Newport International Terminal
1510 SE Bay Blvd, Newport Oregon 97365

Scope of Feasibility Study: Highest & Best Use Analysis for Port Property

1. Objective

To determine the optimal economic, functional, and sustainable use of the subject port property, in alignment with market demand, regulatory requirements, and long-term strategic goals.

- Identify the most financially viable and strategically advantageous use(s) of the property.
- Assess compatibility with current port operations, environmental constraints, and existing stakeholder interests.
- Develop a targeted marketing strategy to attract more (or just say "maximize") investment, more tenants, and more trade opportunities.

2. Key Tasks

A. **Site & Asset Assessment**

- Evaluate current physical condition, infrastructure capacity, and operational capabilities.
- Identify constraints such as environmental restrictions, zoning, and access limitations.
- Connectivity to road, rail, and maritime networks.

B. **Market & Industry Analysis**

- Assess local, regional, national, and global maritime trade trends.
- Competitive analysis of nearby ports and logistics hubs.
- Identify demand for cargo handling, warehousing, commercial fishing/processing, manufacturing, tourism, logistics, or mixed-use development.

C. **Regulatory & Policy Review**

- Review applicable zoning, maritime regulations, environmental laws, and port authority guidelines.
- Identify potential incentives or restrictions impacting development options.

D. **Financial & Economic Evaluation**

- Prepare preliminary cost estimates, revenue projections, and return-on-investment scenarios for each viable use.
- Conduct sensitivity analysis to assess risk under varying market conditions.
- Operating cost projections and revenue modeling.
- Economic impact assessment (jobs, tax revenue, trade volume).

E. **Risk & Constraint Analysis**

- Environmental and climate resilience considerations.
- Regulatory and permitting risks.
- Market volatility and geopolitical influences.

F. **Highest & Best Use Determination**

- Apply the four HBU criteria: *legally permissible, physically possible, financially feasible, and maximally productive*.
- Rank and recommend the most advantageous use(s) for the property based on ROI, strategic fit, and long-erm adaptability.

G. **Implementation Roadmap**

- Outline phased development options, funding strategies, and key milestones.
- Identify potential partners, investors, or operators.

3. Marketing Strategy Component

Positioning & Branding

- Define the property's unique value proposition (e.g., deep-water access, easy ocean access, etc).
- Develop a brand narrative that appeals to target industries.

Target Market Segmentation

- Shipping lines, logistics operators, manufacturing firms, cruise operators, commercial fishing/processing, renewable energy developers.
- Domestic vs. international investor focus.

Promotion & Outreach

- Digital marketing campaigns highlighting port capabilities.
- Participation in trade shows, maritime expos, and investment forums.
- Strategic partnerships with trade associations and economic development agencies.

Lead Generation & Conversion

- Investor prospectus and data room preparation.
- Incentive packages (tax breaks, lease flexibility, infrastructure support).
- Relationship management with key prospects.

Deliverables

- Comprehensive feasibility report with supporting data, maps, and financial models.
- Comparative analysis of alternative uses.
- Financial models for top three opportunities.
- Marketing strategy plan with implementation roadmap.
- Executive summary for stakeholders and decision makers.

4. Timeline

Estimated completion: 8–12 weeks from project initiation, subject to data availability and stakeholder engagement.