Port of Brownsville 75th Anniversary Celebration

February 29, 2012
Located at the southernmost tip of Texas (17-mile long channel) that meets the Gulf of Mexico at the Brazos Santiago Pass

- Port owns waterfront facilities on the Brownsville Ship Channel
- Foreign Trade Zone #62

Water Depths:
- 44 ft. at entrance
- 42 ft. up to and in Turning Basin
- 36 ft. at Turning Basin
Port Infrastructure

- Port owns 40,000 +/- acres
- 12 cargo docks
- 4 oil docks
- 1 liquid cargo dock
- 650,000 sq ft covered storage
- 2.7 million sq ft. open storage
- 2 container/restricted cargo storage yards
- Brownsville & Rio Grande Railroad
Port of Brownsville Rich History

• Efforts to Develop Port in Brownsville
  – The development of a Port in region dates to the 1800’s
  – Trade with Mexico Foundation
  – May 1936 Open for Business

• Flexibility Through the Years
  – Shrimp
  – Cotton
  – Steel
Port of Brownsville 75th Anniversary Goals

• Role of Security at Port
  – Port of Brownsville Post September 11th World
  – Lack of Public Access, Community Awareness, Regional Awareness

• Collaboration
  – Public/Private Entities
  – Law Enforcement (Local, Regional, Federal)
  – Community Engagement (Boy Scouts, High Schools)
  – Employee Sense of Ownership
Port of Brownsville 75th Anniversary Considerations

- **Budget**
  - Communication with commissioners and staff
  - Bang for Buck

- **Events**
  - Grand Ceremony
  - Boat Tours
  - Landside Tours
Port of Brownsville 75th Anniversary Advertising/Media Involvement

• Advertising
  – Sell Historical Angle to Encourage Buy In, Why This Matters
  – Get as Much Coverage as Possible Prior to Event (Media, Radio, Newspaper, Television)

• Media Relations
  – Leverage Relationships with News Outlets in Months Leading Up to Event
  – Access! Access! Access! (Make Media Part of Celebration)
Port of Brownsville 75th Anniversary
Security Concerns

• Access
  – Security Roundtable
  – Consistent Information Across all Communication Methods (Emphasize Security Concerns and Why)

• Event Day
  – Planning Committee - Assign Teams and Captains
  – Ensure Everyone on Same Page
  – Clean Up Duty
Port of Brownsville 75th Anniversary Lessons Learned

- Acoustics
- Confirm List of VIP’s as early as possible
- Important to focus on costs but expect the unexpected
- Managing “Grand Ideas”
Port of Brownsville 75th Anniversary History Row
Port of Brownsville 75th Anniversary
Include “Local Culture”
Port of Brownsville 75th Anniversary
Celebrate Tenants
Port of Brownsville 75th Anniversary
Celebrate Port’s Roots
Thank you!

For additional information visit us at

www.portofbrownsville.com