

# Port Everglades Good Community Relations = Good Business

June 14, 2017

Ellen Kennedy  
Assistant Director  
Business Development/Communications



## 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.



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 . . .



DEDICATION OF DAY MABEL HARBOR, (PORT EVERGLADES) FEBRUARY 22, 1928.  
PHOTO TAKEN BY BEN W. BUTLER, PIONEER RESIDENT AND DIARYMAN OF HOLLYWOOD.





## Our Customers Drive the Roadmap

- General Discussion
- Focus Groups
- One-on-One Meetings
- Market Analysis
- Trends Analysis



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

Repeated message that we need deeper waters and wider channels



# Our Business Community Steers the Message



## Port dredging draws a crowd

By DENNIS HEINLECK  
Staff writer

More than 350 people turned up Tuesday and Wednesday at Port Lauderdale's support for meetings on a \$30 million plan to deepen Port Everglades' channel and widen its entrance to last bigger ships.

At public sessions Tuesday, the business community overwhelmingly supported the expansion, but environmentalists criticized destruction of a 32-acre tract of coral rock as part of the dredging.

Much of the discussion con-

tered on how best to mitigate environmental damage, especially to reefs.

Emerging as a top option of public sessions: replacing lost coral with new coral grown in nurseries and transplanted on depleted coral reefs nearby rather than creating an artificial reef made out of rocks. The coral transplant option was adopted for the dredging project now underway at Fort Lauderdale.

"Stakeholders do create some debate, but they are not a roadblock," said Terry Stiles, CEO of Stiles Corporation, a major contractor in the port's marine habitat. Comments can be

## PORT

Continued from Page 10

submitted through Aug. 13 to Terry Jordan, Stiles' environmental arm.

The port community and business leaders have been pushing for 17 years to deepen the channel to 50 feet. That adjustment reduced the cost, down from an initial \$340 million, and will limit damage to coral, seagrass and other marine species, according to the state.

"We've had to turn away ships that want to call here because the channel is too shallow and narrow," said Douglas McAuliffe, a harbor master with the Port Everglades Ports Association, one of many port groups that spoke out Tuesday. "The project should provide a lot more jobs to the county. Otherwise, we'll be losing jobs as we'll have

to turn away the next generation of ships."

Support officials sought to deepen the channel to 50 feet, but the Army Corps of Engineers backed dredging to 48 feet. That adjustment reduced the cost, down from an initial \$340 million, and will limit damage to coral, seagrass and other marine species, according to the state.

"We've had to turn away ships that want to call here because the channel is too shallow and narrow," said Douglas McAuliffe, a harbor master with the Port Everglades Ports Association, one of many port groups that spoke out Tuesday. "The project should provide a lot more jobs to the county. Otherwise, we'll be losing jobs as we'll have

to turn away the next generation of ships."

Support officials sought to deepen the channel to 50 feet, but the Army Corps of Engineers backed dredging to 48 feet. That adjustment reduced the cost, down from an initial \$340 million, and will limit damage to coral, seagrass and other marine species, according to the state.

"We've had to turn away ships that want to call here because the channel is too shallow and narrow," said Douglas McAuliffe, a harbor master with the Port Everglades Ports Association, one of many port groups that spoke out Tuesday. "The project should provide a lot more jobs to the county. Otherwise, we'll be losing jobs as we'll have

to turn away the next generation of ships."

Support officials sought to deepen the channel to 50 feet, but the Army Corps of Engineers backed dredging to 48 feet. That adjustment reduced the cost, down from an initial \$340 million, and will limit damage to coral, seagrass and other marine species, according to the state.

"We've had to turn away ships that want to call here because the channel is too shallow and narrow," said Douglas McAuliffe, a harbor master with the Port Everglades Ports Association, one of many port groups that spoke out Tuesday. "The project should provide a lot more jobs to the county. Otherwise, we'll be losing jobs as we'll have

Give us your feedback! Check us out at [SunSentinel.com/news/opinion](http://SunSentinel.com/news/opinion)

## Broward future looks promising, if ...



Kinsley Gay

Broward County's unemployment rate has fallen to 6.2 percent, well below the national average. The port authority isn't yet here, but there are a few ideas on how the community can work together to build a prosperous, and more exciting, tomorrow.



A thriving Port Everglades will boost Broward's economy.

four facilities in such a picturesque location as Port Lauderdale's New River Underpass, the entrance of the Florida Turnpike made in 2001. A heart beyond a resident's everyday activities.

The Atlantic Air & Cargo is Miami's largest cargo facility, but since 2007 it has moved its base to the world's largest cargo facility in Fort Lauderdale. The port's expansion will create jobs in the county, not just in the port's marine habitat.

Terry Stiles, CEO, Stiles Corporation

Looking ahead: One of the most important issues impacting our residents is the expansion of Port Everglades. For the past two years, we have been working with the port authority to support this critical project. The \$30 million project will deepen the channel to 50 feet, which will allow larger ships to call here. These ships are essential to our local economy. Port Everglades is a vital part of our community, and we are committed to supporting its growth and expansion.



Dan Lindblade, president, Greater Fort Lauderdale Chamber of Commerce

The U.S. Army Corps of Engineers will take public input on Port Everglades expansion/dredging/deepening at the Convention Center on July 23 from 3 p.m. and 7-9 p.m. Expansion means jobs, economic growth and positions Port Everglades to continue to be one of the top seaports in North America.

## At last, port gets green light to future

By Sun Sentinel Editorial Board

JULY 2, 2015, 9:02 PM

For vivid proof of how the federal government works at snail-like speed, look no further than Port Everglades.

For almost two decades, we've been hearing about the proposed improvements coming to the port, in

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 Deutch
- 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



2014

WRRDA Manager's Amendment

June 2015

Signed Chief's Report

December 2016

Water Infrastructure for Improvements to the Nation Act  
Congressional Authorization



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



## Port Everglades by the Numbers



- #2 Petroleum Port in Florida
- #3 Cruise Port in the World
- #3 Foreign Trade Zone In U.S.

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



- 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)



## The Port is Committed to Doing It Right



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



**Website**

porteverglades.net

**eMail**

PortEverglades@broward.org



@Port.Everglades



@PortEverglades



@PortEvergladesFL



@port-everglades

**Stay Connected With Port Everglades**