

Government & Public Relations Outreach

Combining Resources for Effective Outreach

**AAPA Executive
Management Conference
Tampa, Florida—May 4, 2011**



TAMPA PORT AUTHORITY



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



John Thorington
Senior Director of Communications
& Board Coordination

Andy Fobes
Director of Public Relations

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 & Diverse Tenant and Customer Base



MARINE TOWING OF TAMPA LLC



Tarmac
A Titan America Business

onesteel



HORIZON LINES



CFIndustries™



PORTS AMERICA

Industry-Economic-Government



PROPELLER CLUB
PORT OF TAMPA



**Executive
Shippers
Council**



Tools That Help Us Share Our Message...

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

Media Relations

Important to Nurture

- Press releases, media alerts, press conferences for timely stories/events
- Ongoing, positive relationship building with reporters is critical
- Good relationships = increased likelihood of positive and frequent media coverage
- 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: April 9, 2009

Contact: Andy Fobes, TPA PR Director, 813.905.5132 or afobes@tampaport.com



(Photo 1): The first of 12 bridge girder sections, fabricated by Tampa Steel Erecting Co., being loaded at the Port of Tampa on April 6, with the port's new Gottwald mobile harbor crane. (Photo 2): Sections of a bridge, fabricated by Tampa Steel Erecting Co., destined for New York City, are secured about a barge at the Port of Tampa on April 8. (Photos by Tampa Port Authority and Ports America—Tampa)

Port of Tampa loads bridge project for New York City

TAMPA— Twelve sections of a new bridge to be delivered and assembled in New York City were loaded at the Port of Tampa today. Tampa Steel Erecting Co. was the fabricator of the components, or tub girders, which had a combined total weight of 1000 tons, the largest piece weighing in at 98 tons. The bridge sections are destined for the

Linden Avenue Exit off the Whitestone Expressway. Tampa Steel Erecting Co., in business since 1945, has participated in a number of important bridge construction projects. Utilizing the Port of Tampa for shipment, such past projects have included Boston's Storrow Drive, and Casco Bay drawbridge, in Portland, Maine. Terminal and stevedoring work was performed by Ports America, utilizing the port's new heavy-lift Gottwald mobile harbor crane, with LA Carriers providing tug and barge service to deliver the sections to New York.

Tampa Port Authority (www.tampaport.com) administers Florida's largest and one of the nation's most diversified ports. With more than 8 million people within 100 miles, the Port of Tampa has a local consumer market that is among the largest in the Southeast U.S.



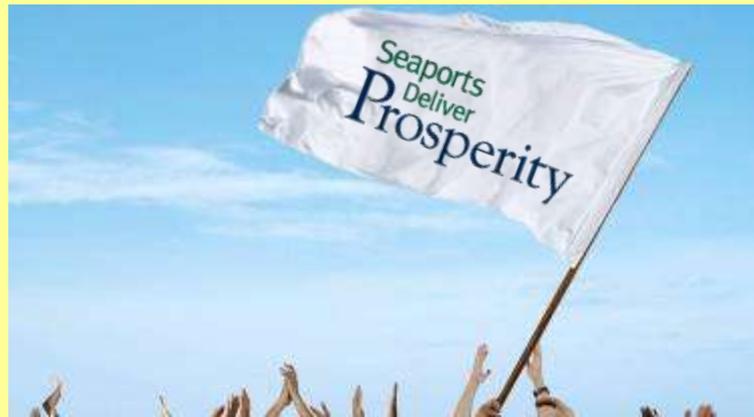
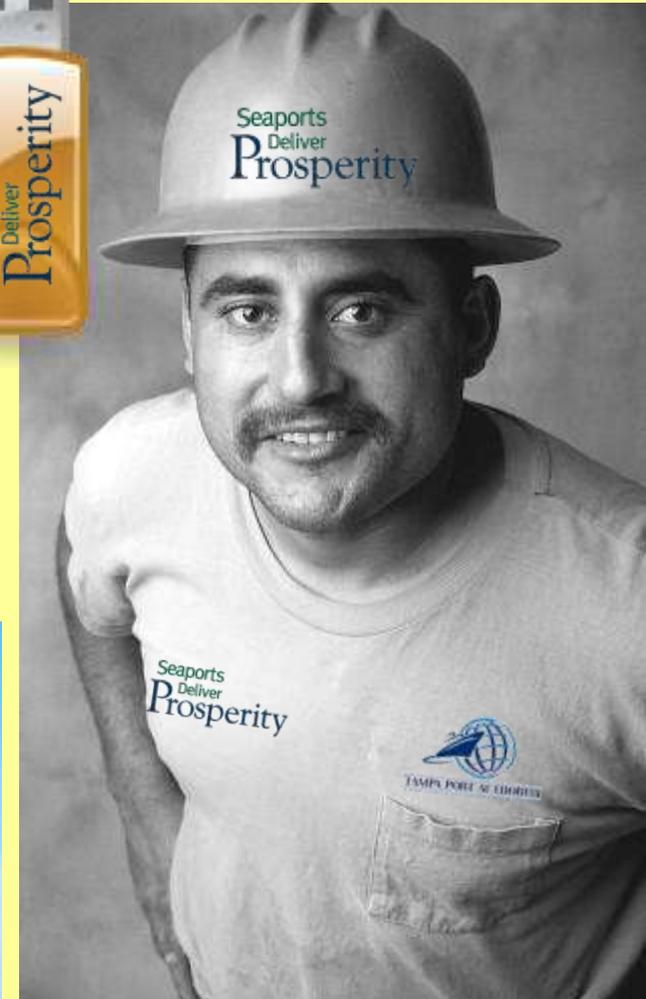
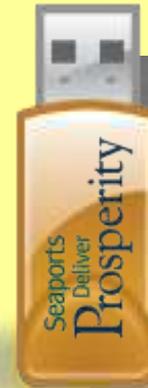
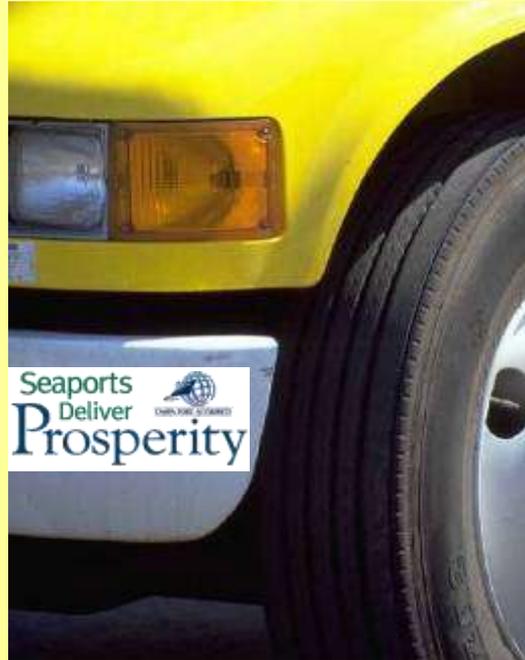
For centuries, seaports have served as a vital economic lifeline by binning goods and services to people around the world. Today, approximately 99% of all goods come into the United States by ships, and seaports continue to be a critical link for access to the global marketplace. Seaports throughout the Western Hemisphere generate trillions of dollars of economic activities, support the employment of millions of people, and import and export more than 4.5 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.

END

Other Awareness Ideas

-Promotional items

-Banners and flags for events/openings



Media Clips

Port of Tampa to be
fuel source for
Wednesday, Aug

Ships Ahoy! State Is Tops For Cruises

Miami
Nation
Depa
Tamp
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 passenger-cruises out of state and the Port of Tampa ranked seventh nationwide in the new study says.

The study by Lines International trade group, about 5 million percent of the ed cruise ship States last year one of Florida ports.

Among v

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

gate and [more] terminal-handling equipment.'

According to Elliott, the cargo growth is primarily from the Asia-Gulf Express (AGX) service, launched in August 2006 by Zim Integrated Shipping Services and

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, Lowe's, 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.

Tampa officials see
container growth

The Zim Adriatic is docked at



PORT OF TAMPA

Hooker's Point
docked at Tampa
container business

essel sails on
Tampa, Colon.

Tampa each
year, has
er maritime
rowth in the fore-

led to gain busi-
rding to a 2006
and chief executive
needs, changing itin
ower, faster ships,"

Issues/Crisis Management

- DP World issue
- Vessel related incidents
- HAZMAT issues/public safety
- Environmental issues
- Balancing industry and community needs
- Swine Flu
- Protected species (like osprey!)

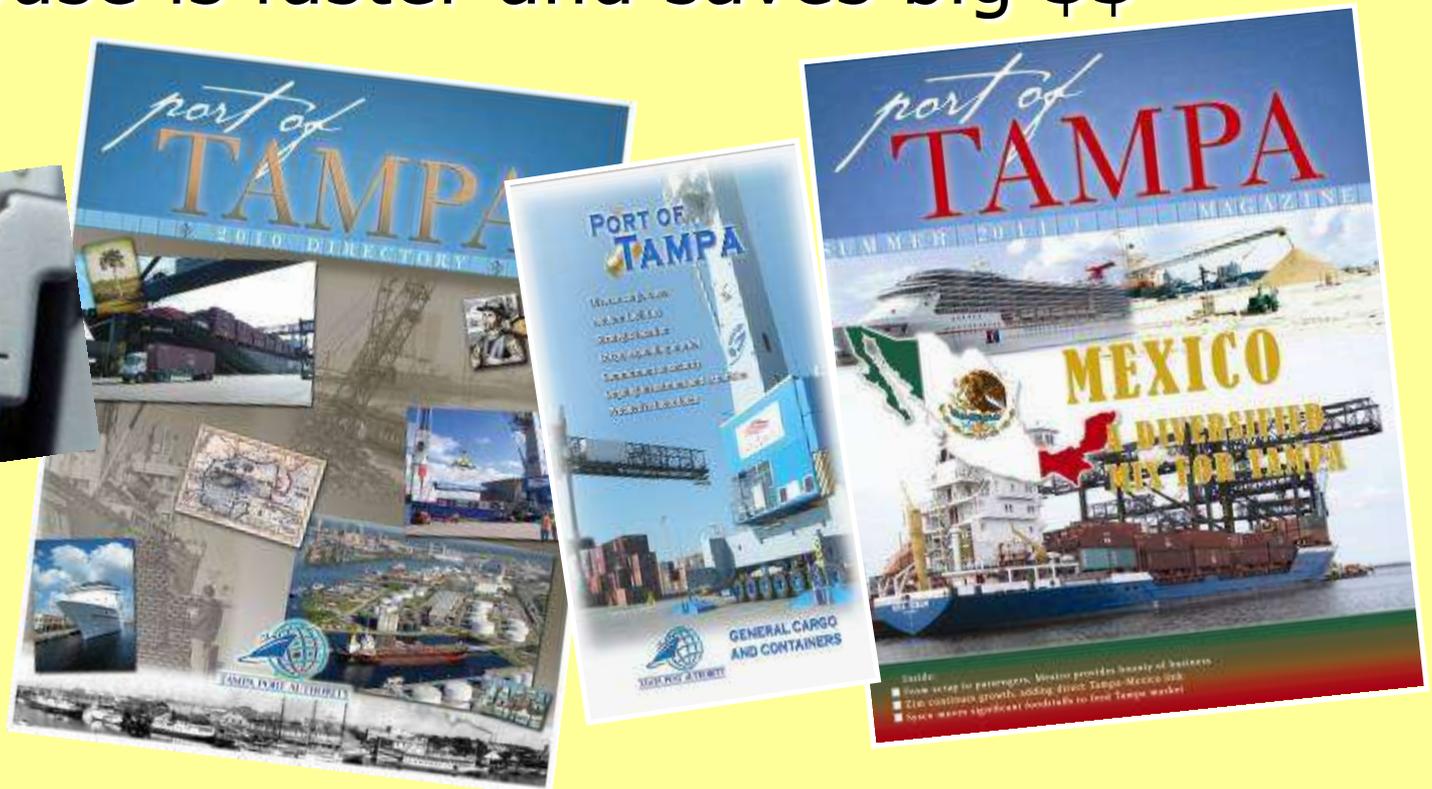
Speeches & Presentations

- Annual State of the Port Address
- Special Conferences
 - Topics vary, from cargo trends to dredging to project funding to Panama Canal expansion
- Industry Meetings
 - Usually industry-related, like Propeller Club or economic development groups
- Civic Clubs and Associations
 - Include Rotary, Kiwanis, Civitan, Realtor Groups, etc.

Publications

Content-Design-Graphics

- Port Directory, News Magazine, Invitations, Brochures, Handouts, etc.
- Photography (field shots/scheduling of aerals)
- In-house is faster and saves big \$\$



Port Advertising/Promotion

- **Concepts, Designs, Deadlines**
- **PR Teams with Marketing Department**



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

Tradeshaw Display

LIQUID BULK

SHIP REPAIR

PROJECT CARGO

CONTAINERS

RO/RO

BREAKBULK

DRY BULK

CRUISE



TAMPA-FLORIDA'S LARGEST PORT



Seaports
Deliver
Prosperity

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



Special Events/Outreach

- Customer Functions
- State of the Port
- New Port Services
- Maiden Vessel Calls
- Openings/Dedications
- Public Harbor Tours
- Host Conferences & Receptions
 - *AAPA, Industry Events, Dignitaries*



Panama Canal 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!

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