



600 S. E. BAY BOULEVARD NEWPORT, OREGON 97365 (541) 265-7758 FAX (541) 265-4235 www.portofnewport.com

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Contact: Don Mann, General Manager
541-265-7758

Port of Newport Strategic Business and Capital Facilities Plans

Last month, the Port of Newport Commission initiated a process to prepare a new Strategic Business Plan and Capital Facilities Plan. Don Mann, Port General Manager, reported that, following receipt of several consultant's proposals and personal interviews by members of the Port Commission and senior staff, Northwest Port Planning Team (NPPT) was selected to assist the Port Commission and staff with the project.

The Strategic Business Planning process for the Port of Newport is consistent with the process required by the state of Oregon's Business Development Commission (OBDC). In 2010, the OBDC adopted A New Strategic Business Plan for Oregon's Statewide Port System. The Plan was prepared by the Oregon Business Development Department (OBDD) and adopted by the Infrastructure Finance Authority and the Oregon Business Development Commission in May and September, 2010, respectively. The Plan offers a unique opportunity for each of the Oregon's port districts to enter into a Business Agreement with the State regarding its future technical and financial assistance needs. The agreement requires ports to update or prepare a new Strategic Business Plan. The Port of Newport recently received a grant to prepare a new Strategic Business Plan including a Capital Facilities Plan.

Northwest Port Planning Team, led by The Benkendorf Associates Corp., began work in mid-August, touring all of the Port's facilities and collecting operational, financial and engineering data. More recently, the consultants conducted a SWOT (strengths, weaknesses, opportunities and threats) analysis with the Port Commission and senior management staff.

In addition, NPPT conducted two Focus Group sessions with representatives of some of the port's key stakeholders including: City of Newport, NOAA MOC-P, Commercial fishermen, ILWU, Oregon Marine Science Center, Rogue Brewing, OHSU, Port of Toledo, International Terminal contractor, Local Ocean and the Mid-Coast Watershed Council.

The next steps will include Port Commission review of the early analysis and findings. The Strategic Business Plan is scheduled to be completed in late 2012.

For additional information, contact Don Mann at the Port of Newport.