



*Your Port, Your Community and
Lessons From Sim City*

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American Association of Port Authorities

Welcome to Sim City

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Discussion Topics

- How similar was the exercise to real situations in your ports?
 - How severe is the gentrification issue in your port?
 - How does your port address competing interests when developing waterfront properties?
 - How does your port weight and consider the employment impact of development decisions? Is the goals to create the most jobs or the highest paying jobs?

Discussion Topics

- How well is property management coordinated with your port's government, community and public relations planning and outreach?
 - How active is your port's outreach program, and are you involved?

Discussion Topics

- What role(s) should AAPA play to help ports meet the gentrification challenge?
 - What information, materials or actions do you want from AAPA?
 - Who else from your port needs to be part of this AAPA dialogue?

A Final Word

- Gentrification will be a concern for years to come
- Ports must undertake strategic outreach activity to constantly educate key audiences about benefits ports bring and conditions the port needs to thrive
 - Ports must understand and help shape what key constituencies think, know and care about ports in order to achieve port business goals and mission.
- This integrated outreach to all audiences requires sustained commitment.