

# WHEN YOUR SUCCESS STORY FALLS SHORT

Success Stories in Port  
Planning & Development – Part 1

American Association of Port Authorities  
Spring Conference  
April 5, 2017



## PORT OF PENSACOLA

- 50 acres
- Downtown urban core
  - Revitalized
  - Highly gentrified
- Surrounded by:
  - Minor league stadium
  - Park & marina
  - Business district
  - Historic district





## 2009 DIVERSIFICATION

- Targeted offshore O&G
  - Offshore Inland Marine announced late 2010
  - Total vessel dockage days UP 554%
  - Offshore vessel services added to list of regional “qualified target industries”
  - Community excitement





# IMMEDIATE GROWTH

- 2013 expanded target sector to include O&G related manufacturing
  - DeepFlex announced mid-2014
  - Immediate construction
  - \$60 million + total investment
  - 200+ new, high wage jobs
  - More ship traffic
  - Increased community excitement & optimism



*You are cordially invited to join us for a very special*  
**ECONOMIC DEVELOPMENT  
ANNOUNCEMENT**  
— AT THE —  
**PORT OF PENSACOLA**

*Thursday, July 10  
11:00 AM  
Commendancia Slip*

**PENSACOLA**  
THE UPSIDE of FLORIDA

**THE PORT OF  
PENSACOLA**



# AND THEN...





# A STABLE OF STABLE STAPLES



