Case Study: Messaging for Growth
Port of Virginia

Joe Harris
A CASE FOR GROWTH

4.91% compound annual growth

FY18 Trending 2.93

FY 2014 2.39
FY 2015 2.54
FY 2016 2.65
FY 2017 2.76
FYI 7: 2.84 MILLION TEUs

“By 2020, we will have expanded our annual container throughput capacity by 40 percent, or 1 million TEUs.”

-- John F. Reinhart
CEO, Executive Director
A RECORD $350M INVESTMENT
The Port of Virginia is a global gateway, connecting the Commonwealth to the world. Virginia’s leading employers – including manufacturers, distributors and commodity traders – rely on the port’s modern infrastructure, professional workforce and the world’s largest container vessels, to connect with customers overseas. As Virginia’s role in international trade continues to grow, and we invest in deeper channels and modern terminals, jobs and economic impact grow as well.

### Activity Through The Port of Virginia in Calendar Year 2016

<table>
<thead>
<tr>
<th>Business Using The Port of Virginia</th>
<th>Cargo Value</th>
<th>Short Tons Shipped</th>
</tr>
</thead>
<tbody>
<tr>
<td>42</td>
<td>$258,805,291</td>
<td>40,648</td>
</tr>
</tbody>
</table>

Top businesses located in Virginia’s 8th Senate District shipping cargo through The Port of Virginia include:
- STIHL
- Hermes Abrasives
- Abena North America
- Hauette North America
- Busch Manufacturing
- Capitol Foundry of Virginia
- Kettler International
- Demis International
- RP35 Group
- U Pay USA

### Activity Through The Port of Virginia in Calendar Year 2016

<table>
<thead>
<tr>
<th>Business Using The Port of Virginia</th>
<th>Cargo Value</th>
<th>Short Tons Shipped</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>$16,424,727</td>
<td>3,859</td>
</tr>
</tbody>
</table>

Top businesses located in Virginia’s 3rd House District shipping cargo through The Port of Virginia include:
- WOW USA
- Universal Dynamics
- NAS
“This $350 million investment will allow us to do the expansion that we need here at the port. This is a record investment... We’ve sent a signal to the globe that Virginia is here and we’re going to be competitive.”

-- Former Gov. Terry R. McAuliffe
 Column: Port of Virginia serves as gateway to global trade

By John S. Milkovisch  Jun 4, 2017  

A NEW ERA of international trade is underway on the U.S. East Coast and the Port of Virginia is well-positioned to cement its position as the mid-Atlantic’s primary global gateway for trade.

In early May, the port welcomed the largest container ship to ever come to the East Coast. A few weeks later an even larger vessel arrived, further illustrating that the big ship era at the Port of Virginia is underway.

These ships are the first of a new generation of ultra-large container vessels to come to Hampton Roads and the East Coast. These mammoths are fitting symbols of the important role that international
MESSAGES AND POSITIONING

Digital Ads

Annual Report
MESSAGES AND POSITIONING

Out-of-Market Ads

Local Billboards
RELENTLESS REPETITION
MESSAGING FORWARD

“The capacity we are building at The Port of Virginia today ensures its sustainability for years some come -- until we are ready to take the next step, which is developing Craney Island into the port’s fourth, deep-water marine terminal. These steps ensure that this port will be a catalyst for economic development, investment and job creation across the state for decades to come. This is about vision.”

-- VPA Board Chairman John G. Milliken