Port Everglades
Good Community Relations = Good Business

June 14, 2017

Ellen Kennedy
Assistant Director
Business Development/Communications
No, we are not in the middle of the Florida Everglades, but they are close by.

Port Everglades is located on the southeast coast of Florida in Broward County, the second most populated county in Florida and the 17th most populous in the United States with more than 1.9 million residents.
As a premier gateway and powerhouse for international trade, travel and investment, Broward County's Port Everglades leverages its world-class South Florida facilities and innovative leadership to drive the region's economic vitality and provide unparalleled levels of service, safety, environmental stewardship and community engagement.
Good Community Relations Starts Early

- Lay the Groundwork - This takes years!
- Blue Ribbon Support Group
- Media - Press releases, editorial, social media . . .
For Us
It Began with a Roadmap

Port Everglades 20-Year Master/Vision Plan
Business Development and Operations staff talks to our customers on an ongoing basis.

Repeated message that we need deeper waters and wider channels
Robust speakers bureau and port tour schedule

Terry Stiles, a prominent member of our business community, complaining that he always got revved up when we came to speak, but he could never remember the specifics when he tried to tell others. How could he help.

Frustrated because no button or t-shirts

We needed him and the Port Everglades Advocacy Team to make their voices heard in Tallahassee and Washington, DC

Letters writing campaign

Op-ed submissions

Key = Word of Mouth

Easy to understand FAQ and Talking Points

Handouts/Leave Behind
We stressed that this was a bi-partisan issue. At a time when Congress was divided, this project was a beacon for bipartisanship.

Personalized visits to the Port
  Congressman Ted Deutsch
  Make it fun
  Certificate for “Gantry Crane Operator for a Day”

Public acknowledgement at each milestone
  Press conference
  Press releases
  Social media thank yous
The road is paved with bumps and bruises, but we are getting there through consistent messaging and strong community relations.
The **Public** Focuses on Key Messages

- This has to happen
- Safety & Efficiency
- Economic Impact
- We are committed to doing it right
- The Port is cool
These numbers are why Port Everglades is an economic powerhouse.

We learned from Terry Stiles that we need to keep the message simple. It is too difficult to remember big numbers. But rankings make it easy, especially when you are Number One.

Revenue Port: $163 million

Container Port: Over 1 million TEUs

Exports In Florida Port: $13.24 billion

Refrigerated Port: 126,483 TEUs
But Numbers 2 and 3 are good too. And easy to remember.

Petroleum Port: 121,068,561 barrels  
Cruise Port: 3,826,415

Port Everglades broke a world record cruise day twice in a single season. The first time was on December 20, 2015 with 53,485 passengers embarking and debarking. We broke the record a few months later on March 13, 2016 with 55,885 cruise guests embarking and debarking at Port Everglades.
• John Martin Associates

• 12,840 direct jobs with a total income of almost 499 million dollars are generated by the Port’s cargo, cruise and petroleum activities.

• A total of 226,553 Florida jobs are supported, earning approximately 8.9 billion dollars in wages

• Activity at Port Everglades generated almost 830 million dollars in state and local taxes

• Average salary $38,830 (cargo $46,525, cruise $29,500)
This project will lengthen the existing deep-water turn-around area for cargo ships from 900 feet to 2,400 feet.

Worked with the South Florida Audubon Society and other environmental groups to identify area and design for manatees and birds.

The new conservation area will be managed by the South Florida Audubon Society.

Up to five additional berths and six Super Post-Panamax gantry cranes will be added.

Existing cranes will be enhanced to handle heavier loads, including picking up two containers at a time.

The total cost of the project is estimated at more than 269 million dollars.

$1.61 million for pre construction
‘$15.7 million for construction of the wetland enhancement project

More than 3,000 construction jobs will be created.
Coexistence
is Real

Lee Gottlieb
President of the
South Florida
Audubon Society
Website
porteveryglades.net

eMail
PortEverglades@broward.org

@Port.Everglades  @PortEverglades
@PortEvergladesFL  @port-everglades

Stay Connected With Port Everglades