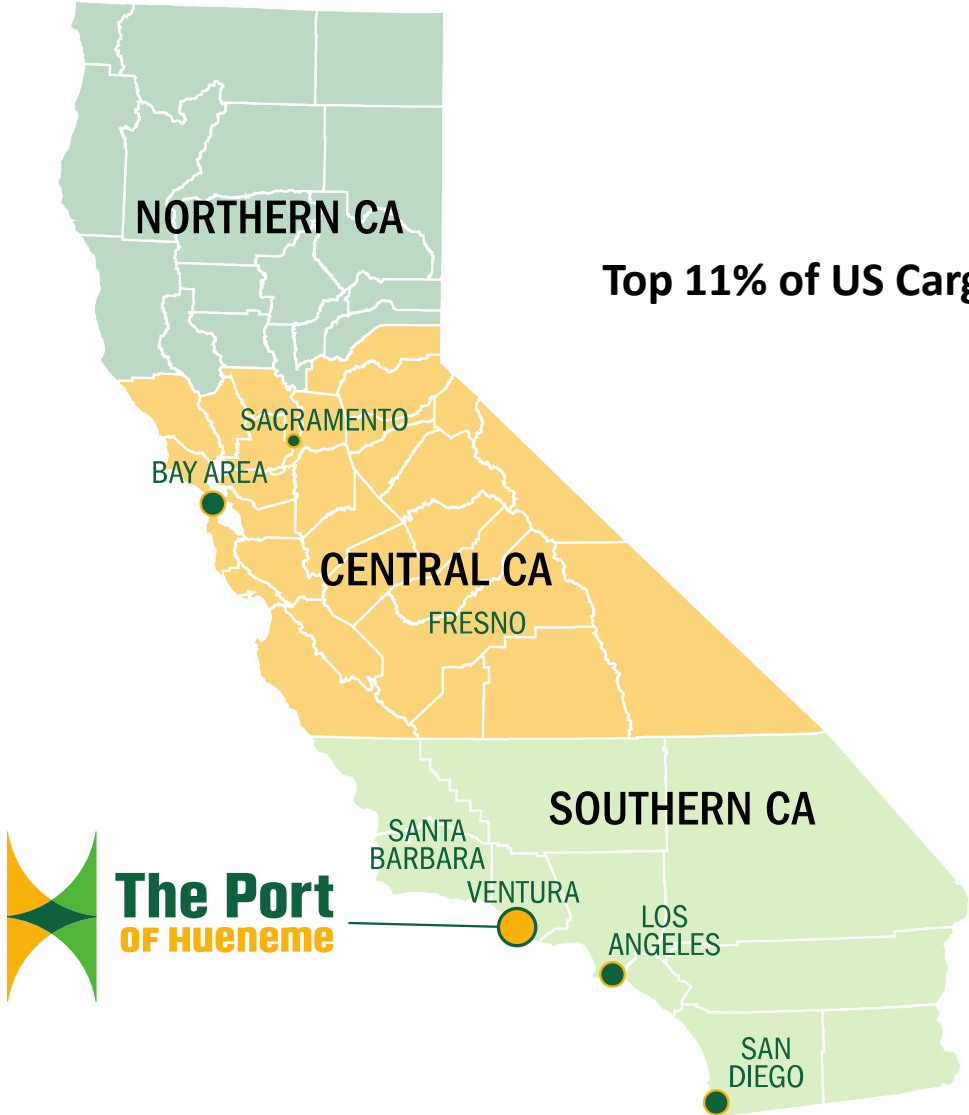


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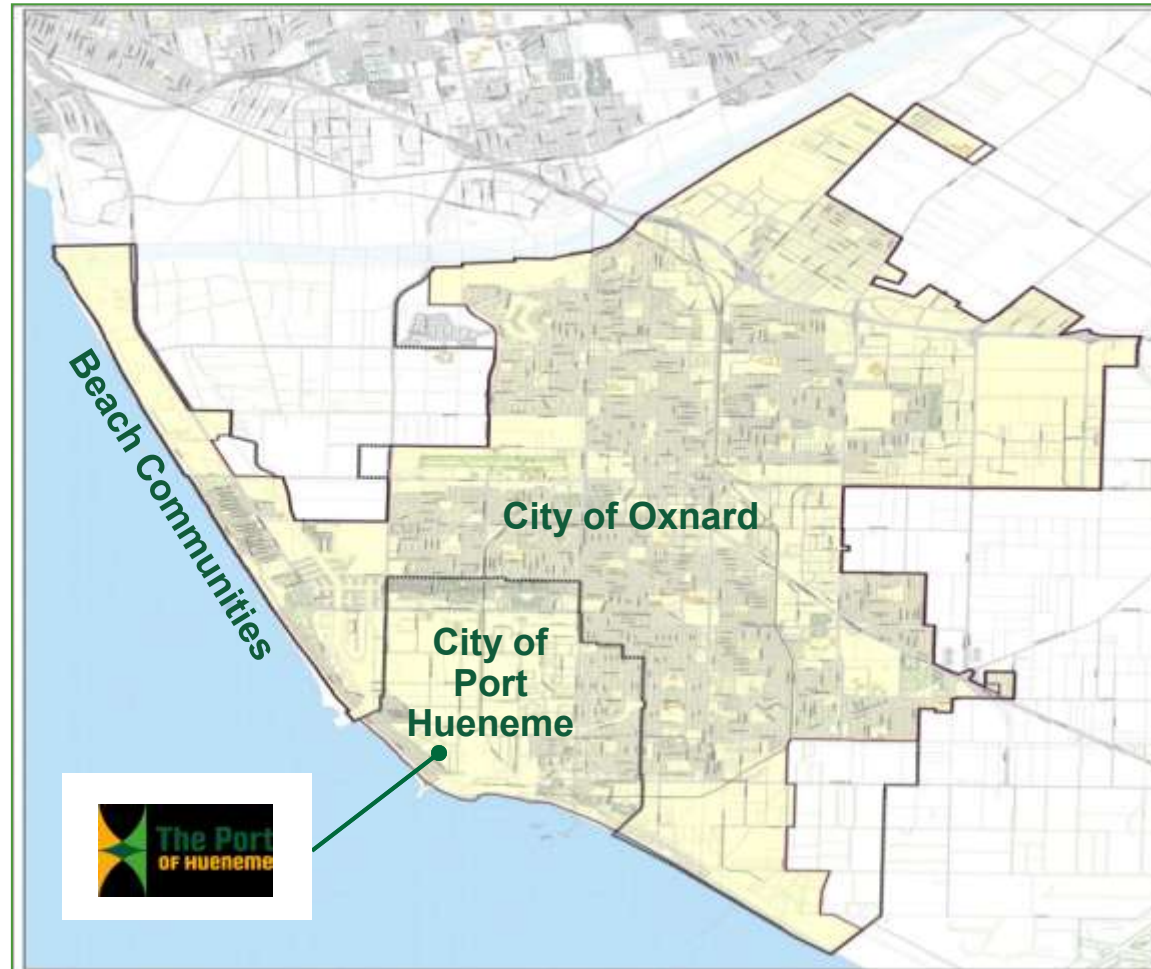
MEDC AAPA
February 2014



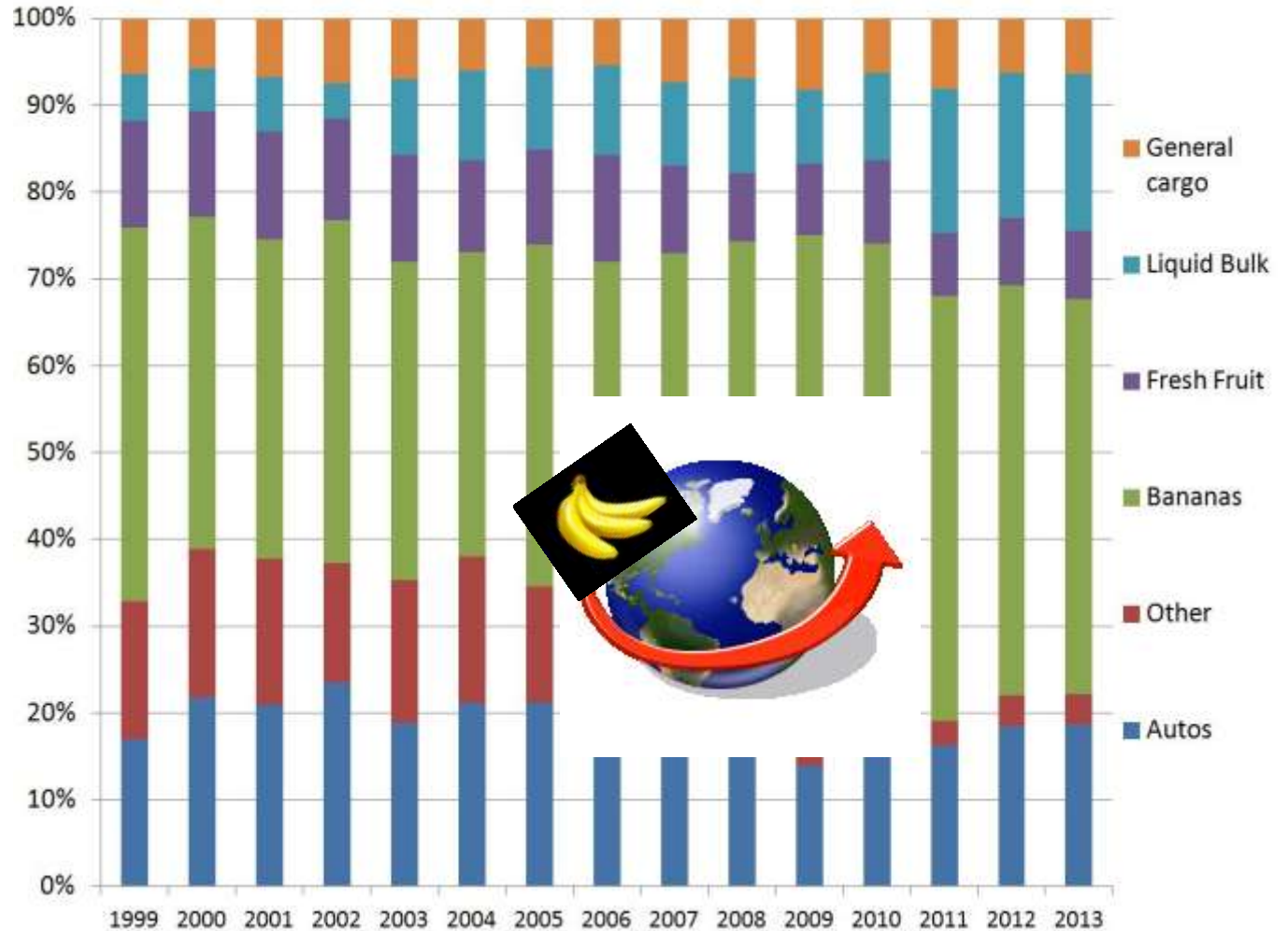


Top 11% of US Cargo Ports

- Top 11% of US Ports
- Created in 1937 by an Act of the Legislature
- Special District – H&N Code
- Board of 5 Elected Commissioners
- Oxnard Population 200,000
- Port Hueneme Population 22,500



Tonnage By Commodity



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Brand & Communications Development



The Port
OF Hueneme
Oxnard Harbor District

Project Goals:

- Develop a strategic brand for the Port of Hueneme.
- Support, develop, and promote traditional and/or new Port industries within the Port.
- Promote existing Port business and market the Port for growth.
- Develop electronic communication tools.

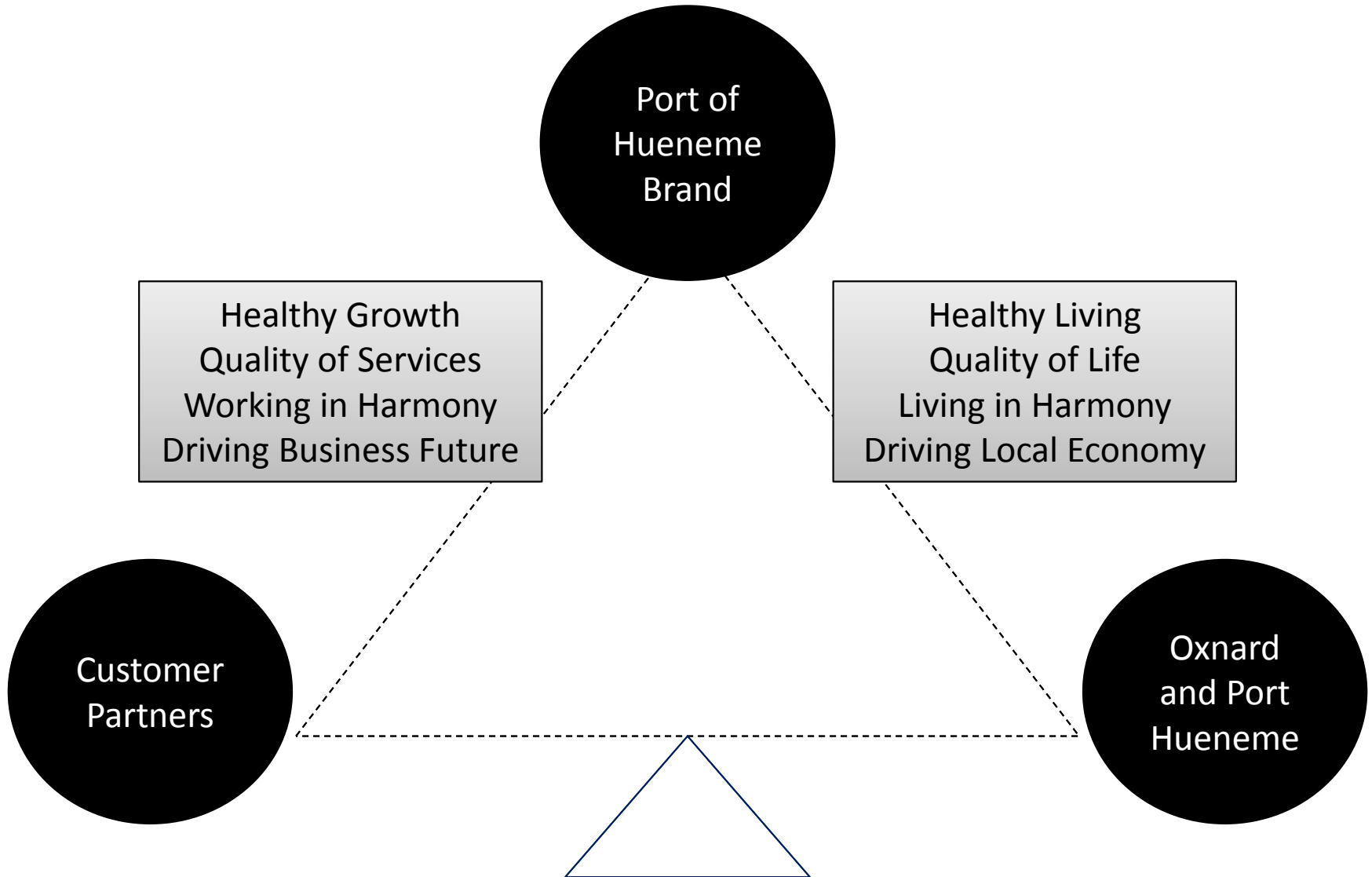
Brand Development Supports Strategic Vision and Direction



- Competing Gateways
- Canadian Gateways to the American Heartland
- Panama Canal Widening
- East Coast + Gulf Investments in Ports + Rail
Corridors

**Defining Competitive Differentiation is
Essential**





Vendor Selected: Brandstrata



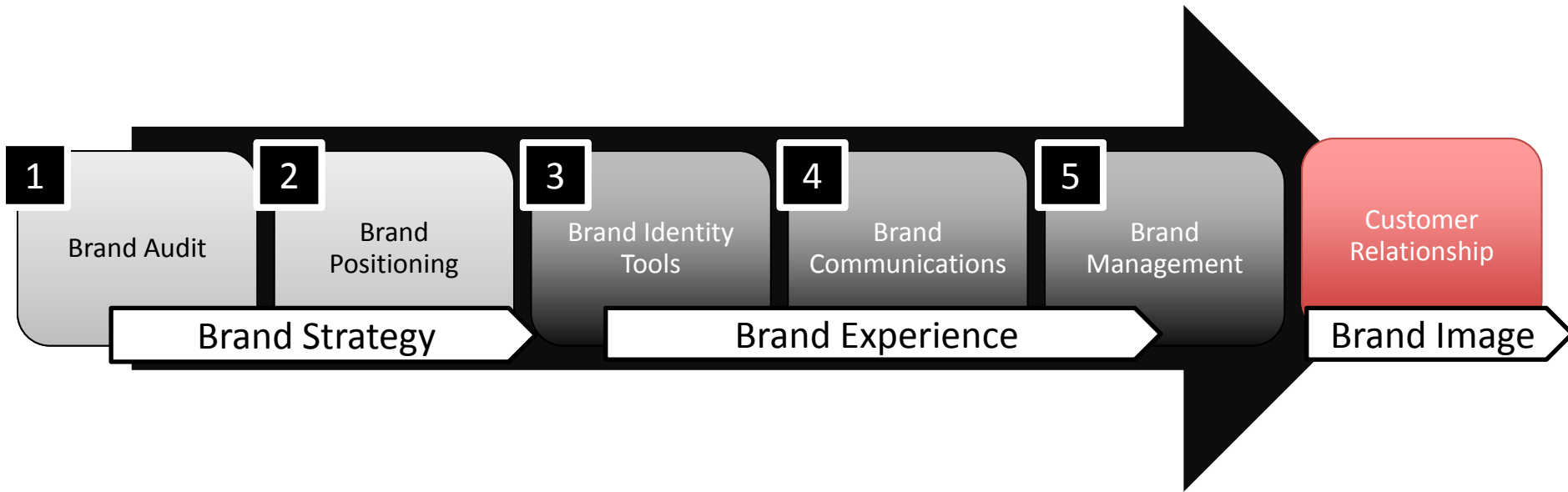
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- Headquarters: Seal Beach, California
- Experience: Building Brands for 20+ Years
- Worked Directly with Agency Partners
- Full Service: Strategy + Design + Communications
- Knowledge: Port & Community Brand Experience
- Approach: Proven Brand and Communications Development Process



www.brandstrata.com

562.594.6761



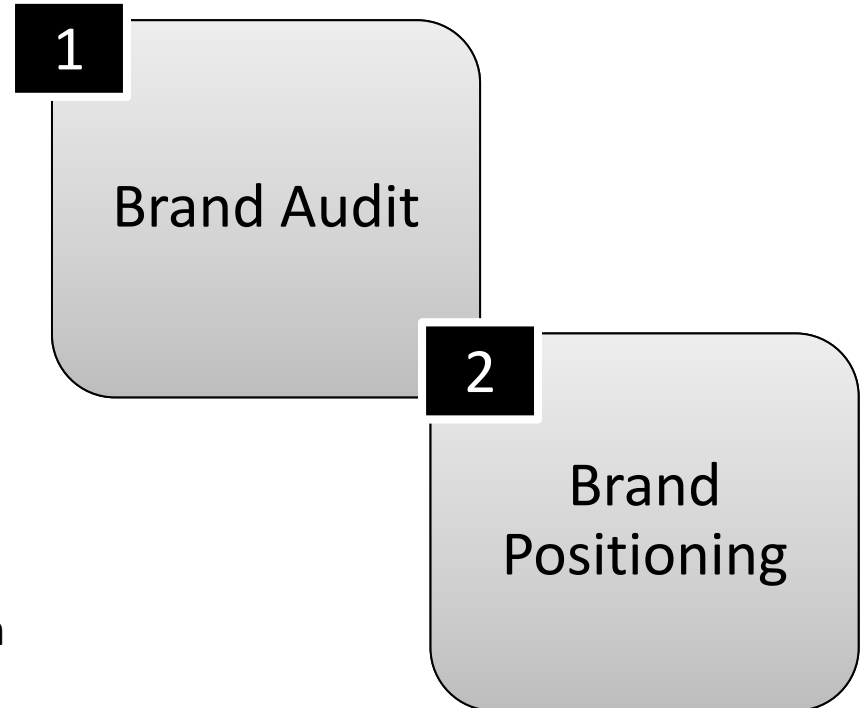
Authenticity + Differentiation + Relevance

Process

- Visual Communications Audit
- Harbor & Land Site Tour
- Stakeholder Interviews
- Competitive Assessment
- Data Analysis + Interpretation
- Brand Strategy Report & Presentation

Deliverables

- Brand Positioning Platform + Brand Promise
- Messaging Platform + Strategic Recommendations



Branding Speaks to All Marketing Speaks to Specific Audience

Business



- Customers & Prospects
- Business Partners
(Navy, Shipping Lines, Logistics, BCO's, NVO's)

Key Message:

***Leading Niche
Market Port***

Community



- Ventura County Residents
- Ventura County Government

Key Message:

***Vital Economic
Engine***

Internal Team



- Staff & Labor
- Commissioners

Key Message:

Growth Champion

Development Objectives

- Meaningful: Is it real?
- Memorable: Is it compelling?
- Enduring: Will it last?
- Protectable: Can you own it?

Deliverables

- Logo + Tagline Development
- Signature Graphics
- Graphic Specifications
- Staff Feedback + External Stakeholder Testing

3

Brand Identity
Tools

Process

- Communications Strategy
- Website
- Collateral

Initial Deliverables

- Communications Strategy
- Website Redevelopment
- Business Kit (Collateral)

4

Brand
Communications

Process

- Logo Trademark Registration
- Key Communications Templates
- Design Standards

Deliverables

- Brand Identity Guide
- Brand Launch Messaging Platform
- Marketing/Media Communications Plan

5

Brand
Management

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TAGLINE

- Promotes key strength:
Cargo velocity
- Expresses core purpose

LOGO

- Stimulates awareness
- Improves competitive
differentiation

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Port Impact



**The Port
OF HUENEME**
Oxnard Harbor District

Imports

- Autos – Up 12.2%
- Bananas – Up 5.7%
- Fertilizer – Up 18.6%
- Domestic Oil – Down 1.1%

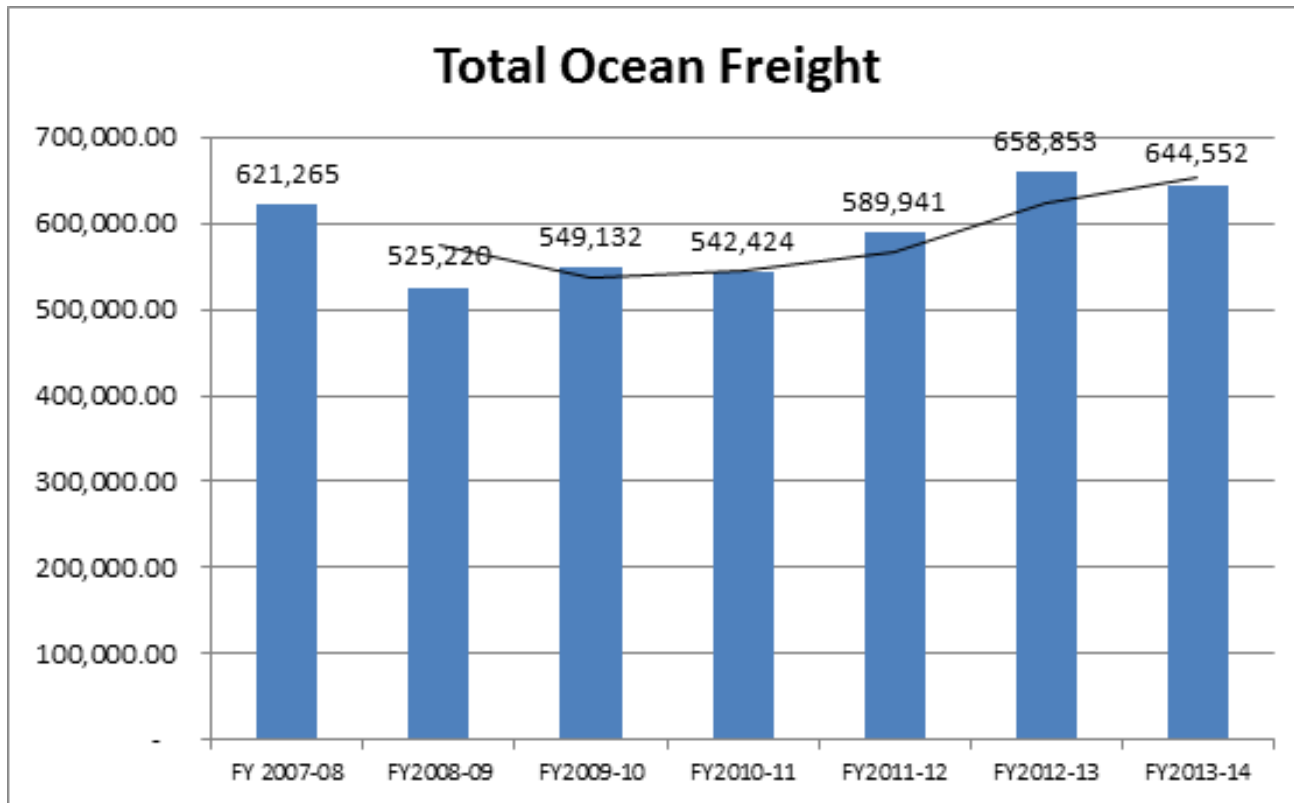
Exports

- Autos – Up 1.2%

Imports/Exports Combined

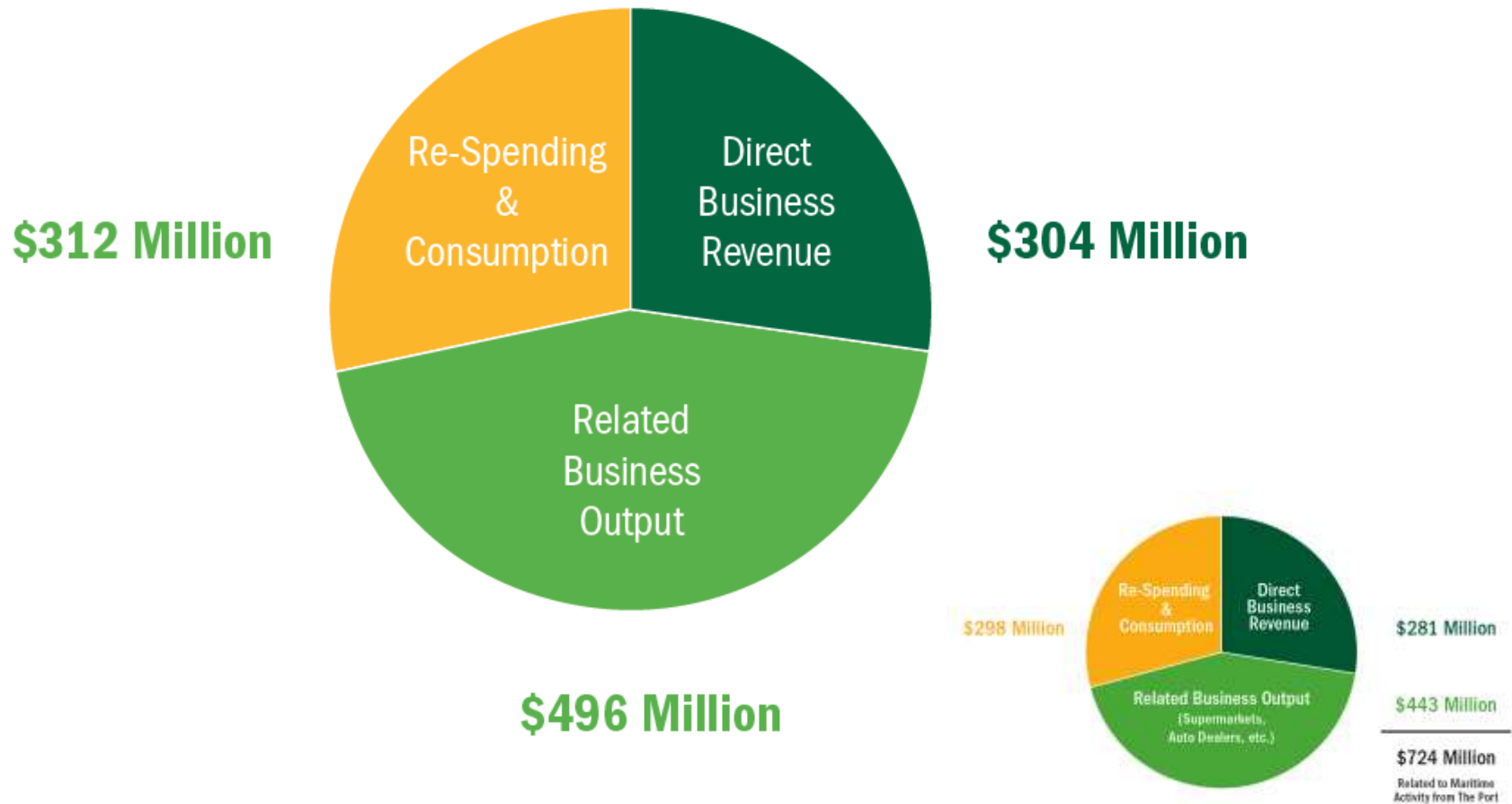
- Heavy Cargo – Up 6.7%
- General Cargo – Up 10.6%
- Fruits and Vegetables – Up 12.5%





13% Increase in Auto Trade / 1% Increase in Banana Trade

\$1.1 Billion Total Economic Activity Up \$90 Million from 2012



10,226 Total Direct, Induced, Indirect and Related Jobs. Up 778 Jobs from 2012

Direct Port Industry Jobs
including:
• Longshore Workers
• Terminal Operators
• Warehouse Workers

Jobs Related to Port Cargo

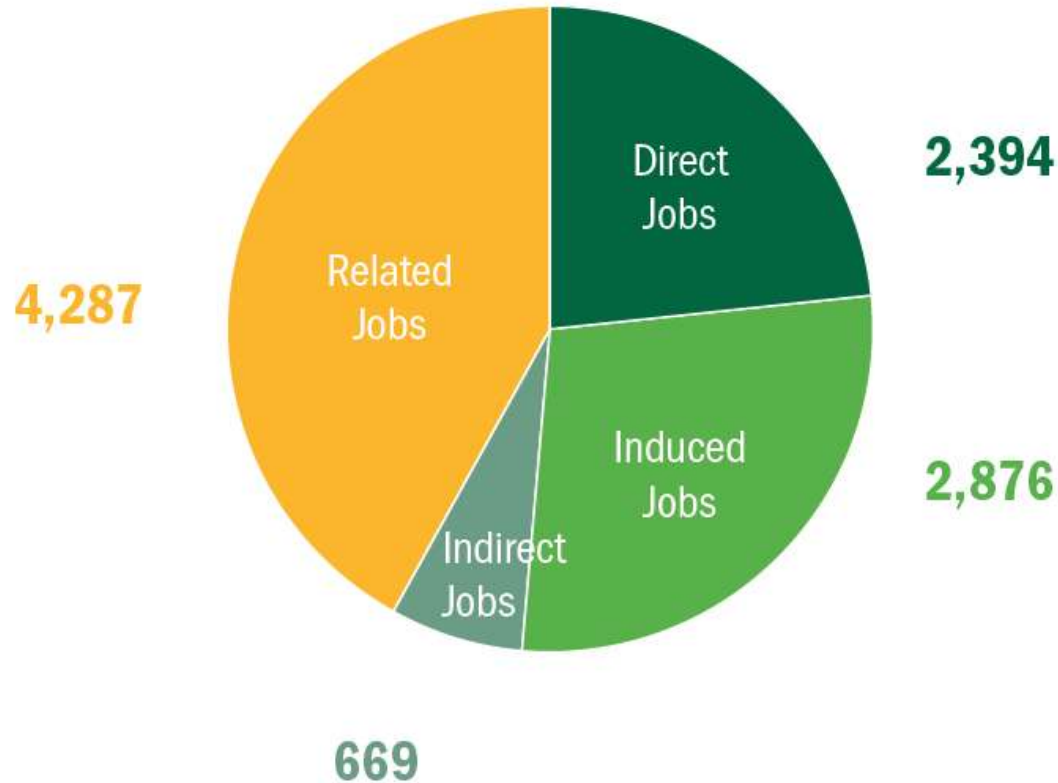
including:
• Auto Dealerships
• Grocery Stores
• Retail Stores

Jobs Supported by the Local Purchases of Those Directly Employed by The Port

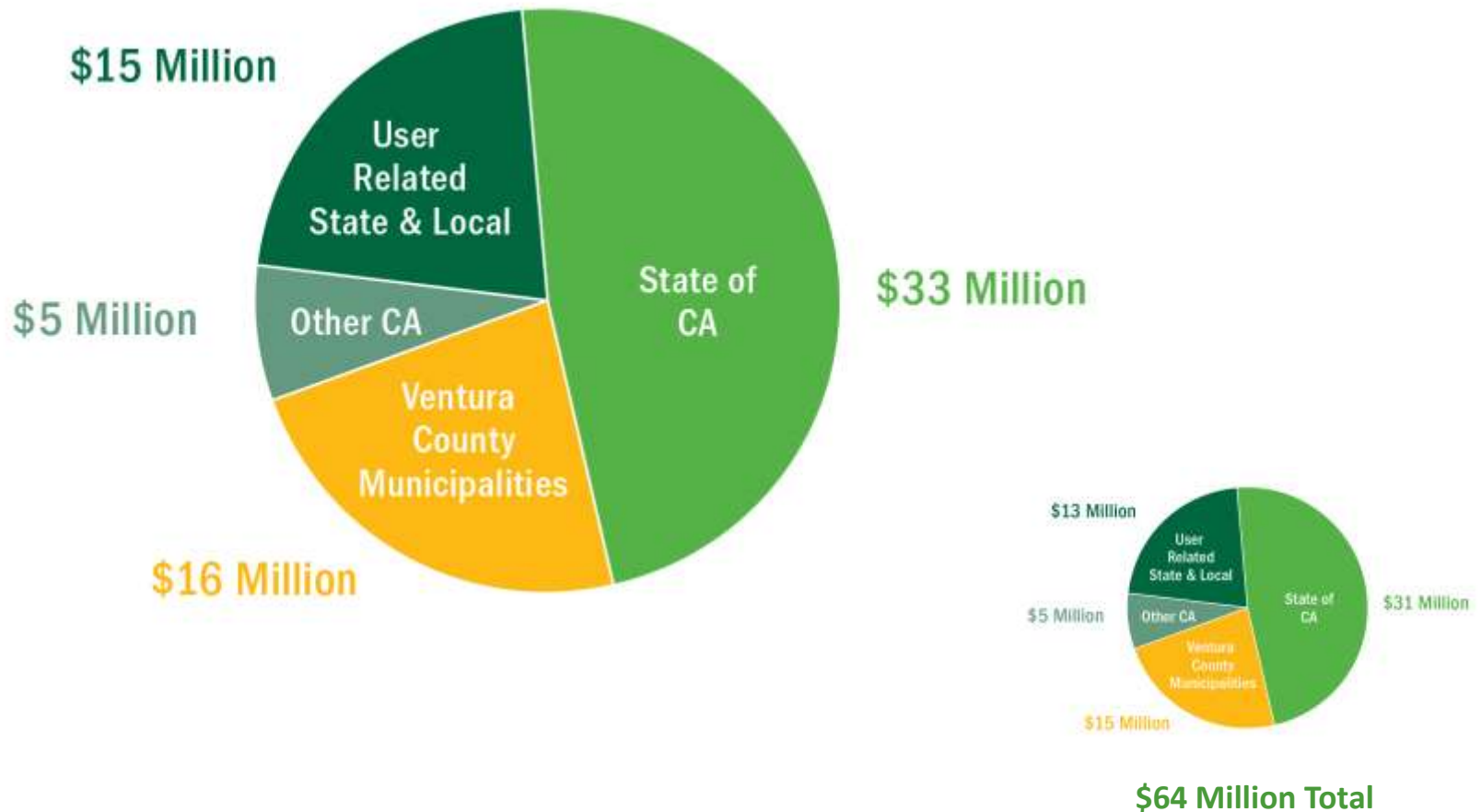
including workers at:
• Restaurants
• Grocery Stores
• Healthcare Facilities

Supported by Purchases Related to Port Activity

including:
• Equipment
• Office Supplies
• Utilities



\$69 Million in State and Local Taxes From Maritime Activity. Up \$5 Million from 2012



- Expanded local, regional and national PR distribution
 - Distribution to over 3,500 media outlets
- Redesigned PR release format and increased distribution frequency
- Email database cleansing and development
- Results (last 6 months)
 - 10x increase of headline impressions
 - 5x increase in media reads
 - Improved brand awareness & perception



Port of Hueneme Board President Reports on Leadership Mission to Taiwan

Port President joined 9 U.S. Economic and Cultural representatives on mission sponsored by Taiwan Ministry of Foreign Affairs in September 2013.

Port of Hueneme - California (PRWEB)
January 20, 2014

Port of Hueneme Board President Mary Anne Rooney made her official report to the Wood County Council (WCC) of the Central Coast at the annual meeting in Oxnard, CA, attended by her and nine other WCC representatives representing five California counties: Kern, Santa Barbara, San Diego, Santa Monica, and Ventura.



"It was an honor and privilege to represent the United States on this leadership mission and I developed valuable insights about Taiwan," Rooney said.

The World Affairs Council of America sponsors and supports the largest national non-partisan network of local councils dedicated to advancing, inspiring and engaging Americans in international affairs and the critical global issues of our times.

“It was an honor and privilege to represent the United States on this leadership mission and I developed valuable insights about Taiwan.”



In 2008, there were no direct flights between Taiwan and China and for her as well as a vibrant Taiwanese population living and working in a lively competition between the two main political parties in Taiwan, KMT as the result of the Cold War with the Chinese Communists and the PRC as an alternative party in 1980. Today's PRC is Taiwan's opponent. Traditionally associated with strong advocacy for human rights, including protection of gay and lesbian individuals as opposed to China.

inf-boards more than 2,000 students studying in the U.S. and 87% of with targeted access to better connect with Taiwan including Ventura County's educational community, Expansion of Foreign Trade

- Banana Festival
- Port Tours
- Career Day
- President's Dinner
- Salsa Festival
- Beach Festival
- Maritime Industry Class
- Joint Chambers Military Mixer
- Military Appreciation Gala
- Chamber Installation Galas



- Railway Industrial Clearance Association
Most Improved Port Award
- American Association of Port Authorities
Award of Excellence for Banana Festival
- Work Force Investment Board
Youth Award
- Ventura County Leadership Academy
Business of the Year Award
- Government Finance Officers Association
Excellence in Financial Reporting
- Senator Fran Pavley
Sustainability Award
- Ventura County Family Friendly Employer
- Oxnard Chamber of Commerce
Chair's Award of Excellence



Thank You

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