

Fort Worden PDA Workplan

| Horizon | Strategic / Planning Activities | Operational Activities |
|------------------------------|--|--|
| 30 days— beginning Aug. 1 | <ul style="list-style-type: none"> - Publish RFP for Building 245 (DR/GH) - Proceed in selling Historic Tax Credits (DR) - Peninsula College negotiations (DR/Legal Counsel) - Assess Food Service Options (Mgt Team/Board) - Assess Housekeeping Options (Mgt Team/BJ & CF) - Build Discover Pass Marketing plan (Sales Team) | <ul style="list-style-type: none"> - Complete reconfiguration of Atrio – (Customer Service Leads) - Staff Atrio/Customer Service Training (JH/DR) - Define and publish Financial Reporting package (JD/Jeff J) - Discover Pass reporting integrated with State Parks data (JD) - Move all front desk operations into the Commons (Mgt Team) - Finalize Customer Service procedures and protocols (JH/DR) |
| 60 days | <ul style="list-style-type: none"> - Make decision on housekeeping options (Mgt Team/BJ&CF) - Shoulder Season marketing / rate proposal (Sales Team) - Shoulder Season staffing plan (Mgt Team) - Publish RFP for Food Service (JD/DR) - Publish RFP for Housekeeping-if needed (JD/DR) | <ul style="list-style-type: none"> - Implement Discover Pass Marketing plan (Sales Team) - Finalize Admin/Procurement policies and procedures (DR/CJ) - Finalize Friends MOU (DR) - Define and publish Sales reporting package (Sales Team/ CF) |
| 90 days | <ul style="list-style-type: none"> - Determine approach/process for Partner leases (DR/Board) - Staff and Board Training/Development (DR/Ex. Committee) - Board member selection process (Ex. Committee) | <ul style="list-style-type: none"> - Finalize Peninsula College lease (DR) - Announce new food service strategy (JD/DR) - Implement shoulder season marketing and rates (Sales Team) - Fall advertising campaign (Marketing Team) - Implement should season staffing plan (Mgt Team) |
| 4 – 6 months | <ul style="list-style-type: none"> - Begin lease negotiations (DR/NT) - Master Plan for campus and partners (DR/Board/Partners) - Campus Culture Change effort (NT) - Business Development Committee scope of work (NT/DR) | <ul style="list-style-type: none"> - Staff annual evaluations |