

Due to the COVID-19 crisis, many events of our Chamber members as well as the Chamber have been postponed to future dates. Please check the Chamber Website for details and frequent updates: [www.jeffcountychamber.org/events](http://www.jeffcountychamber.org/events)



January 2021

# Business Insider

Serving the Businesses and Citizens of Jefferson County

## New Year? Yes, Please!

### Wrapping Up 2020 with The Business Guides

Happy New Year! We're all looking forward to putting 2020 behind us and to the fresh start that January brings.

Of course, we'll be wrapping up 2020 for a while yet—for many of us, until March or April when we file in our tax returns—and the experiences of this year will be with us as we reshape and reconsider our businesses for the future.

#### 2020: Not an ordinary year

The vast majority of small business owners felt a financial impact from the coronavirus pandemic this year. Some industries experienced dramatic cuts to their income that will continue into 2021, while others had increased revenue. For the first time, business owners had access to unemployment benefits if they weren't able to work, and federal and state programs offered grants and loans to help businesses weather the pandemic storm.

All of these changes will impact your books and taxes for 2020. Following are a few of the financial and tax curveballs from 2020 to be aware of.

Did you receive an advance or loan from the Small Business Administration's Economic Injury Disaster Loan (EIDL) program? An EIDL is a fairly standard business loan, with tax-deductible interest once you start making payments. But EIDL advances (which do not have to be repaid) are treated as taxable income as this money is a grant, not a loan. Other grants are also likely to be taxable income for 2020—you'll want to check your specific situation with a tax professional or the grantmaker.

The SBA made six months of loan payments on behalf of borrowers with certain types of existing loans. If your loan qualified



for this program, the payments made by the SBA will be considered taxable income.

If you received a Paycheck Protection Program (PPP) loan, it's important to know that forgiven PPP loan amounts are not technically treated as taxable income, but as of this writing (December 4th) IRS guidance states that the business expenses for which you use the PPP funds will not be tax-deductible. This is a big deal, likely resulting in larger-than-expected tax bills for many PPP borrowers. On November 18th, the IRS clarified that if you reasonably believe your PPP loan will be forgiven—even if you wait until 2021 to apply for forgiveness—then any expenses you used your PPP loan to cover in 2020 are not deductible. If you are our tax client, we'll help you sort this out when we file your 2020 tax returns.

The Recovery Rebate Credit of \$1,200 per taxpayer was an advance credit for 2020. If you did not qualify for a "stimulus

check" based on the income from your 2018 or 2019 tax return, you have a chance to qualify with the filing of your 2020 return.

Any of the items above will make 2020 look different from other years. If you aren't currently supported by a financial team, now may be the time to consider some assistance. This could be hiring a bookkeeper to help you better track your income and expenses, or finding an accountant or tax preparer to help you better understand your financials and wrap up 2020 with the IRS.

#### Action items to wrap up 2020

If you're feeling motivated to wrap up 2020 and start off 2021 on the right foot, here are a few things to do now:

- Get your business books in order for 2020 and the structure in place for 2021. Having good books helps you make better business decisions!

- Close out the year in your accounting software before you share your books with your tax preparer, so changes are not accidentally made to prior year balances.
- Consider any changes to your accounting software. Many businesses are moving to the cloud, say from QuickBooks Desktop to QuickBooks Online, and this enables remote bookkeeper access.
- Make sure your entity choice is right for you. Now is the time to make changes if it would be beneficial to do so. An accountant or attorney with tax experience can help with this.
- Make contributions to a retirement account for the prior year, if you are able to.
- Adjust your 4th quarter estimated taxes, if needed.

#### Professional help for 2021

The first half of January is a great time to come onboard with a new tax preparer and get your return or extension filed in a timely manner. Remember, the IRS deadlines are March 15th for S-Corps & Partnerships, and April 15th for C-Corps & Schedule Cs.

If you're a small business owner and hiring a professional tax preparer is sounding better and better, let's explore whether our firm is a good fit to guide you. Visit the Work With Us page on our website and complete our short questionnaire to request a complimentary consultation.

### The Business Guides

(360) 385-6961

1005 Lawrence St. Port Townsend  
[TheBusinessGuides.com/work-with-us](http://TheBusinessGuides.com/work-with-us)



Supplement to the  
DECEMBER 30, 2020

Port Townsend & Jefferson County Leader  
226 Adams Street, Port Townsend WA 98368 [ptleader.com](http://ptleader.com)

# DIRECTORS REPORT

## Looking Back on 2020

Looking back at this time last year, we all had a very different year than we planned with many unforeseen challenges, most still ongoing, but with high hopes for 2021. Despite the current COVID news throughout the country, there is, to use that cliché, “Light at the end of a very long and convoluted tunnel.”



Arlene Alen

With multiple vaccine solutions on the horizon and some still difficult times to work through, this isn't the time to sit back and wait, but to continue to refine our business models, leverage cloud-based systems and resources and help each other to help our community transform to meet current and future needs. It is exciting and difficult being part of a revisioning plan with community resources yet a tremendous opportunity to shape the future for all of us. We encourage you to work with us at the Chamber, in the community, with our governmental agencies and community partners to help reengineer and revitalize Jefferson County and create a

new diversified, sustainable culture leveraging our fabulous history.

Social Entrepreneurship is an approach used by individuals and groups in which they develop and implement solutions to social, cultural or environmental issues. And one the Chamber has completely embraced. This concept may be applied to a wide range of organizations which vary in size, goal and beliefs both for profit and not for profit. For profit entrepreneurs generally measure performance using business metrics like profit, revenue and stock price while nonprofits may choose to utilize alternative return on investment metrics which can make it more difficult to track an investors direct return. Social Entrepreneurship typically attempts to broaden social, cultural and environmental goals often associated with poverty alleviation, healthcare and community-development goals.

We have a Community Fund being implemented where a percentage of all membership investments will be credited to work on micro-loans, scholarships, grants and more for our community businesses. Additionally, we are compiling a list of members who would love to continue as an investor but are lacking that fiscal ability during these trying COVID-19 times as well

as start-ups and nonprofits that need some assistance in getting started with the benefits of Chamber membership and are counting on that marketing assistance to take them to the next level. We are honored by their support and appreciation. As a member, you can choose to personally assist a company on any of these lists or do it as part of the group on an ongoing basis.

The team at the Chamber and our Board have been working toward these programs for some time and are excited to be sharing them with you now. Questions and suggestions are always welcome. Please reach out to me directly, [director@jeffcountychamber.org](mailto:director@jeffcountychamber.org), let's chat!

Reimagine, Reengineer, Revitalize Jefferson County. Your Chamber at work!



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### 2020 BOARD OF DIRECTOR

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*The content of this publication is prepared by the Jefferson County Chamber of Commerce. We welcome submissions from Chamber members. Send articles and photos to [director@jeffcountychamber.org](mailto:director@jeffcountychamber.org).*

# COMMUNITY COMMUNICATIONS

## Tourism on the Olympic Peninsula: *2020 Recap and a Look Forward to 2021*



Tourism has been, and will be, a major economic driver for Jefferson County. In 2019, Jefferson County welcomed over 505,000 visitors who spent a total of \$126.8 million dollars in local lodging, food and beverage, retail, recreation and transportation services. That same spending by visitors to Jefferson County contributed \$12.2 million in state and local taxes, which translates to \$1,033 in state and local taxes offset for every household in the county.



Marsha Massey

But let's face it. 2020 doesn't look anything like 2019 for any business, let alone hospitality businesses. In Washington State, our hospitality industry – many of which are small businesses – have been among the hardest hit by the COVID-19 pandemic in terms of revenue losses and employment impacts. Here on the North Olympic Peninsula, we saw our Canadian travel market drop to zero. There were no conference delegates or cruise passengers traveling to Seattle and extending their trips to visit the Olympic Peninsula. Domestic inbound travel plummeted. Seattle's booming international visitation dropped by nearly 80%, and correspondingly, so did ours. Back in the spring, as businesses shuttered and others hunkered down working from home, the 2020 forecast for the hospitality industry was looking pretty dire.

However, people in the hospitality business are among the most optimistic people around! They are innately welcoming, they aim to serve, are natural problem-solvers, and experienced "pivoters" (before that was a thing). With a renewed focus on "safety first" for employees and guests, local businesses quickly began to adapt their operations, and then look for ways to communicate their new protocols to

potential visitors, to reassure them they could feel safe returning. Research showed that was the number one thing travelers were seeking – an assurance that communities and businesses would take health and safety seriously. Jefferson County's "JeffCo Cares" program was well timed to help provide a consistent message in this regard, to give visitors a sense of the safety standards in place and expected protocols for all.

2020 saw dramatic shifts in how people traveled. Long-haul flights were eschewed for area road trips. Travelers placed increased emphasis on spending time on outdoor activities. National travel sentiment analysis continually indicated that, when travelling, Americans wanted to spend time in national or state parks, at beaches, and generally "out in nature." Camping and RVing saw huge upticks in interest. And these trends meant the North Olympic Peninsula is the perfect getaway destination for the thousands of cooped up, over-Zoomed, ready to get outdoors folks across Puget Sound and along the I-5 corridor. As a destination, the Olympic Peninsula offers exactly what current travelers are seeking and has a built-in audience less than 50 miles away.

As Washington has begun to ease travel restrictions, the North Olympic Peninsula has seen a steady rise in visitors throughout the summer and late into autumn. The economic forecast is less dire than it appeared back in the spring, though certainly a long way off from achieving 2019 levels.

Looking ahead, what are the indicators for 2021? Will it be back to business as usual? Well, probably not, but there is a hopeful outlook that indicates continued progress. If we've learned one thing in 2020, it's that projections are just that, and come with lots of caveats and assumptions. But here are hopeful signs:

- Recent news of anticipated availability of a COVID-19 vaccine. National travel sentiment analysis has consistently shown that this is a pivotal component in Americans' ability to feel comfortable travelling

again. A recent report indicated that over 60% of American travelers surveyed said Pfizer's promising announcement made them more or much more optimistic that they can travel safely in 2021 (source: Destination Analysts).

- Nearly 80% of those surveyed have at least tentative trip plans for some time in the next year, although over one-third are eyeing May 2021 or later to travel (source: Destination Analysts).
- Road trips will still outpace commercial air flights as the preferred method of travel through May 2021 (source: Destination Analysts).
- With the recent promising vaccine news, many meeting planners are looking ahead to 2021. 68% of meeting planners anticipate they will resume face to face meetings sometime in 2021, with half not planning on meeting until Q2 (27%) or Q3 (21%) (source: iMeet).
- Closer to home, the Port of Seattle recently stated that seven cruise lines, totaling 10 vessels, are tentatively planning to homeport in Seattle for a return to Alaska cruise operation in the summer of 2021.
- International flights to Seattle are slowly returning (16 of 38 international flights serving SEA are currently flying), but remain hampered by international travel restrictions. More are expected to resume service in late spring / early summer 2021.
- Black Ball Ferry remains optimistic that they may be able to return to service between Port Angeles and Victoria, BC, in mid-summer 2021, pending a re-opening of the US-Canadian border.

Finally, and importantly for us, in-state and regional travel will continue to be a key focus in 2021. As Washington continues to lift restrictions, and people are freer to move about, visitors continue to seek wide open spaces and natural environments, with a strong draw to road trips and outdoor activities. What could be a more perfect destination for such travel than the Olympic Peninsula? We're poised and ready!

# MEMBER UPDATE



## The Old Alcohol Plant Inn: *Spirits Bar and Grill*

The Old Alcohol Plant Inn, Spirits Bar & Grill along with our non-profit mission partner, Bayside Housing & Services, plans for 2021 probably look much like those of our industry partners. Attempting to recover from the financial losses acquired in 2020. We really appreciate our communities during this time. We are fortunate to have local patrons willing to spend their monies locally to keep our restaurant community going.

The Old Alcohol Plant Inn and mission partner Bayside Housing & Services have stepped up to help our community. Chef Troy Murrell, executive Chef in Spirits Bar & Grill, and his staff have been providing dinners every night, seven days a week, not only to our Bayside Housing & Services guests, but also to the homeless encampment at the

Jefferson County Fairgrounds. We have also partnered with local non-profits and community volunteers in the tiny home build. Once those tiny homes are placed permanently, we will be providing dinners to those folks as well. This keeps our kitchen staff busy helping our community. The kitchen has been preparing approximately 50 meals per night delegated to Bayside Housing guests and the encampment at the Jefferson County Fairgrounds.

In response to the COVID-19 pandemic, we have built upon already stringent standards of hygiene and sanitation, not only in the restaurant, but it also extends to all facets of this property. From reception, maintenance, garden crew, housekeeping to administration. Rigorous protocols are implemented daily, including extra hand

sanitizing stations around the hotel and employee temperature checks every shift start, social distancing and masks worn when we cannot maintain a 6-foot distance. Partnering with Ecolab for top of the industry, science-based cleaning and disinfection programs and protocols to afford our staff and guests an exceptional experience while also providing comfort and confidence in a clean environment.

Due to the reduced number of guests visiting the property, the Art Gallery is currently empty. It's sad to walk up to the second floor of the hotel to a dark, empty gallery. However, we are still rotating local art in the hotel hallway. If you are interested in showing, please contact the hotel 360-390-4017. We are focusing on take-out orders for the restaurant and upgrading our outdoor dining spaces. We are purchasing outdoor heaters and marine grade vinyl wind barriers for a more comfortable outdoor setting for our guests while they dine.

We will continue to work with our partner non-profits (Olycap, Dove House and St. Vincent de Paul) here in Jefferson

County to help facilitate and provide housing for those most in need. Lack of affordable housing and homelessness was already a pandemic, now coupled with COVID-19, these problems will only multiply.

We would like to welcome our new Development Director for Bayside Housing & Services, Greer Gates. Greer resides in Poulsbo, Washington and comes from an extensive background in non-profit fundraising. Including, Glassy Baby and My Jewels of Hope. We also have a new case manager on board, Mike Schlecker. He is already a great asset to our team and has some great ideas to implement to make our Bayside guests stay a safe and productive one.

We believe in community here, our little hotel/restaurant family, our neighbors and our neighboring towns. In uncertain times like these, we need to look to each other, our family, friends and neighbors, for support, help or to help and support. We are fortunate that we live and work in a special place. Thank you to all the folks who have been dining in (or out) in our restaurant. Thank you to all of those who have stayed in the hotel, or referred us to your family and friends. Remember when you stay at the Old Alcohol Plant Inn or dine in Spirits Bar & Grill that your money is used to help support our non-profit partner, Bayside Housing & Services. From all of us. Thank YOU!

If you would like to donate to Bayside Housing & Services you can through the website: <https://www.baysidehousing.org/donate>

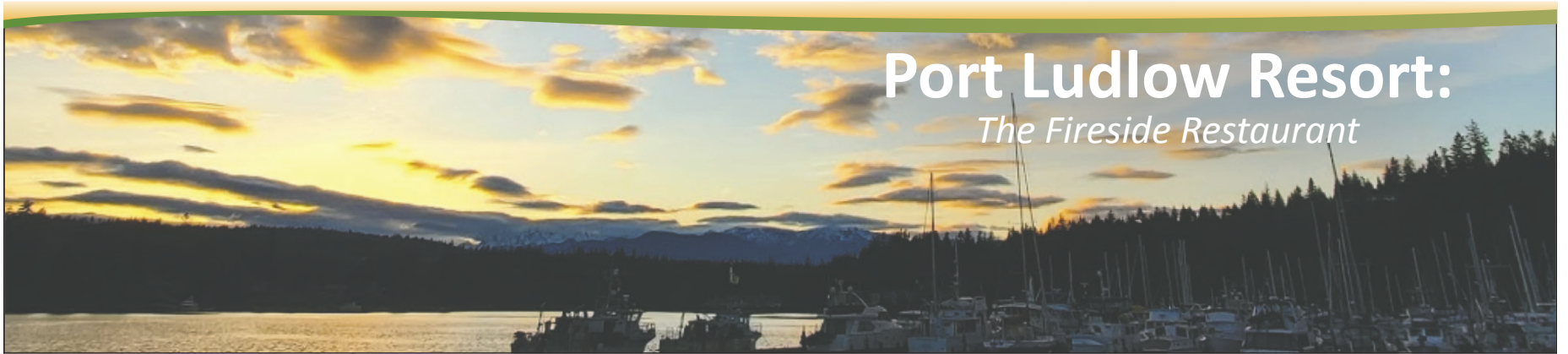
For more information on the tiny home build, visit: <https://www.baysidehousing.org/tiny-house-community-build>

For all other information, including facts about the hotel and restaurant menu visit: <https://www.oldalcoholplant.com>



**310 Hadlock Bay Rd,  
Port Hadlock, WA 98339**  
(360)390-4017 · [oldalcoholplant.com](http://oldalcoholplant.com)

# MEMBER UPDATE



## Port Ludlow Resort: *The Fireside Restaurant*

Port Ludlow is known for many things: a fantastic golf course, beautiful marina, and a gorgeous, welcoming inn. Now it can add another title to its amenities list: agritourism destination.

As a business relying on tourism like many others in Jefferson County, The Resort at Port Ludlow has differentiated itself by creating a unique agritourism opportunity for those wanting to get-away from the city and enjoy a more leisurely pace. The Farm Tour Package, offered April-Sept, provides foodies of all ages an opportunity to enjoy a true farm-to-table experience. Guests visit local partner farms with Resort "Farm Bucks" and choose ingredients that are brought back to the Fireside's Chef and incorporated into a personal tasting menu dinner. Many guests have enjoyed their experience so much they've turned it into an annual tradition.

This unique package developed in large part due to Executive Chef, Daniel Ratigan. Ratigan, who also holds the title of General Manager, started his career working his way up through many of Seattle's finest restaurants and eventually found himself at the helm of The Fireside Restaurant in 2007.

During Ratigan's early days at the Fireside, he cultivated relationships with many of the local farmers that the restaurant continues to work with today including: Chimacum's Finnriver, Spring Rain Farm and Red Dog Farm, as well as a variety of local artisans, ranchers, and fish mongers.

"It wasn't until I got to The Fireside that I realized what I was striving for. It was the connection with the food and where it comes from, as well as finding folks that process and grow food who were as passionate about it as I was."

During the spring 2020 Stay Home mandate, while the Inn and Fireside were closed, Ratigan and Front of House

Manager and Sommelier, Andrew Wiese, visited the Jefferson County Farmer's Markets, to create videos for the Resort's social media followers that highlighted partner farm's and their latest yields. The Resort at Port Ludlow values supporting the community they inhabit, and the Fireside exemplified this by promoting their local agricultural partnerships with the installation of a large map to spotlight the local farms and businesses they source from. The company has also been a longtime Save the Land Business Partner, donating 1% of the Fireside's sales to the Jefferson Land Trust, an annual sponsor of the Jefferson County Farmer's Markets and was a founding member of the Olympic Culinary Loop.

While all the Resort businesses had to adapt to increased sanitation and safety procedures, no entity had more challenges to face than the Fireside with the frequently changing state guidelines for restaurants. With limited capacity requirements and spatial distancing between tables, the picturesque veranda gave guests the option to sit and dine outdoors while taking in the view of the Marina and Ludlow Bay. To extend the use of the veranda as the weather changed, plexiglass wind barriers were installed, heaters were added, and guests were offered blankets to stay comfortable.

In November, when Governor Inslee's state mandate closed indoor dining, the Fireside had to quickly adapt their plans for Thanksgiving dinner. Although a few loyal patrons chose to bundle up and dine outdoors, most reservations were converted to Take Out, including this guest who reviewed on Open Table: "With no dine-in on Thanksgiving, had wonderful turkey dinner in our Inn room. Staff and service also excellent! Thanks for making our Covid

Thanksgiving getaway special! We got to dine in the privacy of our wonderful Inn room, while Zooming with family in 4 other states!"

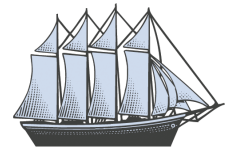
Under Ratigan and Wiese, The Fireside's wine list has garnered annual recognition by Wine Spectator Restaurant Awards since 2012 for being a Best of Award of Excellence. "Andrew is terrific," Ratigan stated. "He's curated an amazing wine list and seeks out great wine-makers."

The Fireside's wine maker dinners have become popular Fireside events that have been missed by many during the challenging year of 2020. "Putting the dishes out for the guests and nailing the pairings-that's one of my favorite things. It means that sommelier and chef have coordinated in a way that's pretty amazing!" Ratigan and Wiese are eager to collaborate on new wine maker dinners and are in the early stages of planning a virtual event with a local winery.

Ratigan and the rest of the teams at the Resort are looking forward to what 2021 brings and the continued partnerships with the farmers and

community to promote the part of the Olympic Peninsula they call home and provide their guests with something to look forward to.

To stay up to date with the happenings at the Resort at Port Ludlow, including current menus, visit their website and sign up for their monthly email newsletter [www.portludlowresort.com](http://www.portludlowresort.com), 360.437.7000.



THE RESORT AT PORT LUDLOW

*The Fireside*

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## NEW PRESIDENTS CIRCLE MEMBER

# Port plays unique economic role in Jefferson County



2020's new Port Executive Director, Eron Berg, shared that, "The opportunity to live and work in Port Townsend, particularly doing the work of the port, is a dream come true." Literally. "Shasta and I met in high school and have been visiting PT since that time," he explained, "A few years ago we bought a lot at North Beach but figured it might be a place to visit or retire given the scarcity of jobs... so, yes, a dream come true to find this job with the port and be able to move here now!"

In March, Eron was chosen by the commissioners after a lengthy selection process. He was previously the City Supervisor and City Attorney for Sedro-Woolley, mayor of La Conner, and Public Utility District commissioner for Skagit County. With his first year as our Port's director being shadowed by the pandemic, Eron's schedule includes ongoing conversations with local businesses to learn more about their needs and how the Port can be more supportive. He maintains an open invitation to connect. Eron admits the challenges at the port are significant, but the community support he has experienced is, "a strong wind at our backs."

The Port of PT is unique among government entities in Jefferson County. Its mandate is to promote jobs & economic development, and it works with dozens of businesses as a landlord and service provider. The Port provides the marinas, docks, haul outs, and utility infrastructure that bring boat customers to our world-renowned marine trades. It provides the runway and hangers for pilots at Jefferson County International Airport, and the boat ramps that get sports fishermen & small boats on the water.

While tax-supported, the Port's primary source of revenues is through its operations. Like a business, it works to pay its own way via fair market rates and is always interested in helping new businesses locate in Jefferson County. Like a government agency, it is led by commissioners elected by the people, its meetings and documents are public.

The full mission of the Port is to serve the citizens of Jefferson County by responsibly maintaining & developing property and facilities to promote sustainable economic growth, to provide community access to Port facilities & services, and to protect & maintain community resources and maritime heritage. Eron has been impressed by the Port's "many remarkable properties and its mission," to which he is fully committed.

The Port of Port Townsend is a broader agency than the name implies. When formed in 1924, state law required ports to be named after their principal seaports. It owns and operates Quilcene's Herb Beck Marina & surrounding upland area, plus five saltwater-access boat ramps: Mats Mats Bay, Port Hadlock, Discovery Bay, Quilcene and Port Townsend. It operates the Jefferson County International Airport & industrial land near it. At Point Hudson, it operates the RV park & marina. At Boat Haven, the marina, the Boat Yard (for smaller vessels) and the Shipyard (for larger ones). It leases many buildings to private businesses, mostly marine or airplane-related, however it also leases buildings to a dozen restaurants & cafes. Plus, Union Wharf & City Dock in downtown Port Townsend and most of "Local's Beach" at Fort Worden. For all of these, 31 full-time staff & grounds crews run daily

operations, security, and maintenance.

Three elected commissioners set Port policies.

### District 1 (Port Townsend):

Pam Petranek.  
pam@portofpt.com

### District 2 (Tri-Area, Cape George, Kala Point, Marrowstone):

Bill Putney.  
Bill@portofpt.com

### District 3 (Port Ludlow, Quilcene, Brinnon):

Pete Hanke.  
phanke@portofpt.com

The value of community engagement cannot be overstated, whether attending meetings, writing letters, or conversation. The commissioners and staff of the Port believe they make their best decisions when there is ample public involvement. Commissioner Pam Petranek has long advocated for public process at the port, city, and county, "Positive change requires civic patriots."

she says, "Collaboration creates synergy & trust. Our shared place is a result of all of us; our hopes & dreams, actions & inactions."

Commissioner Bill Putney says the pandemic, "has been harder on some businesses than others and the Port is working hard to ease the pain where we can. What strikes me is the extent to which everyone has pulled together with very little prompting."

The Port has expanded the ways the public can participate in virtual meetings, obtain documents and help shape policy. The Port's website maintains an updated list of special meetings under "Governance" including access to the same agendas & reports given to the Commissioners. Deputy Director, Eric Toews shared, "2020 has reminded us that "living in community" is really about "us" and "we", rather than "I" and "me". I'm excited to carry forward that spirit of selflessness, tenacity and collaboration into the new year."



### For more information:

www.portofpt.com · (360) 316-6013  
Executive Director, Eron Berg: eron@portofpt.com

### Port administrative office:

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or write to P.O. Box 1180, Port Townsend, WA 98368

## MEMBER UPDATE

# A Dream and a Collection destined for World's End

Ten years before opening her doors on Water Street in Port Townsend, Joyce Athay Janetski was planning World's End. The nautical-themed shop featuring clothing, accessories, gifts, and décor had to fit the historical and cultural flavor of the Victorian seaport. Although she lived for 30 years in Provo, Utah, where she and her husband, Joel, raised their three children, Joyce envisioned a store in Port Townsend, which many years later customers would call "a shop like nothing they'd ever seen."

While a student at the University of Washington in the late 1960s, Joyce and her friends visited Port Townsend, a happening place in the hippie era. She remembers the motorcycles lined up in front of the deli at 1020 Water Street, where she now has her shop. A dream was born.

Employed as an editor/writer at Brigham Young University for 21 years, Joyce crafted the character of the store she wanted on Water Street. Since a pirate ship was not practical in a store

space, the interior and window of the shop would be filled with pirate and vintage nautical apparatus. When Joyce and Joel moved to Port Townsend in 2011, one of their moving trucks was filled with figureheads and old ship models collected over the years and destined for World's End.

Of course, a location for the store and minor details such as financing and inventory had to be worked out. When the space at 1020 Water Street opened up, Joyce pounced. She and her husband spent long, freezing hours cleaning, painting, and remodeling the 2,000-foot room during the winter of 2013.

The storefront comprised half of the street level of the Pioneer Building, built in 1889. Over the seven years Joyce has been in business, she has learned from customers about some of the many tenants who occupied the space, including a dance studio, grocery store, American Legion Hall, and a bank, twice.

World's End was intentionally custom-made for Port Townsend. Joyce

insists her shop had to be pretty much where it is. No online store, no chain stores. Just a hands-on experience that includes shopping. A friend once described the enterprise as "a museum with a few clothes for sale." Not entirely true: the store's merchandise is as exciting as its ambience.

Saying that World's End is a labor of love for Joyce is true in several respects. First, Joyce, who has a master's degree in art history, loves the romance of the sea. So, anyone entering the store is going to be submerged in an aesthetic collection of vintage nautical, pirates, steampunk, and Victorian seaport. Second, Joyce loves to shop, particularly for clothing and décor that fits that romance. To Joyce, buying for the store is like fishing to the mariner. Third, she wants the locals and tourists entering her store to have a good experience: a cheerful welcome (kids get a free treasure), upbeat music, likeable pricing, and enthusiasm for whatever they have discovered at World's End.



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worldsendporttownsend.com

## Jefferson County Historical Society

At the Jefferson County Historical Society (JCHS), we aim to bring people together to share, learn, and be inspired by Jefferson County arts and heritage. We do this through collections, research, exhibits, and programs; viewing heritage as a shared legacy across generations that should be truthful, accessible, relevant, and inclusive. JCHS manages multiple heritage sites in Jefferson County, including the Jefferson Museum of Art & History, the 1868 Rothschild House in uptown Port Townsend, and the 1904 Commanding Officers Quarters in Fort Worden State Park. Additionally, JCHS manages the Olympic Peninsula Gateway Visitor Center, and the Jefferson County Research Center in partnership with the Jefferson County Genealogical Society.

As of this writing in early December, JCHS has just closed our museum doors again due to the ongoing COVID-19 pandemic, and we will remain closed through March 2021. Our doors may be closed, but our work in programming remains strong! JCHS offers programs for both youth and adults, driven by two main guiding principles. The first is to offer information and insight on this

place, this community, and our shared history. Examples of programming that speak to this objective include our longstanding First Friday Speaker Series, our Artist Talk programs that often accompany exhibits, and our Education Trunks that circulate to schools and community centers throughout the county. Our second goal in programming is to bring people together, to provide opportunities to connect and celebrate. This can be witnessed at our annual First Night New Year's Eve celebration, and even virtually during this year of physical distancing with our Virtual History Happy Hour program.

We believe in this work. We believe that sharing stories and bringing people together matters because understanding a community - the art, the people, the past - helps us engage within that community in more meaningful ways. Through our programming we build historic context for thinking about big decisions, we foster gratitude for folks who were faced with similar decisions and put in the hard work before us, and we have a better sense of our shared values and visions that can help inform paths forward. When we come together

to celebrate and share, we learn more about our neighbors, and we become a stronger, more connected, community.

Because we believe these things matter, as we look forward to 2021 we plan to expand our programs! We want to build on the success of our tried and true programs as well as try new things, to think outside the box and do things that might be unexpected of a historical society. We want to reach more people throughout the whole county, and offer more programs and resources to schools and teachers. We will approach this work with the input and involvement

of our community, and in collaboration with our amazing organizational partners. We will maintain our commitment to access, ensuring that cost is never a barrier to participation.

Your participation is vital to our success! Visit us at [jchsmuseum.org](http://jchsmuseum.org) to learn more about our work and how to support JCHS through your membership and donations. Follow us on Facebook and sign up for our monthly e-news for delivery of all the latest-and-greatest to your inbox. Let's teach and learn and come together to celebrate in 2021!

Jefferson County Historical Society  
2021 FIRST FRIDAY  
SPEAKER SERIES  
THE ART OF MAKING  
Celebrating Makers of All Kinds  
February through November  
at 7:00PM  
JCHSMUSEUM.ORG

Jefferson County Historical Society  
540 Water St,  
Port Townsend, WA 98368  
(360) 385-1003  
[www.jchsmuseum.org](http://www.jchsmuseum.org)

Jefferson County  
Chamber of Commerce  
2409 Jefferson Street  
Port Townsend, WA 98368

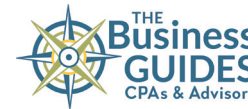
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# WITH OUR THANKS

Thank you for your ongoing support of the  
Chamber and our Community  
**Extreme Visionary**



## Visionaries



CELEBRATING 60 YEARS



### Our Thanks for December 2020

A special thank you to **Karen Best, Board President** and **Sarah Hadlock, VP Finance** who are terming out in their Board roles although Karen will remain as past-President this year.



Karen Best, Board President  
Coldwell Banker Best Homes

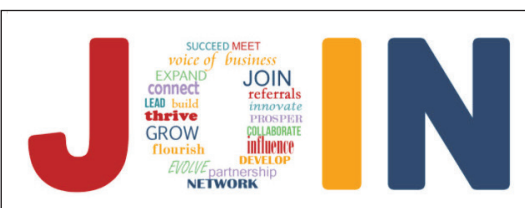


Sarah Hadlock, VP Finance  
The Business Guides

We appreciate their dedication to the organization and our community and know that their work, on our behalf, continues. We are better for having served with them.



We applaud our members struggling through this challenging year with pivots at every turn and new challenges on top of old. There is a warm glow at the end of this road and we are blessed to live here.



Thank you for caring about each other and this community and working so diligently and responsibly to keep the community safe and healthy.

Place label here

Due to the COVID-19 crisis, many events of our Chamber members as well as the Chamber have been postponed to future dates. Please check the Chamber Website for details and frequent updates:  
[www.jeffcountychamber.org/events](http://www.jeffcountychamber.org/events)

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