



## **PORT OF EVERETT**

### ***ECONOMIC DEVELOPMENT & TOURISM PROMOTION POLICY***

#### **GENERAL GUIDELINES**

The Port of Everett recognizes the importance of supporting local communities. Therefore, it is the policy of the Port of Everett to sponsor community programs, initiatives, activities or matters deemed incidental to supporting advertising, development or promotion of the port's terminals, marina facilities, properties and public access amenities.

The types of activities include:

- Relationships with organizations
- Support maritime transportation efforts
- Provide economic development opportunities
- Enhance government relations
- Promote environmental initiatives and awareness
- Contribute to community-based events/programs near Port operations

#### **Promotion of Port Properties & Facilities; Trade Promotion**

Trade promotion expenditures are costs and expenses incurred by the Port to promote trade in the region. Trade promotion expenditures are focused toward persons who may, either directly or indirectly, foster trade in the region or make use of the Port facilities, programs and/or services. Although the causal link between a particular trade promotion expenditure and any continued or increased trade and/or use of Port facilities, programs or services may be indirect or difficult to establish, expenditures for trade promotion are undertaken when it is estimated that the potential benefit will likely outweigh the cost.

#### **Promotion of Tourism**

The Port's promotion of tourism, by promoting resources and facilities to attract visitors is specified in statutory authority to allow expenditures for advertising, publicizing or otherwise distributing information. The Port does not have authority to directly finance or sponsor events directed generally at promoting tourism or that support a particular local or regional event, unless that expenditure will result in the promotion of tourism within the Port District, and will benefit the Port and its properties and facilities.

#### **Economic Development Programs**

The Port of Everett is committed to supporting maritime-related trade associations, small business development initiatives, economic growth, chamber memberships and activities and education. The Port is authorized to support economic

development programs. This can include programs developed and funded directly by the Port or specific programs administered by third parties to which the Port provides funding or other support.

### **Public Education, Awareness & Outreach**

The Port of Everett supports community-based activities or programs that promote the general welfare of a community and promote port-related alliances, governmental cooperatives, strategic opportunities for Port employees to volunteer and educational initiatives and community outreach efforts determined to be in the best interest of the Port.

Expenditures for public education and awareness are costs and expenses incurred by the Port to inform or educate the general public about the role of the Port District for its facilities, programs and/or services. Although often focused on the local community most directly associated with the Port's properties and operations, these expenditures are typically directed toward the general public.

### **General Background**

The Port of Everett, as a special purpose public entity, is authorized to expend its resources in those areas where it is specifically authorized by law. The Port District's powers are defined by status and their areas of operation are limited to those specific authorizations and other powers that may be necessarily implied to carry out its authorized purposes. The Port is generally not authorized to contribute funds to third parties where there is a donative intent and no goods or services are received in return. As a special purpose district, however, the Port has authority to make certain, limited types of promotional expenditures if they are specifically authorized for port districts under the laws of the state of Washington (RCW 53.08). The Port may provide funding to third parties or support events, programs or activities for promotional purposes where this a clear, identifiable connection between the event, program, organization or activity and the Port's specific purpose and authority as established under state law. Outright gifts, donations or contributions to general community or charitable organizations are **not** authorized. *Please note: Port funding cannot be used for permanent construction, alteration, repair improvement or maintenance.*

### **Funding Requests**

All requests for Port contributions shall be submitted in writing using the Port's Economic Development & Tourism Promotion Application. The Executive Director will determine if the request is in compliance with the Port of Everett's policy. All sponsorship requests are assessed based on budget availability. Applications should be submitted to the Port's Administration Building at 1205 Craftsman Way; Ste. 200; Everett, WA 98201 or mailed to PO Box 538, Everett, WA 98206.

