A photograph of a press conference. In the foreground, a man in a dark suit is seated at a round table, looking towards the camera. Behind him, several cameramen in blue shirts are operating professional video cameras on tripods. A large white umbrella is positioned over the camera crew. To the right, a group of women in business attire are standing and clapping. The background features a wall with a grid of small circular perforations. The overall scene is brightly lit, suggesting an outdoor or well-lit indoor setting.

Port Everglades  
“New Start” Press Conference  
Entry Classification: Special Event  
Category 3

# Summary

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After more than two decades, Port Everglades finally received federal funding as a New Start project for the U.S. Army Corps of Engineers to begin the first phase of deepening and widening its navigational channel, the Intracoastal Waterway.

While the general public understood the necessity to dredge the channel from 42 feet to 48-50 feet to accommodate larger, deep draft vessels, they had less understanding of why the channel needed to be widened.

To announce the funding award, Port Everglades held a press conference overlooking the site of the chokepoint where the widening would take place. We highlighted a major component of the widening project that involved relocating a landmark U.S. Coast Guard facility and building a brand-new base. These visual aids helped explain the project's necessity.



# Challenge

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Port Everglades' greatest challenge was to make the business community, media and general public understand the need to widen the Intracoastal Waterway.

The U.S. Army Corps of Engineers' Port Everglades Harbor Navigation Improvement Project consists of two components – 1) deepening the channel from 42 feet to 48-50 feet and 2) widening a chokepoint that prevented cargo ships from passing docked cruise ships.

The deepening is easier to understand and therefore has received more media attention. But widening the channel is a greater priority and is the first phase of the entire Harbor Navigation Improvement Project.

# Opportunity

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Port Everglades used the award of \$29.1 million in federal funding under the U.S. Army Corps of Engineers FY 2020 Work Plan as a springboard to communicate the story of the importance of widening the Intracoastal Waterway.

For the Port, the most important part of the project is to correct a flaw in the channel that prevents ships from being able to pass one another.

For the community, the big story is that U.S. Coast Guard is getting a new home. USCG Station Fort Lauderdale is a local landmark, but it was built in the 1960s and has outlived its usefulness.

We had two “good news” stories to share.

# Mission

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*MISSION STATEMENT: Port Everglades is Florida's powerhouse global gateway. A respected leader in trade, travel and financial stability, we create economic and social value by working in partnership with world-class clients. We achieve advancements focusing on efficient facilities, trade and cruise expansion, jobs growth, safety, security and environmental stewardship for our customers, stakeholders and community.*

The widening project helps Port Everglades create economic and social value by improving an asset that will help generate greater international trade and support more direct jobs in the community.

# Goals & Objectives

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## GOAL:

To raise awareness about the importance of widening the Port's channel in addition to deepening.

## OBJECTIVES:

To have one major article in a local newspaper

To garner attention for the project's progress in the trade press

To have broadcast media attend the press conference and cover the story

To create a buzz using social media

To honor and recognize our elected officials

To celebrate our supporters in the business community

# Strategy and Outputs

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- In January, prior to the announcement, Port leaders met with the editorial board of the local newspaper, the *South Florida Sun-Sentinel* to discuss the Port's expansion efforts and the update of its 20-Year Master/Vision Plan. As a result, the editorial board became more familiar with the Harbor Navigation Improvements Project.
- Acting Chief Executive & Port Director Glenn Wiltshire submitted an op-ed to the *Sun-Sentinel* that included the need for the deepening and widening project.
- Port Everglades received news of the New Start Designation on February 10, 2020
- That day, the communications team wrote and distributed a press release about the federal funding and posted the news on social media.
- Pitching the story to the *Sun-Sentinel* resulted in a first-hand tour of the port with a reporter and photographer who published a front page article.
- We checked the availability of key political figures including Congresswoman Debbie Wasserman Schultz, who has been a long-time supporter of the Port Everglades Harbor Navigational Project.

# Strategy and Outputs continued

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- Once the date was selected, invitations to the press conference were sent to members of the Port Everglades Association (a business organization) and members of the Port Everglades Action Team (PEAT), a grassroots committee of local business leaders who actively lobby for the dredging project and port expansion.
- A media alert was sent to members of the press.
- Follow-up calls to the media were made the day prior and on the morning of the press conference.
- The communications team wrote and distributed fact sheets at the press conference about the new Coast Guide Station, the Harbor Navigation Improvements Project and General Port “By the Numbers.”
- The press conference was held on the rooftop patio of a new cruise terminal overlooking the chokepoint and U.S. Coast Guard Station. The location was visually appealing and made the story easier to understand.





## Port Everglades Construction New Start A Major Milestone

Feb. 18, 2020

BROWARD COUNTY, FL – Federal, state and local elected officials joined local business leaders today to welcome the news that Broward County’s long-awaited Port Everglades Navigation Improvements...

[Continue Reading](#)

## Port Everglades Receives New Start Designation for Harbor Deepening & Widening

Feb. 10, 2020

BROWARD COUNTY, FL – Broward County’s Port Everglades is one of two seaports nationwide to receive a construction “New Start” designation in the U.S. Army Corps of Engineers (USACE) FY 2020 Work Plan...

[Continue Reading](#)

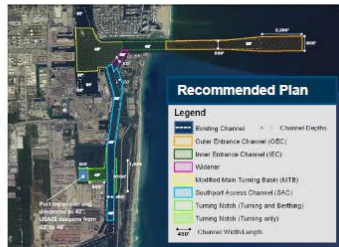
## Harbor Deepening and Widening



The U.S. Army Corps of Engineers (USACE) is advancing efforts to deepen and widen the navigational channels and turning basin at Broward County's Port Everglades. This project addresses safe shipping requirements as older fleets are being replaced with much larger ships that require wider channels and deeper water. Lightly loaded larger cargo ships currently arrive from Europe and South America. Some of the larger ships have difficulty maneuvering safely when other ships are berthed in some of the channel's narrower areas. The project addresses environmental concerns and will utilize innovative approaches for coral restoration as Broward County, FL, has major economic interests in both its seaport and its sensitive coral reefs.

### Project Description

- Deepening and widening the Outer Entrance Channel from an existing 45-foot depth over a 500-foot channel width to a 55-foot depth by 800 feet width for a flared extension that extends 2,200 feet seaward
- Deepening the Inner Entrance Channel and Main Turning Basin (MTB) from 42 feet to 48 feet (plus 1-foot required and another 1-foot allowable overdepth for a total 50 feet)
- Widening the rectangular shoal region to the southeast of the MTB (Widener) by approximately 300 feet and deepening to 48 feet
- Widening the Southport Access Channel (SAC) in the proximity of Berths 23 to 26, referred to as the "knuckle," by approximately 250 feet and reconfiguring the U.S. Coast Guard (USCG) facility to the east
- Shifting the existing 400-foot-wide SAC nearly 65 feet to the east from nearly Berth 20 to the south end of Berth 29 to provide a transition back to the existing federal channel limits
- Deepening the SAC from Berth 23 to the south end of Berth 32 from 42 feet to 48 feet



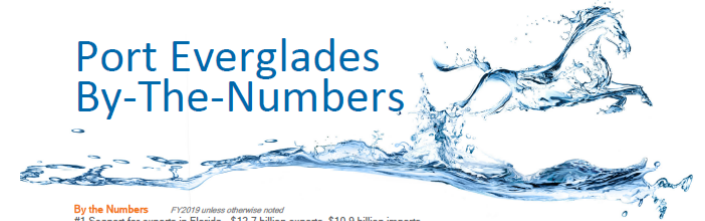
## U.S. Coast Guard Station Reconfiguration



A separate project that is part of the overall U.S. Army Corps of Engineers' (ACOE) Port Everglades Navigation Improvements Project will involve the reconfiguration of the U.S. Coast Guard Station (USCG) located on the east side of the Intracoastal Waterway. By moving the Coast Guard facility to the east, the Southport Access Channel will be widened by 250 feet. This will eliminate a choke point and allow Neo-Panamax cargo ships to pass large cruise ships docked along the channel at Cruise Terminals 25, 26 and 29 without the current restrictions.



## Port Everglades By-The-Numbers



### By the Numbers FY2019 unless otherwise noted

- #1 Seaport for exports in Florida - \$12.7 billion exports, \$10.9 billion imports
- #1 U.S. gateway for trade with Latin America, 13% of all U.S. Latin American trade moves through Port Everglades
- #1 Refrigerated cargo seaport in Florida - #9 in U.S. - 149,292 TEUs\*
- #1 Seaport in Florida by revenue - \$170.7 million
- #2 Petroleum port in Florida - 125.9 million barrels (5.3 billion gallons)
- #3 Cruise port in the world for multi-day total passengers - 3.9 million total passengers, 3.8 million multi-day
- #3 Container port in Florida (#12 in U.S.) by volume - 1,053,078 TEUs
- #5 Foreign-Trade Zone in the U.S. with \$6.6 billion in total activity (CY2018)

### Economic Impact and Jobs (FY2018)

- \$33.9 billion total economic activity
- \$1.2 billion in state and local taxes
- 13,127 direct local jobs receiving \$531 million in direct wage and salary income
- 231,579 Florida jobs generating \$9 billion in wages

### Cruise

- Homeport to world's largest cruise ships, Royal Caribbean's 5,400-passenger Oasis-class ship (*Allure of the Seas*)
- Standing world record holder for the most cruise guests in a single day - 55,964 (arrive/depart) on December 1, 2019.
- 38 cruise ships, 10 cruise lines and 1 ferry service call at Port Everglades
- Multi-day passenger counts rose nearly 42% in the past 10 years and are expected to reach 5+ million by 2029

### Cargo

- Service to 150 ports and 70 countries
- Top containerized commodities = Apparel, machinery, fruits, autos/parts, beverages, lumber, furniture, steel products
- Key markets = Honduras, Guatemala, Dominican Republic, Brazil, Bahamas, Colombia (PIERS)

### Petroleum

- Gas stations in 12 South Florida counties receive fuel that is brought in through Port Everglades
- 3 international airports - Fort Lauderdale-Hollywood, Miami and Palm Beach - receive jet fuel through Port Everglades
- About one-third of Florida's fuel needs are met by petroleum stored/distributed by companies at Port Everglades

### More Information

- Port Everglades is a self-supporting Enterprise Fund that does not use local tax dollars
- Governed by the Broward County Board of County Commissioners
- Located in the center of the 6<sup>th</sup> largest metropolitan area in the U.S. with approximately 110 million combined seasonal and permanent consumers within a one-day drive
- 1 stop light between Port Everglades and Los Angeles
- Shortest, straightest entrance channel on the Southeast U.S. Atlantic Coast, saving ships fuel costs and time

### Mission Statement

Port Everglades is Florida's powerhouse global gateway. A respected leader in trade, travel and financial stability, we create economic and social value by working in partnership with world-class clients. We achieve advancements focusing on efficient facilities, trade and cruise expansion, jobs growth, safety, security and environmental stewardship for our customers, stakeholders and community.

\*20-foot equivalent units, the industry standard measurement for containers



# Results/Coverage

Sun-Sentinel (front page, see attached)

<http://www.sun-sentinel.com/local/broward/fl-ne-port-everglades-widening-expansion-20200214-kcxngahoufaphc37ejyc7zj5p4-story.html>

Same article ran in the Orlando Sentinel

WPLG-ABC-Channel 10

<https://www.local10.com/news/local/2020/02/18/port-everglades-moves-closer-to-being-big-ship-ready-with-29m-project/>

WFOR-CBS-Channel 4

<https://miami.cbslocal.com/2020/02/19/funds-approved-widen-deepen-port-everglades-build-coast-guard-station/>

Hollywood Gazette

<https://www.hollywoodgazette.com/2020/02/16/port-everglades-recvies-special-designation/>

# SOUTH FLORIDA SunSentinel

SUNSENTINEL.COM

TUESDAY, FEBRUARY 18, 2020

## Sanders looks risky to establishment Dems

Leaders doubt Vermont senator could beat Trump

BY STEVE PROPLES AND ALAN FRAM Associated Press

LAS VEGAS — A growing number of Democratic lawmakers, union officials, state leaders and party strategists agree that Sen. Bernie Sanders is a risky nominee to put up against President Donald Trump. There's less agreement

about whether — and how — to stop him.

Critics of the Vermont senator, who has long identified as a democratic socialist, are further than they've ever been from uniting behind a moderate alternative. None of the viable centers in the race is eager to exit the campaign to clear a path for a candidate to become a clear

counter to Sanders. And Sanders is looking to Saturday's Nevada caucuses to post another win that would further his status as an early frontrunner.

With fear and frustration rising in the party's establishment wing, a high-stakes math problem is emerging. It could be

See SANDERS, 10A



Sen. Bernie Sanders speaks at a campaign event Monday in Richmond, California. See SANDERS, 10A

## Notifications reveal school officer mishap

Sexting on duty, a misfired gun, an unsecured firearm

BY SKYLER SWISHER

A safe-school officer hired to protect children stood in front of a mirror, clutched her gun for practice and pulled the trigger of what she thought was an unloaded weapon. The gun fired and sent a bullet through the mirror.

At another school, an officer on her lunch break slipped into a school bathroom and filmed a nude video of herself for her husband. An investigator concluded her response to a school shooting could have been delayed by her "disrobed state."

Police departed across the country struggling to recruit candidates, a state's mandate created the Feb. 14, 2018, school shooting created more dem

qualified officers schoolchildren sa

Under pressure

viewed by the South Flor-

ida Sun Sentinel May, school syste been required to n state's Office schools whenever school officer is disciplined for : ductor or discharge on outside of train Eleven month have been filed so resenting only a ti ber of officers p the state's school But for K Trump, a schoo consultant, tho fications raise a that leaders shoul ing themselfv enough qualifie guards exist to r state's mandate "good guy with a stationed on eve past



The Cardiff, an 889-foot-long container ship, is offloaded at Port Everglades of the Southport on Thursday. See CANARITTA/SOUTH FLORIDA SUN SENTINEL

## Bigger ships coming to Port Everglades

Expansion expected to bring thousands of new jobs to Broward

BY LISA J. HURHASH

Bananas. Tiles. Shoes. They come by the shipload now to Port Everglades to stock shelves mostly across the state and some even beyond.

Each ship could carry more than 30,000 to 12,000 cargo containers — up from 6,000 to 8,000 — under a recently approved expan-

sion project. "Ships are getting bigger," said Ellen Kennedy, port spokeswoman. "Why would you have two ships when you can do the job with one?"

Congress this week approved the first batch of money — \$291 million — to widen a section of the Intracoastal Waterway by 250 feet. The work will be done by late 2023. That would

allow the cargo ships to maneuver around cruise ships docked at the port — one of the top three cruise ports in the world.

Funds for the rest of the project, an estimated total price tag of about \$437 million, will pay to dredge sand and limestone from the port to deepen the water from 45 feet to 57 feet, allowing for ships weighed

with more goods.

That approval could come at the end of next year and the construction work will begin immediately at the nation's 12th largest port for cargo. The work could be completed between 2024 and 2026.

Port officials say the improvements could entice

See SHIPS, 10A

## Circumstances shooting detail

Man shot after Super Bowl party got out of hand

BY BROOKE BAFFINGER AND ANDREW BORYGA

MARGATE — The dispute seems to have begun innocently. A driver made a wrong turn on a city street, but how that ended up with a man shot and a veteran firefighter jailed is proof that even simple encounters can spiral into chaos.

Newly released police and court records spell out the circumstances surrounding a shooting at a block party in Cooper City on Super Bowl Sunday.

The episode started on a quiet corner when residents set up a projection screen and took it upon themselves to close off the west end of Southwest 52nd Court with orange

cones for their way on Feb. 2.

Not long after though, two can onto the street, ag by mistake.

As the seco turned, one reside the back of the car ran over a bicy righting some 40 r the party, accordi nesses and surveil deso that police i from neighbors.

The cars then one returned late occupants could what had happens when Lorne fire duty Margate fire ant, drew his gun one of the men Mark Brown. (The two not related.)

The new recor the actions of

See SHOOT

South Florida Business Journal

[https://www.bizjournals.com/southflorida/news/2020/02/18/port-everglades-receives-29m-for-harbor-deepening.html?ana=TRUEANTHEMTWT\\_FL](https://www.bizjournals.com/southflorida/news/2020/02/18/port-everglades-receives-29m-for-harbor-deepening.html?ana=TRUEANTHEMTWT_FL)

Journal of Commerce

[https://www.joc.com/port-news/us-ports/port-mobile/us-army-corps-awards-403-million-six-port-projects\\_20200211.html](https://www.joc.com/port-news/us-ports/port-mobile/us-army-corps-awards-403-million-six-port-projects_20200211.html)

American Journal of Transportation

<https://ajot.com/news/port-everglades-construction-new-start-a-major-milestone>

Cruise Industry News

<https://www.cruiseindustrynews.com/cruise-news/22472-port-everglades-construction-new-start-a-major-milestone.html>

WLRN

<https://www.wlrn.org/post/port-everglades-kicks-expansion-critics-worry-coral-could-be-damaged#stream/0>

Sun-Sentinel article on WLRN website

<https://www.wlrn.org/post/bigger-ships-are-coming-port-everglades-here-s-what-means-south-florida#stream/0>

Florida Trend

<https://www.floridatrend.com/article/28775/tuesdays-daily-pulse>

Florida Politics

<https://floridapolitics.com/archives/319348-delegation-for-2-14-20-bloomberg-or-bernie-peace-corps-sba-trump-judges-stem-vets>

Congressman Ted Deutch in Sun-Sentinel 100

<http://www.sun-sentinel.com/opinion/south-florida-100/fl-op-sf100-mike-bloomberg-polls-trump-justice-florida-legislature-20200215-ry57ipwnx5gkzbtcntaoy6xwte-story.html>

Cruise News

<http://www.latecruisenews.com/2020/02/19/port-everglades-construction-new-start-a-major-milestone/>

Miami Diario

<https://miamidiario.com/port-everglades-logra-aprobar-fondos-para-ampliar-profundizar-sus-canales-de-navegacion/>

# Facebook Analytics



## Port Everglades

Published by Ellen Mishkin Kennedy [?] · February 18 · 🌐

Beyond job creation, the deepening and widening project at Port Everglades will open it up to larger, more efficient cargo and cruise ships. It will also improve the ability of larger ships to navigate through the Port, ensuring that tourist and commercial vessels can enter and exit the Port more quickly and safely. — US Congresswoman Debbie Wasserman Schultz #FLPowerhousePort Broward County Government



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Like

49

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23

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Love

2

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On Shares

4

Comments

4

On Post

0

On Shares

7

Shares

7

On Post

0

On Shares

153 Post Clicks

62

Photo Views

0

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91

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# Facebook Analytics



Port Everglades

Published by Ellen Mishkin Kennedy [?] · February 18 · 🌐

Thank you to the Port Everglades Action Team for advocating for deeper, wider water. <https://www.porteverglades.net/.../port-everglades-construct.../> #FLPowerhousePort



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When you boost this post, you'll show it to more people.

2,082  
People Reached

209  
Engagements

Boost Post

2,082 People Reached

59 Reactions, Comments & Shares *i*

49 Like	21 On Post	28 On Shares
4 Love	3 On Post	1 On Shares
2 Comments	1 On Post	1 On Shares
4 Shares	4 On Post	0 On Shares

150 Post Clicks

85 Photo Views	9 Link Clicks <i>i</i>	56 Other Clicks <i>i</i>
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# Twitter Analytics

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<b>Audience:</b>	156,453,942
<b>Unique Visitors:</b>	156,453,942
<b>Calc Ad Value:</b>	\$95,593
<b>Calc Publicity Value:</b>	\$286,779
<b>Average Stay:</b>	3352.60
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<b>Rank:</b>	420,682
<b>Page Views:</b>	40,277,572,313

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<b>Calc Publicity Value:</b>	\$991,239
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<b>Attention:</b>	0.0000
<b>Rank:</b>	663,863
<b>Page Views:</b>	154,195,250,515



# Conclusion

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We know from attending past American Association of Port Authorities and Public Relations Society of America seminars that storytelling works best if the reader can find a personal connection to the news item.

Our community could identify with the news that U.S. Coast Guard Station Fort Lauderdale, a local landmark, is getting a new home. This angle worked well to attract local media coverage.

Our business community could celebrate their advocacy efforts for widening the channel as a start to the larger U.S. Corps of Engineers Port Everglades Harbor Navigation Improvement Project.

Relaying the news of the federal funding also gave Port Everglades another opportunity with the trade press to talk about our expansion and growth.