



**FOR IMMEDIATE RELEASE**

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**Frog Ferry Announces Community-Owned Campaign  
to “Own a Boat”**

*The time is now for a ferry service in Portland!*

PORTLAND, OR - On **Wednesday, April 8<sup>th</sup>**, at **10am** at **Dough Zone**, 1910 S. River Dr., in Portland, **Frog Ferry** will announce an opportunity for Portlanders to purchase shares and “own a boat,” putting Frog Ferry, an electric passenger ferry operation, on the water.

**Frog Ferry** will announce a first-in-the-nation, community-owned electric passenger ferry service that activates the Portland region, connects Portland’s waterfront neighborhoods, reduces congestion and emissions, strengthens emergency response, and cultivates civic pride.

Frog Ferry will offer community ownership shares—*built on participation, pride, and impact rather than profit*. This initiative will provide a clean, quiet, and iconic water transit system delivering measurable climate and quality-of-life benefits while creating a civic legacy project that all Portlanders can own.

The public will be invited to invest directly in Frog Ferry, a 501© (3) as an owned and operated community asset. Investors (donors) will be issued Community Ownership Shares to provide catalytic capital funding, structured as charitable, fully tax-deductible contribution.

**Speakers at the Press Conference include:**

- Mark Murphy, Former CEO of Green Bay Packers
- Oregon State Senator Bruce Starr
- Oregon State Representative Daniel Nguyen

- Shawnie Thomas, PSU Student: Architecture School
- Alicia Chapman, Frog Ferry Board President
- Susan Bladholm, Frog Ferry Founder & President
- Coyote Marie Hunter-Ripper will open and close with a Water Blessing (see photo below)

The business model is inspired by Green Bay Packers, a publicly owned nonprofit corporation since 1923. Approximately 5,205,000 shares owned by 540,000 stockholders provide a sense of pride in the NFL team. The impact stimulates activation of the downtown core of Green Bay, WI through a mixed-use year-round development called “Titledown,” providing amenities for visitors and residents, as well as the revered Lambeau Field.

Portland’s own “Buy a Brick” campaign for Pioneer Courthouse Square is another Community Ownership case study, where Portlanders were given the opportunity to make a permanent investment in their city’s livability. Instead of “Buy a Brick,” Portlanders will be able to “Buy a Boat – with 7,600 (or however many it takes) ...fellow Portlanders.”

Frog Ferry is shovel ready, with an estimated value of \$40M already delivered in research, planning, and community outreach. \$22M is needed to put a vessel on the water and into operation. Seventy-five percent of this funding is for one-time infrastructure costs to design/build a vessel, upgrade two existing docks, build a shoreside charging infrastructure and home port, and create a team for marketing, ticketing, technical consulting, and administrative costs. Less than \$400,000 in public dollars have been invested in Frog Ferry to date, with most of the services and funding coming from private, nonprofit, and philanthropic supporters.

The campaign target goal is to raise \$2,000,000 to build momentum for public (local, state, and federal), corporate sponsorships, grants, and philanthropic funding. The proposed ticket price to ride the ferry is \$3.50, making this an affordable form of transportation for residents and visitors of Portland. A single share price is \$300, and up to 3,000 shares may be purchased by an individual. Upon reaching the \$2M goal, owner certificates will be mailed to the civic catalytic investors. This campaign is not an equity investment, but a donation to a civic cause.

For individuals wishing to provide a profound civic investment, contributions of \$15,000 will “name a seat” on behalf of the donor with a permanent name plate on a passenger seat (as one can find at the Arlene Schnitzer Concert Hall), a contribution of \$300,000 will name the Captain’s Chair, and the opportunity to name the vessel can be secured for \$900,000.

Frog Ferry was granted permission by the City of Portland in July 2025, to use the existing RiverPlace Marina Public Dock, located within walking distance from downtown, and the Cathedral Park dock in North Portland near St. Johns. Permission from the City

of Portland was a key milestone to put the project on track to be shovel ready. The City of Portland's commitment enables Frog Ferry to expedite the implementation of a cost-effective ferry service. Using existing dock infrastructure cuts years of engineering and construction and saves the project tens of millions of dollars. The full proposed route encompasses nine stops spanning Vancouver, WA to Oregon City, OR.

Frog Ferry Founder and President Susan Bladholm said, *"We love Portland, but Portland is stuck in a cycle of building roads which leads to escalating road maintenance and worsening air quality. Ferries are low cost, in demand mode to help reduce roadway wear and tear, get cars off roads, incentivize people to be downtown, and to remind us how central the river is to Portland's culture. This grassroots effort is focused on helping to build a better future for our fair city."*

Supporting documents can be found at [frogferry.com](http://frogferry.com). Dock photos are available upon request.

**About Friends of Frog Ferry**

Friends of Frog Ferry 501(c)(3) was founded in 2017, to start a passenger ferry initiative to activate the Columbia and Willamette rivers as an alternate transit option. Green "foot" ferries are a proven best practice for river cities around the world to reduce greenhouse gas emissions, strengthen community resilience and build livability.

The Operational Feasibility Study, letters of support, a Pilot Project overview, Climate Impact, Best Practice Case Study Report and Demand Modeling Report may be found at [www.frogferry.com](http://www.frogferry.com).



Coyote Marie Hunter-Ripper

**Additional resources:**

**QR Code for purchasing shares:**



## **Visual Concept**



RiverPlaceVisionCon  
cept.pdf

## **PSU School of Architecture Frog Ferry Flipbook:**

<https://heyzine.com/flip-book/1a75b569e8.html>

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