 2019 and she chose not to run for re-election. In January 2020, Port of Tacoma Commissioners Kristin Ang and John McCarthy took her spot as members of the Citizen Advisory Council for the remainder of the project.

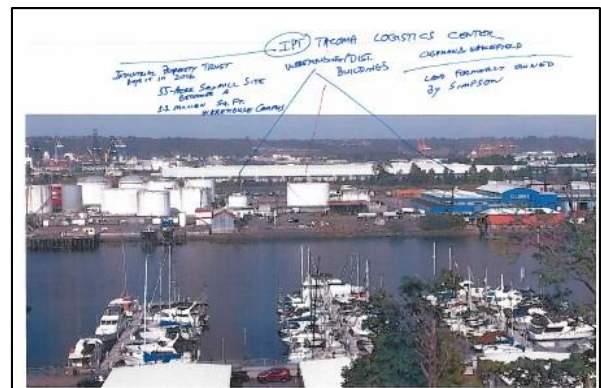
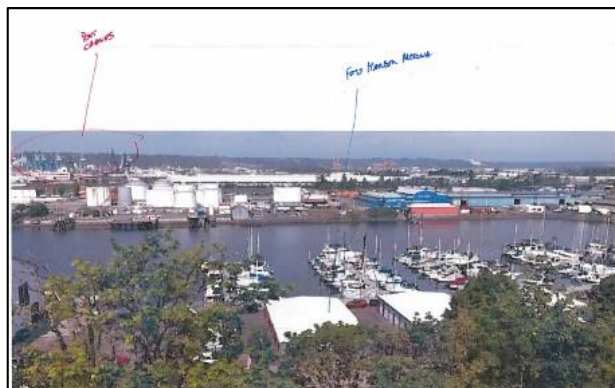
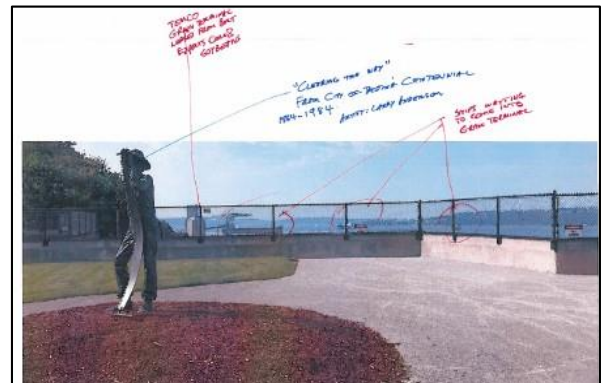
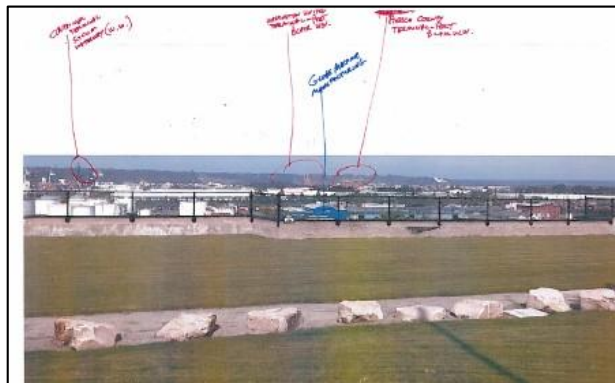
## Project milestones

### June 2019: Site visit with artists



In early June 2019, Port Commissioner Clare Petrich and Port and City of Tacoma staff members gave a tour of the Fireman's Park site to all the artists who were interested in getting a first-hand look at the site.

The artists were also given a photo booklet that identified many of the key companies and operations that can be viewed from Fireman's Park (*sample pages below*).





## **Project milestones**

### **June 2019: Vendor selection**

A total of 30 proposals were received and City staff narrowed the field down to three finalists. In early June 2019, each of the finalists made a formal presentation to the Citizen Advisory Panel, showing samples of their past work, ideas about the project, etc.

After hearing all the presentations, the panel unanimously chose Rotator Creative, a Tacoma-based firm, for the project.

### **August 2019: Community meeting in Fireman's Park**

The City and Port worked to promote a community meeting at Fireman's Park in August 2019, which was attended by about 40 people. During the meeting, a brief presentation about the Port's Centennial Legacy Project was made. In addition, people also gave City staff their ideas on additional amenities they wanted to see in the park in the future—such as types of trees, landscaping, tables and benches.



## Project milestones

### May 2020: Vendor presentation to the Citizen Advisory Panel

In this presentation, Rotator Creative staff discussed their progress on developing various concepts and themes for the project, along with some ideas about the possible design and shape of the artwork.

Based on the input Rotator's project team had received in various stakeholder interviews, as well as from the Citizen Advisory Panel, one of the key themes for the work would be "we're all connected through the port."

Other stakeholder input mentioned the importance that the artwork be:

- Bold and iconic
- Engaging and photo friendly
- Long lasting, durable and require little maintenance
- Informed by the Port's rich history and bright future
- Contributing to a more welcoming environment in the park
- A public art piece that people want to visit over and over

In the meeting, Rotator also presented their ideas on the best options on precisely where the artwork should be sited in the park—and why.

PORT OF TACOMA — CENTENNIAL ARTWORK

### PLACEMENT OF ARTWORK

SITING

Our thinking regarding the siting of this piece:

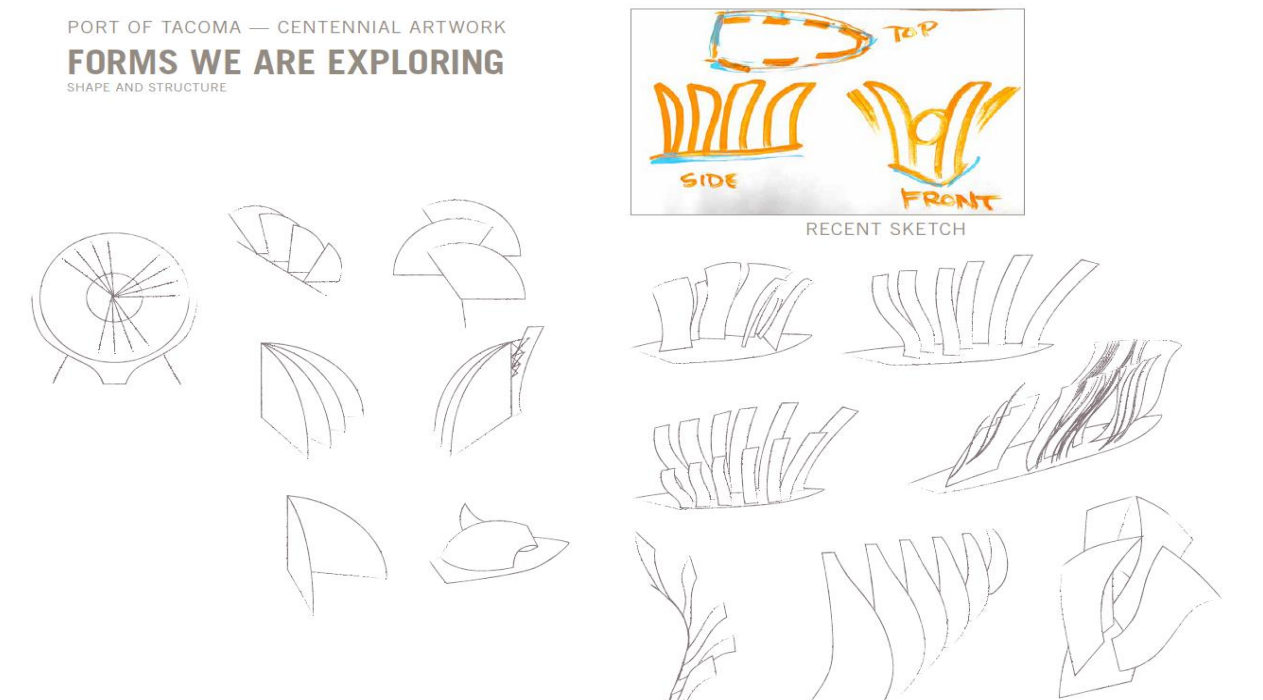
- Visible from the street, both walking and driving
- Draws people off the designated path
- Panels/Sculpture use Port and tide flats as backdrop (seeing through imagery to views beyond)
- We want this artwork to have a sense of place, of purpose. That it had to be here.
- Visuals have potential alignments with viewpoints across the panorama  
Port Cranes, Browns Point Lighthouse, The Mountain, etc.



## Project milestones

### May 2020: Vendor presentation to the Citizen Advisory Panel

Rotator also presented ideas about what forms the artwork might take—including the “vertical panels” concept that was eventually chosen.



Rotator also made a key point about the project. The artwork was **not** going to focus on the Port of Tacoma specifically. Instead, it would focus on the themes of connections, commerce and community, as stated in this part of their presentation:

LET'S REMIND OURSELVES

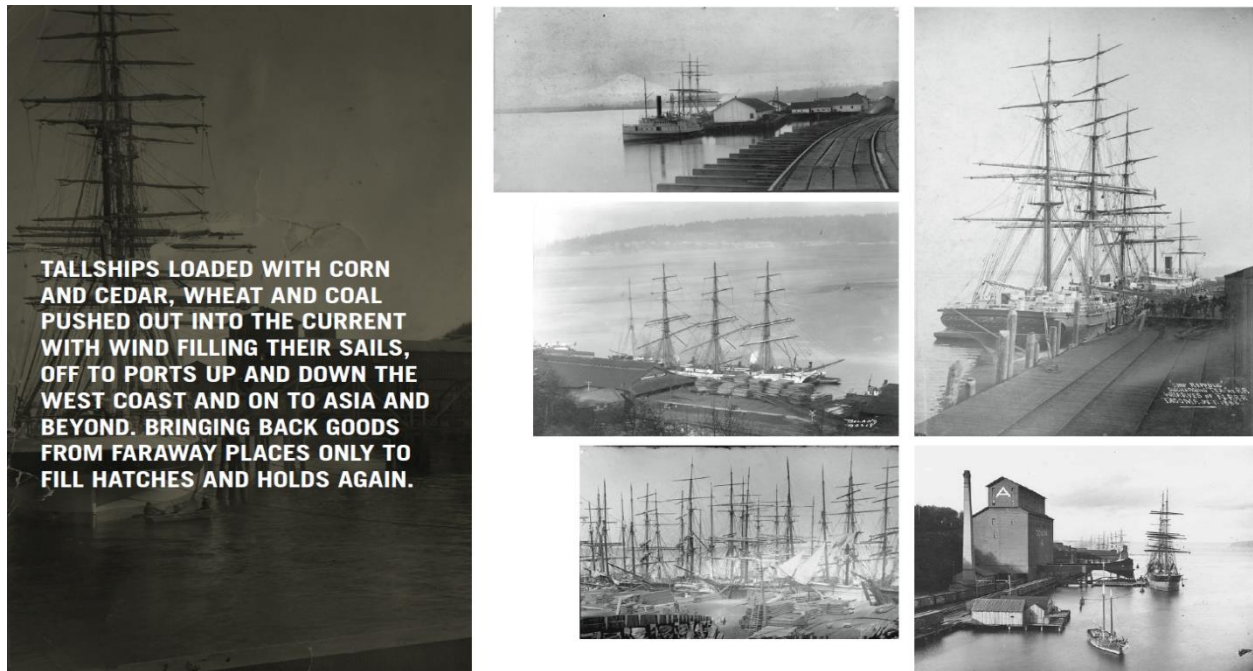
**IT'S NOT ABOUT THE PORT OF  
TACOMA SPECIFICALLY. IT'S ABOUT  
THE CONNECTIONS, COMMERCE, AND  
COMMUNITY IN THIS SPECIFIC PLACE ALONG  
THE SHORES OF COMMENCEMENT BAY.**



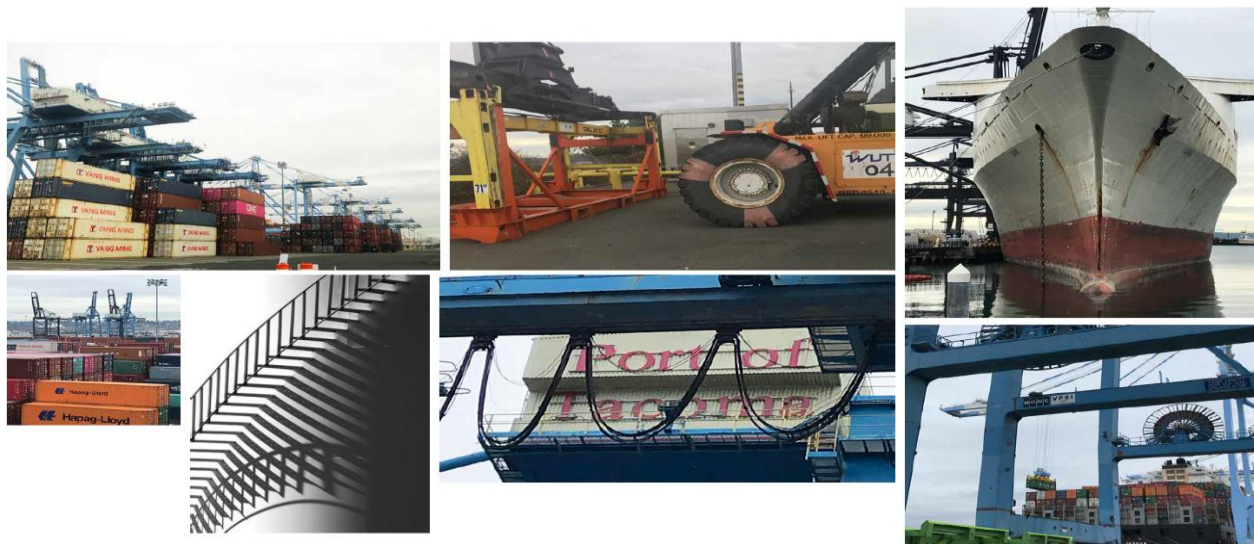
## Project milestones

### May 2020: Vendor presentation to the Citizen Advisory Panel

In the weeks prior to the May 2020 presentation, Rotator staff had done a great amount of research into the history of shipping activity in Tacoma, especially in the areas that can be viewed from Fireman's Park.



In addition, they had also received a briefing about the Port of Tacoma and its history. The team also took a tour of Port facilities, taking photos and seeing firsthand the types of cargo and shipping operations and activities that take place at the Port today.

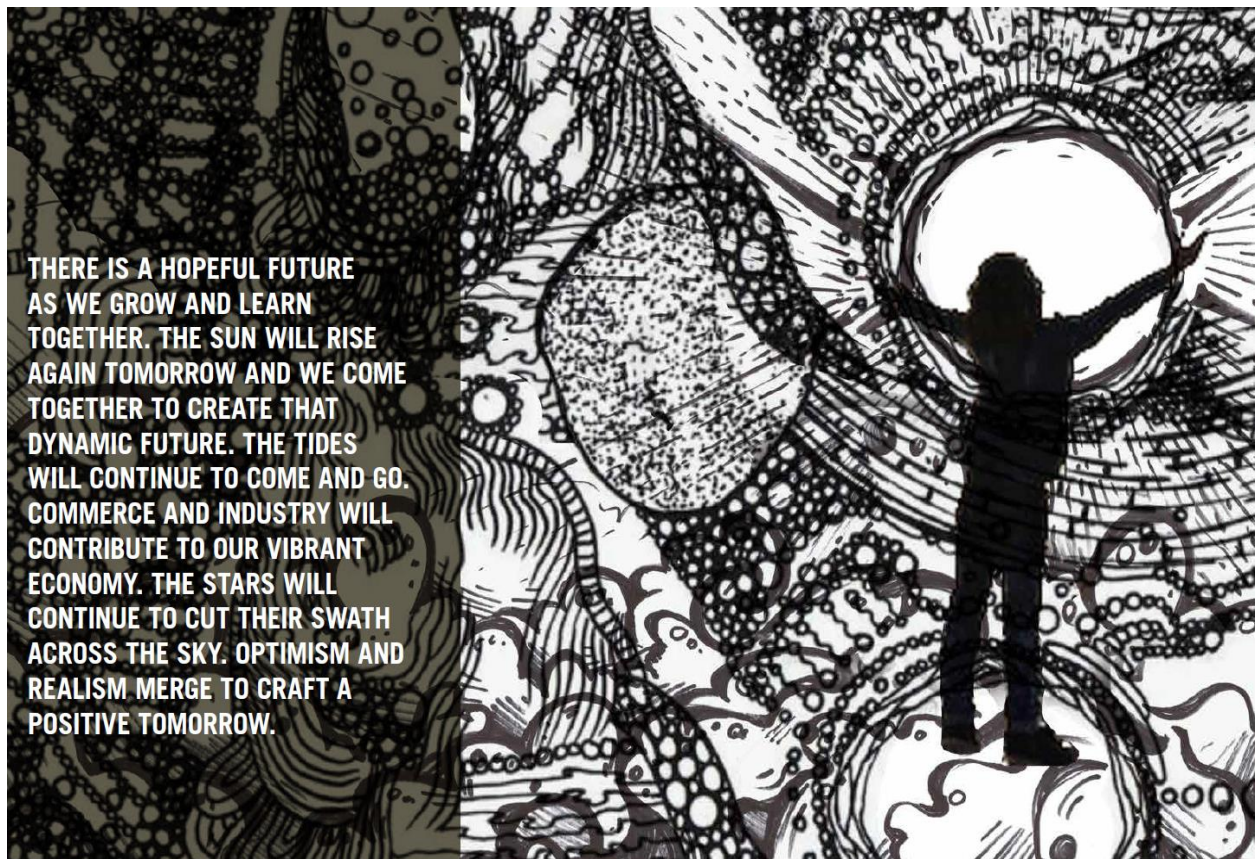




## **Project milestones**

### **May 2020: Vendor presentation to the Citizen Advisory Panel**

The project team's presentation also emphasized that, while history would be incorporated into some parts of the artwork, a "hopeful future" would also be a key element.



## Project milestones

### July 2020: Final concept presented to the Citizen Advisory Panel

After working to develop their creative ideas more fully on the visual content, form and overall design of the artwork, Rotator presented the final design concepts to the Citizen Advisory Panel.

Rotator's presentation included full-color detailed sketches of what would be featured in each of the 8-foot panels, along with a rendering of exactly where the artwork would be positioned in Fireman's Park and its orientation towards Mount Rainier (see images below). The Citizen Advisory Panel also reviewed the content of the poem that would be installed into the base of the concrete foundation of the artwork.

The panel gave unanimous approval to the design.

The next step was to transform the creative concept into reality.

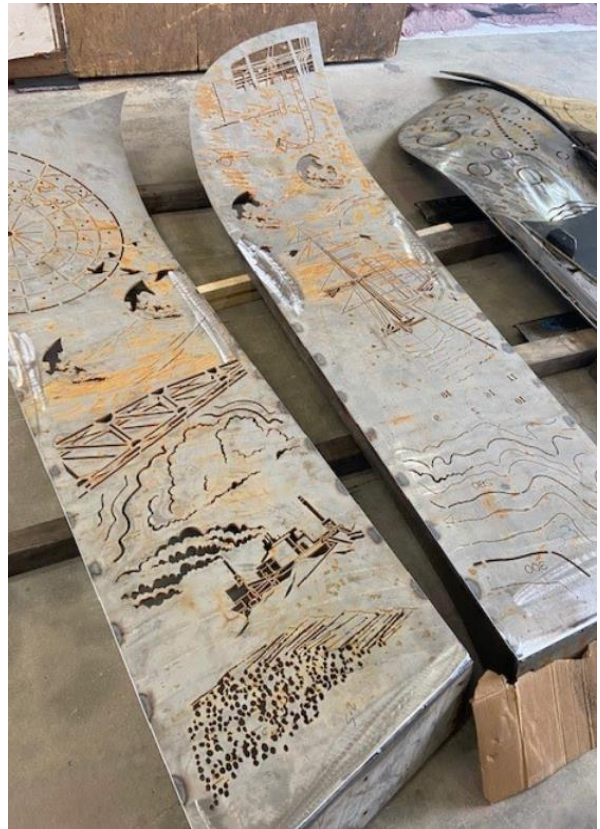




## Project milestones

### August to November 2020: Panel fabrication

Rotator's designs were laser cut into eight steel panels and fabricated by S&S Metal Fabrication. The panels were then finished by J&D Powder Coating. Both companies are based in Tacoma.

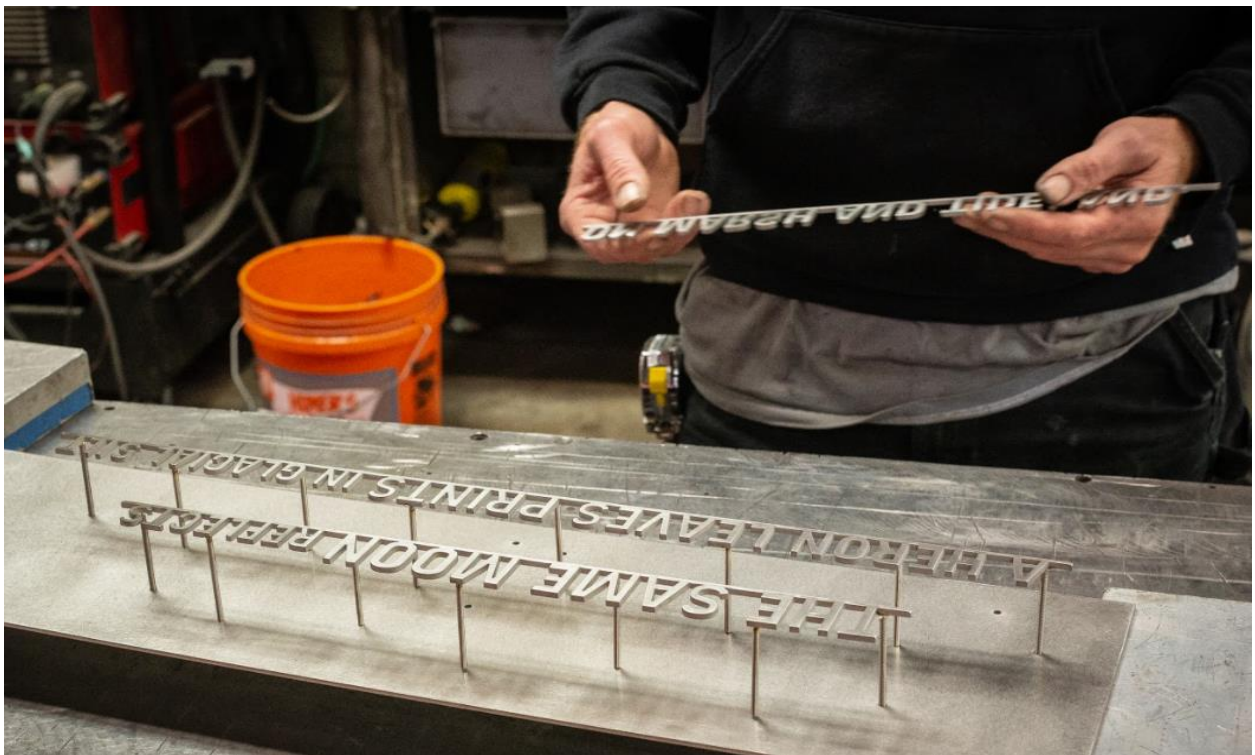




## Project milestones

### August to November 2020: Poem preparation

S&S Metal Fabrication also cut and prepared the letters for the poem that was installed in the concrete foundation of the artwork. A special metal framework was also built to securely “anchor” all the letters into the concrete.





## Project milestones

### August to November 2020: Poem preparation

These photos show how the poem, letters and words began to take shape.





## Project milestones

### November 2020: Foundation work

The Rotator team worked with Inline NW to build and prepare the form that would shape the “boat-like” concrete foundation of the artwork. Inline NW is based in Tacoma.





## Project milestones

### Early December 2020: Pouring the concrete

Once the poem “structure” was securely anchored into the foundation’s rebar, the next step was to pour the concrete.

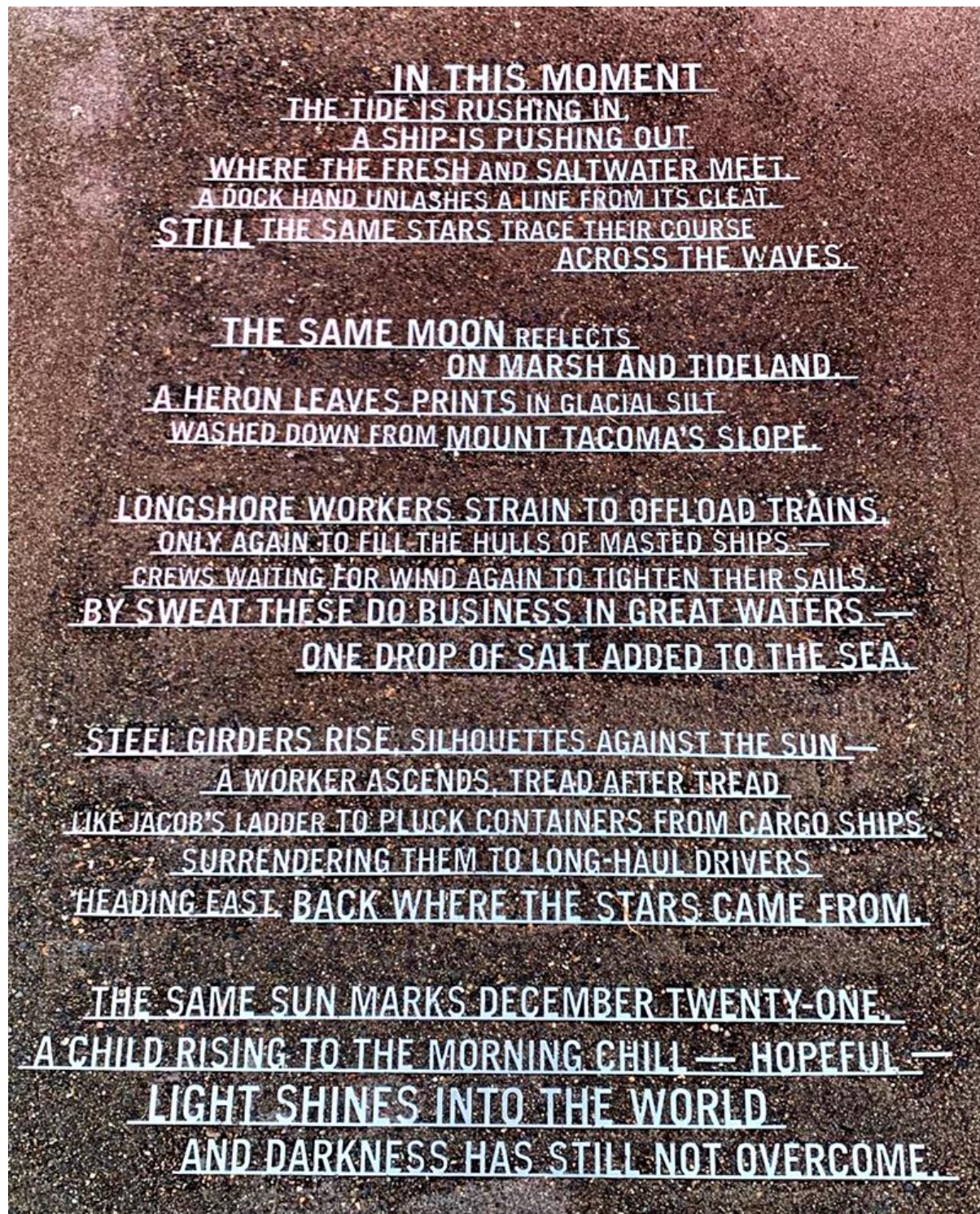




## Project milestones

### Early December 2020: Pouring the concrete

Initially, the concrete covered over the metal poem. Once the concrete had cured, the very thin top layer of concrete was carefully blasted away to reveal the metallic words of the poem.





## Project milestones

### Early December 2020: Panel installation

The Rotator team led the work crew that installed the eight panels on the concrete foundation. Each panel was secured using huge metal bolts designed to ensure the panels could withstand hurricane-force winds.



The Rotator Creative team

## Video production

The original plan for unveiling the artwork was to hold a grand opening ceremony in early December at Fireman's Park. The celebration would have included speeches, coffee and snacks for the guests.

But the pandemic made that plan impossible. So instead, the Port and the City worked together to produce a video about the project that was used as the virtual grand opening celebration of the completion and installation of the project.



The script was written by Rod Koon, the Port of Tacoma's senior manager of communications. He also did the voiceover narration for the video and was also the Port staff lead on this entire project.

TV Tacoma—a division of the City of Tacoma—took the lead on the entire video production, producing it while following all COVID/safety protocols. Most of the interviews were done via Zoom, with some work done in the TV Tacoma studio.

The video featured five people who played a key role in the project, the same people who would have spoken at an in-person grand opening ceremony if we had been able to hold one.

The video was produced on a tight timeline. The script was drafted in early November 2020. Interviews were conducted in late November, and the finished video was released on Dec. 9, 2020 on a variety of social media platforms.

The video tells the full story about the project and includes the group virtual ribbon cutting. The run time for the video is five minutes, 35 seconds.

Link: <https://www.youtube.com/watch?v=IOw6xFUKR5w&t=11s>



## Virtual ribbon cutting

Two by fours, ribbons, nails, staples and were all used to build the five “goal posts” that were used in the virtual ribbon cutting. Rod Koon came up with the idea for the props and built each one of them.

This approach worked so well for Swell that TV Tacoma later built similar props for Tacoma Public Utilities to use in a virtual dedication event video for another project.



## Social media video “commercials”

Five brief “commercials” were also taped during the interviews for the full project video.

Each person interviewed gave a brief “pitch” about why people should come down to Fireman’s Park to see *Swell*.

These videos are being used by TV Tacoma as Public Service Announcements (PSAs) and as social media posts by the Port, Rotator and our others involved in the project.



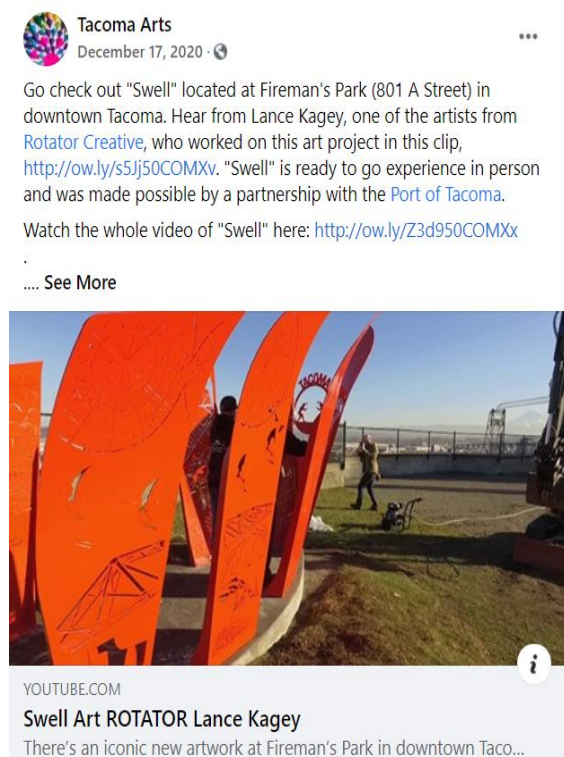
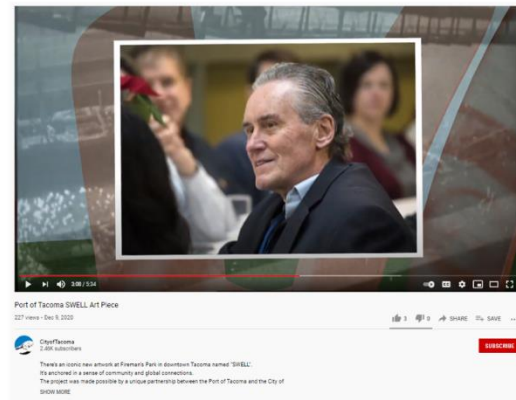
Here are links to the videos on YouTube, along with running times and viewership numbers as of April 2021:

1. Port Legacy Project “Commercial 1”  
Clare Petrich, former Port of Tacoma Commissioner  
Run time: :48 Views: 71  
Link: [https://www.youtube.com/watch?v=0E\\_IWBsmsO0](https://www.youtube.com/watch?v=0E_IWBsmsO0)
2. Port Legacy Project “Commercial 2”  
Kristin Ang, Port of Tacoma Commissioner  
Run time: :42 Views: 118  
Link: <https://www.youtube.com/watch?v=simPnD1akGA>
3. Port Legacy Project “Commercial 3”  
John McCarthy, Port of Tacoma Commissioner  
Run time: :43 Views: 38  
Link: <https://www.youtube.com/watch?v=uKSoUfyXL64>
4. Port Legacy Project “Commercial 4”  
Robert Thoms, Tacoma City Councilmember  
Run time: :36 Views: 27  
Link: <https://www.youtube.com/watch?v=xhs0asFG2uY>
5. Port Legacy Project “Commercial 5”  
Lance Kagey, Rotator Creative  
Run time: :56 Views: 63  
Link: <https://youtube/ba03bsNijoE>



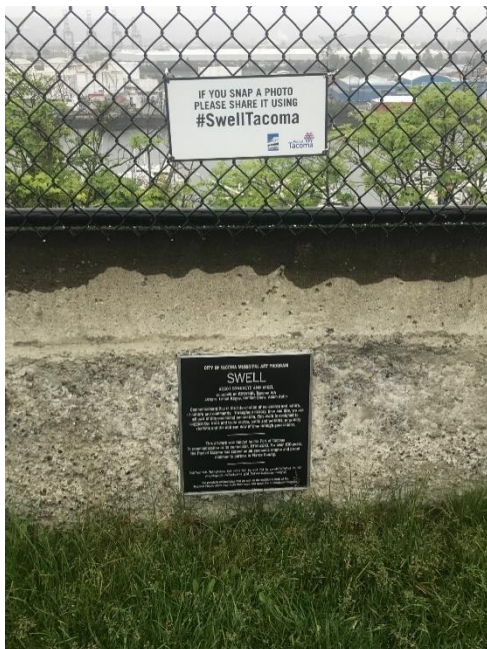
## Social media posts

The City, the Port, Rotator—and others who worked on the project—all did numerous social media posts (via Facebook, YouTube and Instagram) to help promote *Swell* in December 2020. Posts were done at various stages of the installation—to create some awareness and excitement about the project—and for the launch of the project video that marked the virtual grand opening of *Swell*.



## #SwellTacoma

The project team also posted a sign near *Swell* in Fireman's Park to encourage people to use #SwellTacoma when they post photos to social media.





## Instagram

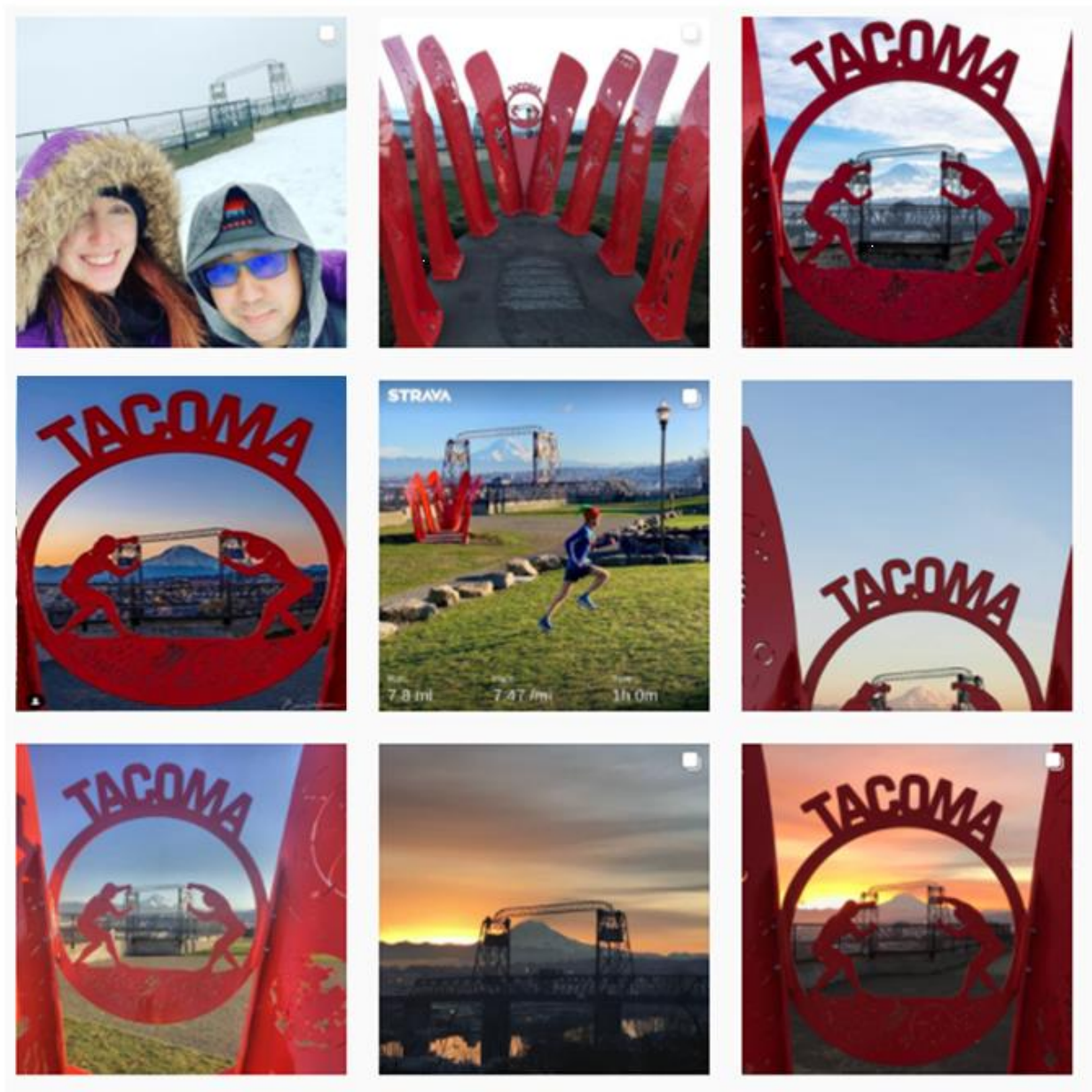
One of the goals of the project was to make the artwork “engaging and photo friendly.” These Instagram posts reflect the fact that *Swell* is achieving that goal.





## Instagram

One of the goals of the project was to make the artwork “engaging and photo friendly.” These are additional Instagram posts showing that *Swell* is achieving that goal.



## Instagram

This photo of *Swell* and Mount Rainier has more than 3,400 likes on Instagram.





## Instagram

Sometimes the story people share about their *Swell* photo on Instagram—and the way it connects with them—is as important as the photo they post. Here’s an example from mid-December 2020:

[hwill13](#)

We ventured out see Tacoma’s new public art. We approve!



## **Project evaluation and insights**

Early in the project, the Port, the City and Rotaror and the Citizen Advisory Panel worked to develop goals for the project.

Here is the list they came up with and it provided guidance throughout the project. They wanted the artwork to:

- Relate to a diverse group of people, especially of different ages
- Be long-lasting, durable, and require little maintenance
- Be bold and iconic
- Be engaging and photo-friendly
- Be appropriately scaled for the public realm
- Be site-responsive and contribute to a more welcoming environment in the park
- Be informed by the Port's rich history and bright future as a major economic engine and international connector
- Include interpretive text about the Port, either integrated into the artwork, or as associated signage
- Tell the story of the Port of Tacoma's first 100 years and suggest the next 100 years

One way to evaluate this project is to review these goals in light of the finished artwork.

Based on the finished product, the engagement the artwork is receiving on social media and the ways that people are interacting and enjoying *Swell* in Fireman's Park, we believe the artwork is meeting all of these goals very well.



## Project evaluation and insights

A variety of social media metrics also give us some insight into the project's success:

- **Project video**

Since the pandemic prevented an onsite in-person celebration to mark the completion of the project, we pivoted and did a video virtual grand opening instead.

That video has received more than 260 views online. We believe the video enabled us to reach many more people than we would have if we had done an in-person event in the park in mid-December (had there not been the pandemic).

- **Video “commercials”**

In addition, there have been more than 300 combined views of five commercials we produced to encourage people to come down to Fireman's Park to see *Swell*. The most popular video has received more than 110 views.

- **Third-party video coverage**

The image shown here is from the opening scene of a video of the snowstorm that hit Tacoma in February 2020. Produced by a local artist, the video has received more than 70 views.

Posts like these help create more awareness and interest in this artwork as well as for Fireman's Park and that it is connecting with people.



- **Facebook**

The Port, City and Rotator have actively promoted *Swell* on Facebook with numerous posts. The image at the right shows the Port's post of the project video.



- **Instagram**

*Swell* has also proven to be a very popular topic on Instagram (pp. 27-30). This iconic image shown here has received more than 3,400 likes.

The #SwellTacoma sign posted near the artwork is helping encourage social media posts like these.



## Project evaluation and insights

Overall, perhaps the ultimate way to evaluate the project is to ask the question, “Did it help the Port reach its goal?”

That goal was to “Create a unique legacy project that gives the Port of Tacoma lasting visibility and connections with future generations in our community.”

We believe that in describing the project, popularity and its impact, the answer to that question is a resounding “Yes!”

Lasting visibility for the Port is ensured by the project plaque that is installed near the artwork. The plaque states: “The artwork was funded by the Port of Tacoma in commemoration of its centennial, 1918-2018. For over 100 years, the Port has served as an economic engine and proud community partner in Pierce County.”

From a design perspective, we believe the artwork is proving to be both unique and iconic.

Seeing how people are interacting with the artwork—and making social posts about it—both illustrate that *Swell* is connecting with people.

And as captured in the photo on the right, we believe *Swell* will help us connect with future generations of our community as well—for many years to come.

The next four pages contain comments from key people who worked on project. They provide insights from various perspectives on how they view the impact and success of the project.





## Project evaluation and insights

As a place-making professional, I can't express enough how important public art is to create a sense of place. *Swell* is not only a piece of public art; it is also an interactive experience that tells of the great history of our port and our city.

*Swell* is immersive, allowing viewers to interact and interrupt their perspective with this monolithic icon. It is not every day that public art automatically becomes iconic.

Nevertheless, *Swell* has achieved icon status in a few short months.

*JD Elquist*

*Retail Advocate*

*Downtown Tacoma Partnership (Tacoma Chamber of Commerce)*

NOTE: JD was a member of the Citizen Advisory Panel for this project.

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As an artist team this piece has been our most successful, and it is fantastic to see how the community is engaging with it. Our studio is adjacent to the site, so we have the opportunity to see how frequently people come to the sculpture and linger at it, taking pictures, reading the text, and focusing on the various vignettes depicting the vibrancy of the Port.

On an almost daily basis, we see new posts and comments on social media.

Our intention was to create something that people would want to come back to again and again. We are finding this to be true.



The interactive element of alignment with the landscape helps draw people in and the ability to engage with the piece is dynamic.

*Lance Kagey*

*Rotator Creative*

NOTE: Lance's company was awarded the contract to work with the Port and the City in developing and creating this project.

## **Project evaluation and insights**

This continues the wonderful partnership we've had with the Port of Tacoma for over a century...we really appreciate their continued investment in our community.

*Robert Thoms*  
*Tacoma City Councilmember*

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This project is a great way to connect our residents to the Port of Tacoma and our region's history. It's located in the historic heart of Tacoma.

Art has the power to connect our hearts, minds and souls and this art piece is all about our connections to the Port and the Port's rippling effect in the greater Tacoma region.

*Kristin Ang*  
*Port of Tacoma Commissioner*

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What a great way to highlight our history...a very creative and visually stunning work of art that so cleverly ties into its physical environment.

TV Tacoma is proud that we were able to document the project and help introduce it to the community during the challenges of COVID.

*John N. Miller*  
*Production Coordinator*  
*TV Tacoma*



## **Project evaluation and insights**

The Port Centennial Legacy Project has been one of the most challenging, creative and rewarding projects I've worked on during my 38-year career at the Port. If we had done this project 20 years ago, I think the Port might have just "gone it alone" and simply hired an artist create a statue highlighting the Port's history.

The fact that we reached out to the City of Tacoma and worked with them in a true partnership really made the entire project run smoothly and very collaboratively with all the key partners. The result was a truly iconic and inspiring finished product--*Swell*.

The Port achieved its goal of creating a unique legacy project and the City got a great new asset that makes Fireman's Park event more appealing to visitors.

By working with various partners, vendors and residents throughout the project, we were able to ensure that *Swell* is truly viewed as a community asset. Overall, I think *Swell* is a great example of how our Port is working to truly "connect" with our community and residents in new and creative ways.

*Rod Koon*

*Senior manager, communications*

*Port of Tacoma*

NOTE: Rod had the lead role at the Port in working with the City and Rotator on this project.

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As a public artwork, *Swell* is visually stunning, and draws a strong conceptual line back to the significance of the Port of Tacoma within our region and community.

We are so accustomed to using numbers to talk about why things are important.

*Swell* puts the Port in context, allowing members of the broader community to understand how they are connected back to the Port.

*Rebecca Solverson*

*Public Art Specialist*

*City of Tacoma*

*Office of Arts & Cultural Vitality*

NOTE: Rebecca had a lead role at the City in working with the Port and Rotator on this project.

## Project evaluation and insights

*Swell* is about connection and interaction. The connection between the people of our region and the Mountain. The connection between our past, present, and future. The connection between our modern world of international trade and our personal interactions with nature.

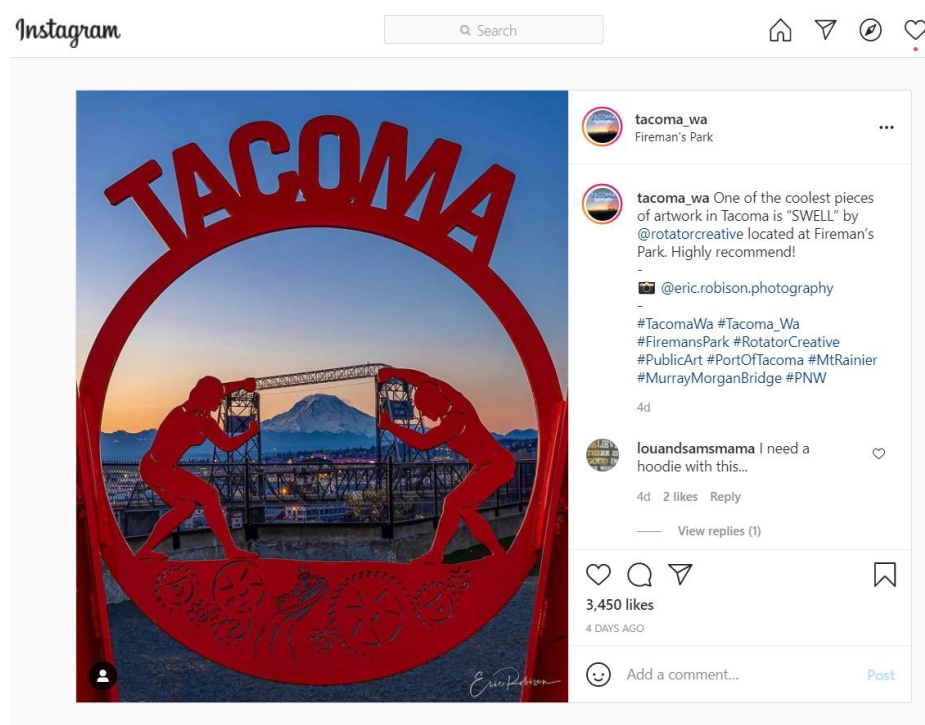
Launching a piece of public artwork that showcases connection during a time when gatherings and dedication ceremonies were not allowed presented us with the chance to use our combined resources for unique PR opportunities.

Individual videos created for each entity provided interest for own social media audiences, while a collaborative video told the story of *Swell* and featured a virtual ribbon cutting with notable stakeholders.

Signage in Fireman's Park encouraged social media interaction when in-person interaction was limited.

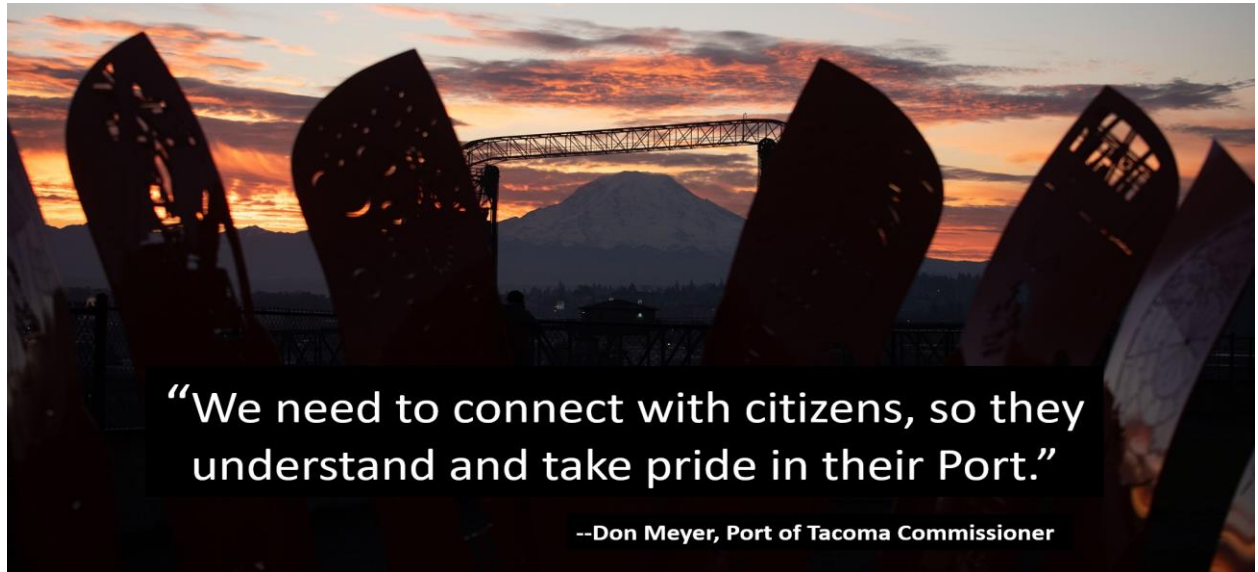
And now, almost six months later, *Swell* continues to grab attention. A stunning photo posted by [@tacoma\\_wa](#) on Instagram garnered approximately 3,450 likes!

*Hillary Brenner*  
*Marketing Coordinator*  
*Tacoma Venues & Events*





## Project evaluation and insights



## Project partnerships

One of the other goals of the Port of Tacoma Centennial as to “Strengthen our Port’s existing community partnerships and create new ones.”

Many aspects of this project showed that goal in action.

First and foremost, the Port strengthened its partnership with the City of Tacoma—establishing an Interlocal Agreement to have the City’s Office Of Arts & Cultural Vitality manage the project from start to finish.



The fact that the City was so involved in the project help set the stage to have TV Tacoma (the City’s award-winning government access television station) work with the Port on videos that helped highlight and promote the project on social media as well as on their TV station.



For example, the project was highlighted in a 13-minute interview segment on TV Tacoma’s Inside Line show, which aired 14 times in December 2020. The segment featured a Port Commissioner, a Rotator team member and a member of the Citizen Advisory Panel, each giving their perspective on the project. The segment is also available on TV Tacoma’s [YouTube channel](#).

The development and fabrication work also led to several new partnerships. For example, this was the first time the Port had worked with Rotator Creative, a Tacoma-based firm, on any project.

It is also worth noting that all four companies involved in the fabrication and installation of the project as based in Tacoma:

- S&S Metal Fabrication
- J&D Powder Coating
- Inline NW (for concrete work)
- BCRA (for structural engineering)

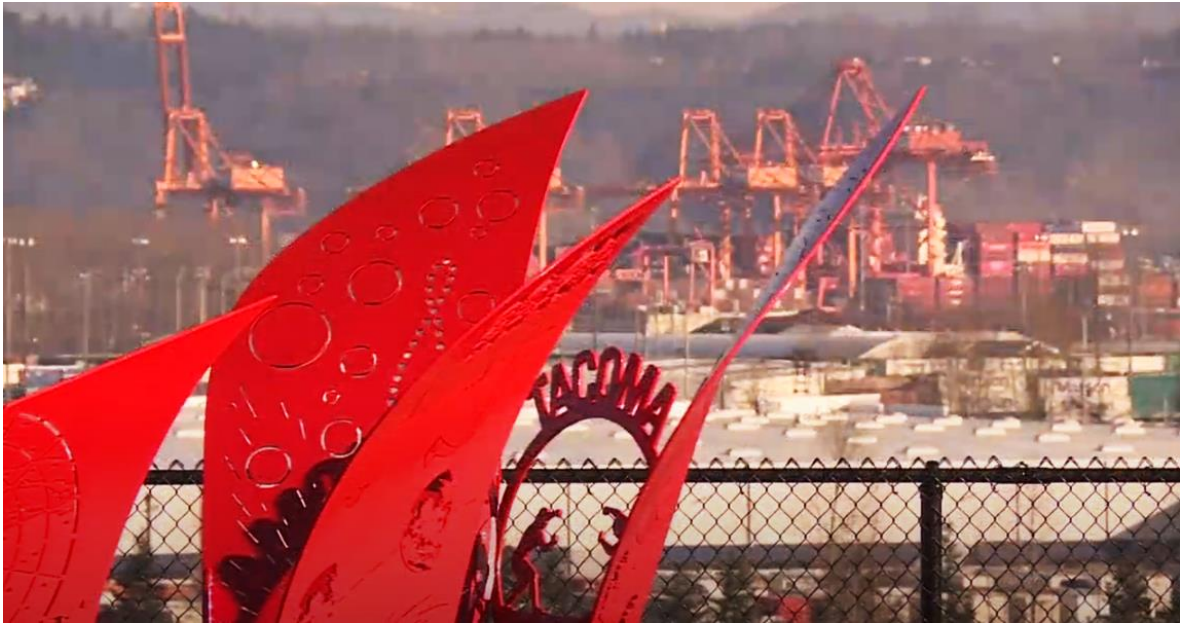
This makes the project a good example of how the Port’s role as an economic engine for Pierce County can play out at the local level.



## Photo gallery

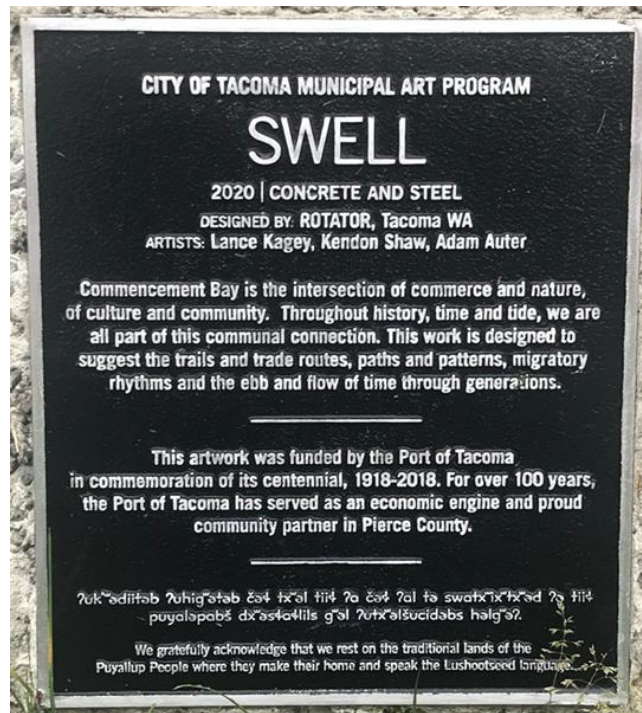


## Photo gallery





## Photo gallery



**SWELL SIGN:** This plaque is located on a wall near Swell in Fireman's Park.



## Photo gallery



**UP CLOSE:** In December 2020, Clare Petrich interacted with *Swell* for the first time.



## Appendix

Two of the Port's centennial goals are mentioned in this entry.

As background, here's the entire list of the Port's centennial goals:

- Celebrate the Port's past achievements and highlight our future opportunities and challenges.
- Increase our community's understanding and appreciation of the Port's historical milestones, evolution, current operations and future plans.
- Create a unique legacy project that gives the Port of Tacoma lasting visibility and connections with future generations in our community.
- Strengthen our Port's existing community partnerships and create new ones.
- Highlight the many ways the Port creates jobs and economic vitality throughout our region (historically and currently).

