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MEMORANDUM

To: Community Advisory Committee (CAC)
From: Port Planning Team
Date: November 14, 2008
Re: Core Values, Mission and Vision Statement

The Port of Port Townsend Planning Team developed the following Core Values and Vision Statement to be reviewed and considered by the CAC at its next meeting. The Core Values have been revised and expanded based on the discussion of the CAC during its October meeting. Gary Rossow has also revised his draft Mission Statement for your consideration. The Port Team crafted an alternative Mission Statement that they believe integrates the Core Values and the Draft Vision Statement. The Vision Statement is intended to help chart a future direction for the Port. All three elements—the Values, Mission, and Vision should be interrelated and build upon each other. These three elements are anticipated to be an important part of the Strategic Plan. The goal of this effort is to develop a community-supported roadmap describing where the Port should be in the 5 to 10 years and to provide a benchmark for measuring the Port's future efforts.

Please review the following draft document and bring your thoughts and mark ups to the CAC meeting on Wednesday, November 19. The meeting will begin at 6:30 in the Port Commission Room.

The Table on the following page outlines the differences between the component parts of the Strategic Plan.

ELEMENT	DEFINITION	PRIMARY APPLICABILITY
Values	The principles we hold each other to	Entire Organization
Vision	Where the Port wants to be in the future	Entire Organization
Mission	Why the Port exists	Entire Organization
Strategic Goal	Port-wise effort that helps achieve our vision	Entire Organization
Objective	What the Port needs to accomplish to achieve its goals	Departments
Action Items	The specific tasks that support the achievement of the objectives, and ultimately the goal	Departments or Project Teams

CORE PURPOSE & VALUES

Core Purpose: *To Assure a Vibrant and Healthy Community*

Core Values:

Service to Our Citizens

The Port of Port Townsend exists to serve our community. We have an obligation to provide open and accessible port facilities for both residents and visitors.

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 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 work together to provide efficient and effective services to the people we serve.

Responsive to Community Needs

We listen to our citizens and customers and are responsive and creative in meeting their needs. We believe that a Port that is receptive and prompt in responding to public input demonstrates that we care and that we intend to work together to make a difference.

Fiscally Accountable

We challenge ourselves to find new and better ways of being fiscally responsible. We commit 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.

ALTERNATIVE MISSION STATEMENTS

Alternative #1 – Current Port Mission Statement:

The Mission of the Port of Port Townsend, a county wide municipal corporation, is to responsibly develop property and facilities that encourage job creation, private investment, local economic stability and diversity, and to better the quality of life for the citizens throughout Jefferson County.

Alternative #2 - Gary Rossow (revised draft of November 4, 2008)

The Mission of the Port of Port Townsend is to serve the Citizens of Jefferson County and its communities by responsibly investing, developing and maintaining property and facilities to promote appropriate local economic growth, and associated job creation, while providing affordable ~~recreational opportunities~~ access, thereby enhancing the quality of life and the environment.

Alternative #3 (proposed by Port Team)

The Mission of the Port of Port Townsend is to serve the citizens of Jefferson County by responsibly developing and maintaining property and facilities to encourage sustainable economic growth, while providing residents and visitors open and accessible port facilities that build upon the historic character and environmental resources of our community.

DRAFT VISION STATEMENT FOR THE PORT OF PORT TOWNSEND

Jefferson County is a magnificent place to live, work and play. It's a community that has been shaped by its connection to the waters of Puget Sound and Hood Canal. The Port of Port Townsend is focused on maintaining these connections and providing for sustainable economic development and the use of Port properties and facilities in a manner that respects our natural and cultural resources, and the needs and desires of County residents.

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, foster public access to the shoreline, and protect 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 a working waterfront, enjoy a good meal, and experience the natural and built amenities the Port has to offer.

The Port and local governments work in partnership 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 two marinas that anchor Port Townsend's historic downtown core, new development opportunities at the Jefferson County International Airport, and the retention of small business that are dependent on the natural resources in south Jefferson County. The Port understands that a balanced and prosperous economy fuels a healthy social environment.

At the Port of Port Townsend, the community places a premium on affordable and accessible port facilities for both residents and visitors alike. Marine trades enjoy strong public support as a vital sector of the local economy. Nonprofit organizations partner with the Port to offer extended educational opportunities - ranging from specialized vocational training to personal-enrichment activities - available to people of all ages. And the Port contributes to the special character and reputation of Port Townsend's historic seaport as a regional center of contemporary and traditional maritime excellence.

The Port of Port Townsend is a leader in environmental stewardship, successfully building partnerships with private business, public agencies, and nonprofit groups to nurture a "triple bottom line" - where the principles of sustainability are honored - to promote economic development that is supported by citizens throughout Jefferson County.