

# Fort Worden PDA August Workplan

Horizon	Strategic / Planning Activities	Operational Activities
30 days beginning Aug. 1	<ul style="list-style-type: none"> <li>- Publish RFP for Building 245 (delayed)</li> <li>- Proceed in selling Historic Tax Credits (in process)</li> <li>- Peninsula College negotiations (in process w/Legal Counsel)</li> <li>- Assess Food Service Options (in process)</li> <li>- Assess Housekeeping Options (in process)</li> <li>- Build Discover Pass Marketing plan</li> <li>- )</li> </ul>	<ul style="list-style-type: none"> <li>- Complete reconfiguration of Atrio (COMPLETED)</li> <li>- Staff Atrio/Customer Service Training (COMPLETED/Ongoing)</li> <li>- Define and publish Financial Reporting package (Ongoing)</li> <li>- Discover Pass reporting integrated with State Parks data (Ongoing)</li> <li>- Move all front desk operations into the Commons (COMPLETED)</li> <li>- Finalize Customer Service procedures and protocols (COMPLETED)</li> </ul>
30 days (Sept. 30)	<ul style="list-style-type: none"> <li>- Make decision on housekeeping options (Mgt Team/BJ&amp;CF)</li> <li>- Shoulder Season marketing / rate proposal (Sales Team)</li> <li>- Shoulder Season staffing plan (Mgt Team)</li> <li>- Publish RFP for Housekeeping-if needed (JD/DR)</li> <li>- <del>Publish RFP for Undertake</del> Food Services (new FS team)</li> <li>- <u>Develop Food Service budget/pro forma</u> (FS Team)</li> <li>- <u>Create catering policies &amp; procedures</u> (FS Team)</li> <li>- <u>Monitor wi-fi installation</u></li> </ul>	<ul style="list-style-type: none"> <li>- Implement Discover Pass Marketing plan (Sales Team)</li> <li>- Finalize Admin/Procurement policies and procedures (DR/CJ)</li> <li>- Finalize Friends MOU (DR)</li> <li>- Define and publish Sales reporting package (Sales Team/ CF)</li> </ul>
90 days	<ul style="list-style-type: none"> <li>- Determine approach/process for Partner leases (DR/Board)</li> <li>- Staff and Board Training/Development (DR/Ex. Committee)</li> <li>- Board member selection process (Ex. Committee)</li> <li>- <u>Develop 2015 Operational Budget</u></li> <li>- <u>Create Pattern Book for Officers Row</u></li> <li>- <u>Develop FF&amp;E upgrades/ plan for selected accommodations</u></li> </ul>	<ul style="list-style-type: none"> <li>- Finalize Peninsula College lease (DR)</li> <li>- <del>Announce new</del> <u>Finalize</u> food service strategy (JD/DR)</li> <li>- Implement shoulder season marketing and rates (Sales Team)</li> <li>- Implement Fall advertising campaign (Marketing Team)</li> <li>- Implement shoulder season staffing plan (Mgt Team)</li> <li>- <u>Implement changes to site specific camping reservations</u> (JH)</li> </ul>
4 – 6 months	<ul style="list-style-type: none"> <li>- Begin lease negotiations (DR/NT)</li> <li>- Master Plan for campus and partners (DR/Board/Partners)</li> <li>- Campus Culture Change effort (NT)</li> <li>- Business Development Committee scope of work (NT/DR)</li> </ul>	<ul style="list-style-type: none"> <li>- Staff annual evaluations</li> </ul>