Perspectives on Connecting With Policymakers

AAPA PR/GR Seminar: Communicating the Importance of Infrastructure Investment

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Georgia Ports Authority
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Know the Process (Federal, State)
- Congressional staff does the work, the Member makes the decision
- State governmental affairs is most often direct with the member

Getting Through the Gatekeeper
- They probably don’t know you, may not care, and don’t want a headache

Know the Staff, Educate the Staff, Work with/through the Staff
- Identify and build a relationship with the person who handles your issue
- Education is not a single conversation process, it takes time and trust
- Respect the role of the staff, the need for their advocacy, and protocol.

Engage the Member
- Keep it simple
- Help them remember

“All Politics are Local”
- Make it personal to the member, regardless of the distance
- Identify and utilize common allies

AAPA PR/GR Seminar: Perspectives on Connecting with Policymakers
Redefining the pace of trade.
The Economic Impact of Georgia’s Deepwater Ports

Nationwide*

- In FY2010 the Port of Savannah moved 8.6% of total U.S. containerized trade and 18% of all U.S. East Coast containerized cargo.
- The GPA handled 12.4% of total U.S. containerized exports in FY2010.
- The Port of Savannah serves approximately 21,000 companies in all 50 states, 75% headquartered outside of Georgia.

Statewide**

295,443 full- and part-time jobs* (7% of Georgia’s total employment)

- $61.7 billion in sales
- $26.8 billion in gross state product
- $15.5 billion in income
- $3.5 billion in federal taxes
- $1.5 billion in state taxes
- $1.1 billion in local taxes

* Source: U.S. Department of Commerce – based on tonnage
** Source: Terry College of Business, University of Georgia, FY2009
FY2010 Estimated Cargo Value

Georgia Total Trade
$14,016,374,733

Total Georgia Export Value
$8,012,279,680

Total Georgia Import Value
$6,004,095,053
GEORGIA PORTS AUTHORITY: Regional Economic Impact

Impact of Georgia’s Ports on South Carolina

Statewide
19,704 full- and part-time jobs

Terry College of Business, University of Georgia

- $4.3 billion in sales
- $1.5 billion in gross state product
- $959 million in income
- $190 million in federal taxes
- $84 million in state taxes
- $63 million in local taxes
## Consistent Balanced Trade
### Calendar Year 2010: A Record Year for Exports

### Ten Year History

<table>
<thead>
<tr>
<th>CY</th>
<th>Exports</th>
<th>Imports</th>
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<tbody>
<tr>
<td>2010</td>
<td>1,149,215</td>
<td>1,051,256</td>
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<tr>
<td>2009</td>
<td>1,026,802</td>
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<td>2008</td>
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<td>2007</td>
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<td>2003</td>
<td>570,208</td>
<td>615,448</td>
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<tr>
<td>2002</td>
<td>498,885</td>
<td>565,256</td>
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<td>2001</td>
<td>424,741</td>
<td>438,785</td>
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### CY10 Exports (52.2%)  1,149,215

### CY10 Imports (47.8%)  1,051,256

### CY11
- Exports = 54%
- Imports = 46%

### Benefits
- Lower ocean carrier costs
- Better equipment utilization
- No ‘empty miles’

*Source: EIS / Loads only*
70% of U.S. consumers, or 215 million people, are east of a line drawn from Chicago to Dallas.

70% of job-creating companies are also east of the same line.

The Port of Savannah is most strategically located to reach 44% of the U.S. population and 42% of all job-creating companies

Source: 2009 U.S. Census Estimates
41 Weekly Vessel Calls Covering All Major Trade Lanes

Savannah’s Global Reach supports trade in 300-plus international ports (150-plus countries)

<table>
<thead>
<tr>
<th>Route</th>
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<tbody>
<tr>
<td>Asia via Panama</td>
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<tr>
<td>Asia/India/Mid East via Suez</td>
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<td>Latin America</td>
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Source: GPA Marketing; Updated: Apr. 15, 2011