



Port of Bandon Strategic Business Plan

Volume 1. **Strategy** | January 11, 2022 Update



Thanks to the Port of Bandon, its stakeholders, and community partners for sharing their time and insight in the development of this Strategic Business Plan.

Acknowledgements:

This plan was developed by the Port of Bandon with assistance from Business Oregon.
For more information about the Port of Bandon, visit:
www.portofbandon.com



Prepared by:

BergerABAM
(541) 386-1047
www.abam.com

In association with:

FCS GROUP

Port of Bandon Commissioners:

Reg Pullen, President
Donny Goddard, Vice President
Rick Goche, Secretary Treasurer
Wayne Butler
Rodney Taylor



Port of Bandon Staff:

Jeff Griffin, General Manager
Shawn Winchell, Harbor Master
Josh Adamson, Project Manager
Kathy Reed, Finance Director

Thanks to the Port of Bandon, its stakeholders, and community partners for sharing their time and insight in the development of this strategic business plan.

Please see also *Volume 2 - Plan*

PORT OF BANDON STRATEGIC BUSINESS PLAN

INTRODUCTION

The Port of Bandon (Port) Strategic Business Plan provides a blueprint for projects and policies to move the Port forward over the next 20 years. The plan is presented in two volumes:

Volume 1 – Strategy is an executive summary of findings and implementation actions.

Volume 2 – Plan includes all required background materials and appendices.

KEY FINDINGS

The Port does an excellent job in creating and maintaining a high-quality waterfront for Bandon residents, businesses, and visitors, but needs to expand jobs and income opportunities. Several categories should be considered in maintaining existing jobs and pursuing new economic opportunity.

Dredging – The Port and community depend on federal channel dredging from the mouth of the Coquille River to the marina. This study shows that dredging within Coquille Bay is essential to maintaining 54 existing businesses that would be directly impacted by dredging activities. These local businesses support 619 jobs (including 441 direct jobs and 177 indirect/induced jobs). They also provide the following economic benefits that would be at risk without federal funding for Coquille River dredging:

- \$16.7 million in annual total labor income;
- \$27.4 million in annual value added (gross regional product);
- \$50 million in annual economic output;
- \$4.1 million in annual state and local tax payments; and
- \$3.7 million in annual federal tax payments.

In addition to channel dredging, dredging of the boat basin and launch ramp are key to long-term success.

Port Services and Attractions – Those interviewed as part of this planning process are supportive of the Port’s excellent stewardship of the waterfront and of the Port’s efforts to expand the Old Town Marketplace. There were many ideas for expanding waterfront service, but most focused on upgrades to the marina and providing additional waterfront attractions, such as restaurants, artisan space, and small shops to address tourism demand. Additionally, a commercial fish hoist on the high dock will further support, strengthen, and encourage the recent trend in seafood deliveries to Bandon.

Lease Revenue – The Port needs to evaluate lease rates and increase leasable space. A flexible lease space for artisans’ lofts and related manufacturing could be accommodated on the fishermen’s parking lot across from the marina at First Street and Elmira. This space could include cold storage needed for locally grown agriculture (cranberries, local produce, and creamery stock).

STRATEGIC PLAN ACTIONS

The Port of Bandon’s strategic business plan includes the Port’s mission, goals, strategies, and key action items. The Port’s mission and priority capital improvements are listed below, including approximately \$8 million in capital projects and action items scheduled over the next 20 years.

Mission

To promote, in cooperation with local businesses, local government, and other organizations, the economic development potential of the Port District.

Strategic Port Projects

Figure S1 shows the location of strategic Port projects and concepts on the Bandon waterfront to help meet the Port’s mission.

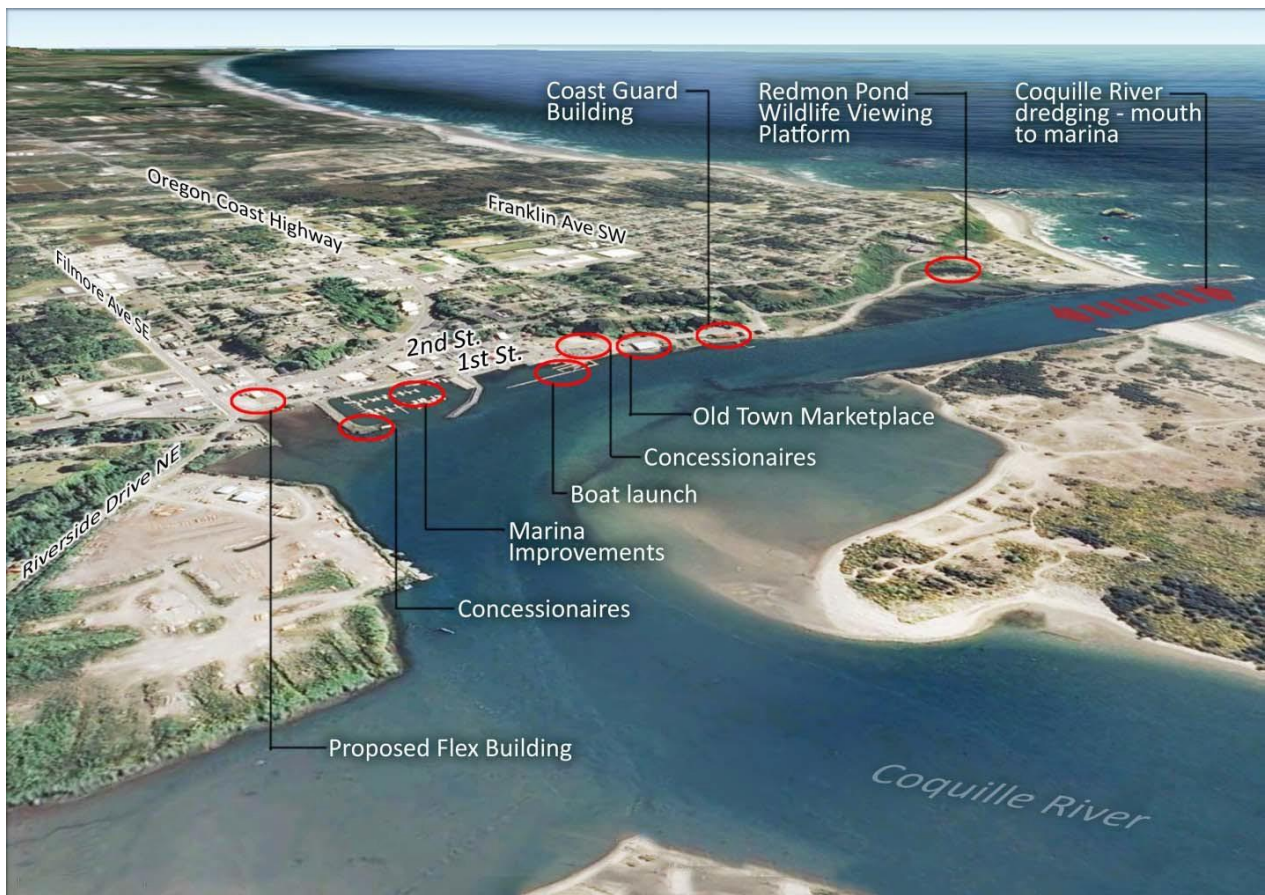


Figure S1 - Port of Bandon projects

Additional Sites and Projects

- Georgia Pacific Riverside site in Coquille for industrial development
- Old Town overflow parking lot
- Improved recreational facilities and signage for bicycles, canoes, and kayaks
- **Assess and develop mariculture opportunities through public / private demonstration and feasibility projects**

Table S1 shows planning-level capital cost estimates, action items, and time frames for developing the projects listed above.

Table S1 - Capital Improvements and Action Items

Bandon Waterfront		Capital Improvements	2022 Cost Est.		Timeline	Priority	Notes
			Port	Tenants/ Agencies			
1	Dredging Coquille River	USACE dredging mouth of the Coquille	staff time	\$550,000	yrs. 1-5	High	Assumes federal funds are obtained
2	Bandon Fisheries / Old Town Marketplace Upgrades	Improve parking and access for, farmers and fish market, expand eligible uses	\$75,000	\$75,000	Yrs. 1-5	High	Cost split between Port and tenants or grant agencies is approximate
3	Marina Replacement	Provide new HDPE / FRP docks, concrete breakwater floats and replace pilings	\$1,500,000	\$4,500,000	yrs. 1-5	High	Marina infrastructure requires reconstruction
4	New lease building on First Street/	Construct one 1,6,00 sf lease building on north side of First, west of launch ramp lot	\$250,000		yrs. 1-5	Medium	Food service, coffee, recreation outfitters
5	Flex Building on SE corner of First St and Elmira St	New 3,000 sf single story building for cold storage, artisan lofts, showroom manufacturing	\$450,000	\$200,000	yrs. 6-10	Medium	Requires a zone text amendment within the C-1 zone; and a feasibility analysis
6	Coquille River Café	Repurpose upper bay garage at Coast Guard Building as breakfast/lunch café	\$50,000		yrs. 1-5	Medium	Preserve historic structure and enhance lease potential
7	Commercial Fish Hoist	Market the new hoist on the high dock	\$500	N/A	yrs. 1-5	Medium	Supports growing boutique seafood market.
8	ADA Accessible Fishing Platform	Complete final improvements to new pier	\$15,000		yrs. 1-5	High	Project is in construction
Sub To			\$2,340,500	\$5,325,000*			

Bandon Waterfront		Capital Improvements	2022 Cost Est.		Timeline	Priority	Notes
Coquille Riverfront							
7	River walk assistance	Provide phase II assistance, focus on old mill frontage to attract jobs to the site	\$15,000	\$100,000	yrs. 1-5	Medium	Port assisted with phase I; phase II assistance targets industrial site at old mill
Sub Total			\$15,000	\$100,000			
District wide							
8	Recreation	River walk upgrades, Redmon Pond wildlife viewing platform, bicycle paths, kayak launches and signage	\$50,000	\$500,000	yrs. 1-20	Medium	Local support strong for enhanced recreation on both roads and river from Bandon to Coquille
9	Marketing (brochures and publications)	Market Bandon as a high-quality destination for live/work relocation	\$4,000	\$8,000 Travel Oregon, Chamber of Commerce, City of Bandon	yrs. 1-4	High	\$,3,000 per year
Sub Total			\$54,000	\$508,000			
Public Private Partnerships							
10	Boat launch at Weber's Pier	Launch facility replacement	\$165,000	\$1,155,000	yrs. 1-5	High	Port has received the preliminary engineering from the Marine Board and is preparing permits "
11	State Ports Shared Dredging Equipment	Port of Coos Bay is operating in partnership with the state.	State offsets partial cost		yrs. 1-5	High	State purchased dredge equipment.
12	Mariculture demo and feasibility	Public and/or private locations on waterfront	Provides lease revenue to Port. Some costs associated with feasibility work.		2019 - 2022	High	Large scale feasibility to be completed in 2022 following initial demonstration site
Total			\$2,574,500*	\$7,088,000*			