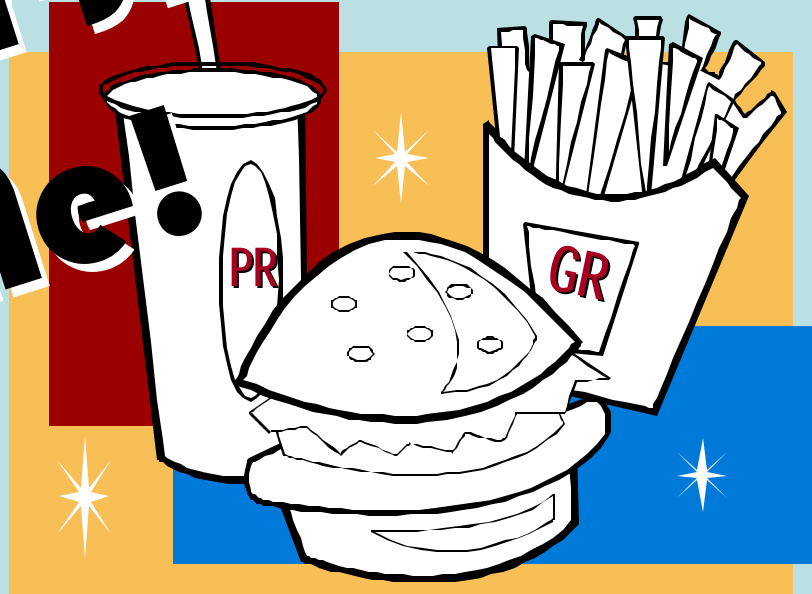


**Super-size
me!**



**AAPA
Annual Conference
Galveston, Texas
October 27, 2009**

(...or Why You Need a Port PR/GR Combo to go)

John Thorington
Senior Director of Communications
& Board Coordination

Andy Fobes
Director of Public Relations



TAMPA PORT AUTHORITY



Alliance of the Ports of Canada, the Caribbean, Latin America and the United States

Seaports
Deliver
Prosperity

PR/GR Combo Functions



- Develop and convey key industry messages to constituents, community and media
- Monitor legislative activity/policy
- Advocate for port industry issues
- Ongoing research and industry education
- Encourage and enlist support of regional economic development groups to develop cohesive, collaborative industry messages
- Utilize technologies to the port's advantage
- Wear many hats= Team Work Extraordinaire
- Work with AAPA closely—powerful resource

PR/GR—Things We Do

- Build an Image—Image is the Bottom Line
- Reinforce and further the Port's reputation
- Raise awareness of Port & Industry Activities
- Feed (educate) the Public and Key Audiences
- Increase Understanding and Demonstrate Relevance to Community, Economy and Individual Well Being
- Influence Opinion Leaders, Industry Leaders and Policy Makers
- Motivate Audiences to Action



Key Audiences

- Media—local, regional, national, trade pubs
- Community Leaders
- Business Partners
- Trade Associations
- Port/Maritime Community
- Legislators/Elected Officials



Large Tenant & Customer Base



MARINE TOWING OF TAMPA LLC



onesteel



A TITAN AMERICA BUSINESS

OSG



HORIZON LINES

Better than it has to be

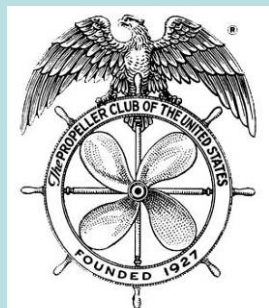
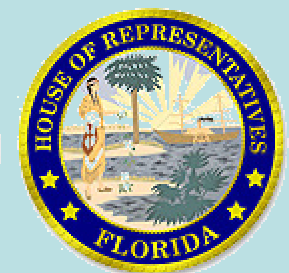
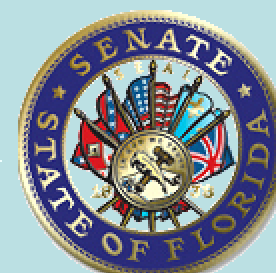
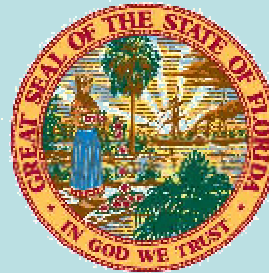
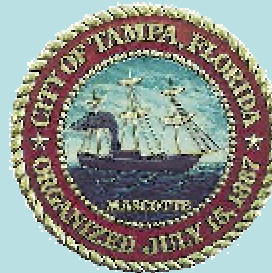
CFIndustries™



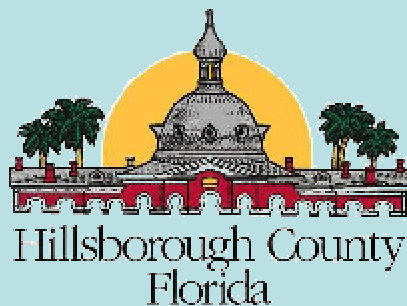
PORTS AMERICA



Industry—Economic—Government



PROPELLER CLUB
PORT OF TAMPA



Executive
Shippers
Council



A Buffet of Areas Covered

A.K.A. Tools that help us share our message...

- Media Relations
- Press Releases & Media Advisories
- Speeches and Presentations
- Port Publications & Videos
- Branding & Advertising
- Website Content
- Special Events
- Public Port Tours/Hosting of Guests
- Internal Departmental Assistance



Media Relations—Keeping them Fed

- Press releases, media alerts, press conferences for timely stories/events
- Ongoing, positive relationship building with reporters is critical
- Meetings with editorial boards
- Good relationships = increased likelihood of positive and frequent media coverage/editorials
- Work with department directors & legal team to be sure message is clear, consistent and well documented
- Government In the Sunshine Law



Sample Press Release With AAPA and 'Seaports Deliver' Branding



FOR IMMEDIATE RELEASE

Date: August 26, 2009
Contact: Andy Fobes, Public Relations Director,
Tampa Port Authority, 813.905.5132 or afobes@tampaport.com



Aerial image of the REK Pier, at the Port of Tampa, which is responsible for the importation of nearly 40% of the petroleum needs for all of west/central Florida

Tampa Port Authority awarded \$2.2 million federal grant to assist in rehab of major petroleum terminal

TAMPA, Fla.—The Tampa Port Authority proudly announces the award of a \$2.2 million federal grant it has received that will aid the authority in modernizing the REK Pier, a petroleum terminal at the Port of Tampa that imports nearly 40% of all petroleum and fuel needs for the west/central Florida region, generally from Ocala, south to Ft. Myers, and from St. Petersburg.

1

east to Orlando—or about 49,000,000 barrels of product. Total cost for this first phase of the two-phase rehabilitation is expected to be close to \$5 million. Combined, both phases are expected to reach around \$30 million.

The \$2.2 million grant is funded through the \$150 million supplemental appropriation that EDA received under the American Recovery and Reinvestment Act of 2009 to create jobs and boost development in parts of the country hit hard by the recession. According to the application and the award notification, projects selected for funding by stimulus dollars have been awarded based upon overall economic impact. Direct and construction-related jobs expected to be retained for the REK Pier project are expected to be at least 281.

"We are delighted to receive this extremely important grant funding for this critical project from the U.S. Department of Commerce," Richard Wainio, port director and CEO, said. "This partial funding for the first phase of the rehabilitation project of the REK Pier—one that affects virtually every person and business in the region—will enable us to move forward more swiftly as we phase in completion of the petroleum complex."

The Tampa Port Authority received strong support from the local congressional delegation and Florida's two U.S. Senators.

"Quote," said Congresswoman Kathy Castor (D-Tampa), whose district includes the Port of Tampa.

The Tampa Port Authority (www.tampaport.com) administers Florida's largest and one of the nation's most diversified ports, serving one of the largest markets in the Southeast, with eight million people within 100 miles of the port.

END



AAPA American Association of Port Authorities
A Division of the Ports of Canada, the Caribbean, Latin America and the United States



Seaports Deliver Prosperity

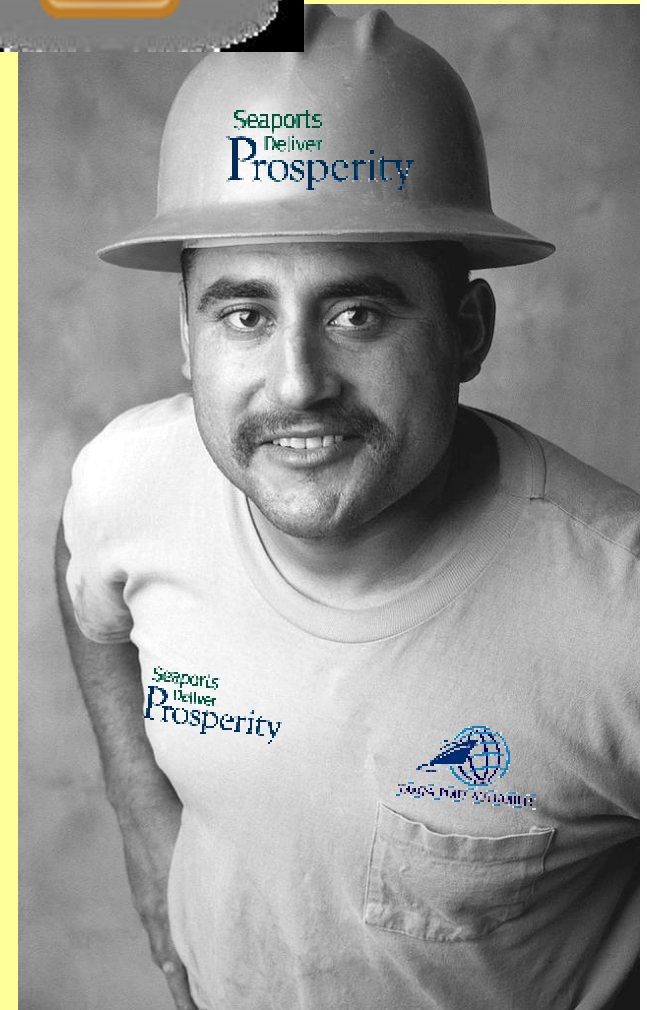
For centuries, seaports have served as a vital economic lifeline by bringing goods and services to people around the world. Today, approximately 98% of all goods come into the United States by ships, and seaports continue to be a critical link for access to the global marketplace. Seaports throughout the Western Hemisphere generate trillions of dollars of economic activities, support the employment of millions of people, and import and export more than 7.6 billion tons of cargo, including goods, clothing, medicine, fuel and building materials, as well as consumer electronics and toys. The volume of cargo shipped by water is expected to dramatically increase by 2020, and the number of passengers traveling throughout our seaports will also continue to grow. To meet these demands, the American Association of Port Authorities and its members, including the Tampa Port Authority, are committed to keeping seaports navigable, secure and sustainable.

2

Utilize AAPA's logos and develop boilerplate language

Other Awareness Ideas

- Promotional items
- Banners and flags for events/openings



Media Clips

Port of Tampa to be
fuel source for
Wednesday, A

Ships Ahoy! State Is Tops For Cruises

Miami
Nation
Depa
Tam
No.



TOP 10 PORTS

Port	2006 Passengers
1. Miami	1,890,000
2. Port Canaveral	1,396,000
3. Port Everglades	1,145,000
4. Galveston	617,000
5. Los Angeles	592,000
6. New York	536,000
7. Tampa	457,000
8. Long Beach	378,000
9. Seattle	373,000
10. Honolulu	318,000

Source: Cruise Lines International Association

By TED JACKOVICS
The Tampa Tribune
TAMPA — Florida's
nation in passengers
cruises out of state
and the Port of
ranked seventh among
nationwide in the
people boarding
a new study says.
The study by
Lines International
trade group,
about 5 million
percent of the
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States last year
one of Flor
ports.
Among v

Tampa officials see container growth

TERMINAL UPDATE

Major expansion planned for Floridian port of Tampa

With buoyant container growth forecast at the US Gulf Coast (USGC) port of Tampa over the next few years, major expansion of its Hooker's Point Container Terminal is planned.

Tampa's container volume is currently low (28,000TEU in 2006), but it grew by 116% from October 2006 to June 2007. Meanwhile, the port's throughput is forecast to reach 45,000TEU this year, with cargoes including furniture, tiles and refrigerated food products.

The annual capacity of the Hooker's Point facility, operated by Ports America (now owned by AIG Global Investment Group), is around 200,000TEU.

Wade Elliott, senior director of Tampa Port Authority's marketing division, told *CI* that, over the next five years (sooner if required), this

will increase to about 800,000TEU.

He added: 'We're in the process of extending the berth by 300ft, to 2,100ft, due for completion by June 2008. Further expansion will include additional paved storage area, new reefer plugs, a new



The Hooker's Point Container Terminal at the US port of Tampa

Emirates Shipping Line.

He expanded: 'A lot of the impetus for the growth has come from importers and exporters in the Tampa/central Florida region, who, until the launch of the AGX, had no choice but to truck or rail

their goods to more distant and congested ports.'

Elliott added that several major retailers have recently constructed or expanded their distribution centre (DC) capacity in the region.

These include Wal-Mart, Lowes, Havertys Furniture and Room to Go, as well as the distributor

Southern Wines and Spirits of America.

He explained that Rooms to Go, the largest furniture retailer in the US, has over 2 million ft² of DC space located within 20 miles of the port of Tampa.

The Zim Adriatic is docked at

Hooker's Point
docked at Tampa
ainer business

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tampa each
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ding to a 2006
and chief executive.
needs, changing itin
wer, faster ships."

Media Frenzy--AKA *Gluttony*

- DP World issue
- Vessel related incidents
- HAZMAT issues/public safety
- Environmental issues
- Balancing industry and community needs
- Swine Flu
- Public records requests
- Cuba trade



Publications & Web *Content & Design*

- Port Directory, News Magazine, Map, Invitations, Brochures, Handouts, etc.
- Photography (field shots/scheduling of aerials)



Port Advertising/Promotion

- Concepts, Designs, Deadlines
- PR Teams with Marketing Department to develop ad concepts
- In-house creative and design = HUGE cost savings



Cruise Tampa!

• Only minutes from top U.S. airport

• 3 Efficient terminals located in the heart of Tampa's entertainment and dining district



TAMPA PORT AUTHORITY

Info: 800.741.2297 info@tampaport.com www.tampaport.com

Cruise
Ad

TAMPA

FLORIDA'S BREAK BULK PORT



Florida's Largest Port

**Huge Local Market ~
8 Million People
Within 100 Miles**

Diverse Cargo Base

**One Million
Square Feet of
Warehouse Space**

On-Dock Rail

**80 Acres of General
Cargo Laydown &
8500' of Dock Length**




PORTS AMERICA

TAMPA PORT AUTHORITY
WWW.TAMPAPORT.COM
800.741.2297

Break bulk
Cargo
Ad

Community Focused Ad

The Port of Tampa is:

JOBS

Supports nearly 100,000 direct and indirect jobs regionally



CONSUMER CARGO

Handles all types of goods, large and small



ECONOMIC VITALITY

Generates \$8 billion in annual economic impact



ENVIRONMENTAL

Committed to the quality of life in Tampa Bay



ALL OF US

The Port of Tampa touches all our lives



TAMPA PORT AUTHORITY

www.tampaport.com
813.905.PORT

General Diversity Ad



PORT OF TAMPA

Florida's Port of Diversification



TAMPA PORT AUTHORITY

Promotion—Tradeshaw Display

LIQUID BULK **SHIP REPAIR** **PROJECT CARGO** **CONTAINERS** **RO/RO** **BREAKBULK** **DRY BULK** **CRUISE**

 **TAMPA-FLORIDA'S
LARGEST PORT**
TAMPA PORT AUTHORITY

**Seaports
Deliver
Prosperity**

- **HUGE LOCAL MARKET**
- **EXPANDING DISTRIBUTION CENTER GATEWAY**
- **GLOBAL CONTAINER CONNECTIONS**
- **DEEP WATER-43 FEET**
- **SIGNIFICANT ROOM FOR EXPANSION**

Map labels: Louisville, Atlanta, Savannah, Tampa, Freeport, Havana, Kingston, Santo Domingo, Santo Tomás, Manzanillo, Puerto Llanos, Caguas, San Juan.

Map scale: 100 miles, 200 miles.

Special Events/Outreach

- Customer Functions
- State of the Port
- New Port Services
- Maiden Vessel Calls
- Openings/Dedications
- Public Harbor Tours
- High-level government “town hall” meetings
- Host Conferences & Receptions
 - *AAPA, Industry Events, Dignitaries*
 - *Hope to see you at the Tampa Steel Conference and AAPA Shifting International Trade Routes Conference!*



Build up to a big success

- After discussions about a Panama Canal-focused event, Tampa port director volunteered Tampa to be host site for workshop—Richard Wainio a foremost PC expert.
- A forum on such global scale, with one of the industry's hottest topics, attended by a wide range of trade professionals
- Partners AAPA, MARAD and TPA provided the clout and resources necessary to put on an excellent workshop
- Registration well above expectations—this created more excitement and interest
- All factors combined for a winning combination
 - Resulting in media interest

Well-Attended Conference—Engaging Topics





TAMPA PORT AUTHORITY

Thank You!

John Thorington

jtt@tampaport.com

Andy Fobes

afobes@tampaport.com