

10/3/22		
1	Develop and Implement Marketing Plan for the Port	Notes/Comments
	1.1 Develop marketing partnerships	Airport
★★	1.2 Invite area economic development partners to The Dalles	On-going: include State and Federal legislators
★★	1.3 Continue to update all marketing material	On-going: website; inquiry response material; informational cut sheets and property information, newsletter, Outreach team book
★	1.4 Develop a presentation; schedule service club talks to keep community informed about Port	On-going: Lions, ORDEQ, Regional Solutions, Infrastructure Finance Authority, Kiwanis, Rotary, City of The Dalles, Wasco County, School Board,....
★	1.5 Community Special Districts Day	
★	1.6 Host regional Ports meeting annually	Arlington, Rufus, Klickitat, Hood River, Cascade Locks, Skamania
★★	1.7 Host Wasco County Special Districts brown bag lunch qrtly	Invite district managers. Set aside 1 hour to discuss operations, best practices, collaboration, etc.
2	Business Expansion, Retention and Recruitment	Notes/Comments
★★★★	2.1 Contact all Port area businesses	Call/meet with all businesses to check on business health, work force, anything else. Include Port Commissioners as their schedule permits.
★★★★	2.2 Assist with business expansion, retention	On-going: Partner with Main Street, City of The Dalles, Wasco EDC, Small Business Development Center; WorkSourceOR; Rural ag support
★	2.3 Respond to State Leads	On-going: Respond in a timely manner when appropriate
★	2.4 Evaluate emerging business opportunities for our region	On-going: look at trends and see if there are opportunities
★★★	2.5 CORI partnership with Wasco EDC	Wasco EDC and the Port of The Dalles are partnering with Google and Rural Innovation to work on community wide economic development planning, specifically in the technology sector. www.ruralinnovation.us
3	Acquire employment property that supports the creation, retention, expansion and recruitment of businesses and jobs that will enhance the economy of the Port	Notes/Comments
★★	3.1 Identify potential private sector partners	On-going: Identify building and land owners that the Port could partner with; identify financial partners
★★★★	3.2 Look at purchasing/investing in real estate	Evaluate on a case-by-case basis; Port's investment should be recouped over time. Deal of the month
★★★	3.3 Explore opportunities in Dufur	Dufur has updated their strategic plan and is working on a waste water facilities update plan; Map industrial land and evaluate opportunities
★★★	3.4 Support UGB expansion through CRGC Management Plan Update process	At this point, completed due to the adoption of the current management plan. May transition to another phase.
★★★	3.5 Work with Randy Munsen to move batch plant up to rock pit.	Federal issues-invite Federal legislators/staff for a walking tour to see the problem/solution
★	3.6 County zoning maps with industrial land identified	
★★★★	3.7 Brownfields partnership with City and Wasco EDC	
4	Downtown Involvement	Notes/Comments
★★	4.1 Look for partnership/support opportunities	With City or MCEDD
★★	4.2 Evaluate Electric Vehicle charging options downtown	
5	Port Admin	Notes/Comments
★★	5.1 Update Policies per SDAO recommendations	On-going
★★	5.2 Community Outreach Team Support	Transition from Port to County and MCEDD
★★★	5.3 Update Port Strategic Plan	Apply for PPM funds to cover a portion of the cost.
★★	5.4 Update Employee Handbook to keep current with legislation	Divide up handbook updates to accomplish over multiple years
★★★	5.5 Port emergency preparedness plan	Develop an emergency preparedness plan for Port operations and emergency response.
★★★★	5.6 Complete office building rehab projects	Repaint office - inside.
★★★	5.7 Look for opportunities to leverage Port assets with State and Federal grants	
6	Marina	
★★★★	6.1 Fire recovery	
	6.2 Work with OSMB on funding to update launch ramp	