

# GHHS Strategic Plan 2019-2021

## Mission

*Provide Educational and Recreational Experiences that Connect our Maritime History*

### Organization Value

*Provide unmatched, high-quality programs and services*

**ASK ANY SAILOR, IT'S THE CREW THAT MAKES THE VOYAGE.**

The people that stand behind us are the magic that makes Grays Harbor Historical Seaport so special. In short, they are the wind in our sails. With your help, the tall ships can do more, sail further, change one more life. Become a Member Now!

### Public Relations/ Marketing

*Increase Public Awareness*

- Strategy 1- Join groups with maritime interest
- Strategy 2- Increase outreach to GH prospects, including Seabrook, beach communities, Downtown, WeFish, SeaGrant, etc.
- Strategy 3- More open houses, community engagement including involvement in projects.
- Strategy 4- Increase media presence. (social, billboards, signage, publications)

### SEAPORT Renovation

*Make SEAPORT a community and tourist destination*

- Strategy 1- Prioritize removal of derelict buildings and chip chute, renovate maintenance building, assess feasibility of a floating pier.
- Strategy 2- Rezone property and continue working with DNR to address environmental concerns.
- Strategy 3- Create walking trails, add signage, fencing, wayfinding.

### Tall Ships and Longboats

*Maintain entire fleet, to allow sailing for years with no major down time*

- Strategy 1- Hire Maintenance Consultant or Manager to recommend a tracked maintenance and action plan.
- Strategy 2- Recruit/ Retain top quality staff including Port Captain.
- Strategy 3- Meet requirements to secure State funding. (Lady Washington in Washington more.)