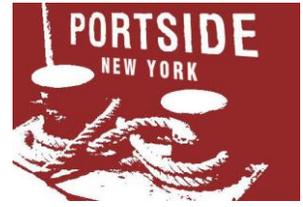




PortSide site activation *sings the song*



Time for EDC to allow a PortSide campus, a right-sized PortSide



- Ship [Mary A. Whalen](#) in same place.
- Return of [PortSide Park](#) with temporary barricades on MSC days
- [Wet lab structure](#) at south end of PortSide Park. This is amenity for local schools and has educational info outside making it an engaging feature.
- [PortSide super graphic](#) on south end of Pier 11 shed – adds visual interest, attracts people to PortSide, covers [the tattered and patched aluminum siding](#).
- [Space inside Pier 11 shed](#) for PortSide programs and services.
- [Interpretation and wildlife amenities](#) south of the Mary Whalen turning land and water along Clinton Wharf into a nature center and maritime interpretation location.



PortSide campus

a right-sized PortSide

Spreading PortSide energy beyond the Mary Whalen and PortSide Park will

Engage visitors (and locals)

Help brand Atlantic Basin and Red Hook as interesting.

Sing the song.

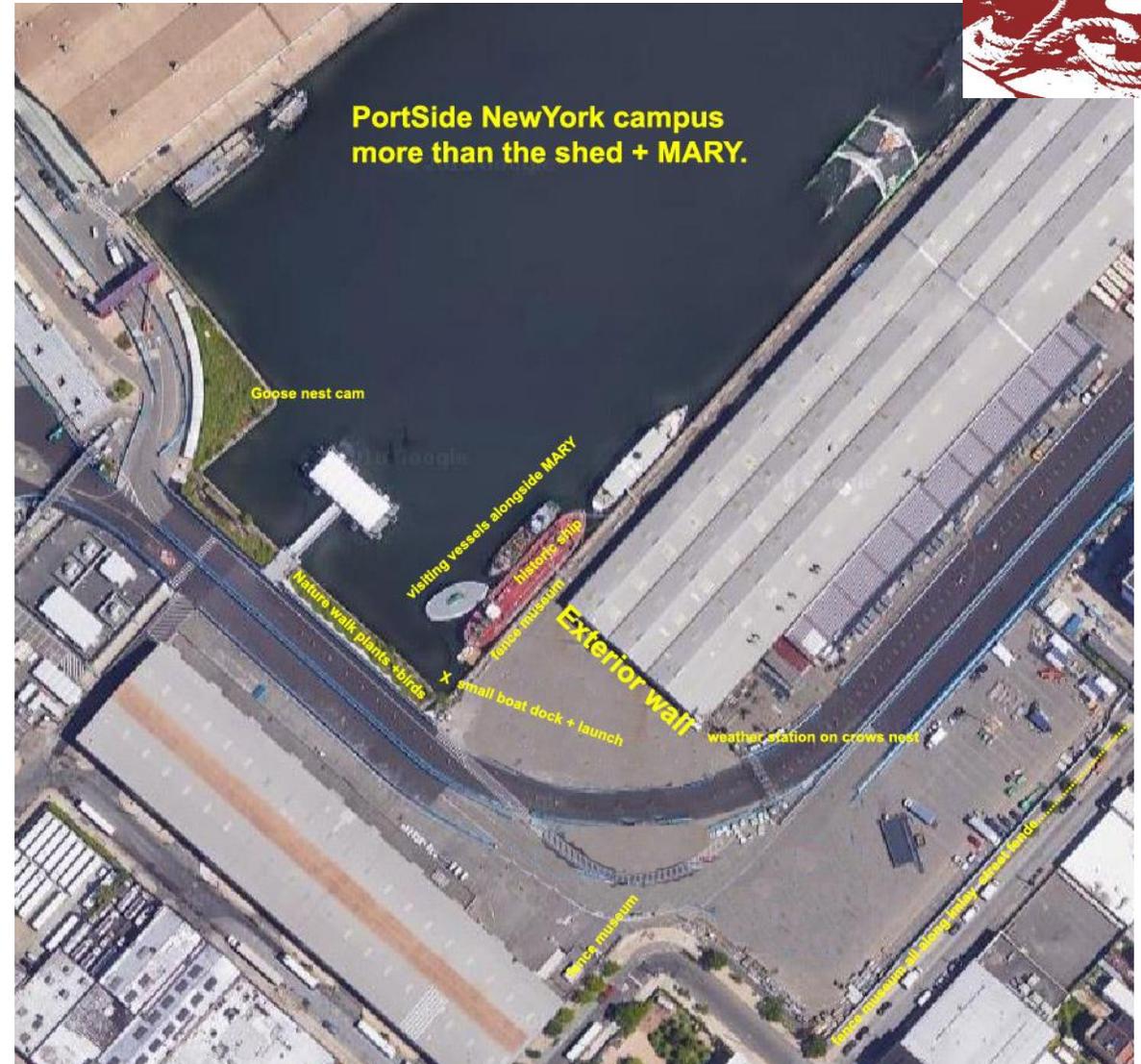
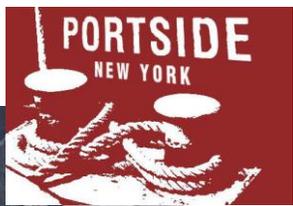
Provide amenities that ferry and passengers will use.

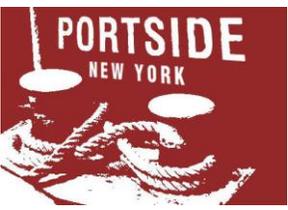
Attract people to Red Hook and NYC Ferry AND serve locals.

Add **wildlife amenities in weed patch** along Clinton Wharf: osprey nesting station, nest box for small birds, nest cams, bird feeder, ramps to weed patch so young waterfowl can get out of the water before they fly.

Add **floating habitat** at SE and SW corner of Clinton Wharf waterspace).

These will also be used for school programs.





PortSide inside Pier 11 Shed

Plans developed with national-level consultants over the years, plus our experience here going back to 2008.

1. [Visitor welcome center](#) with staffed table, brochure rack, luggage holding area
2. [Exhibits, film screenings, conferences and expos.](#)
3. [Space we share with local partners](#) for holiday market and popup events and can rent for special events.
4. [Pipeline to marine careers](#): youth boat building shop (Compare to Rocking the Boat who is willing to advise), classrooms for adults to take classes for Coast Guard licenses. Classrooms also used for general ed with local schools.
5. [Maritime library](#) with computers for digital divide neighborhood, also supports 4
6. [Resiliency community flood prep info](#) and exhibits, relates to 8
7. [African American Maritime Heritage](#) permanent exhibits
8. [All linked to our virtual museum](#) Red Hook WaterStories (a cultural tourism guide that links to 1 and 6.
9. [Museum store](#) (selling local merch too, supporting 1 and local retail)
10. [Café](#)
11. [PortSide offices](#), freeing up space on Mary Whalen for more programs, giving us bigger, better offices
12. [ADA accessible](#) the way the Mary Whalen is not.

Cruise passengers benefit from 1, 2, 3, 5, 7, 8, 12. Locals benefit from all. PortSide gets revenue from 3, 4, 9, 10.



From FB page of Captain Tom Teague

Allow PortSide to have more boat action on the pier. This will relate to indoor programs.

Since our first business plan of 2005, PortSide has planned to support the workboat sector, especially tugs with B-to-B services, especially tugboat dock n shop, crew change spot, potable water and dumpster access.

1. This supports working waterfront operations
2. Makes a living museum of the working waterfront
3. Supports our pipeline to marine careers by showing people the tugs, their crew, #tuglife
4. Provides PortSide revenue by getting a % of grocery bill from Food Bazaar. We had such a deal worked out with Fairway.

The EDC adopted this idea and proposed it in your 2008 Maritime Support Services Study calling for such a hub in each of the 5 boroughs, the first to be at SUNY Maritime. SUNY is now interested in partnering with PortSide on maritime training.

Let's make this happen finally!





Pipeline to marine careers and youth development asset, a youth boat building shop

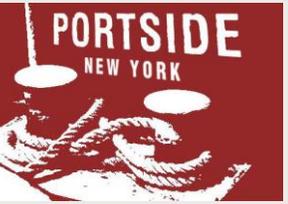


PortSide has planned such a program since 2005 and not had building space to launch it.

During that time, Rocking the Boat in the Bronx has grown to be a national leader in this kind of program, and they are willing to help us get this going.

Photos from Rocking the Boat, used with their permission.

www.rockingtheboat.org



From PortSide's 2018 business plan:

“PortSide is uniquely qualified to help the EDC continue animating Atlantic Basin.

Our gifts for turning the real world of maritime into an educational opportunity and attraction can highlight your work in Atlantic Basin.”

Plus, we have a great ambassador, ship cat Chiclet. Her last IG reel has over 2MM views.

