

# Location Challenges

Broward County, Florida --

- Port Everglades and the Florida Everglades
- 1.9 million residents
- 2<sup>nd</sup> most populous county in Florida
- 17<sup>th</sup> most populous county in U.S.

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No, we are not in the middle of the Florida Everglades, but they are close by.

Port Everglades is located on the southeast coast of Florida in Broward County, the second most populated county in Florida and the 17<sup>th</sup> most populous in the United States with more than 1.9 million residents.

As a premier gateway and powerhouse for international trade, travel and investment, Broward County's Port Everglades leverages its world-class South Florida facilities and innovative leadership to drive the region's economic vitality and provide unparalleled levels of service, safety, environmental stewardship and community engagement.



**Port Mission** 

#### Good Community Relations Starts Early

- Lay the Groundwork -This takes years!
- Outreach Ongoing. Hands-on. Accommodating. Fun.
- Blue Ribbon Support Group
- Media Press releases, editorial, social media . . .

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# For Us It Began with a Roadmap

#### Port Everglades 20-Year Master/Vision Plan







Business Development and Operations staff talks to our customers on an ongoing basis.

Repeated message that we need deeper waters and wider channels



Robust speakers bureau and port tour schedule

Terry Stiles, a prominent member of our business community, complaining that he always got revved up when we came to speak, but he could never remember the specifics when he tried to tell others. How could he help.

Frustrated because no button or t-shirts

We needed him and the Port Everglades Advocacy Team to make their voices heard in Tallahassee and Washington, DC

Letters writing campaign

**Op-ed** submissions

Key = Word of Mouth

Easy to understand FAQ and Talking Points

Handouts/Leave Behind



We stressed that this was a bi-partisan issue. At a time when Congress was divided, this project was a beacon for bipartisanship.

Personalized visits to the Port Congressman Ted Deutsch Make it fun Certificate for "Gantry Crane Operator for a Day"

Public acknowledgement at each milestone Press conference Press releases Social media thank yous

## WIIN The Road to Victory

- Celebrate the milestones
- Outline the next steps
- Keep it simple
- Consistent messaging is key
- Let everyone know how much they are appreciated

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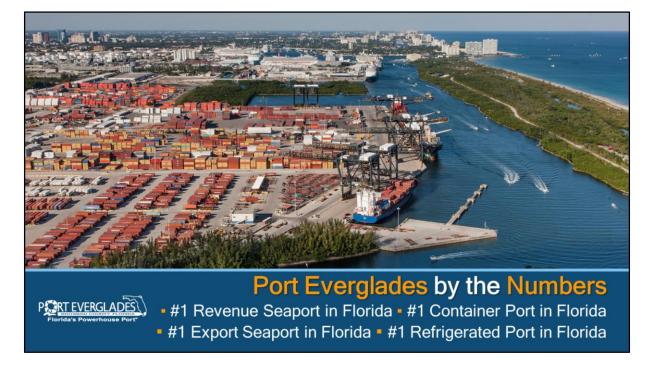
The road is paved with bumps and bruises, but we are getting there through consistent messaging and strong community relations.

### The Public Focuses on Key Messages

- This has to happen
- Safety & Efficiency
- Economic Impact
- We are committed to doing it right
- The Port is cool







These numbers are why Port Everglades is an economic powerhouse.

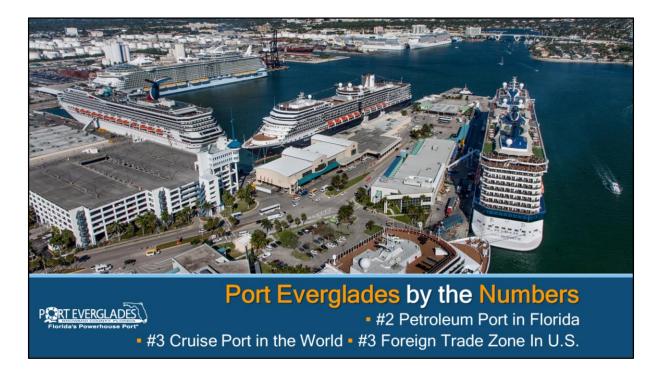
We learned from Terry Stiles that we need to keep the message simple. It is too difficult to remember big numbers. But rankings make it easy, especially when you are Number One.

Revenue Port: \$163 million

Container Port: Over 1 million TEUs

Exports In Florida Port: \$13.24 billion

Refrigerated Port: 126,483 TEUs



But Numbers 2 and 3 are good too. And easy to remember.

Petroleum Port: 121,068,561 barrels

Cruise Port: 3,826,415

Port Everglades broke a world record cruise day twice in a single season. The first time was on December 20, 2015 with 53,485 passengers embarking and debarking. We broke the record a few month later on March 13, 2016 with 55,885 cruise guests embarking and debarking at Port Everglades.

## Economic Powerhouse

- \$30 billion in business activity
- \$830 million in state & local taxes
- 12,840 direct jobs
- 226,500 Florida jobs supported, earning \$8.9 billion in wages

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- John Martin Associates
- 12,840 direct jobs with a total income of almost 499 million dollars are generated by the Port's cargo, cruise and petroleum activities.
- A total of 226,553 Florida jobs are supported, earning approximately 8.9 billion dollars in wages
- Activity at Port Everglades generated almost 830 million dollars in state and local taxes
- Average salary \$38,830 (cargo \$46,525, cruise \$29,500)



This project will lengthen the existing deep-water turn-around area for cargo ships from 900 feet to 2,400 feet

Worked with the South Florida Audubon Society and other environmental groups to identify area and design for manatees and birds.

The new conservation area will be managed by the South Florida Audubon Society.

Up to five additional berths and six Super Post-Panamax gantry cranes will be added.

Existing cranes will be enhanced to handle heavier loads, including picking up two containers at a time.

The total cost of the project is estimated at more than 269 million dollars.

\$1.61 million for pre construction (\$15.7 million for construction of the wetland enhancement project

More than 3,000 construction jobs will be created

# Coexistence is Real

Lee Gottlieb President of the South Florida Audubon Society



