

CATOOSA â€” Reflecting a recently expanded footprint, the Tulsa Port of Catoosa on Thursday announced a new brand and logo. The inland shipping facility and industrial park will now be known as â€œTulsa Ports,â€• a nod to the second-largest city in Oklahoma and last yearâ€™s addition of a \$12.1 million rail infrastructure project that is underway in Inola. Questions about the portâ€™s identity â€” particularly the whereabouts of Catoosa â€” had arisen over the years when officials would travel to shipping trade shows such as Breakbulk, Port Director David Yarbrough said. â€œWe realized we had a problem with people understanding that we were an inland port located in Tulsa,â€• Yarbrough said Thursday at a meeting of the Tulsa-Rogers County Port Authority board of directors. â€œSo, consciously, weâ€™ve shifted over the years to making sure we said `Tulsa Port of Catoosa,â€™ and even informally, `Tulsa Portâ€™ to associate ourselves to the geography of where we are. â€œMost people in the industry know at least where Tulsa is. So when we acquired Inola, now we had a new quandary of how do we market our two sites. We have one thatâ€™s fully developed that offers all these amenities, and then we have one for the first time in our history â€” well, in a long time â€” gives us the ability to market large sites of land for economic development.â€• The Tulsa Port of Catoosa and the McClellan-Kerr Arkansas Navigation System (MKARNS) opened in 1971. Last year, the port acquired 2,000 acres in Inola as part a land transfer from Public Service Company of Oklahoma (PSO). The port employs more than 3,000 people and moves an average of 2 million tons of shipments annually through its waterway. The new marketing is the work of Tulsa-based Resolute PR and graphic designer Julia Wood. â€œI think Resolute has come up with a really unique logo ... To me, it really hit a home run,â€• said Dewey Bartlett, a member of the Port Authority Board. â€œYou guys did well.â€• The logo, whose subtext reads barge, rail and industrial park and mentions Catoosa and Inola, has several versions to allow for flexibility in applications. It features a blue wave

and white "T," which mimics a bridge going over water. At the bottom is a white line to represent a rail, road or dock edge, and at the top is an area of green, which signifies land, said Andrew Ralston, who leads the port's economic development. "Honestly, most of our income comes from land," Ralston said of the port, which generates an estimated \$300 million annual economic impact for the state. "The way we market ourselves is very important as it relates to economic development, industrial development. It's really why we exist at the end of the waterway " to build jobs and investment."

Featured video Rhett Morgan 918-581-8395 rhett.morgan@tulsaworld.com

@RhettMorganTW Subscribe to Daily Headlines Sign up! * I understand and agree that registration on or use of this site constitutes agreement to its user agreement and privacy policy. The business news you need Get the latest local business news delivered FREE to your inbox weekly. Sign up! * I understand and agree that registration on or use of this site constitutes agreement to its user agreement and privacy policy.