

Brainstorm Topics for Presentation at the Commissioner's Meeting May 2012

Introduction

At the Commission Meeting on March 29th 2012, Commission Chair Joe Taller tasked Allison Alderman to work with the Fort Worden Staff, the Partners and the PDA to come up with a list of suggestions for low cost changes that could improve Fort Worden and help establish the Life Long Learning Center in the short term, prior to the transition of operational management to the PDA.

The Fort Worden Partners have developed this list of topics as part of a brainstorming exercise. We encourage staff at the Park, Partners and other stakeholders to contribute to the conversation by adding suggestions.

Brainstorming - the rules:

1. A brainstorming session is designed to generate ideas. All ideas are just that ideas - there is no good or bad. This is not the place to rant or disagree with an idea.
2. We'll close out collecting ideas on Friday April 27, 2012.
3. Anyone can add suggestions to the document. If you want to take credit for an idea please add you name to the suggestion.
4. If you want to ask clarifying question please select the suggestion and use the Insert Comment command to ask a question. This starts a comment thread and you'll be able to track the comments.
5. In the week starting April 30th we'll start assessing the ideas based on cost, complexity, urgency and impact. Allison Alderman and I (Tim Lawson) will work out a process for this and will communicate it to staff, partners and stakeholders.
6. If you have problems entering a suggestion please email you idea to me: tim@ptwoodschoool.com

Accommodation Rates / Rental Issues

- Shoulder season rates and peak rates
- Group rates
 - Smaller group minima (8 or less)
 - Conference rates
- Weekly rates
- Flexible or no food service requirements on low end housing
- Boost availability of low cost accommodation
- Allow flexible linen service options
- Flexibility on housekeeping services
- Longer term housing plans - 6 weeks plus
- Intern housing
- Work in lieu housing
- Hotel style accommodation

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- Single Room dorm rates
- Lease during the shoulder season / conventional rental during the summer
- Access to all housing (SUDS) or priority booking
- Young family accommodation and services, playground for young children
- School group services - enable promotion of camps, support for chaperones
- 24hr housekeeping and front desk services
- Hourly rental for program space
- Last minute discounted rentals for partners

Accommodation Quality

- Gathering places within dorm accommodation
- European style accommodation - shared but high quality bathrooms
- Hostel style accommodation
- More comfortable - with "*je ne sais quoi*" (aka style)
- No stained mattresses
- More ADA accommodation
- Historic interiors for all of O Row and start on NCO Row
- Internet access in all accommodations (Fort should sponsor public access points like they do at Cama Beach State Park.)
 - We need to list our priority buildings for internet access. I suggest the Fort use their assessment and prioritize buildings with the least amount of investment For example, buildings that already have fiberoptic cable in place.
 - Dorm 225 is a priority for Goddard, others?
- Washing machines in high end accommodation (week long rentals) and dryers

Amenities / Catering

- Cable House as a pub / beer garden
 - Hearth
 - On site child care
 - Playground
 - Standard meal times - to meet capacity at the Commons
 - Box lunches / bag lunches
- Provision for buskers, street musicians to perform at pub

Services and shared infrastructure

- Defined shuttle service to and from Sea-Tac
- Internet access
- Improved accommodation booking and registration system (Patrons book directly with Parks and not through host organization)
- Shared master calendar for planning purposes
- Shared staff
 - AV and production staff
 - Stage setup

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- Expanded volunteer program includes maintenance, groundskeeping and stewardship
- Volunteer staffed restoration projects
- Ability to embed training programs in Fort restoration and construction programs, and historical/archeological research training programs
- Shared store front? Or further utilization of visitors center store
- Shared back services for education organizations (eg. shared ADA accessibility staff, shared academic counselors)
- Shared administrative offices building? With kitchen area, mail room, photocopiers etc.

Marketing

- Branding
- Logo
- Signage
- Events for all partners
- Clean up the 4 way sign
- Advertising
- Bureau downtown
- Website
- Social media
- Public relations
- Tours
- Speaker bureau
- Maps
- Apps
- Catalogs - quarterly
- Marketing at Events
- Sponsorships
- Packaging
- Cross marketing
- Promotions

Discover Pass

- Fort Worden - campus wide policy which can be applied to other concessionaires
 - Leaseholder staff and volunteers
 - Customers and students
 - Events

Comment:

Fundraising

- Collaborative strategic fundraising
- Operational fundraising
- Grant coordination and grant writing services
- Fundraising events

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Financial / Legal

- Finalize leases of Partners with terms and conditions that allows financial investment or ability to get loans
- Bring rental rates in line with comparable rates in the city.
- Historic Tax Credits for Partner investment in restoration projects
- Any changes to the park should have no adverse impact on state employees.

Program Space

- Accelerated surplus removal - (empty out 304, 306, 308, 324 and 365) sold off to benefit Fort Worden Conservancy. Retaining valuable materials at CAM. Good stuff is salvaged and reused.
- Maintain historic designs of buildings inside and outside, including building 202.
- Emptied spaces is restored by a PPSW Preservation training scheme.
- Additional program space needed (identified Partners)
- Flexible vs dedicated space
- flexible room set ups; not just table and chairs but furniture to create community spaces
- Administrative office spaces for programmers, common staff areas with kitchen
- Improved spaces
 - Acoustic improvement
 - Seating
 - Heating
 - Light
 - Energy efficient
 - Universal access
 - Campus wide wifi access

Idea:

October – April Pavilion as indoor tennis and climbing gym.

Issue:

Resource conservation (energy, fuel oil, water, electric, waste) are all enormous operational costs. Fort Worden Partners and stakeholders represent a small percent of these resource consumers. Fort Worden visitors consume the largest %. How do we unite on educating / enforcing resource conservation? (And by succeeding, not only lowering bottom line operational costs of Fort Worden, but also add a brand able Life Long Learning Center model which others would come to learn about)

Idea: Flexible Program Space Pricing

Wheeler Theater is probably the most egregious example. It's "dark" a huge percentage of the year -- I'm going to guess at least 80%. But even if I'm wrong and it's 60%, that means that it's unused for approximately 200 days/evenings a year. A pricing mechanism allowing discounts to users who would reduce this gap to a more reasonable level is a win-win-win -- overall revenues will increase,

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new users will participate, present users will expand usage, and there will be more "life" on the campus with spillover benefits for any number of partners.