

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

**October 23, 2012**





## The Great Recession

Sometimes its important for ports to thrive,  
to grow because nothing else is –  
like the worse Recession many of us have  
or hopefully will ever experience.



## **The Great Recession**

And sometimes its important for a particular port to thrive,  
to grow because nothing else is, and,  
in fact, jobs are actually dying,  
like the end of the Space Shuttle program  
and thousands of jobs.



## Cruise

Since 2010, Port Canaveral's revenues have grown 40%.  
Our cruise passenger volume has grown 38%.





## Cargo

In 2011, our petroleum volume grew 79% with the opening of a new petroleum tank farm.



# Seaport Canaveral





# Petroleum Volumes

FYE 09/30	TRANSMONTAIGNE	UTILITIES	FP&L /OUC CANAVERAL	VITOL/SEAPORT Yearly Total Tons	Yearly Barrels
2004	811,034	787,064		1,598,098	9,512,488
2005	926,759	660,983		1,587,742	9,450,845
2006	956,873	402,703		1,359,576	8,092,714
2007	980,078	271,093		1,251,171	7,447,446
2008	804,572	116,013		920,585	5,479,673
2009	922,104	68,490		990,594	5,896,393
2010	1,012,360	23,067	857,205	1,892,632	11,265,667
2011*	909,032		2,490,926	3,399,958	20,237,845
2012 down 13-14%					

\*Seaport Canaveral Terminal's  
first full year



We invested for the future in those businesses.



# Cruise

A new \$65 million State-of-the-Art Cruise Terminal.



# 2012 - Cruise Terminal 6



# 2012 - Cruise Terminal 6



# Cargo

Two new cargo docks.



# Corner Cut-Off



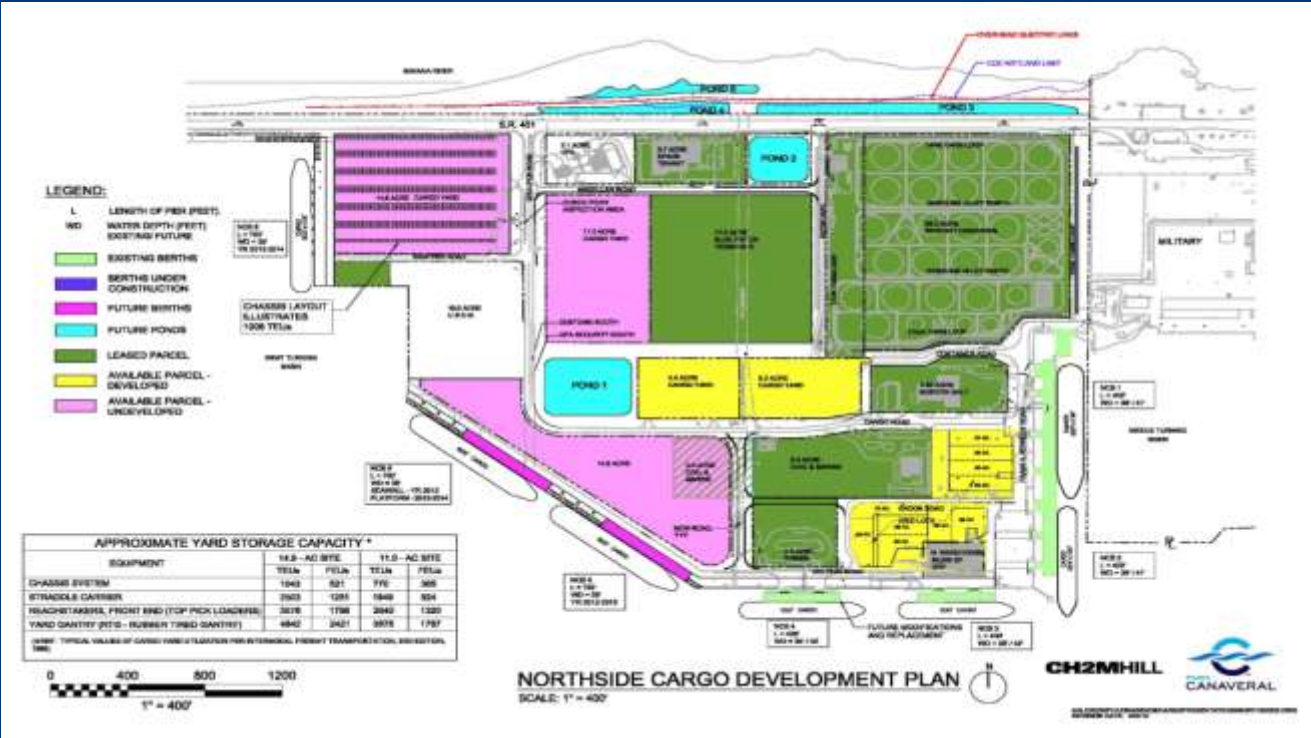
727.520.8181  
www.aerophoto.com

North Cargo Berth 5 & 6 1112CN11004

Image # 120813 0190  
Date 08.13.12



# North Side Cargo Piers 5 & 6



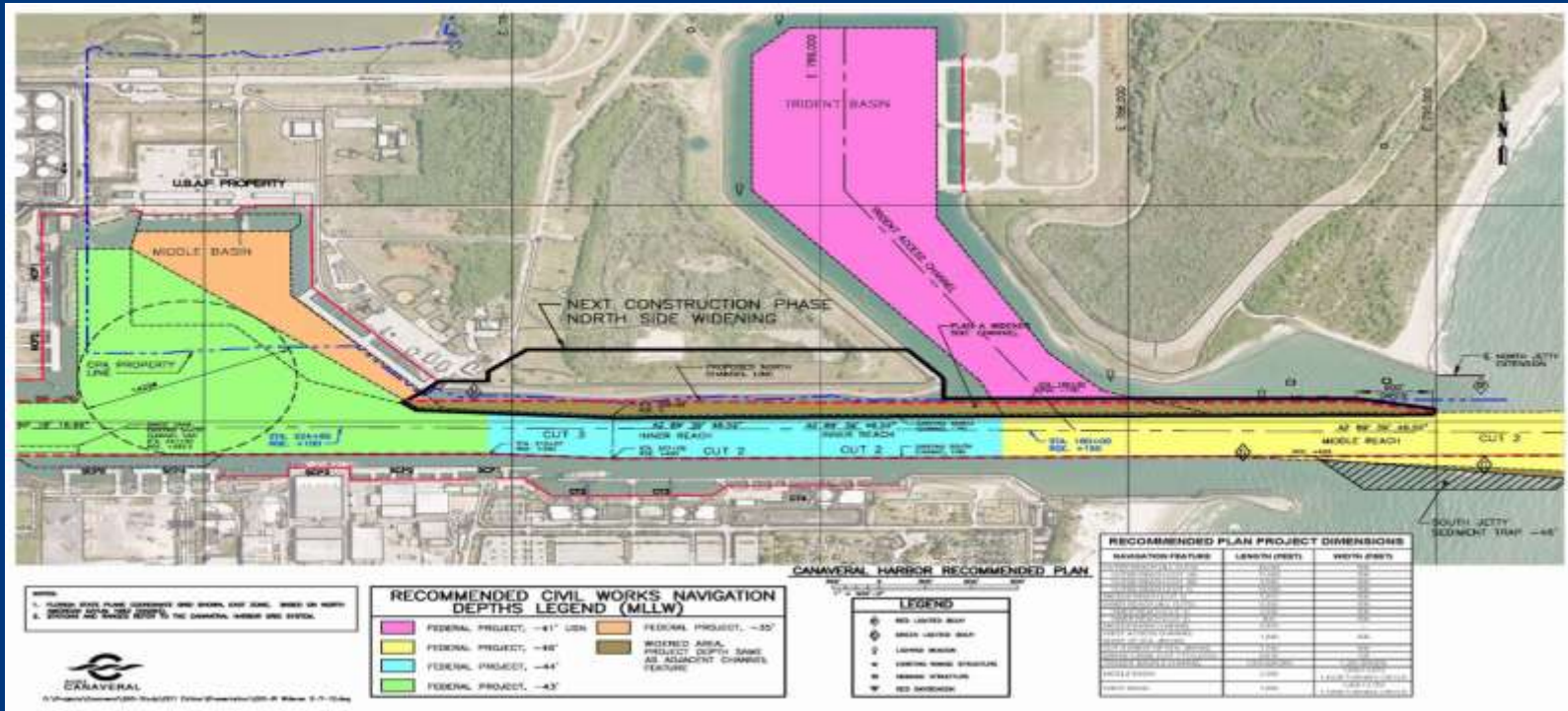


## **Channel Widening and Deepening**

And soon we will be investing in the expansion of the width and depth of our navigation channel.



# Channel Widening and Deepening Project Moves Forward



## **Entertainment and Tourism**

But we are also investing in projects on Port property, and in our community, in the Port's third business segment, entertainment and tourism, whose rate of return includes the intangibles – community enjoyment and pride and a catalyst for economic opportunity.



## **Entertainment and Tourism**

A \$20 million Welcome Center, focusing on the rich history and future of our region, in an area of the Port that has been vacant for decades. Not just a building, but a lake and creating an atmosphere to draw people in.



# A Welcome Center



# A Welcome Center



# A Welcome Center



# A Welcome Center





## **Entertainment and Tourism**

And an amphitheater, first at 1,500 – 2,000 seats, later perhaps a fuller commercial venue with 6,000 seats to host major events.

And hopefully events like high school band concerts, maybe even graduation ceremonies, that are major in a different sense.





# The Cove with Amphitheatre



# The Cove

- Commercial Development
  - Retail
  - Entertainment
  - Dining



# The Cove Development

And these two investments will lead to commercial development, including retail, dining, and entertainment to blend with the local restaurants and merchants already there.



# The Cove Development

We hope to have these two projects finished  
in the third quarter of 2013.



# The Cove Development



Just in time for the 2013 AAPA Convention.





# AAPA 2013 Annual Convention

