

Fort Worden PDA

August Workplan

Horizon	Strategic / Planning Activities	Operational Activities
30 days beginning Aug. 1	<ul style="list-style-type: none"> - Publish RFP for Building 245 (delayed) - Proceed in selling Historic Tax Credits (in process) - Peninsula College negotiations (in process w/Legal Counsel) - Assess Food Service Options (in process) - Assess Housekeeping Options (in process) - Build Discover Pass Marketing plan -) 	<ul style="list-style-type: none"> - Complete reconfiguration of Atrio (COMPLETED) - Staff Atrio/Customer Service Training (COMPLETED/Ongoing) - Define and publish Financial Reporting package (Ongoing) - Discover Pass reporting integrated with State Parks data (Ongoing) - Move all front desk operations into the Commons (COMPLETED) - Finalize Customer Service procedures and protocols (COMPLETED)
30 days (Sept. 30)	<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 Housekeeping-if needed (JD/DR) - Publish RFP for Undertake Food Services (new FS team) - <u>Develop Food Service budget/pro forma</u> (FS Team) - <u>Create catering policies & procedures</u> (FS Team) - <u>Monitor wi-fi installation</u> 	<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) - <u>Develop 2015 Operational Budget</u> - <u>Create Pattern Book for Officers Row</u> - <u>Develop FF&E upgrades/ plan for selected accommodations</u> 	<ul style="list-style-type: none"> - Finalize Peninsula College lease (DR) - Announce new <u>Finalize</u> food service strategy (JD/DR) - Implement shoulder season marketing and rates (Sales Team) - Implement Fall advertising campaign (Marketing Team) - Implement shoulder season staffing plan (Mgt Team) - <u>Implement changes to site specific camping reservations</u> (JH)
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