

## DRAFT #3

# IV. Core Purpose, Values, Mission & Vision

## Our Purpose

To promote a vibrant and healthy Jefferson County community.

## Our Values

**Community Access:** We, the Port of Port Townsend, exist to serve our community. We have an obligation to provide open and accessible port facilities for both residents and visitors alike.

**Sustainable Economic Development:** We take our mission of providing economic growth seriously. We are committed to promoting sustainable growth based on a “triple bottom line” approach that factors economic, environmental and social consequences into our decision-making, and which enhances the long term well being of the community.

**Community Partnerships:** We are committed to playing a leadership role in promoting community partnerships for sustainable economic growth. We believe by creating strong partnerships with other governments, stakeholder groups and businesses we can provide more efficient and effective services to the people we serve.

**Responsiveness to Community Needs:** We listen to our citizens and customers and are responsive and creative in meeting their needs. We believe that being receptive and prompt in responding to public input demonstrates that we care, and that we intend to work together to make a difference.

**Fiscal Accountability:** We challenge ourselves to find new and better ways of being fiscally responsible. We are committed to a budgeting process that is solid and transparent, where operational budgets are balanced and financing of capital infrastructure is examined from both short and long-term perspectives.

**Community Stewardship:** We recognize that we are caretakers of very special public properties. We are dedicated to safeguarding our historic character, community assets, and environmental resources for current and future generations.

## **OUR MISSION**

The Mission of the Port of Port Townsend is to serve the citizens of Jefferson County by responsibly maintaining and developing property and facilities to encourage sustainable economic growth, to provide access to Port properties and services, and to protect and maintain our maritime and environmental heritage.

## **OUR VISION**

### **Introduction**

This Vision Statement, along with the Core Values and Mission Statement above, sets forth the framework for the Port's Strategic Plan. The Vision Statement is intentionally in the present tense, as though we are speaking of the Port of Port Townsend and our community today. While the Vision seeks to preserve and maintain many community characteristics of today, it should be read as describing the Port and community we wish to be 10 to 20 years from now.

### **Our Aspiration for the Future**

Jefferson County remains a magnificent place to live, work and play. It's a community that has long been shaped by its connection to the waters of Puget Sound and Hood Canal. The Port of Port Townsend has maintained these connections and has successfully promoted sustainable economic development and the use of Port properties and facilities in a manner that respects our natural and cultural heritage, and the needs and desires of our community.

Over the years, businesses, customers, and community nonprofit organizations have joined forces with the Port to create an impressive array of public and private facilities on Port lands. These Port facilities provide year-round recreational activities at three public marinas, protect and promote public access to the shoreline, and maintain our natural environment. Working together, the Port has helped make Jefferson County a place where boaters, pilots, and businesses not only wish to locate . . . but also a place where visitors come to experience an authentic working waterfront, enjoy a good meal, and experience the natural and built amenities Port facilities have to offer.

The Port and local governments successfully partner with business and industry to support and enhance the County's diverse economic base. The fruit of the Port's efforts can be seen in the two marinas that continue to anchor Port Townsend's historic downtown core, a new nucleus of "green" industries located adjacent to the Jefferson County International Airport, and expanded visitor-serving and natural resource based businesses in south Jefferson County. In all,

the Port has succeeded in helping to create a balanced and prosperous local economy, and a healthy social environment.

The Port has listened and been responsive to the community's desire to maintain affordable and accessible Port facilities for both residents and visitors. Marine trades continue to enjoy strong public support as a vital sector of the local economy. The Port has collaborated effectively with nonprofit organizations to offer a wide range of educational opportunities that take full advantage of our maritime heritage - ranging from specialized vocational training programs to personal-enrichment activities available to people of all ages. Importantly, the Port has enjoyed great success in marketing the special character and outstanding reputation of Port Townsend's historic seaport – and has secured and expanded its position as a regional capitol of contemporary and traditional maritime culture.

The Port of Port Townsend has become a national leader in environmental stewardship, successfully building partnerships with private business, public agencies, and nonprofit groups to apply a “triple bottom line” approach in all its activities - where economic, environmental and social consequences are factored into decision-making. By honoring these principles of sustainability, the Port has been able to make possible economic development that is supported by a wide cross-section of Jefferson County residents.