

**PORT OF**  
**BROWNSVILLE**  
• WORLD CLASS •



# Port of Brownsville 75<sup>th</sup> Anniversary Celebration



February 29, 2012



# Port Overview

- Located at the southernmost tip of Texas (17-mile long channel) that meets the Gulf of Mexico at the Brazos Santiago Pass
- Port owns waterfront facilities on the Brownsville Ship Channel
- Foreign Trade Zone #62



- Water Depths:
  - 44 ft. at entrance
  - 42 ft. up to and in Turning Basin
  - 36 ft. at Turning Basin

Port of  
Brownsville  
Ship Channel

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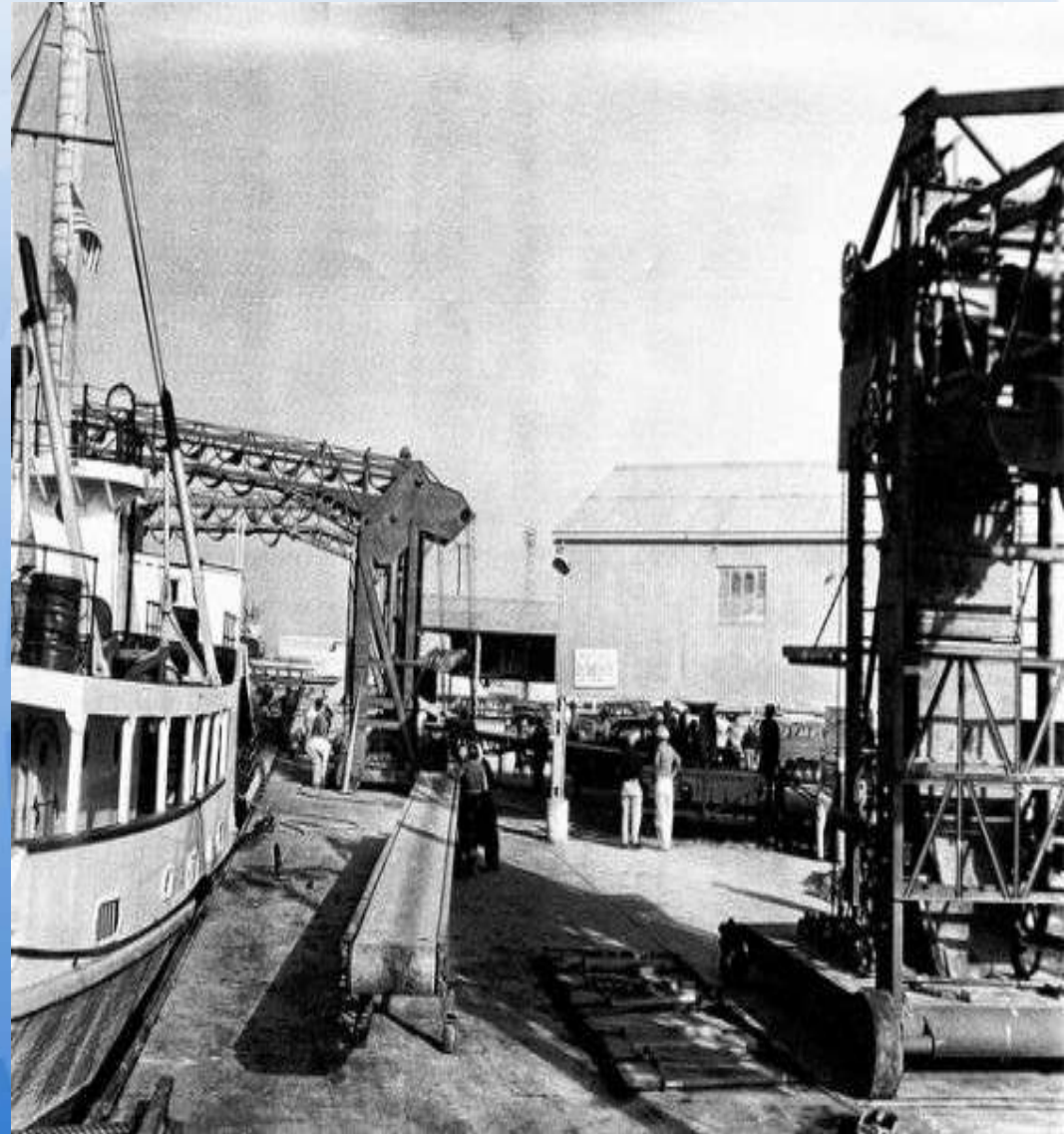
# Port Infrastructure

- Port owns 40,000 +/- acres
- 12 cargo docks
- 4 oil docks
- 1 liquid cargo dock
- 650,000 sq ft covered storage
- 2.7 million sq ft. open storage
- 2 container/restricted cargo storage yards
- Brownsville & Rio Grande Railroad



# Port of Brownsville Rich History

- Efforts to Develop Port in Brownsville
  - The development of a Port in region dates to the 1800's
  - Trade with Mexico Foundation
  - May 1936 Open for Business
- Flexibility Through the Years
  - Shrimp
  - Cotton
  - Steel



# Port of Brownsville 75<sup>th</sup> Anniversary Goals

- Role of Security at Port
  - Port of Brownsville Post September 11<sup>th</sup> World
  - Lack of Public Access, Community Awareness, Regional Awareness
- Collaboration
  - Public/Private Entities
  - Law Enforcement (Local, Regional, Federal)
  - Community Engagement (Boy Scouts, High Schools)
  - Employee Sense of Ownership



# Port of Brownsville 75<sup>th</sup> Anniversary Considerations

- Budget
  - Communication with commissioners and staff
  - Bang for Buck
- Events
  - Grand Ceremony
  - Boat Tours
  - Landside Tours



# Port of Brownsville 75<sup>th</sup> Anniversary Advertising/Media Involvement

- Advertising
  - Sell Historical Angle to Encourage Buy In, Why This Matters
  - Get as Much Coverage as Possible Prior to Event (Media, Radio, Newspaper, Television)
- Media Relations
  - Leverage Relationships with News Outlets in Months Leading Up to Event
  - Access! Access! Access! (Make Media Part of Celebration)



# Port of Brownsville 75<sup>th</sup> Anniversary Security Concerns

- Access
  - Security Roundtable
  - Consistent Information Across all Communication Methods (Emphasize Security Concerns and Why)
- Event Day
  - Planning Committee - Assign Teams and Captains
  - Ensure Everyone on Same Page
  - Clean Up Duty





# Port of Brownsville 75<sup>th</sup> Anniversary Lessons Learned

- Acoustics
- Confirm List of VIP's as early as possible
- Important to focus on costs but expect the unexpected
- Managing "Grand Ideas"



# Port of Brownsville 75<sup>th</sup> Anniversary History Row



# Port of Brownsville 75<sup>th</sup> Anniversary Include “Local Culture”



# Port of Brownsville 75<sup>th</sup> Anniversary Celebrate Tenants



# Port of Brownsville 75<sup>th</sup> Anniversary Celebrate Port's Roots



Thank you!

For additional information visit us  
at

[www.portofbrownsville.com](http://www.portofbrownsville.com)