

Work Plan - revised February 2017

			Comments
1	Develop and Implement Marketing Plan for the Port		
	1.1	Build marketing partnerships with local and regional partners	City of The Dalles; Airport; County; Gorge Ports; Wasco EDC; Main Street; COT; Regional Solutions
	1.2	Invite area economic development partners to The Dalles	In 2016 the Port hosted the Infrastructure Finance Authority, ORDEQ, and OR Economic Development Association, State legislators and several Portland area realtors and developers.
	1.3	Continue to update all marketing material	Website; marketing material; inquiry response material; informational cut sheets and property information, note cards
	1.4	Develop a presentation; schedule service club talks to keep community informed about Port	Develop Annual presentation schedule: Lions, ORDEQ, Regional Solutions, Infrastructure Finance Authority, Kiwanis, Rotary, City of The Dalles, Wasco County, School Board,....
2	Business Expansion, Retention and Recruitment		
	2.1	Assist with business expansion, retention	Partner with Main Street, City of The Dalles, Wasco EDC, Small Business Development Center; Workforce
	2.2	Respond to State Leads	Respond in a timely manner when appropriate
	2.3	Develop plan for Klindt Drive lots	We have received a grant from OR State parks to help cover the cost of the green space/art area development on the lots near Klindt Cove.
	2.4	Evaluate business opportunities	Food lab and incubator facility; Value added ag; existing business expansion; Main Street Business Retention/Expansion
3	Acquire employment property that supports the creation, retention, expansion and recruitment of businesses and jobs that will enhance the economy of the Port		
	3.1	Identify potential private sector partners	Identify building and land owners that the Port could partner with; identify financial partners
	3.2	Look at purchasing/investing in existing buildings	Evaluate on a case-by-case basis; Port's investment should be recouped over time
	3.3	Explore opportunities in Dufur	Dufur is developing a strategic plan for infrastructure - evaluate ways the Port could have them meet their needs; Azure Standard; downtown businesses

			Comments
		- schedule a Port meeting in Dufur to discuss ways the Port can help	
	3.4	Support UGB expansion	The City and County are evaluating their options; the Staff for the Gorge Commission is also looking into this. It will need to be a collaborative process and the Port will support this as we can; Partner with Wasco County
4	Downtown Involvement		
	4.1	Look for partnership/support opportunities	The Port meets frequently with the City to get updates on downtown projects. Staff is also involved with the Main Street and will be assisting the BRE interviews.
		- Involvement will be opportunity driven	
5	Port Admin		
	5.1	Update employee handbook	
	5.2	Update job descriptions	
6	Marina		
	6.3	Evaluate dredging	