

Port of Whitman County

2021 STRATEGIC PLAN REPORT CARD



**Port of
Whitman
County**

In November 2020, the Port of Whitman County published its 2021-2025 Strategic Plan. The Port Commission held a public hearing on November 5, 2020, to obtain public opinion on its contents. The plan was also guided by periodic economic analysis reports conducted by University of Idaho economist Steve Peterson. Here's how the plan stands today:



7 strategic goals



24 completed projects



26 ongoing projects





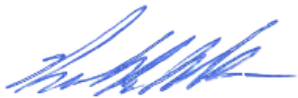
LETTER TO THE COMMUNITY

On November 17, 2020, the Port of Whitman County Commissioners adopted a Strategic Plan with seven goals to steer the Port's direction from 2021 to 2025. The goals address economic diversification, transportation, partnerships, real estate, finance, broadband and community outreach and engagement.

This report card assesses our progress toward achieving these goals in 2021. From bringing high-speed fiber internet to five cities in rural Whitman County to securing \$1 million grant to replace the original docks at Boyer Park & Marina, the Port made historic strides toward some of our longtime goals. While there is much to celebrate, there is even more work still left to accomplish. As part of this report card, we will note those projects currently in progress. We will strive to shift more of them from the ongoing to complete categories each year, with the realization there is no end to our mission to improve the quality of life in Whitman County.

To read the full 2021-2025 Strategic Plan and its accompanying Comprehensive Plan of Harbor Improvements, please visit www.portwhitman.com and click "Port Planning" from the "Our Port" tab. While these plans undergo revisions and a formal public comment process every five years, we welcome feedback any time at our bimonthly public meetings, or you may contact Port staff at 509-397-3791 or port@portwhitman.com.

Sincerely,



Karl Webber
District 1



Kristine Meyer
District 2



Tom Kammerzell
District 3

1 DIVERSIFY OUR ECONOMY



COMPLETED PROJECTS

- Collaborated on two federal economic development grants (EDA) and developed conference and education program for value-added agriculture business opportunities
- Awarded a \$200,000 Department of Ecology grant and \$50,000 Community Economic Revitalization Board grant to study adaptive reuse opportunities, such as technology transfer, for the WSU College Avenue Steam Plant



ONGOING PROJECTS

- Support value-added agricultural projects with Washington State University, Palouse Knowledge Corridor and Southeast Washington Economic Development Association
- Maintain Henley Court within Pullman Industrial Park to house businesses that drive economic growth
- Offer site-ready lots for sale or lease to business owners and continue to explore industrial property acquisition in County

2 ENCOURAGE BALANCED, ECONOMICAL MULTIMODAL TRANSPORT



COMPLETED PROJECTS

- Hosted the 2021 Colfax Fly-In at the Port of Whitman Business Air Center to promote aviation
- Participated in letter writing efforts to advocate for the continued use of navigation on the Columbia and Snake Rivers
- Joined the Washington Department of Transportation Fly Washington Passport Program



ONGOING PROJECTS

- Participate in Palouse Regional Transportation Planning Organization, Washington Airport Management Association, Palouse-Coulee City Railroad Board and Pullman-Moscow Regional Airport Advisory Board
- Collaborate with Whitman County Commissioners to maintain and improve the Port of Whitman Business Air Center and other port industrial parks with county roads

3 COLLABORATE TO DRIVE ECONOMIC GROWTH



COMPLETED PROJECTS

- Collaborated with Washington State University to fund an Executive Director for the Palouse Knowledge Corridor, a regional economic development organization
- Entered \$50,000 economic development agreement with the Whitman County Historical Society to support Pullman Depot Heritage Center
- Participated in Whitman County Comprehensive Plan Update



ONGOING PROJECTS

- Support Pullman-Moscow Regional Airport
- Explore potential ways to support the City of Tekoa Airport
- Support Southeast Washington Economic Development Association, Palouse Knowledge Corridor, Inland Northwest Partners, Pioneer Ports, Small Business Development Center, Valley Vision and the following Chambers of Commerce: Colfax, Pullman, Palouse and Tekoa

4 ACQUIRE, DEVELOP & MAINTAIN PROPERTIES



COMPLETED PROJECTS

- Received \$1 million Recreation Conservation Office (RCO) grant to replace original marina docks at Boyer Park
- Completed Central Ferry Rail improvement project
- Completed improvements to the entrance and landscaping at Port of Whitman Business Air Center
- Completed tree trimming project at Boyer Park and Marina



ONGOING PROJECTS

- Improve Port of Wilma Road in collaboration with County
- Add a fuel station to the Port of Whitman Business Air Center
- Repair and rehabilitate the original marina docks at Boyer Park
- Work with City of Colfax to provide City water to Port of Whitman Business Air Center
- Asphalt rehabilitation/beacon design at Port of Whitman Business Air Center

5 IMPROVE OUR FINANCIAL POSITION



COMPLETED PROJECTS

- Annual financial and performance audit completed by the Office of the Washington State Auditor (SAO)
- Information Technology Audit completed by the SAO
- Management agreement with Petrichor Broadband covered 75% of the wages and benefits of Port Executive Director and Chief Operating Officer
- Sold surplus lots in Pullman to local expanding business



ONGOING PROJECTS

- Develop model to analyze investments in projects outside of the county and calculate a reduction in the collected levy based on ROI
- Continue to seek and apply for grant funding and low-interest loans to complete capital infrastructure projects
- Minimize reliance on tax revenue for operations by investing and reinvesting in economic development projects that generate revenue
- Renegotiate Petrichor Broadband management contract for years 4-6

6 EXPAND BROADBAND ACCESS



COMPLETED PROJECTS

- Received the Washington Public Ports Association's President's Port of the Year award for statewide leadership constructing open-access, dark-fiber-optic internet networks
- Completed fiber-to-the-home network in five rural cities/towns in Whitman County
- Extended fiber 41 miles to rural County areas to alleviate wireless backhaul congestion



ONGOING PROJECTS

- Build fiber-to-the-home network to serve Malden/Pine City areas not being built by the incumbent license exchange carrier
- Build fiber-to-the-home network to serve Steptoe and Diamond
- Build fiber infrastructure at Port of Whitman Business Air Center
- Manage Petrichor Broadband, a municipal corporation expanding broadband access to underserved communities across WA

7 ENHANCE COMMUNITY OUTREACH AND ENGAGEMENT



COMPLETED PROJECTS

- Held first monthlong Snake River Family Festival in May 2021
- Launched first Port email newsletter
- Launched website for Petrichor Broadband LLC, a municipal corporation managed by the Port
- Hosted ribbon cutting event to celebrate completion of fiber-to-the-home network in rural Whitman County
- Supported media campaigns communicating the value of the Columbia-Snake River System



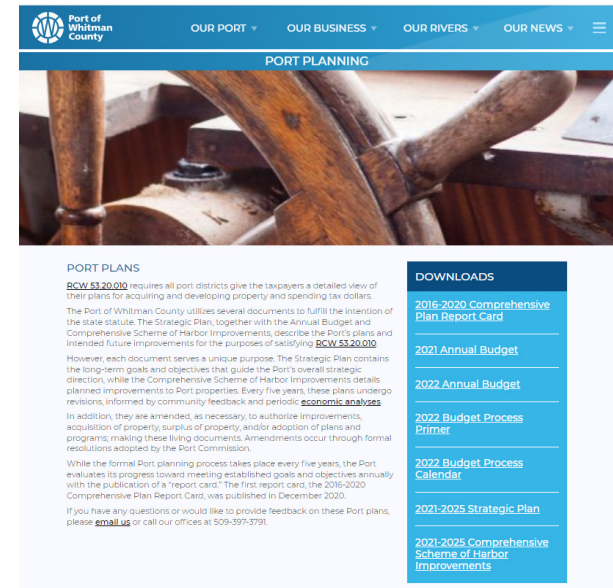
ONGOING PROJECTS

- Publish monthly email newsletters
- Maintain digital Media Center with regular press releases and blog articles at www.portwhitman.com
- Host annual Snake River Family Festival
- Launch official Port social media accounts
- Participate in regional communications/port industry groups

+ ADDITIONAL PORT PLANS

RCW 53.20.010 requires all port districts give the taxpayers a detailed view of their plans for acquiring and developing property and spending tax dollars. The Port of Whitman County utilizes several documents to fulfill the intention of the state statute. The Strategic Plan, together with the Annual Budget and Comprehensive Scheme of Harbor Improvements, describe the Port's plans and intended future improvements for the purposes of satisfying RCW 53.20.010.

Each document serves a unique purpose. While the Strategic Plan contains the long-term goals and objectives that guide the Port's overall strategic direction, the Comprehensive Scheme of Harbor Improvements details planned improvements to Port properties. To learn more and read additional Port plans, please visit www.portwhitman.com/port-planning.



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WWW.PORTWHITMAN.COM



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