



**Port Media Relations & the Role of
Port Commissioners**

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About the Port of Palm Beach

- Established in 1915
- Special Taxing District established under Florida Legislation
- Board of Commissioners are comprised of a Five-member elected board serving 4-year terms
- 162 acre Landlord Port
- 30 tenants leasing & operating at the Port
- No aerial obstructions
- 15 minutes from the sea buoy

Port faces challenges with two diverse Port neighboring communities which have included dredging and rail. With all Ports today, community relations is an ongoing critical component we each face perhaps to different degrees although, for the Port of Palm Beach seems to be two of biggest challenges over the past several years.

Open discussion later in the session to talk about these issues and others that Ports face and the lessons learned.



2nd fastest growing Port in the US by AJOT (tied with Miami) – (NO/Charleston)

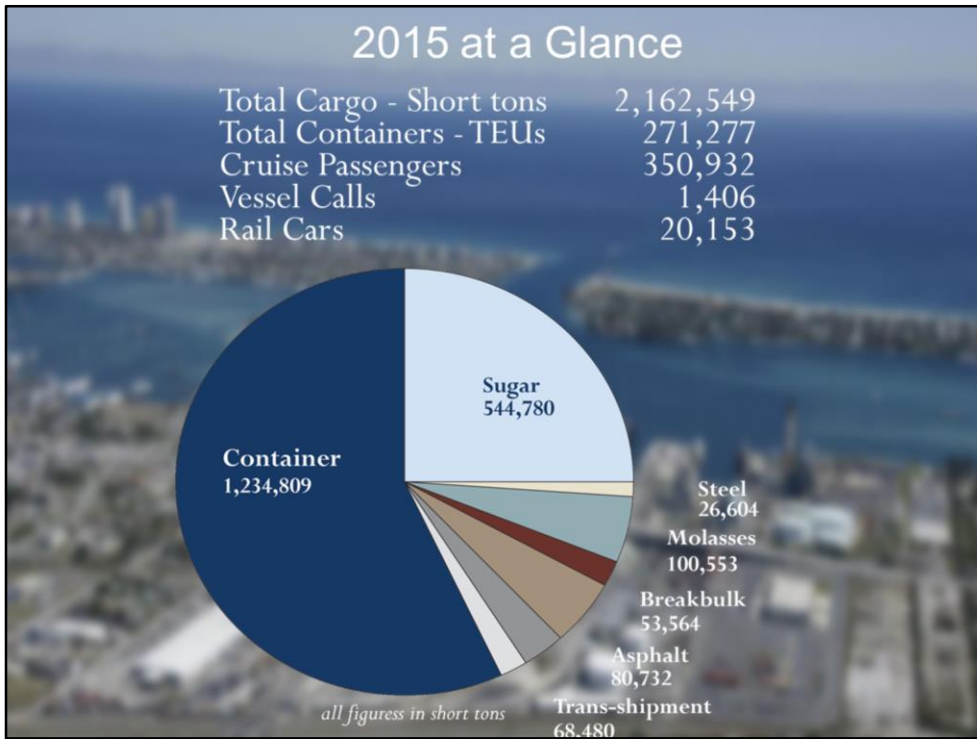
PPB handles more than 2 million tons of cargo over our docks each year; while processing more than 350,000 multi-day cruise passengers a year.

4th busiest container Port in FL – Tropical Shipping handled 99% of this cargo – handling 8,000 TEU/acre/year

Port tenants provide more than 2,400 direct jobs and several thousand more through the purchase of goods and services.

Cruise ship, The Celebration operated by Bahamas Paradise Cruise Line provides 750 direct jobs to our area and thousands of indirect with ship stores and services provided to the ship every other day.

Port offers on-dock rail for various cargoes and sees increasingly heavy lift/project cargoes being discharged to our on-dock rail.



Cargo statistics for FY15 (Oct 1 – Sept 30) continue to strengthen each year with

Total cargo tonnage was up 55% over last year; while

Containers were up over 3% over last year

And Rail cars up 21%

Handle a number of other bulk and break-bulk commodities.

Cargo Operations



Diversity in cargos –

Breakbulk – gas turbine being unloaded for a power plant in South Florida

Containers – Tropical Shipping has 15 sailings per week from the Port and prides themselves with containers having 24 hours or less dwell time as 50% of their goods for that days sailings are delivered that day by truck or rail.

Tropical operates a 16 acre terminal and with their efficiencies, handle 16,750 TEUs per acre.

Bulk commodities – Sugar was up almost nearly 9% with an equal drop in molasses; liquid asphalt took an 8% drop over FY14 while the cargo was arriving to the Port via: rail v/s vessel. Starting in 2016, liquid asphalt will begin arriving via vessel once again while continuing to use rail. Our largest increase over last year was fuel oil for the power plant which saw a 75%.

Breakbulk – experienced almost a 17% decline in cargo tonnage and overall vessel calls stayed flat.

Cruise Operations

**Celebration Cruise Line
2-night cruises to Bahamas**



**Blue Horizon Casino Cruises
A.M./P.M. Casino Sailings**

On-Dock Rail



**Own & Operate 6 miles
of rail within Port – 21%
increase in FY15**

PORT of Palm Beach





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Port Media Relations and the Role of Port Commissioners

- Establish a Media Policy – Stick to it
- Elected & Appointed Boards – Procedures apply across the board
- Media will dig for stories – even if this means controversial issues
- Don't damage your credibility – get the facts first
- Speak with one voice – use talking points from staff
- Coordinate messages with port staff – taking the time to get it right
- Get in "the know" – Visit your port website and social media often
- Aftermath – If you don't know the facts and/or have only your opinion to offer; please DEFER! Work with Port staff to get the facts!



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J.W. Arnold
Principle
PRDC

Mark McAndrews
Port Director
Port of Pascagoula