

Planning Today For Tomorrow's Operations

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

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Port Manatee is the 4th Largest of Florida's 14 Deepwater Seaports

- Located at the entrance to Tampa Bay on the Gulf of Mexico
- 40' water at more than 7,200 linear feet of docks
- Diversified cargo operations (dry bulk, breakbulk, perishables, containers)
- 1,000 acres of port lands with more than 3,500 acres of private industrial Encouragement Zone lands



Premise #1

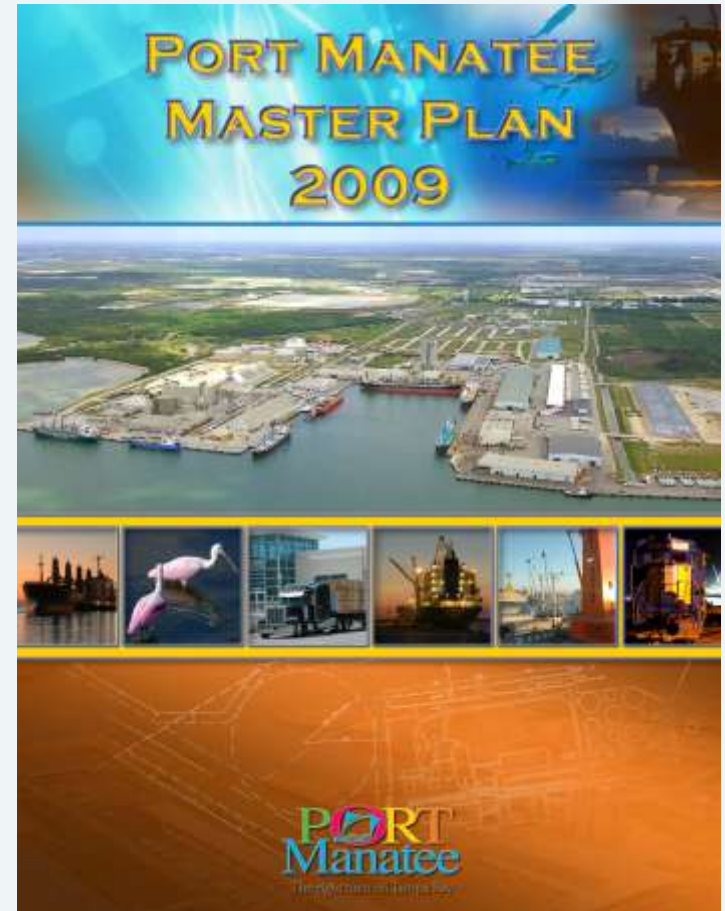
Money Goes To A Plan

- i.e. if you're going to have facilities to sustain and grow your operations you must first have a viable plan on your future port needs



Start With A Detailed Master Plan

- Took more than two years to develop
- **Looked at port's history**
- Changing trade lanes
- **Planning today for tomorrow's operation**
- Effects on port operations
- Needs for facilities
- Infrastructure needs inland (off port)
- Future changes in port operations due to contract or cargo mix changes



Determine

What facilities will be required for future operations?

- Heavy-duty docks to sustain container cranes, heavy lift and project cargo, bulk vs. general cargoes
- Equipment to be supplied
 - By Port Authority
 - By Stevedore/Terminal Operator
- Storage required
 - Covered
 - Reefer
 - Outside
- Inland transportation links
 - Rail
 - Highway



Premise #2

- Port operations experts are a vital (even critical) component in developing efficient cargo movements

Develop An On-Port Plan

- Plan for facilities that are versatile
 - One day they may be used as breakbulk, the next day as bulk, etc.
- Keep on port traffic flow a primary operations function
 - From vessel to point-of-rest (P.O.R.), vice versa
- Stay actively involved in off-**port operations...they will** affect you
 - Railroads
 - State/Federal Highways
 - Current seaport security requirements
- Know what facilities will be needed for tomorrow and keep them versatile
 - You never know what changes (opportunities) are around the corner concerning your cargo mix
- Constantly plan to upgrade your equipment
 - Have vital spare parts (equipment) on hand or nearby

Premise #3

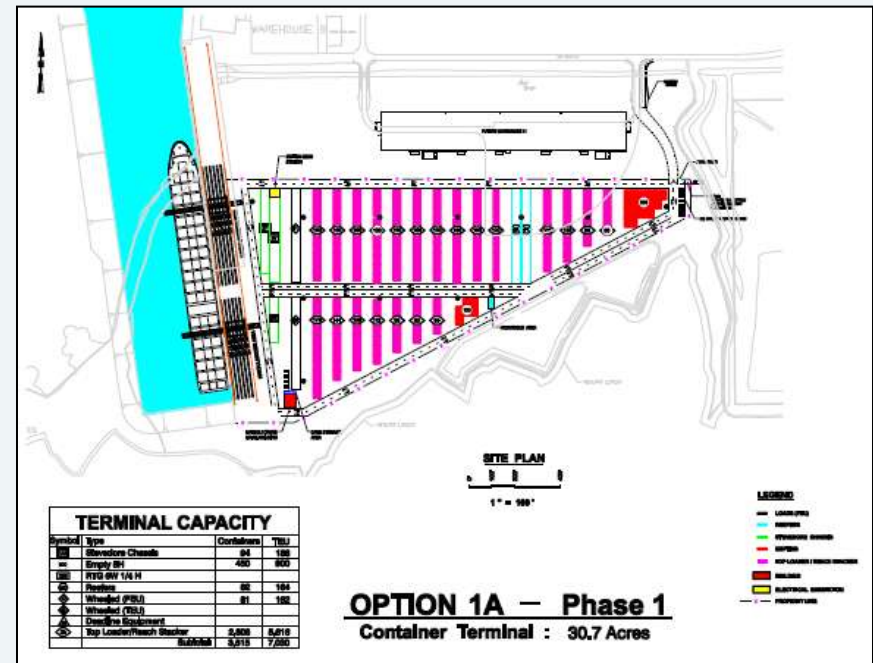
Know the return on investment (ROI) of your individual and collective operations!

- This will help your Port Authority members in their decision process (in the public eye) to decide in your favor on operation needs that require big dollars
- Your CFO at the port should be able to help you with this if needed
- If you need funding for an operation such as a facility, equipment, docks, roads, etc. it will be a much easier sell with a positive ROI.
- Know what grants might be available for your projects and go after them!



Use Long-Range Planning

- Public officials like to see long-range plans that are well thought out and have a cost and ROI associated
- There needs to be a link that shows how these operational models create jobs and provide economic impact to the region
- Plenty of time needs to be budgeted!!!
 - Construction of new operation facilities is the easy part
 - The difficulty lies in the planning, sale to the administrators and the public, financing and permitting



Be Proactive

- The more detailed information you bring to the table the more likely you'll be successful at selling your operations projects
- Develop short-term plans for immediate needs and long-term plans for larger operational requirements



Conclusion

1. Money goes to a plan
2. Port operations opinions are vital to short and long-term plans
3. Know your ROI and your economic impact on your local community



Thank You



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