



PORT
TAMPA BAY™

AAPA Executive Management Seminar
May 2, 2017

Presented by: John Thorington and Karl Strauch



PORT TAMPA BAY.
Reroute Your Thinking™

Overview

- Florida's largest port in cargo tonnage and area
- 5000 Acres, Florida's deepest port at 43 feet
- Diverse mix of bulk, break bulk, and container traffic
- Major fertilizer port and energy gateway for state
- Tampa Port Authority, d/b/a Port Tampa Bay, formed in 1945
- Commercial beginnings of the port date back to mid 1800's with shipment of cattle to Cuba



Containers



Cruise



Ro-Ro



Break Bulk



Bulk

Port Tampa Bay is an "Omni Port" – A Full Service Port



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PORT TAMPA BAY™

2015 ECONOMIC IMPACT



85,034
ANNUAL JOBS

\$17.2
BILLION



ANNUAL ECONOMIC IMPACT



The port supports the State & local governments by bringing in a return investment with:



\$612.2 MILLION
OF ANNUAL TAX REVENUE



\$5.1 BILLION

TOTAL PERSONAL INCOME & CONSUMPTION



\$55K

AVERAGE SALARY



PORT TAMPA BAY.

FDOT Secretary Jim Boxold



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Generational Impact Through Involvement





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COMMUNITY INVOLVEMENT AND OUTREACH



2014 State of the Port check presentation for Run the Connector 5K - United Way ELI, Support the Troops, Palmetto Beach Community Center, and LLS



Run the Connector 5K





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GOVERNMENT OUTREACH



**Florida Representative
Wengay "Newt" Newton**



**U.S. Congressman Vern
Buchanan**



**Florida Representative
Jackie Toledo**



**Congressman Dennis Ross,
Mrs. Ross and Staff**



**Chairman Bill Shuster
and Cong. Bob Gibbs**



Florida Senator Darryl Rouson



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EDUCATIONAL OUTREACH



Port CEO Paul Anderson, Former Propeller Club Education Chairman Dave Sessums, and Former Hillsborough County Public Schools Superintendent MaryEllen Elia speak to students in Jefferson High School's Maritime & Marine Environmental Science Honors Academy magnet program.



Dynamic and diverse, PORT TAMPA BAY supports 80,000 JOBS and contributes \$15 BILLION to the regional economy!

With many distinct business fields happening right here at Port Tampa Bay—from manufacturing to cargo handling to logistics and management—a rewarding maritime career at Florida's largest port may be perfect for you!



IS AWESOME. IS JOBS. IS YOU.

portTB.com





PORT TAMPA BAY

STATE, NATIONAL AND INTERNATIONAL CONFERENCES HOSTED



Building Florida's Future



10th Annual Shifting International Trade Routes



Environmental Compliance Workshop



4th Annual Tampa Bay Safety & Risk Mitigation Summit



28th Annual Tampa Steel Conference



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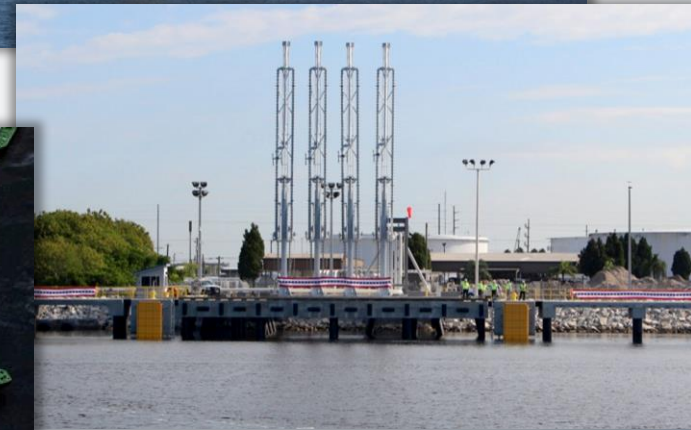
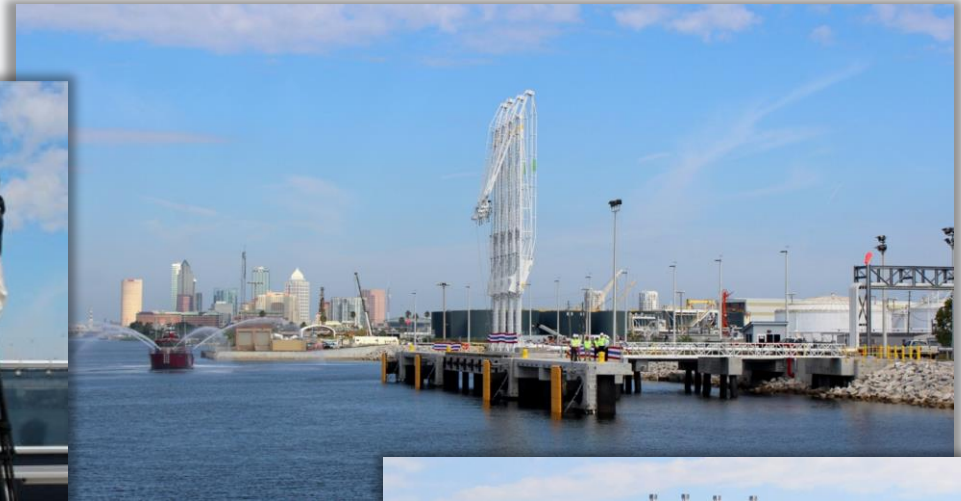
BUSINESS OUTREACH





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REK Pier Expansion – Energy Gateway for Central FL





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Presidential Visit





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Legislative/Governmental Outreach



Industry—Economic—Government



Executive Shippers Council



**PROPELLER CLUB
PORT OF TAMPA**





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Media Communications

Press Releases Media Advisories Social Media Public Records Publications

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FOR IMMEDIATE RELEASE

Date: March 28, 2014
Contact: Andy Fobes, TPA PR Director, afobes@tamport.com

Port Tampa Bay environmental project recognized with award by Tampa Bay Regional Planning Council



The completed McKay Bay project (Port Tampa Bay). Protected bird species and new plantings at project site (photo CH2M Hill).

TAMPA, Fla.— Port Tampa Bay is pleased to announce that one of its major environmental projects, the McKay Bay Restoration project, has been awarded an Honorable Mention by the Tampa Bay Regional Planning Council, in its 22nd Annual Future of the Region Awards, today at the Carillon Hilton, in St. Petersburg.

The Future of the Region Awards event highlights projects and programs that exemplify regionalism, and recognizes outstanding achievements and contributions that benefit the regional community. The port, with assistance from the Southwest Florida Water Management District (SWFWMD), embarked upon and completed a combination of wetland restoration projects within the McKay Bay Ecosystem in Tampa Bay. The net impact of this work has resulted in the restoration of estuarine wetlands and adjacent shallow intertidal bay bottom within this historically impaired water body.

Representatives from the project partners accepted the award, including Port Tampa Bay; Tampa Contracting Services (TCS), Orion Marine Construction; Southwest Florida Water Management District (SWFWMD); and CH2M Hill.

"This project has been duly recognized by the Tampa Bay Regional Planning Council, and we remain committed to taking on major environmental projects such as this that will have lasting benefits for the delicate marine habitats of Tampa Bay and the community," Paul Anderson, port president and CEO, said. "We are thrilled to again be honored with an award from this great agency and appreciate the professionalism of the judges who recognize these important projects."

END



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@PortTampaBay CEO Paul Anderson and **@RoyalCaribbean** Empress of the Seas Captain Carl Graucob gather to commemorate their first Cuban voyage.



2 3

You Retweeted

Luis Santana @LuisSantana · Apr 30
@RoyalCaribbean guests pose for photos before boarding the Empress of the Seas for their cruise to Cuba from @PortTampaBay



2 1

You followed Royal Caribbean PR, ABC Action News, Ybor City Chamber and 2 others


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1 14 44

Port Tampa Bay @PortTampaBay · Apr 30
Yet another reason to @VisitTampaBay -- you can fly @FlyTPA or cruise anywhere. #Cuba. #PortTampaBay



1 8

You Retweeted

port strategy @portstrategy · 13 Dec 2016
#PortTampaBay looks into the future and it's very, very exciting... bit.ly/2hJH5GR #AmericanPorts #PortNews

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Marketing & Advertising

New Brand, New Messaging



PORT
TAMPA BAY™

- Focus on Engagement & New Culture
- Focus on Regionalism
- Focus on Diversity in our lines of business



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Marketing & Advertising

New Brand, New Messaging

OUR BACKYARD JUST KEEPS GETTING BIGGER.

DISTRIBUTION CENTERS IN THE SOUTHEASTERN UNITED STATES

Tampa Bay-Orlando I-4 corridor is home to Florida's largest concentration of Distribution Centers.

Florida is one of the fastest growing markets in the U.S. and poised to soon overtake New York as the 3rd most populous state, with a projection of more than 20 million. With today's population of more than 8 million residents and 55 million visitors annually, the Tampa Bay/Orlando I-4 corridor is a massive consumer market, projected to be the fastest growing region in Florida for the next 20 years. This tenth largest economy in the U.S. with a GDP of more than \$302.6 billion, the Tampa Bay/Orlando I-4 corridor will increase at twice the rate of Miami/South Florida over the next 6 years.

Port Tampa Bay – A new, better way to serve the Florida market and beyond.

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Save millions in logistics costs

63+ million customers:
The largest & fastest growing region in now, the 3rd largest state.

18 million residents and more than 55 million visitors annually. Census and 2013 Visit Florida tourism estimates.

Port Tampa Bay is hands down the most efficient route into Central Florida with the ability to reach most of the region within an hour.

Together with dramatic improvements such as a dedicated truck ramp to/from the Tampa/Orlando I-4 connector, and the addition of two new post panamax cranes in 2016, Port Tampa Bay's greater capacity and more frequent services make serving Florida from the middle your most efficient play.

It's time to reroute your thinking.

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THANK YOU!

