

AAPA Smart Ports

Business Intelligence

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Oakland, CA

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#1 Seaport in Florida by Revenue

- \$161.7 million (FY2017)

#1 Container Port in Florida

- 1,987 ship calls
- 1.076 million TEUs (FY2017)

#1 Seaport for Exports in Florida

- \$11.7 billion (CY2016)

#1 Refrigerated Cargo Port in Florida

- 146,494 TEUs (FY2017)

#2 Petroleum Port in Florida

- 594 ship calls
- 122 million barrels (FY2017)

#3 Foreign-Trade Zone in the U.S.

\$5.1 billion total activity (CY 2016)

#3 Cruise Port in the World

- 876 ship calls
- 3.8 million passengers (FY2017)



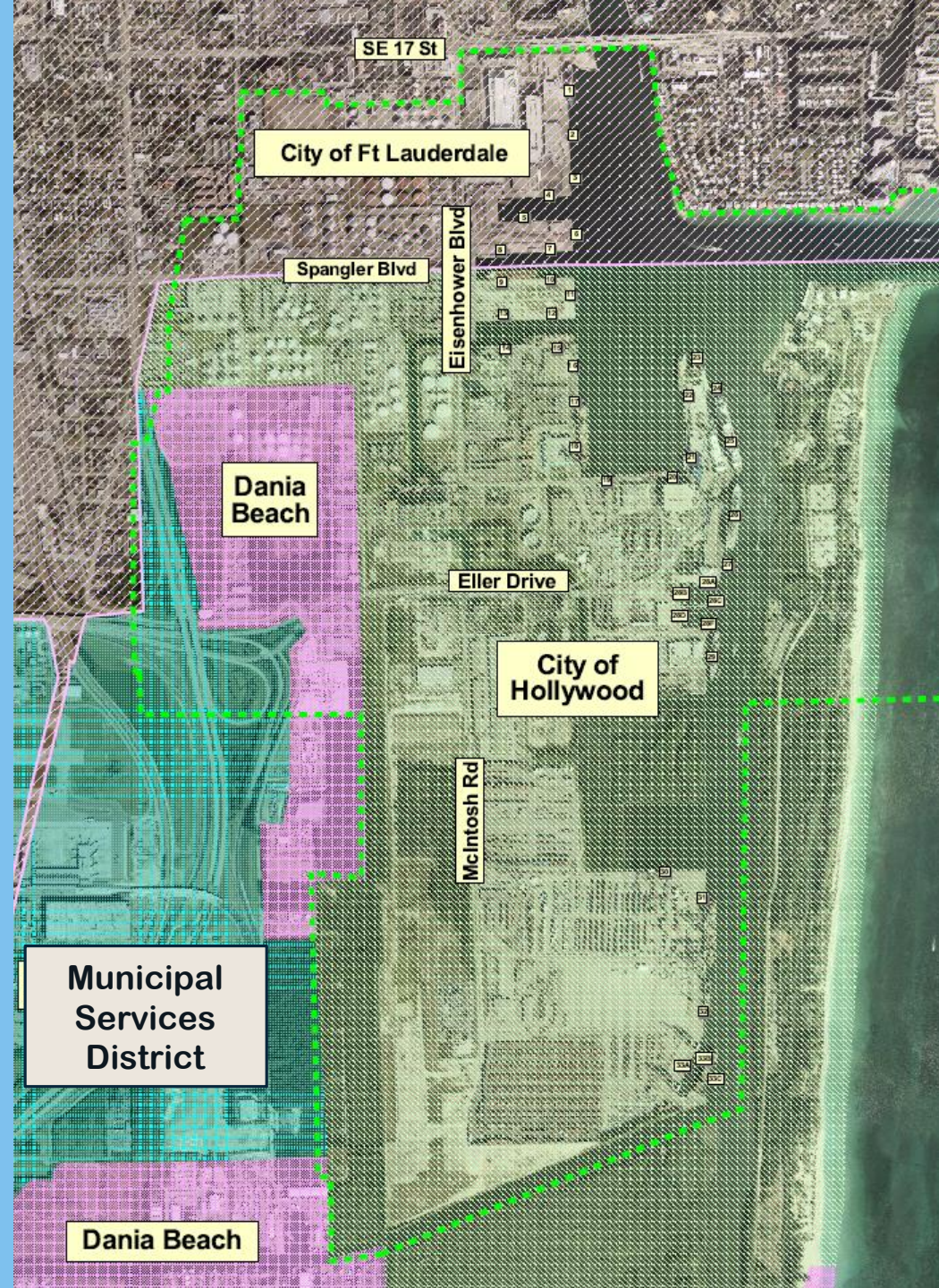
Jurisdictional Area

Located in the cities of:

- Hollywood
- Fort Lauderdale
- Dania Beach

Direct access to:

- I-95
- I-595
- I-75
- Florida Turnpike



Enterprise Fund of Broward County Government

- Operations are supported 100% by user fees; no local taxpayer dollars
- \$161.7million operating revenue in FY 2017

Landlord Port

- We DO develop and lease land + facilities
- We DO NOT operate terminals or handle cargo



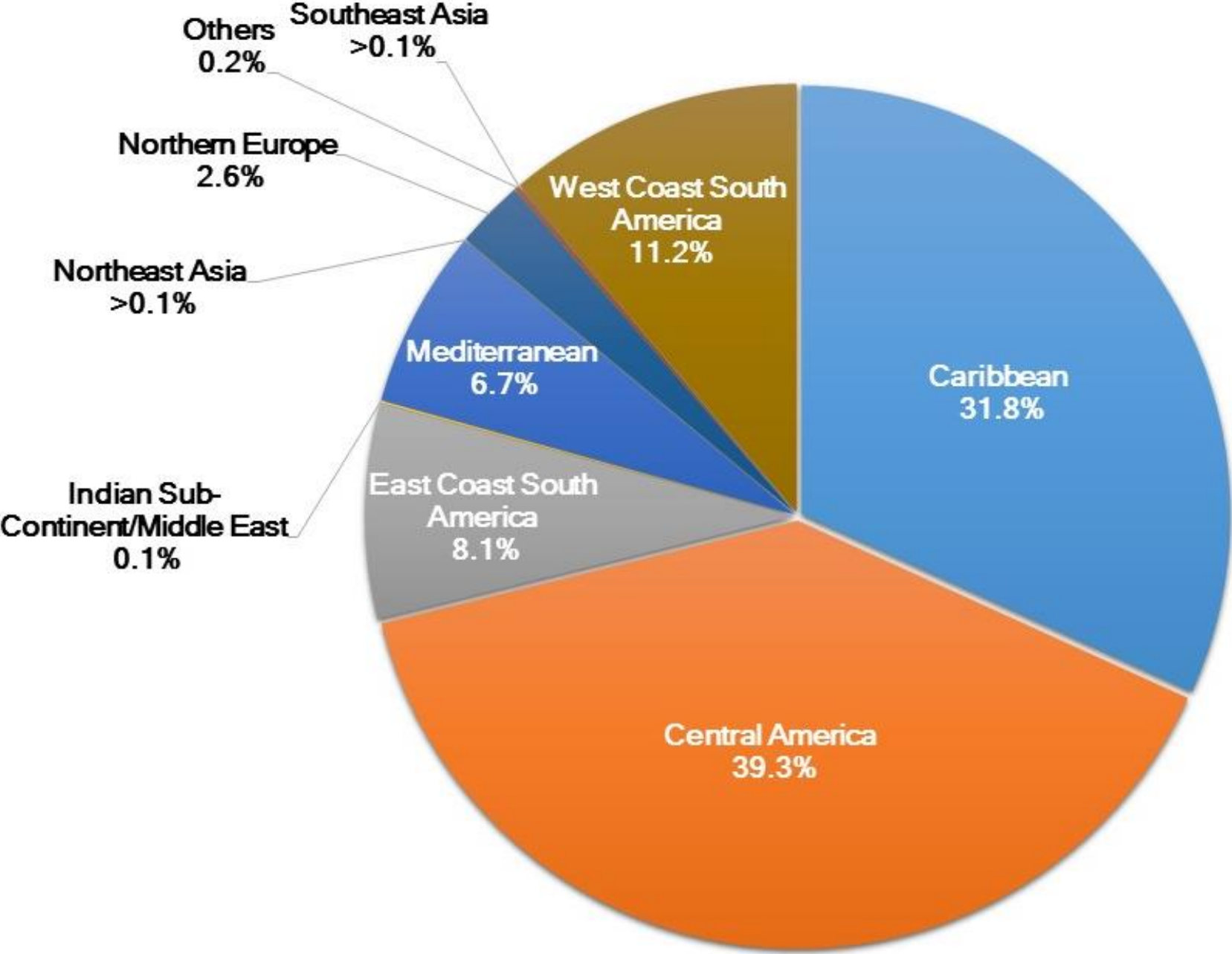


The Big 3

- Cargo
- Cruise
- Petroleum

Containerized Cargo by Trade Lane

FY2017



Trade Partner	TEUs	Short Tons	\$ Value
1 Honduras	221,405	1,750,067	\$ 10,640,377,186
2 Guatemala	206,639	1,622,285	\$ 4,796,797,440
3 Dominican Republic	144,458	1,130,865	\$ 7,254,904,151
4 Brazil	81,268	954,212	\$ 3,041,824,788
5 Bahamas	80,367	815,547	\$ 1,772,882,489
6 Colombia	71,393	656,619	\$ 2,136,339,684
7 Panama	55,526	595,527	\$ 1,665,130,920
8 Italy	49,623	650,677	\$ 960,022,757
9 Netherlands Antilles	48,958	535,108	\$ 1,615,898,769
10 Costa Rica	47,527	377,202	\$ 1,309,623,446

Commodity	TEUs	Short Tons	\$ Value
1 Apparel	57,680	391,744	\$ 6,228,554,662
2 Machinery	57,391	633,511	\$ 3,650,252,101
3 Other Food Products	54,585	504,176	\$ 1,040,891,791
4 Motor Vehicles	43,532	121,304	\$ 758,004,838
5 Beverages	33,706	430,225	\$ 402,327,804
6 Paper	25,931	266,348	\$ 364,174,410
7 Steel Products	25,425	261,052	\$ 652,854,477
8 Textiles	21,124	180,154	\$ 1,061,276,132
9 Lumber	20,817	254,866	\$ 210,454,276
10 Furniture	17,349	85,807	\$ 286,711,937

Perishables - State Leader

Refrigerated TEUs Moved in FY2017

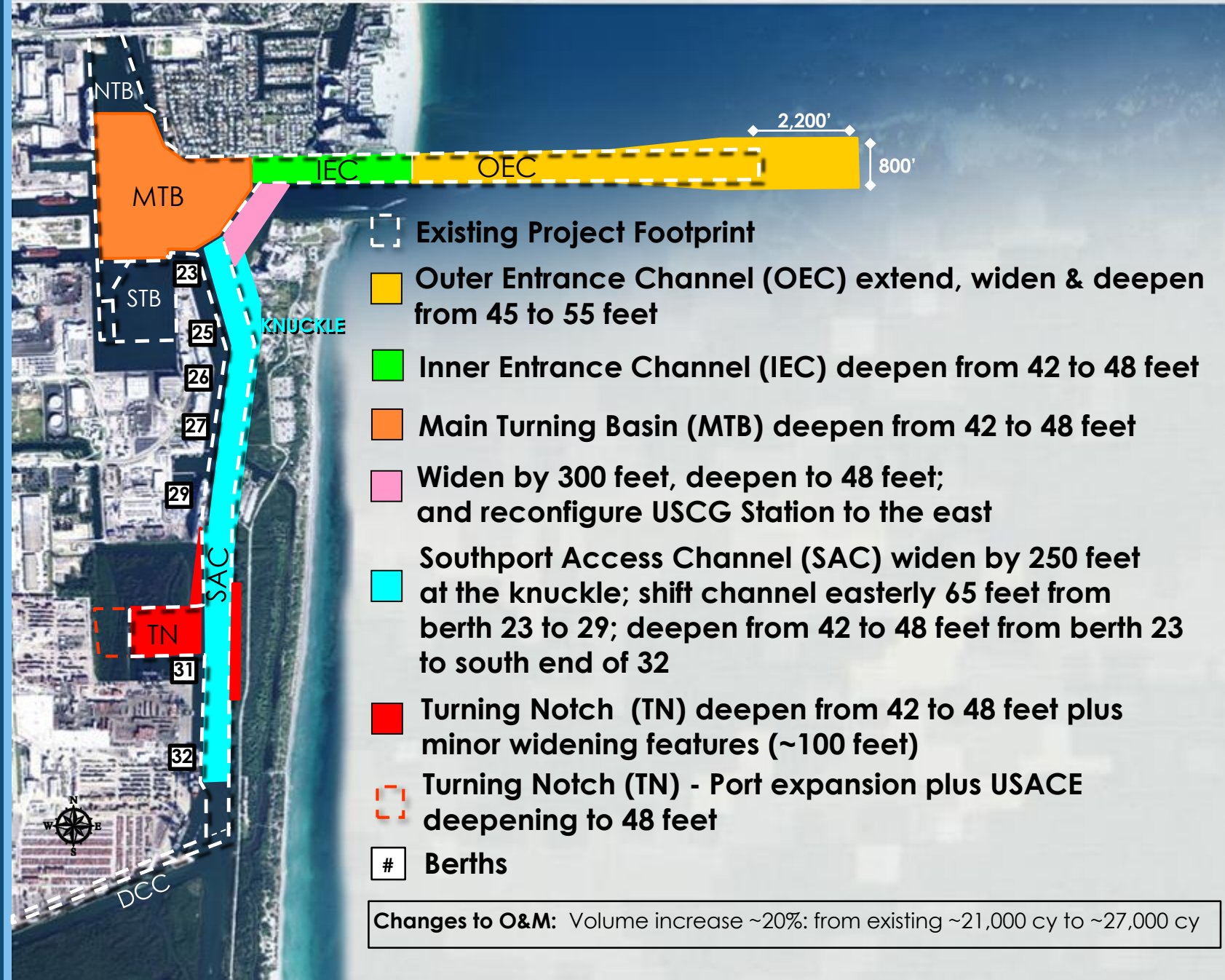
Florida Ports:

Port Everglades	146,608
Jacksonville	93,025
Miami	60,335
West Palm Beach	39,198
Manatee	23,250
Canaveral	5,650
Panama City	4,824
Tampa	2,665



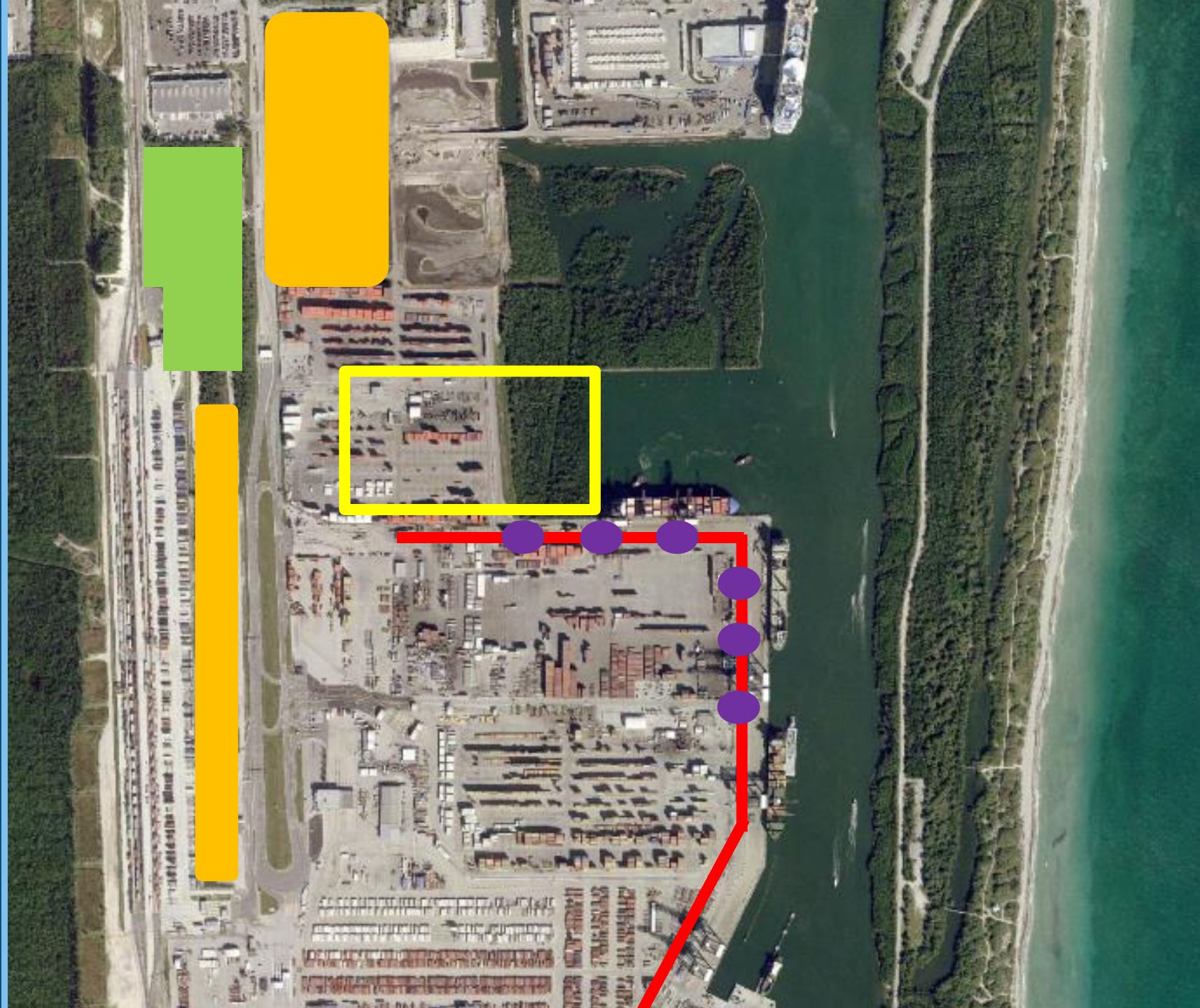
Deepening & Widening

- Deepen Outer Entrance from 45 ft. to 55 ft. and Widen from 500 ft. to 800 ft.
- Deepen Inner Channel from 42 ft. to 48 ft., Plus 1-ft. Required and 1-ft. Allowable Overdepth for a Total of 50 ft.
- Widen Southport Access Channel by 250 ft.



Future of Southport

- FTZ Relocation/ Logistics Center Development
- New Container Yards
- Additional Berths
- New Cranes
- Wharf & Existing Cranes Upgrades



Future of Southport

Southport Turning Notch Extension

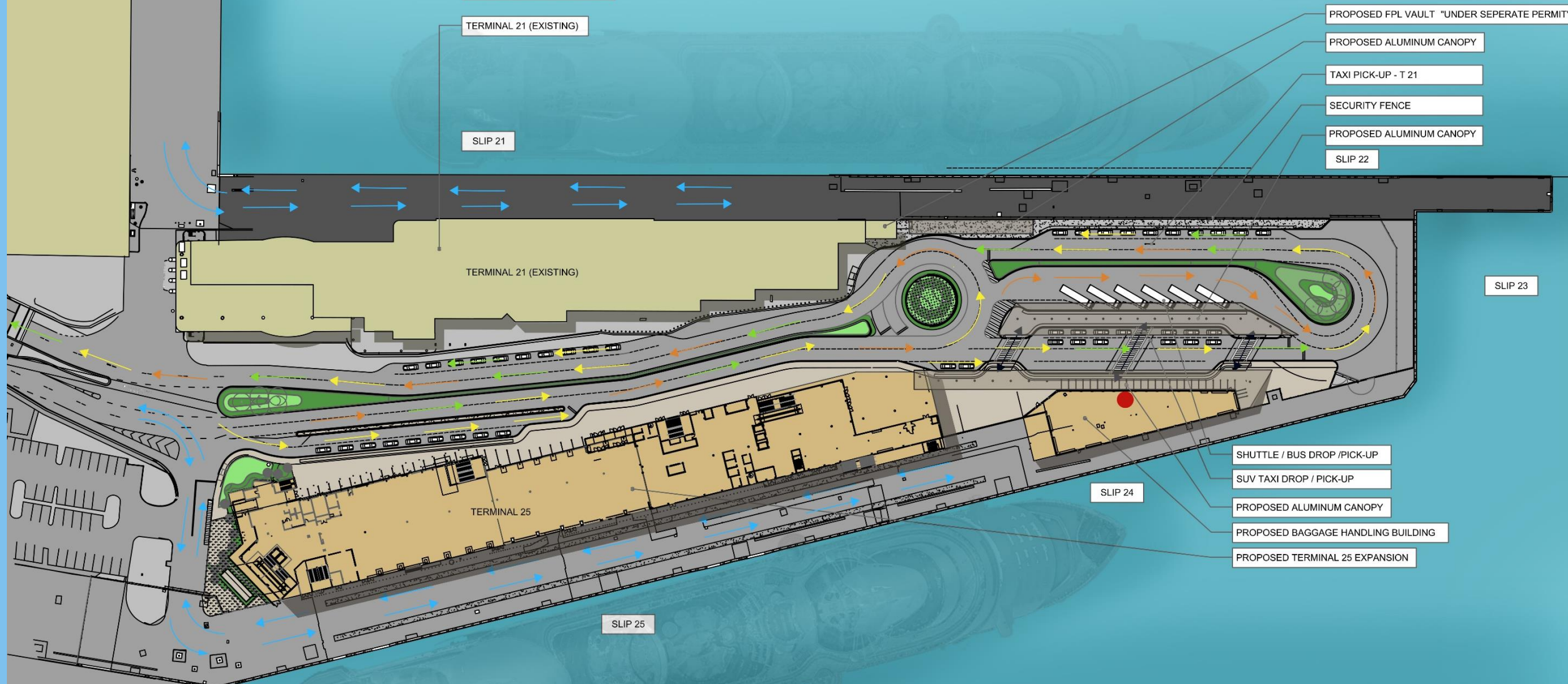
- Lengthen by 1,500 feet
- Add up to 5 new berths



NOW



2021



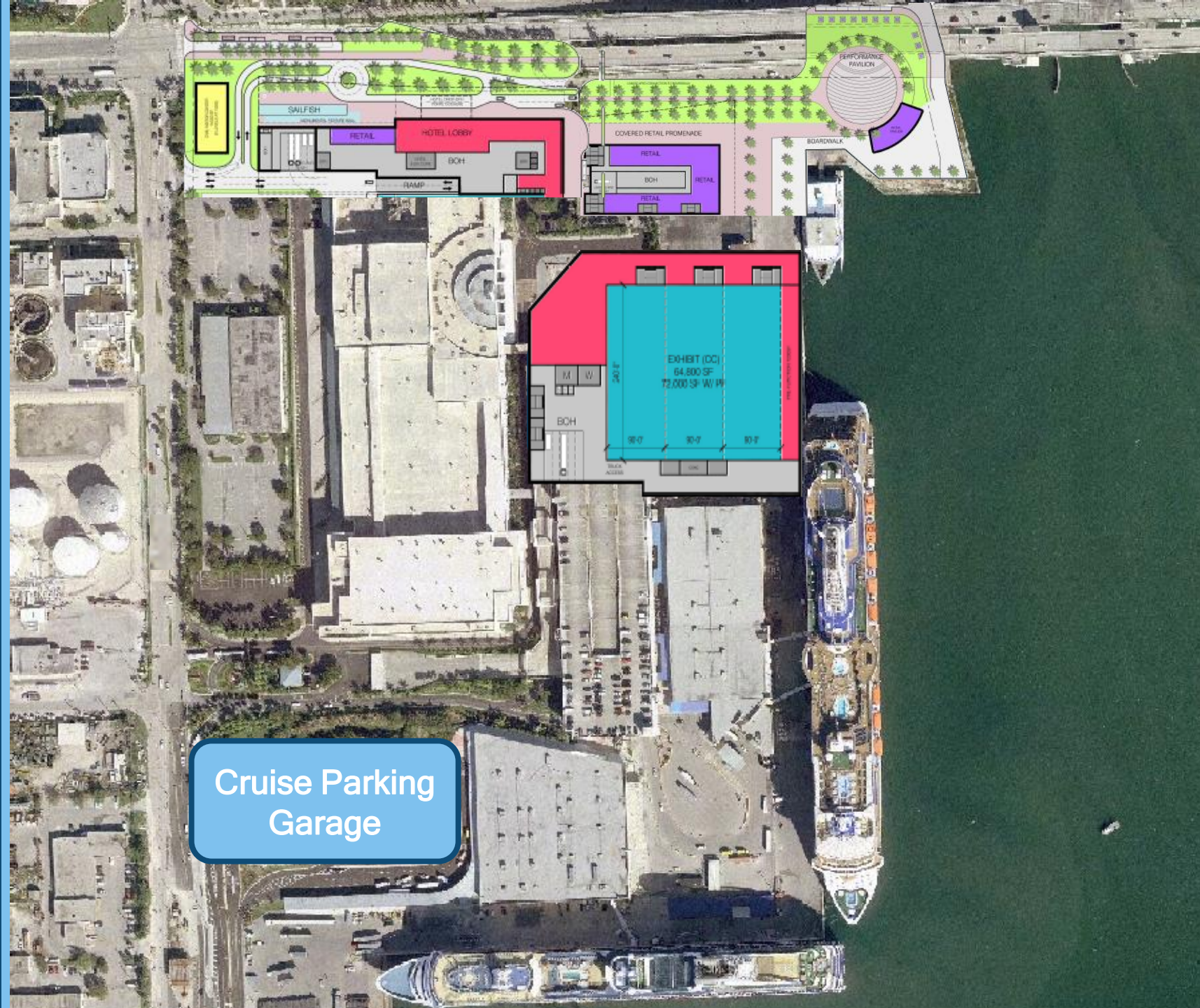
Looking Into the Future

Renovation of Cruise Terminals 25

Future of Northport

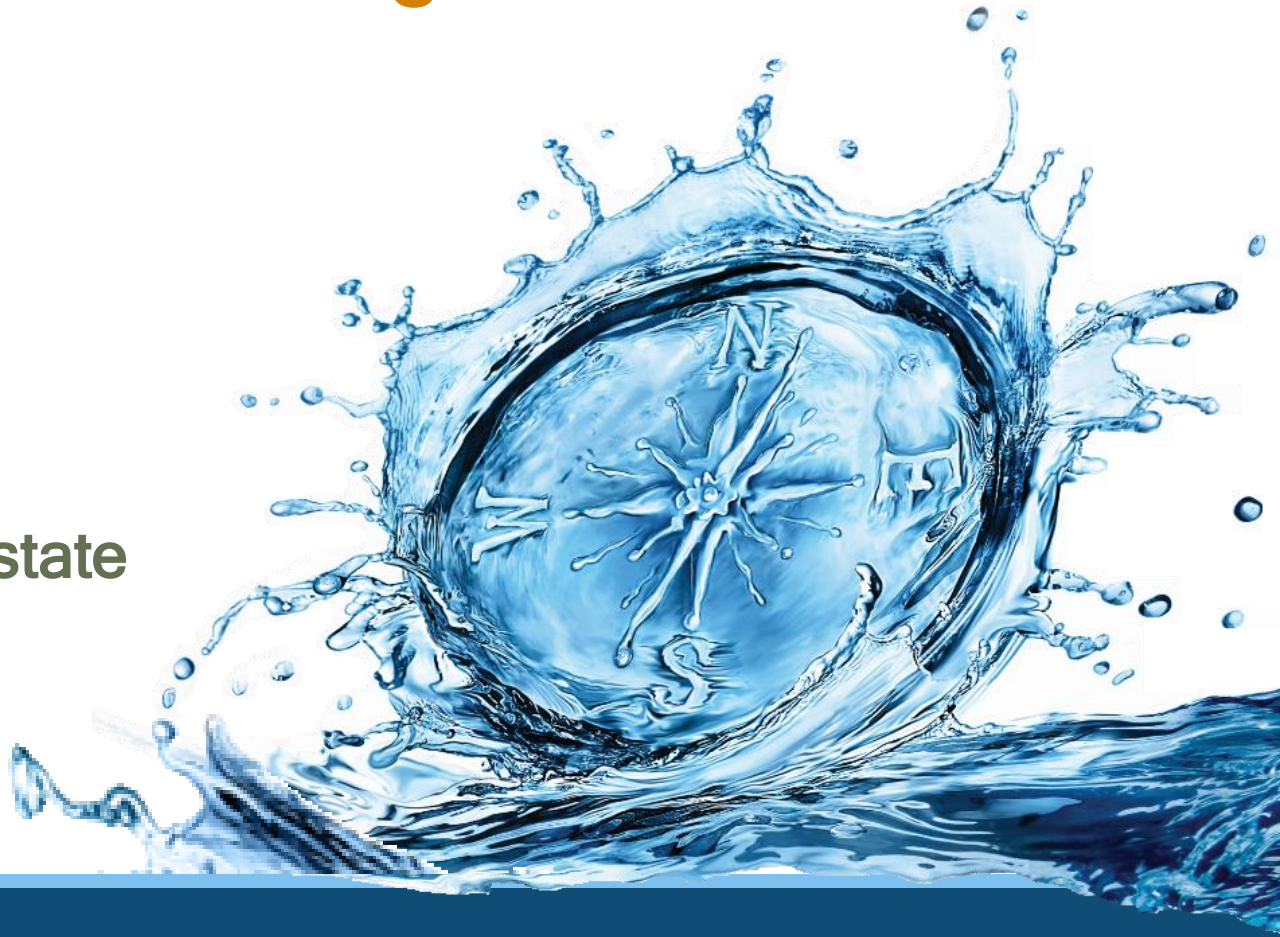
Convention Center Expansion & New Convention Hotel

- Demo Terminal 1 and Portion of the Northport Garage
- Build New Cruise Garage
- Connecting Hotel and Public Areas
- Convention Center Expansion



Marketing/BD Uses of Business Intelligence

- **Targeted Sales Queries**
 - Challenges in sources
 - Example: Crowley Sea/Air Program
- **Trends in Business Analysis**
 - Geopolitical Issues -> Steel Tariff
 - Monthly/Quarterly analysis of market state
 - Lost-Gained business reports
 - Real time service impacts
- **Interactive Dashboards on KPIs**



Marketing/BD Uses of Business Intelligence

- **Tenant Contract Analysis**
 - Contract Negotiation KPIs
 - Easily available costs/move of Terminal Operators
 - Efficiency of each Terminal Operator
 - Capital Investment forecasts by volume
- **Real-Time Dashboards on Tenants using AIS/GIS**
 - Port Community System, Interactive



Marketing/BD Uses of Business Intelligence

- **Social Media/Apps**
 - YouTube/Facebook/SnapChat
 - Port Everglades iPhone App
- **Interactive Shipline Services Guide (Dashboard)**
 - Customer can use dashboard to find optimal routing
- **Website Statistics**
 - Easy to find, transparent information
 - Millenials want easy access



Operational Challenges of Business Intelligence

- **Challenge: Transparency as a LandLord Port**
 - Must have buy in from all stakeholders at the Port
 - One link can block the whole information flow
 - Multiple Terminal Operating Systems
- **Challenge: Every Port is Different**
 - Landlord vs. Operational
 - Business Lines
 - Volume



Operational Uses of Business Intelligence

- **Strategic KPIs**
 - Crane/Berth Efficiency, Turn Times, etc.
 - Example: Port Everglades Dwell Time
 - Which link in supply chain caused disruption?
 - Crane/Berth Requests
 - Dashboard for Key KPIs accessible for management
 - Drives real-time decision making
- **KPIs must be flexible**
 - Constraints -> Benchmarking



Operational Uses of Business Intelligence

- **Operational Planning**

- Analyze historical monthly/quarterly/yearly KPIs
 - Trends in business lines, upcoming disruptions
- Must be Proactive, not Reactive
 - Additional security/gates on historically busy Cruise Days

- **Refrigerated Cargo Planning**

- Pilot Program for Perishables
- Customs Clearance before vessel arrives
- Time to Market/Visibility



Operational Uses of Business Intelligence

- **Capital Infrastructure Investment**
 - Track economic impact of major investments
 - Ports role to Modernize Infrastructure
 - Working with Universities to create simulation models that show additional volume impacts and bottlenecks
- **Channel Operation**
 - Cruise/Cargo/Private Vessels
 - Channel Depth/Width
 - Berth Utilization -> Turn Berths



Operational Uses of Business Intelligence

- **Traffic Analysis**

- Busy Cruise Days can be disruption to Cargo Operations
- One Terminal Operator can cause Port-Wide Delays
- Staff Traffic Officers on strategic days (gates/lights)

- **Safety/Emergencies**

- Active Shooters
- Natural Disasters -> Hurricanes
 - Impact from Puerto Rico

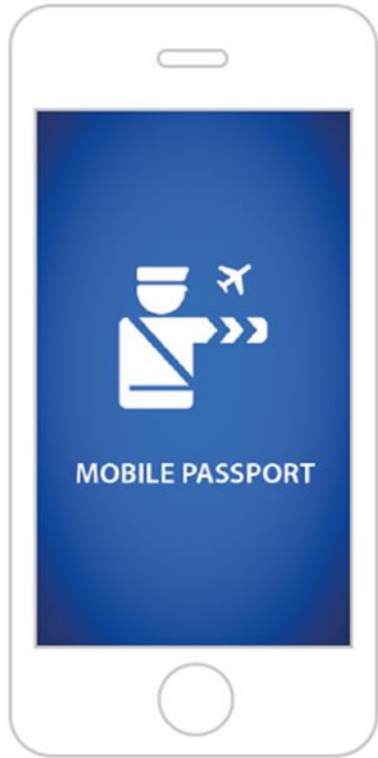




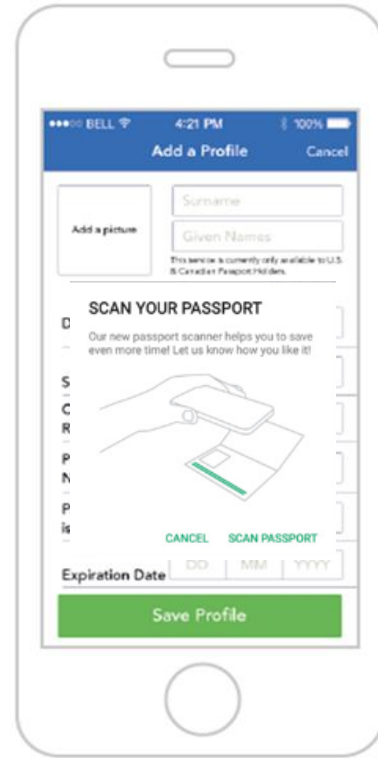
New for 2018

- Terminal 2 renovation
- Integration of Carnival's Ocean Medallion Service

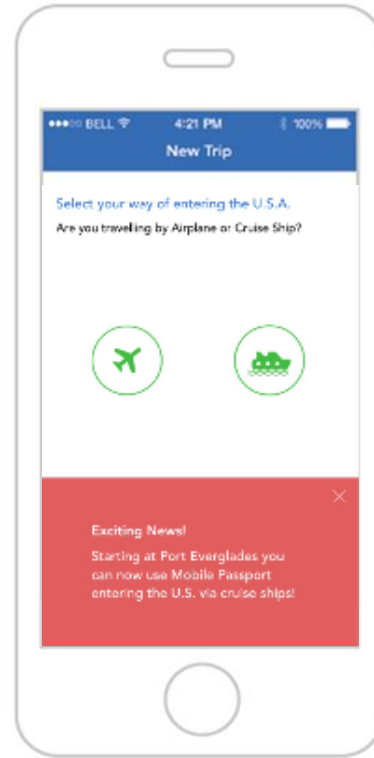




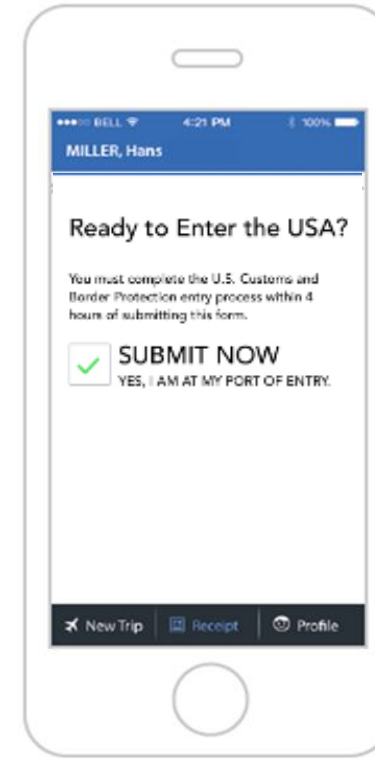
Download App



Setup Your Passport



Answer a Few Questions



Submit to CBP

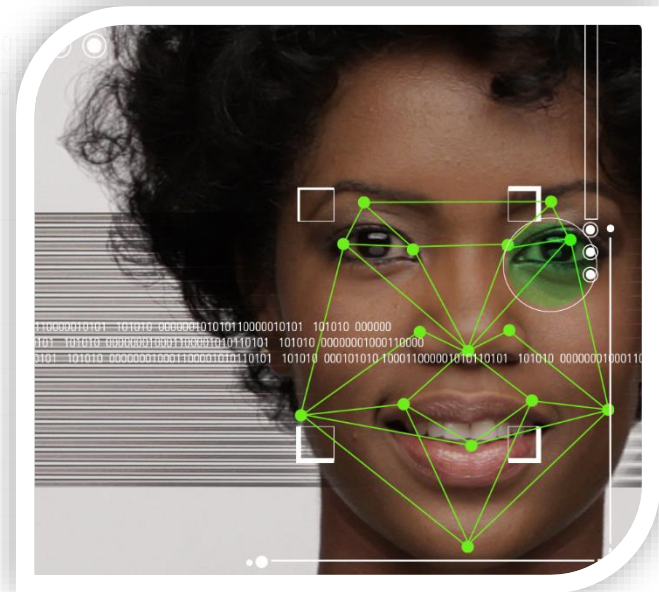
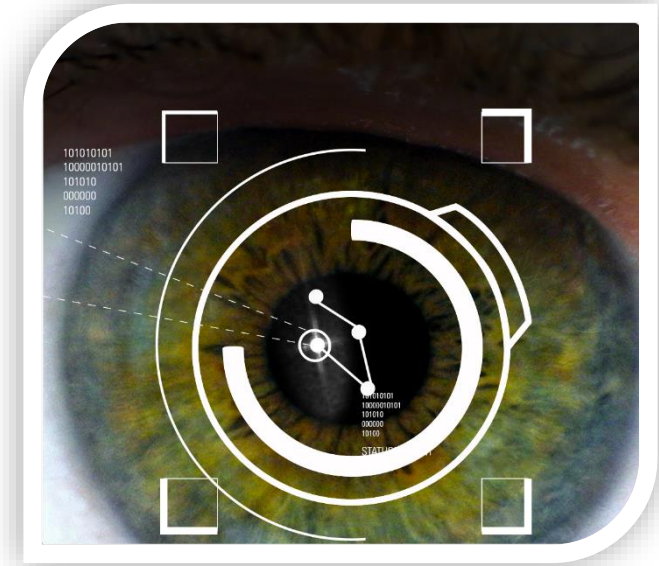


Get Your Receipt

What's Next?

Pedestrian Biometric Field Test - Entry

- Outdoor Land Environment
- Kiosk Stations



What's Next?

Pedestrian Biometric Field Test - Exit

- Outdoor Land Environment
- Data Matching
- Additional Security



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