

A one-day meeting to discuss port and maritime economic development challenges and share successes

MONDAY, MARCH 18, 2019

Grand Hyatt Washington Hotel, Meeting Room Declaration A
1000 H St NW, Washington, DC 20001

Monday, March 18, 2019

8:30 – 9:00 a.m.	Registration and Networking (coffee/tea/water provided)
9:00 – 9:15 a.m.	Welcoming Remarks and Self-Introductions
9:15 – 10:30 a.m.	<p>Marketing Port Real Estate</p> <p><i>In this session, participants will discuss how their port markets and promotes available port property leases, and what criteria they use to select outside commercial/industrial real estate firms to assist in this function. The discussion may touch on how ports post their available properties on commercial listing services (LoopNet, etc.), use traditional advertising in site selection and other industry publications, electronic and social media, or a combination, or market their properties through the economic development networks of other public entities. Participants may also discuss how relationships with outside commercial/industrial brokers are structured in terms of any resulting lease negotiations, commissions, etc.</i></p>
10:30 – 10:45 a.m.	Mid-Morning Break (coffee/tea/water provided)
10:45 a.m. – 12:30 p.m.	<p>Port Property Land-Use Planning</p> <p><i>In recent AAPA surveys, participants cited a keen interest in hearing about case studies in port property land-use planning ... from planning berth and cargo storage areas, to retail, commercial and industrial parks, to inland ports. Participants in this session will discuss what planning elements work well in different situations, including when land-use conflicts and gentrifications issues arise.</i></p>
12:30 – 1:30 p.m.	<p>Lunch (on your own)</p> <p>NOTE: The MED Committee's Planning and Research work group will meet separately during lunch with its work group chair, Dr. Natacha Yacinthe, PPM®</p>
1:30– 3:00 p.m.	<p>The Good and (sometimes) Bad of Port Cooperation</p> <p><i>In recent years, many ports have entered into both formal and informal cooperation accords with nearby ports in order to share resources and secure greater market share. While the upside of these collaborations can be very rewarding, there may be downside risks as well. Participants in this session will compare notes and share stories about their own port cooperation experiences.</i></p>
3:00 – 3:15 p.m.	Mid-Afternoon Break (coffee/tea/water provided)
3:15 – 5:00 p.m.	<p>Advocating the Value Proposition of Ports</p> <p><i>Quite possibly the most vexing issue facing port executives today is persuading stakeholders (residents, business leaders, community activists, etc.) on the value proposition of their port in order to get that all-important "social license to operate." In this final session, participants will share stories about what they've found works to win over stakeholders to see the benefits, and value, of having a port in their community or region.</i></p>
5:00 p.m.	Meeting Adjourns