JAXPORT owns and maintains three public cargo terminals: Talleyrand, Blount Island, & Dames Point; one passenger Cruise Terminal and a passenger ferry service.

Operating as a landlord, JAXPORT develops, manages and markets these publicly-owned facilities to promote the growth and their use by private companies.

JAXPORT is governed by a seven-member Board of Directors. The Jacksonville mayor appoints four members and the Florida governor appoints three members.
Cruise Terminal
Truck Transit Time
8 Hours reach 50 million consumers

24 Hours reach 60% of U.S. Population
Session XV: Negotiating Strategies

Win/Win Results in Terminal Leases & Carrier Agreement

**Evaluation Process**

- Target Desired Customer
- Determining Compatibility (customer needs relative to port capabilities)
- Look at Growth & Commitment Potential for the Target Customer
- Job Creation Impact
- Review Financial Impact for the Port
Session XV: Negotiating Strategies

Win/Win Results in Terminal Leases & Carrier Agreements

**Negotiation Process**

- Determine the financial high, low & midpoints
- Shot Across the Bow
- Review the port’s ROI
- Legal Review (Port & Customer)
- Consummate Deal (Board approval is necessary)

A Win/Win Result is Entering into a True Partnership with a Customer!
Win/Win Results in Terminal Leases & Carrier Agreement

Questions?