

CEP 460: Pacific County Marine Services

Final Presentation



Our Team



Kaidan St. Louis



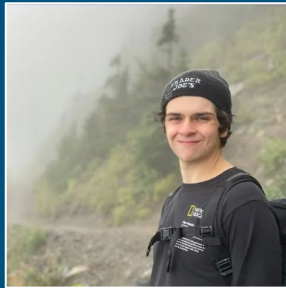
Chloe Marshall



Jana Chiang



Beck Gilmore



Gus Burt



Laila Greene



Lauren Maki

Agenda

1. Introduction & Context
2. Stakeholder Interviews
 - a. Methodology
 - b. Takeaways
3. Case Studies
 - a. Marine Service Clusters
 - b. Rural Economic Development
 - c. Education & Industry
4. Recommendations and Next Steps



Introduction

- Support the Pacific County Economic Development Council's "industry cluster" plan
- Bring together maritime-dependent businesses and educators for local sourcing of expertise



Our Purpose

The purpose of this project is to support the Pacific County Economic Development council's plan of an industry cluster, focused on the growth and development of the marine services sector, bringing together maritime-dependent businesses and educators for local sourcing of expertise. We will deliver a final report with our work which will include our literature review, information from stakeholder interviews, and our recommendations and next steps.

Audience/Client

Client: Pacific County

- Oversees economic development
- Supports initiatives that enhance the sustainability and growth of local industries



Methodology

- Surveys
- Interviews
- Case Studies/Literature Review

Goal of Literature Review: Analyze successful strategies from other projects related to our issue areas

Purpose of Survey and Interviews: Identify current challenges, discuss potential solutions, find pre-existing resources for economic development.

Stakeholder Interviews

Background Research on Stakeholders

Gathered publicly available information on:

- Current operations and priorities
- Industry connections and past projects
- Areas of expertise and focus within the marine services sector



Stakeholder Outreach

- Each group member contacted 2 stakeholders
- Interview request email included:
 - Background on our project
 - Interview questions
 - Survey link for flexibility



Key Stakeholders

We conducted 6 interviews and 1 survey:

- Darrin Raines: CEO of Greater Grays Harbor, Inc.
- David Beugli: Willapa Grays Harbor Oyster Growers Association
- K.C. Johnson: Superintendent of Raymond School District 116
- Kevin Decker: UW Sea Grant Coastal Outreach Specialist
- Jim Sayce: Port of Willapa Harbor General Manager
- Tracy Lofstrom: Port of Ilwaco Manager
- Jon Tienhaara (*Survey*): Superintendent for South Bend School District No. 118

Guiding Interview Questions

1. What is the role of your business or organization in the Pacific County marine services sector?
2. What resources or services would be most beneficial for your organization if they were available within Pacific County?
3. Are there any concerns you have about the potential development of a marine services cluster in Pacific County?
4. How do you see local education fitting into the marine cluster?

Tailored Interview Questions

- 3-4 specific questions for each stakeholder
- Examples:
 - What is the role or potential role of the school district in the Pacific County marine services sector?
 - Given your experience with marine spatial planning, how do you think a service cluster approach could help streamline or enhance resource management on Washington's coast?
 - Are there any jurisdictional constraints that limit expansion or services offerings at the port?

Interview Methodology



- Conducted over Zoom
 - Interviewer and Notetaker
- Introduced ourselves and the project
- Asked general & specific questions
 - Follow-ups
- Thanked interviewees

Interview Takeaways



Education and Youth Involvement

- Existing infrastructure
 - Access to a base of technology needed for CTE courses
- Established connections
 - Surrounding school districts, GHCC, and the Chinook
- Multiple levels of involvement
 - High school, community college
- Need for funding
- Need to maintain interest/involvement
 - Creating and promoting work

Culture of the Oyster

- Oysters harvested in Willapa bay since 1850's
- Largest shellfish aquaculture industry on the west coast
 - ~9000 acres of tidelands used for shellfish production
 - 50 million pounds of oysters and clams produced each year
 - Wholesale value exceeding \$10 million
- Integral economical stakeholder in the area
 - \$12 million in personal income
 - ~600 jobs annually





**WORLD'S
LARGEST OYSTER**

“Grain of the Fleet”

- Mentioned by Kevin Decker (UW Sea Grant Coastal Outreach Specialist)
- Key concept in establishing clusters & strengthening industries
- Term describes high barriers to entry for commercial fishing & aquaculture



“Grain of the Fleet” (cont.)

High Barriers to Entry in Commercial Fishing:

- Financial Investment
- Resource Constraints in Aquaculture
 - Limited Tidelands:
 - Only a finite amount of suitable land is available for aquaculture operations, creating competition for resources.
- Seasonality of the Industry:
 - Time-Limited Work

Barriers

- Skilled and unskilled employment is affected by industry barriers, it is critical to address barriers to support people entering the marine sector. Potential methods to do this include:
 - Subsidized Loan Programs
 - Low-interest loans or grants to help purchase boats, equipment, and quotas for new entrants
 - Housing Facilities for Seasonal Workers
 - Mentorship / Apprenticeship
 - Opportunities for entrants to gain skills and learn through experience with skilled workers
 - Introduce youth and high school students to industry through experiential learning and class credits
 - HYPE (Harbor Young Professionals and Entrepreneurs) type networking group to pair prospective employees and entrants with apprenticeships and higher skilled training (Welding, diving, boat repair)

Case Studies

Case Study Methodology



3 Issue Areas:

1. Marine service clusters
2. Rural economic development
3. Intersection of education and industry

Each group member analyzed 3 case studies

Marine Service Clusters

- **Rosenfeld, S. (2000)**
 - Explores reciprocal relationship between community colleges & industry clusters
 - Identifies benefits such as enhanced resource allocation & increased competitiveness
- **Li, M., & Luo, M. (2020).**
 - Looks at the last 20 years of maritime cluster research and their impacts
 - Examples of successful integration of maritime services that can inform our recommendations

Rural Economic Development

- **U.S. Environmental Protection Agency (n.d.)**
 - Explored federal initiative “Local Foods, Local Places” in Gloucester, MA
 - Enhanced branding & marketing of local seafood industry, fostering collaboration among stakeholders & attracting funding
- **Martin, A., Martin, B. S., & Wilkinson, A. (2004)**
 - Analyzed strategies for rejuvenating small ports & harbors by integrating recreational activities to drive economic development
 - Carrickfergus Marina

Intersection of Education and Industry

Velluzzi, N. D. (2010)

- Role of the Walla Walla Community College Center for Enology and Viticulture in supporting local wine industry

Advance CTE. (2023)

- Benefits of summer youth employment programs (SYEPs)
- Case studies of successful SYEPs
- Barriers & implementation tips

Successful Business Clusters



Reykjavik, Iceland

- Emphasis on shared knowledge
- Benefits of **centralized shared space** for cluster operations:
 - Fosters collaboration
 - Streamlines supply chains
 - Reduces individual overhead costs
- Ex: fly fishings & clamming

Successful Business Clusters



Portland, Maine

- Highlights importance of infrastructure in clustering
 - Centralized **shared space** on waterfront
- Connection with local university (University of Southern Maine)
- Bristol Seafood
- Other successful businesses: sustainable non-leaking hull coatings, ocean plastic recyclers
- Central space creates connections and interactions between businesses and services

Conclusions

- Educational connections are critical
 - High school
 - Community college curriculum
 - Pathways mentors who know industry
- Addressing barriers is beneficial to sector flourishing
- Intersection of Education and Industry
 - Sustainable and established industry
 - Existing educational infrastructure to adapt to the needs of marine services
 - Importance of experiential learning

Recommendations & Next Steps



Development of Specialized Workforce

- Continue passing down technical skills
- High skill jobs not being filled
- Seasonality of the work



Next Step

- Network with local community colleges
 - Understand capacity for updated curriculum & gaps in current job markets
- Envision new components of curricula for local learning institutions
 - Encourage students & residents to pursue career opportunities in the marine service sector



Reinvigorating High School Education

- Internships/Summer Programs
- Career and Technical Education (CTE) programs
- Collaborations with community colleges
- Emphasis on marine culture of Pacific County



Next Step

- Outreach to local students from high schools in the county
 - Understand mindset regarding careers
- Facilitate connections between high schools and local businesses/community colleges



Integration of Industrial and Non-Industrial Activities

- Connection between industry and recreation
- Collaborations between industry partners and residents
- Renewal of pride in aquaculture industry



Next Steps

- Begin research on potential connections between local businesses and the marine services sector
- Develop strategies to identify job opportunities for employees in seasonal work during the off-season
- Facilitate building relationships between industry partners, local residents, and tribes
 - Build trust and longevity



Investments in Newer, Stronger Resources and Equipment Regarding Industrial Marine Services

- Missing vital services
 - Haul out, additional seafood processors
- Utilize current properties and assets to the fullest extent
- Potential purchasing of more property for marine services

Next Step

- Create an inventory of existing infrastructure in the county that could support clustering:
 - Current businesses & services
 - Vacant properties
- Identify missing services
- Determine niches



Sources

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Thank you!

