

2012 AAPA Annual Conference Mobile, Alabama



Fostering Economic Development and Jobs in Port Communities and Beyond in Today's World

Revving up your port's economic engine through renewable energy, record exports, and your real estate.

Moderator:

Kristin Decas

Executive Director

Port of Hueneme

Chairman, AAPA Maritime Economic Development Committee

Speakers:

J. Stanley Payne

Chief Executive Officer

Canaveral Port Authority

Rachel Vandenberg

Vice President, North American

Intermodal Practice

AECOM

Los Angeles, CA

Where Are We?

Humboldt Bay and
Conservation
District

Port of West
Sacramento

Port of Stockton

San Francisco Bay Area

Inland River Ports

Port of Oakland

Port of San Francisco

Port of Richmond

Port of Redwood City

Port of Hueneme

Port of Los Angeles

Port of Long Beach

Port of San Diego

0 100 KM 100 Miles

Port Governance

- ✓ A California Special District
- ✓ Formed in 1937 under CA Harbors and Navigation Code
- ✓ Governed by Five Elected Harbor Commissioners
- ✓ Managing one of the State's Key Transportation Assets

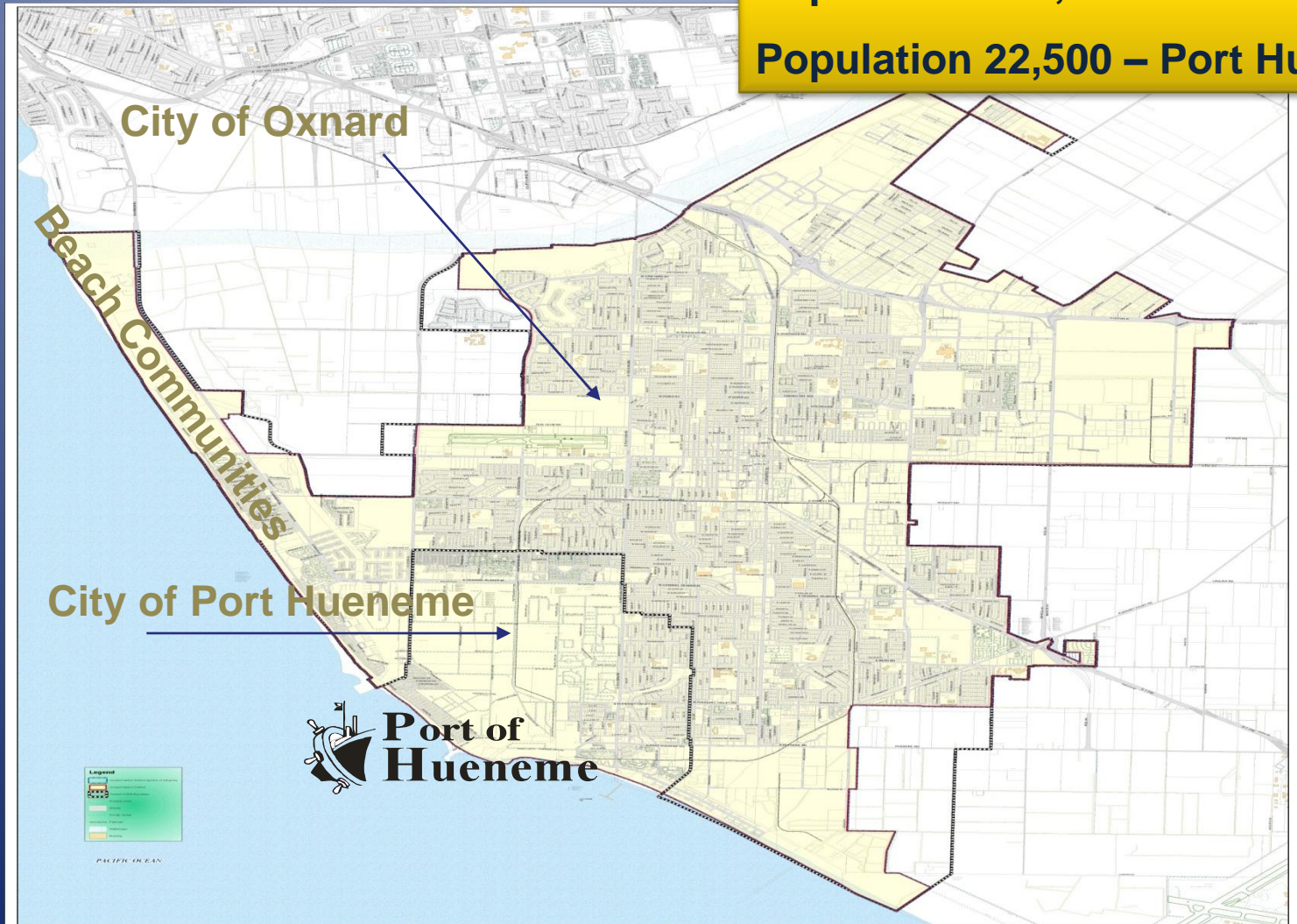


Political Boundaries



Population 200,000 – Oxnard

Population 22,500 – Port Hueneme



Mission Statement

“In keeping with the State of California, Harbors & Navigation Code and the principles of sound public stewardship, our mission is to provide the services requisite for the continuation and enhancement of maritime-related commerce. To this end, the District will endeavor to make certain that Port activities are made economically self-supporting by generating revenue sufficient to achieve the widest and fullest realization of the Port’s potential, thereby providing the maximum possible economic and social benefits to the people and communities served by the Port.”

Attract Specialized Cargoes

2012 TONNAGE (metric tons)

IMPORTS

| | |
|----------------------|----------------|
| Autos | 219,164 |
| Fresh Fruit | 94,873 |
| Bananas | 615,588 |
| General Cargo | 115,972 |
| Liquid Bulk | 134,939 |

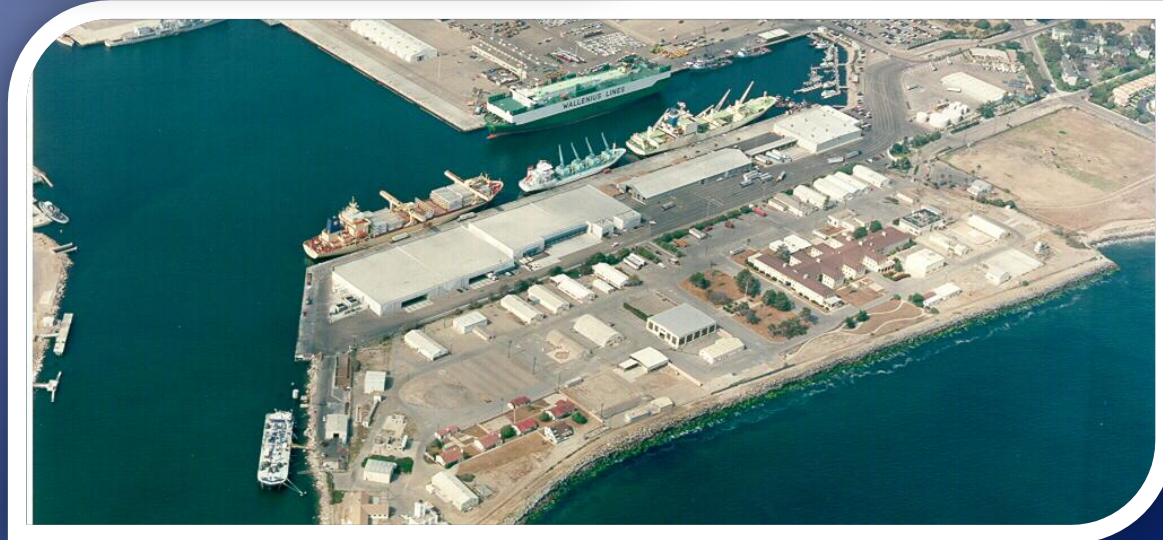
DOMESTIC

| | |
|----------------------|---------------|
| Offshore Oil | 57,341 |
| Fish | 27,408 |
| Other Cargoes | 13,063 |

EXPORTS

| | |
|----------------------|---------------|
| Autos | 21,497 |
| Fresh Produce | 5,912 |
| General Cargo | 11,959 |

TOTAL: 1,317,716



Trading Partners and Commodities

Our Customers *Make Us Thrive*

Costa Rica; Ecuador; Guatemala;
Russia; Turkey; Austria, South Africa, Brazil

Germany; Sweden; Great
Britain; Norway; Poland;

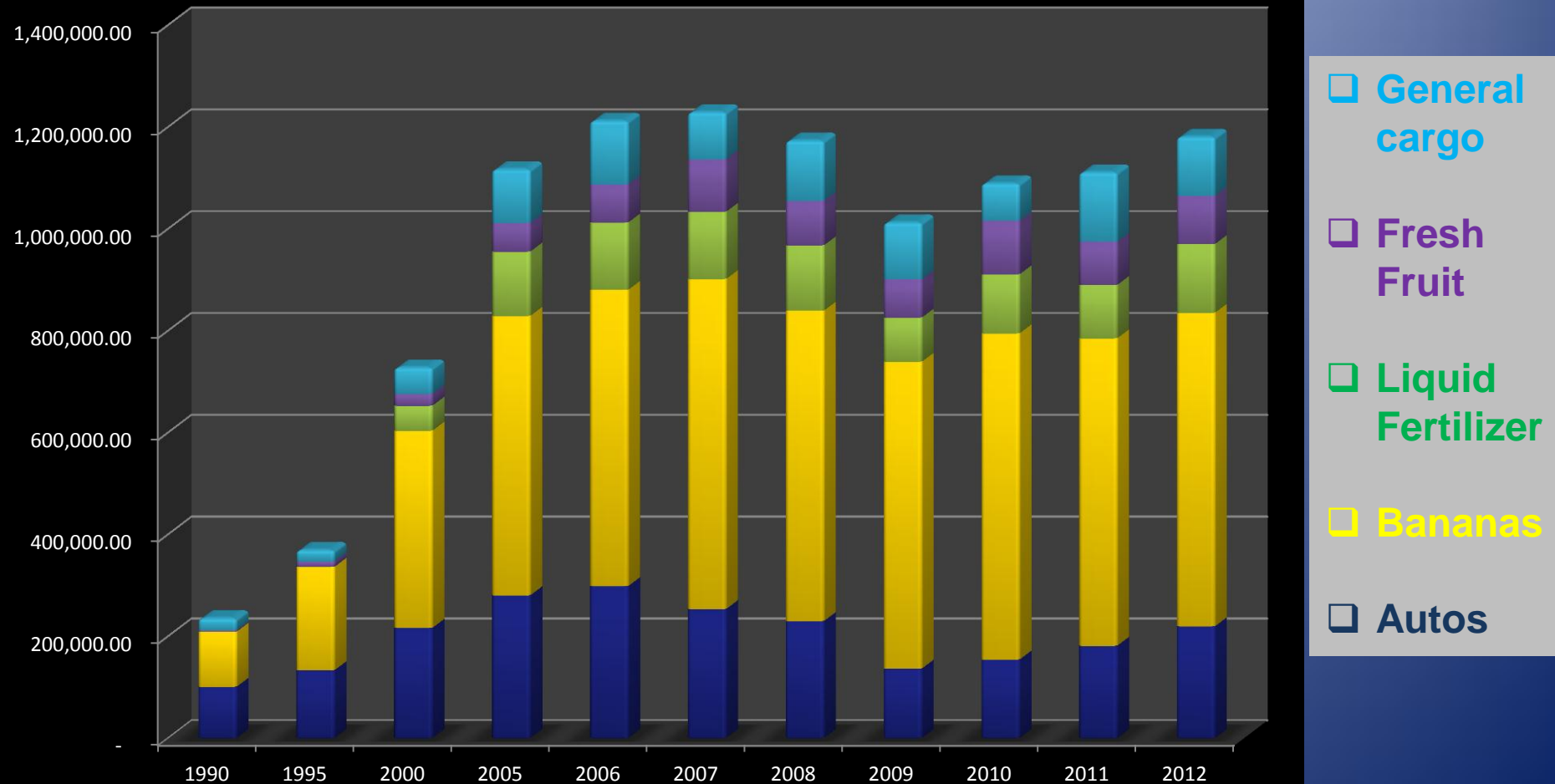
Japan; China; Korea;
Mexico; Canada

Spain; Portugal

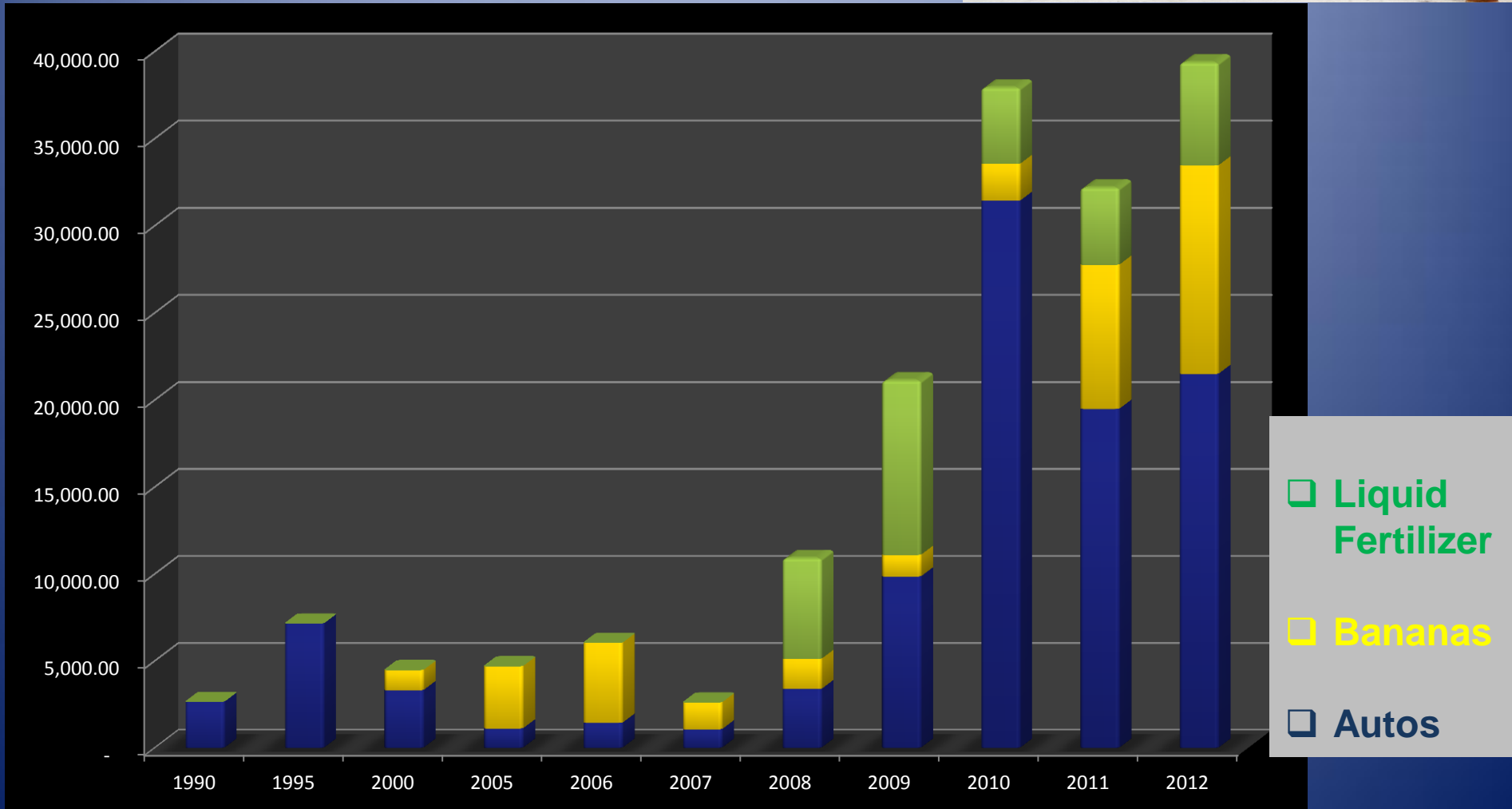
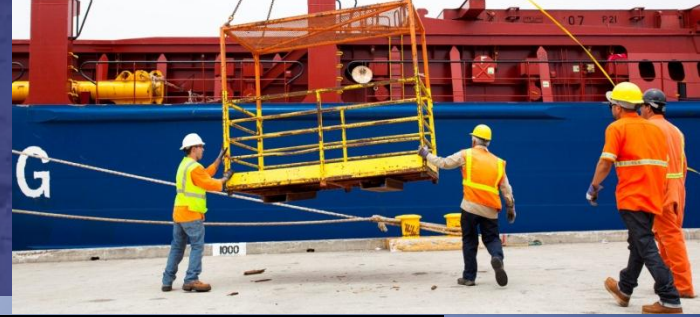
PORT OF
HUENEME

| | |
|---------------------|-------|
| BMW | CERES |
| CHIQUITA | DCOR |
| DELMONTE | GAPS |
| NYK | PXP |
| WWL | NRC |
| YARA | MSRC |
| PAC-RO | |
| EXXON | |
| IRWIN | |
| VENECO | |
| SSA MARINE | |
| CI LOGISTICS | |
| PORTS AMERICA | |
| TRACTIDE MARINE | |
| PORT HUENEME ICE | |
| OST TRUCK & CRANE | |
| OXNARD UNLOADING | |
| T&T TRUCK & CRANE | |
| BRUSCO TUG & BARGE | |
| PORT HUENEME PILOTS | |

Import Trade (metric tons)

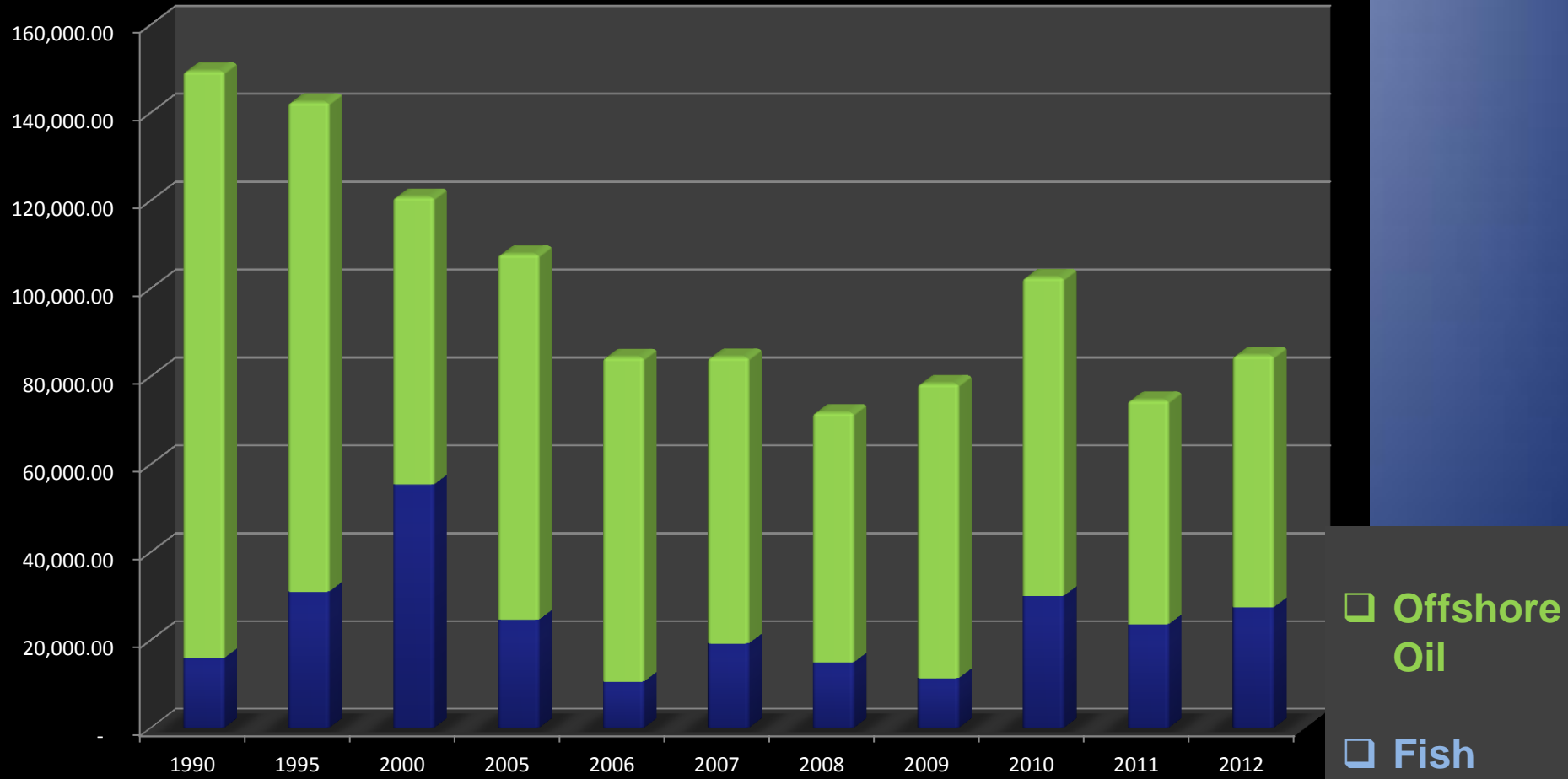


Export Trade (metric tons)



Note: Fresh Fruit not tracked until 2008

Domestic Trade (metric tons)



Year to Date Comparison Growth from FY11 to FY12



IMPORTS

- ✓ Autos – Up 20.1%
- ✓ Bananas – Up 2.1%
- ✓ Heavy Cargo – Up 29.6%
- ✓ Fruits and Veggies – Up 11.7%
- ✓ Fertilizer – Up 28.9%
- ✓ Domestic Oil – Up 12.5%

EXPORTS

- ✓ Autos – Up 10.3%
- ✓ Heavy Cargo – Up 44.6%
- ✓ Fruits and Veggies – Up 33.5%



An Economic Engine



ANNUALLY THE PORT GENERATES:

- BILLIONS IN CARGO VALUE
- HUNDREDS OF MILLIONS IN ECONOMIC IMPACT
- THOUSANDS OF JOBS

Fruit Port An Economic Engine



Port customers (Chiquita & Del Monte) import more than 30 million boxes of bananas annually equalling 3.3 billion bananas and weighing over 1.5 billion pounds with a market value of \$885 million.

That's enough bananas to circle the earth 12 ½ times! Stacked end to end the boxes alone would stretch 9,500 miles! Almost two roundtrips between New York and Los Angeles.



Auto Port An Economic Engine



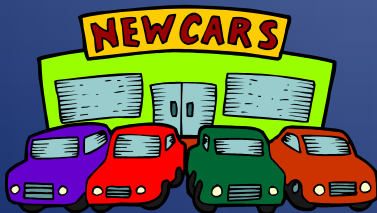
1990s

1.15million cars * \$30,000 = \$34.5 billion

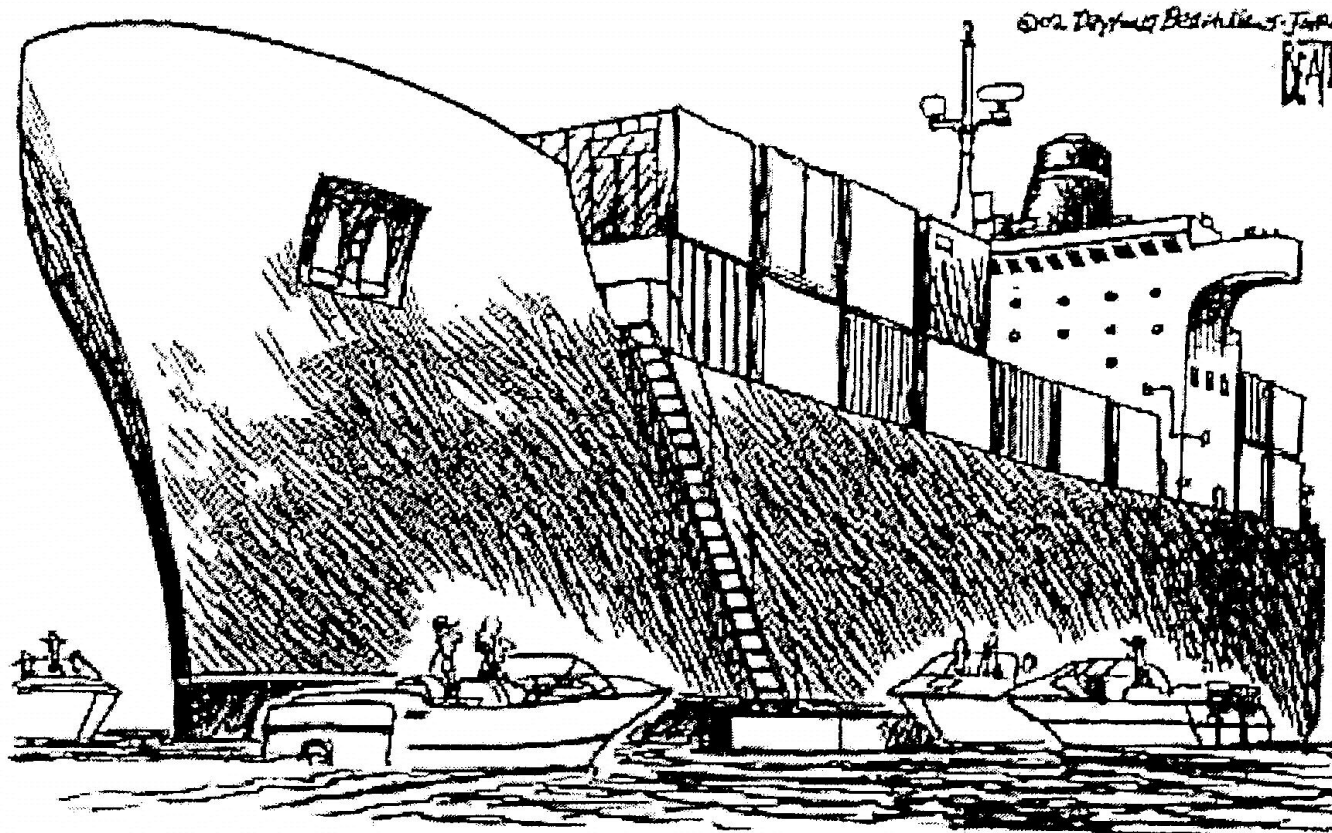
2000s

2.98 million cars * \$35,000 = \$104.2 billion

160 % volume growth; 200% value growth



WITHOUT PORTS, IMAGINE ARRANGING YOUR OWN TRANSPORTATION!



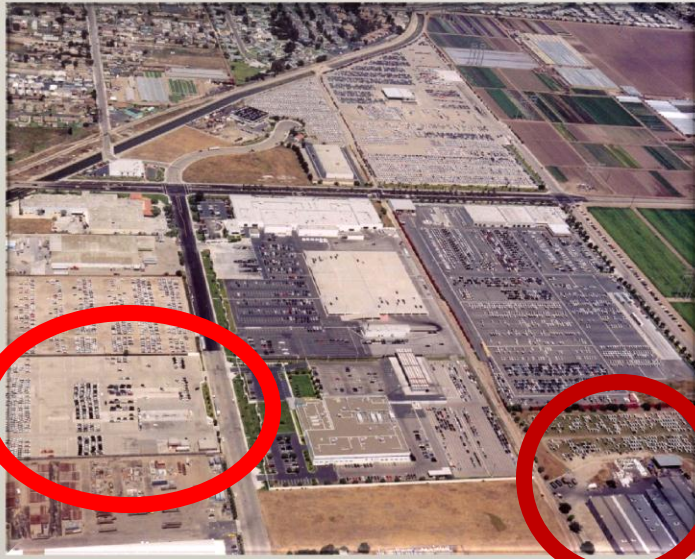
Christmas Shopping ○

Port Infrastructure



- ✓ Main Channel Depth-35 FT
- ✓ 120 Acre Terminal
- ✓ 24 Acre Terminal (Joint Use)
- ✓ 130 Acre Navy Outlease Property
- ✓ 235 Acres Backland (private & public)
- ✓ 6 Deep Draft Berths - 4,250 LF
- ✓ 1 Shallow Draft - 320 LF
- ✓ Refrigerated Storage - 256,000 sq.ft.

Off Port Real Estate



*210 Off-Port
Industrial Acres
Support Port
Operations*

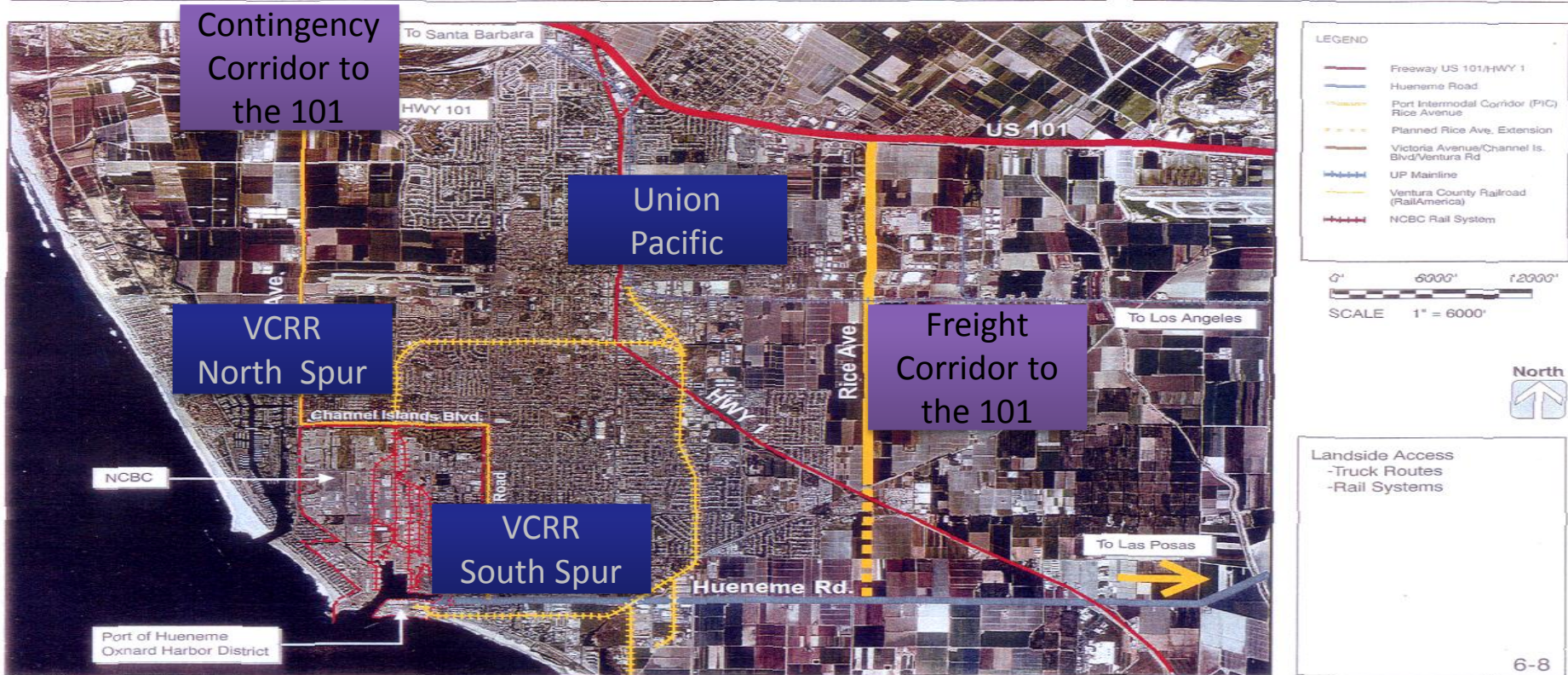
In 1993 the District purchased a 10-acre site at 5851 Arcturus Drive and in **2008** purchased an additional 5 acres at 5901 Edison Drive. This acreage, 1 ½ miles from the Port serves the District's Maritime related customers

An Intermodal Port: Rail / Highway

CONNECTING TO ALL NORTH AMERICAN MARKETS BY RAIL AND ROAD

Oxnard Harbor District

New Millennium Development Plan



Intermodal Port: Highway

FRIEGHT CORRIDORS FROM THE PORT TO:

- ✓ US 101
- ✓ SR 126
- ✓ SR 118
- ✓ SR 405
- ✓ SR 232
- ✓ SR 1



Our Niche

Competitive Advantages



Intermodalism

Strong Labor Force

Build To Suit

High Level Security

Reasonable Rents

Financing Available



Board Visioning

Articulate Priorities



- ✓ Business Retention & Expansion
- ✓ Intermodal Expansion
- ✓ Community & Collaboration
- ✓ Marketing
- ✓ Environmental Stewardship
- ✓ Innovation and Creativity



The Road Map

Tools for Success



- ✓ **Strategic Action Plan – Business Development & Capital Investment**
- ✓ **Strategic Action Plan – Marketing**
- ✓ **Environmental Framework**
- ✓ **Innovation and Creativity**
- ✓ **Strategic Partnerships: Naval Base, Industry, Community**



Capital Investment Strategy

- ✓ Facility Maintenance and Repair
- ✓ Shoreside Power
- ✓ Intermodal Upgrades: Rail; Freight Corridors; Transloading Facilities
- ✓ Dredge to Authorized Depth (40')
- ✓ Energy Efficient Projects
 - Port Efficiency Audit
 - Shoreside Power



Collaboration: Port Security

Federal

- Federal Bureau of Investigation
- Joint Regional Intelligence Center
- Naval Base Ventura County
 - Federal Fire, Emergency Management, Force Protection
- Naval Criminal Investigative Service
- Naval Postgraduate School
- Navy Region Southwest
- Transportation Security Agency
- US Coast Guard
- US Customs and Border Protection



State

- California Emergency Management Agency
- California Highway Patrol

Local

- Oxnard Fire Department
- Oxnard Harbor District
- Oxnard Police Department
- Port Hueneme Police Department

\$11.7 MILLION

Collaboration: Economic Tools



WORLD TRADE CENTER LICENSE

- COLLABORATION AT COUNTY LEVEL
 - STATEWIDE EFFORTS WITH CAPA

TOOLS FOR TRADE

FOREIGN TRADE ZONE #205

- ALTERNATIVE SITE DESIGNATION



75 Years Ago



Channel Entrance



The Port Today



Banana Festival

75th Anniversary





Commissioners
Dr. Manuel M. Lopez
Jesse Ramirez
Jason Hodge
Mary Anne Rooney
Jess Herrera

Our Customers
Make Us Thrive

THANK YOU!

We work for you!

Kristin Decas
Port Director & CEO