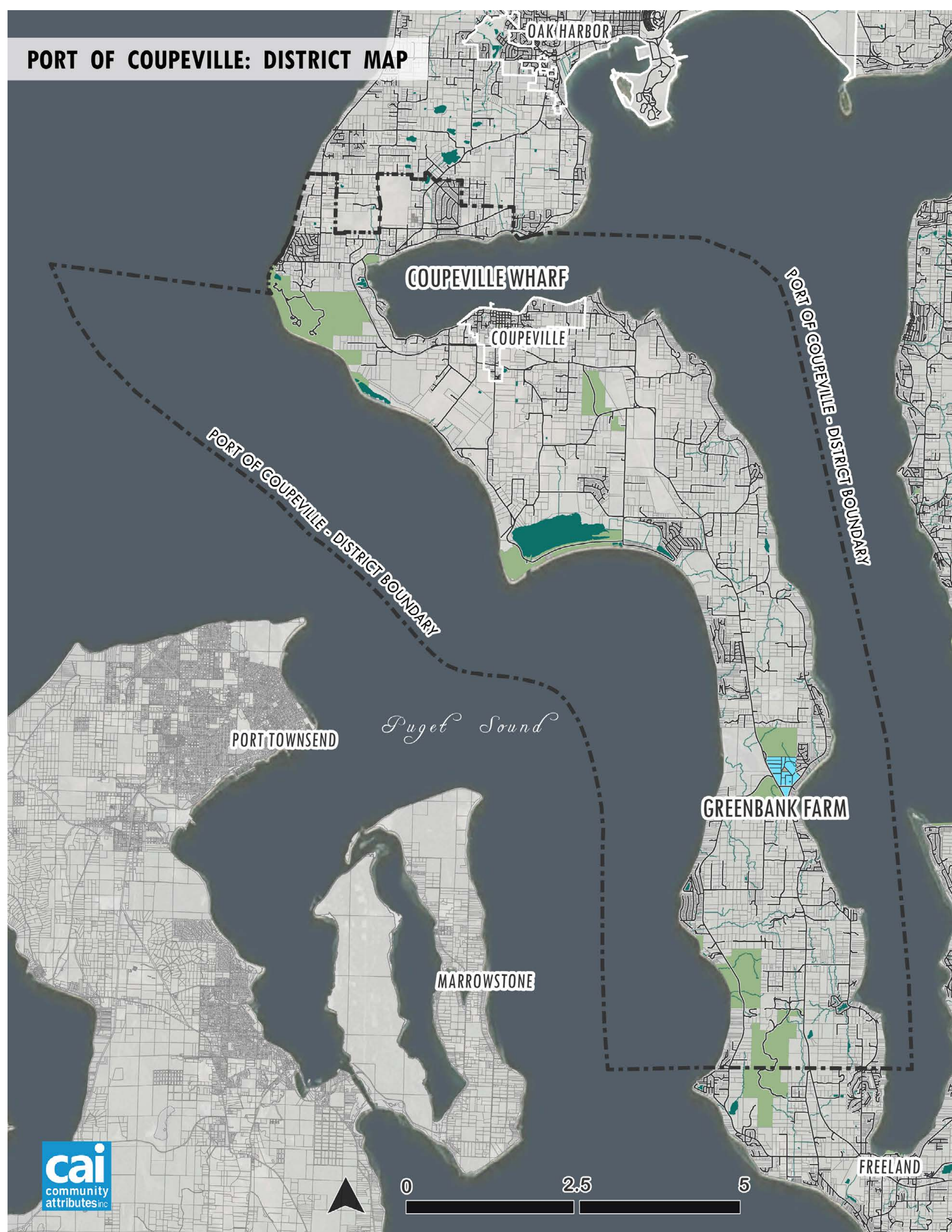


# ABOUT THE PORT



## What is the Port of Coupeville?

- > The Port was established in 1966 and consists of two key properties: The Greenbank Farm and Coupeville Wharf
- > The Port District acquired the wharf and tidelands in 1969
- > The Port took over responsibility of the Greenbank Farm in 2011
- > The Port derives funds through its facility operations as well as a local property tax levy within its district boundaries

## What's the Port's Mission?

- > Ports in Washington are meant to *foster job growth, nurture community vitality and preserve environmental health within the communities they serve*
- > They facilitate commerce, conservation, recreation, economic development, workforce development, to name a few

## What Can a Port Do?

- > The purchase of land, including infrastructure creation and upgrades (e.g. water treatment plants, utility hookups, telecommunication infrastructure, etc.)
- > The establishment of business incubators which include investments in agriculture research & development
- > The preservation of public recreational land within the port district

## Draft Goals

- Participate in broad community engagement and establish trust and respect with the local community
- Establish financial and operational stability and maximize revenue opportunities at existing Port facilities
- Support existing tenants while helping to grow new industries in the area
- Improve the Port District's infrastructure to support economic development opportunities and investment
- Provide an excellent visitor experience at all Port properties



## Draft Strategies

- Diversify funding streams at the Port by focusing on funding opportunities available through federal agencies, state agencies and historic preservation specific grants and funds
- Position the port through formal partnerships with private entities to maximize its ability to pursue historic preservation tax credit and grants
- Improve marketing and promotion of Port facilities through existing and new communication channels
- Foster a visitor experience that links different facilities and offerings together, with a focus on regional historic and recreational assets
- Foster trust and respect with the local community through annual/monthly meetings, reporting and other communication efforts
- Forge deeper partnerships with local educational institutions, businesses organizations, public entities as well as NAS Whidbey Island
- Balance land conservation and historic preservation priorities with economic development opportunities and priorities
- Pursue opportunities to improve or add to recreational infrastructure and facilities
- Support existing and emerging local industries through facilitation and development of workforce training and educational facilities on Port Properties
- Develop a framework for evaluating publicly initiated projects and investments while prioritizing those with the potential for economic returns
- Explore opportunities for future building and site acquisition with a focus on build to suit and building refurbishment where possible