



AAPA Executive Management Conference May 10, 2012

Role of Maritime Economic Development

“Delivering Prosperity”

Kristin Decas
Port of Hueneme
Executive Director

Port of Hueneme

Humboldt Bay and
Conservation
District

San Francisco Bay Area

Port of Oakland
Port of San Francisco
Port of Richmond
Port of Redwood City

Port of West
Sacramento

Port of Stockton

Inland River Ports

Port of Hueneme

Port of Los Angeles
Port of Long Beach

Port of San Diego

- ✓ A California Special District
- ✓ Formed in 1937 under CA Harbors & Navigation Code
- ✓ Governed by Five Elected Harbor Commissioners
- ✓ Managing one of the State's Key Transportation Assets



Economic State of the Port: Year to Date Comparison

IMPORTS

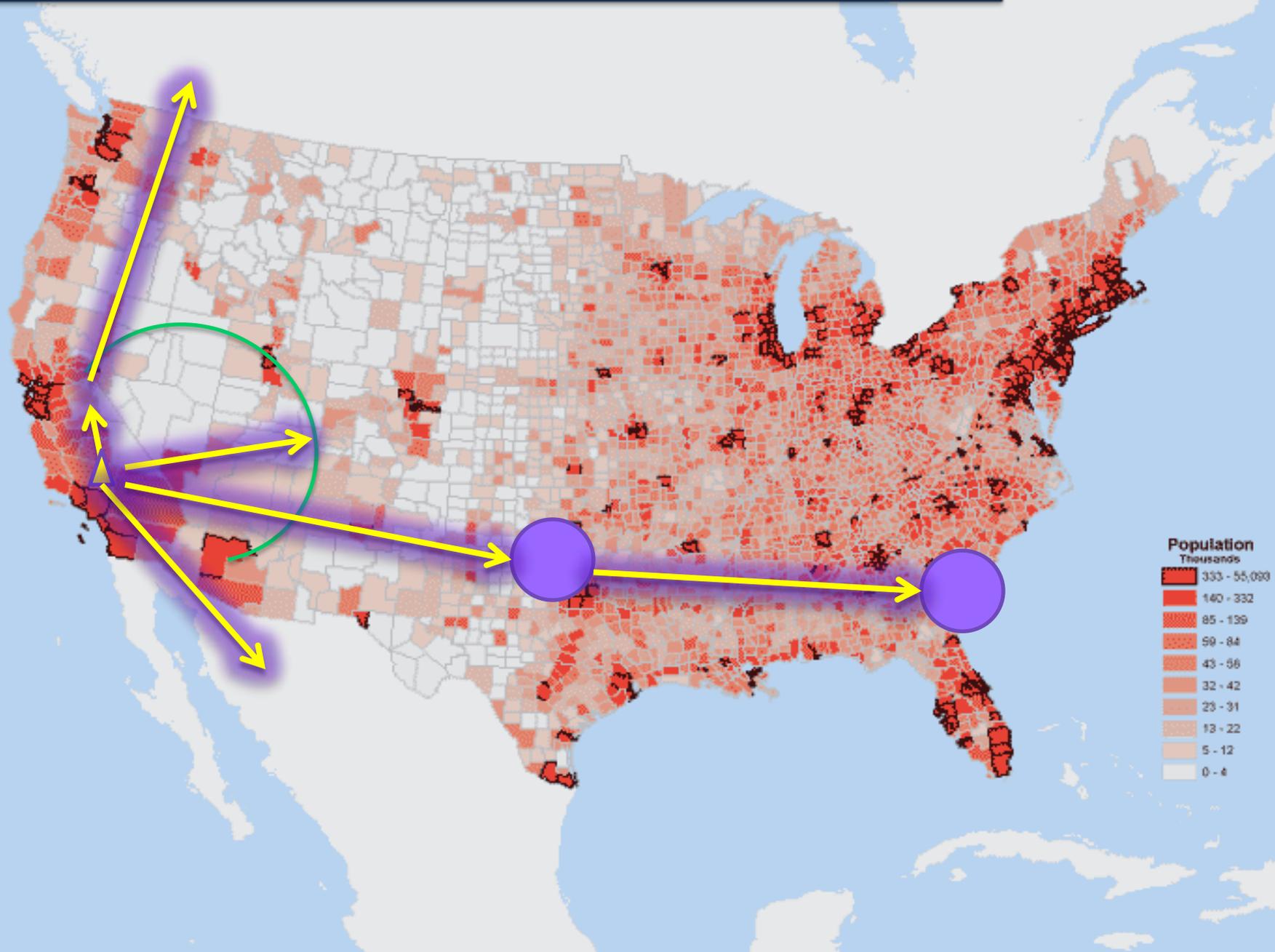
- ✓ Autos – Up 21.5%
- ✓ Bananas – Stable (.1% drop)
- ✓ Heavy Cargo – Up 32.8%
- ✓ Fruit – Up 12.9%
- ✓ Fertilizer – Up 34.4%
- ✓ Domestic Oil – Up 5.7%

EXPORTS

- ✓ Autos – Up 13.3%
- ✓ Heavy Cargo – Up 49.2%
- ✓ Fruits and Veggies – Up 31.6%



Truck and Rail Connectors to Global Markets



The Ripple Effect

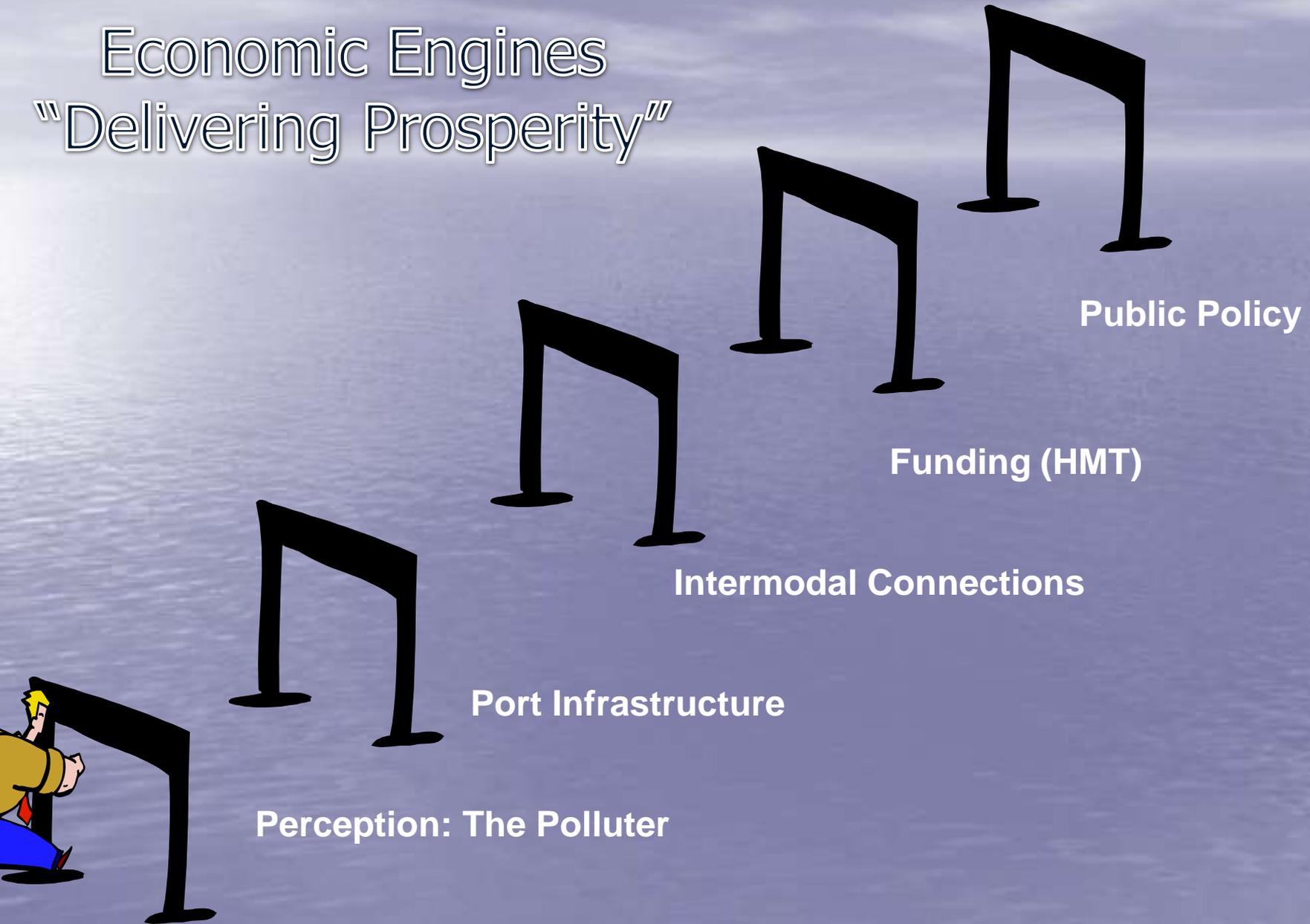
Toss a stone in a pond, and the ripples lap out from the center until they touch the outermost shore



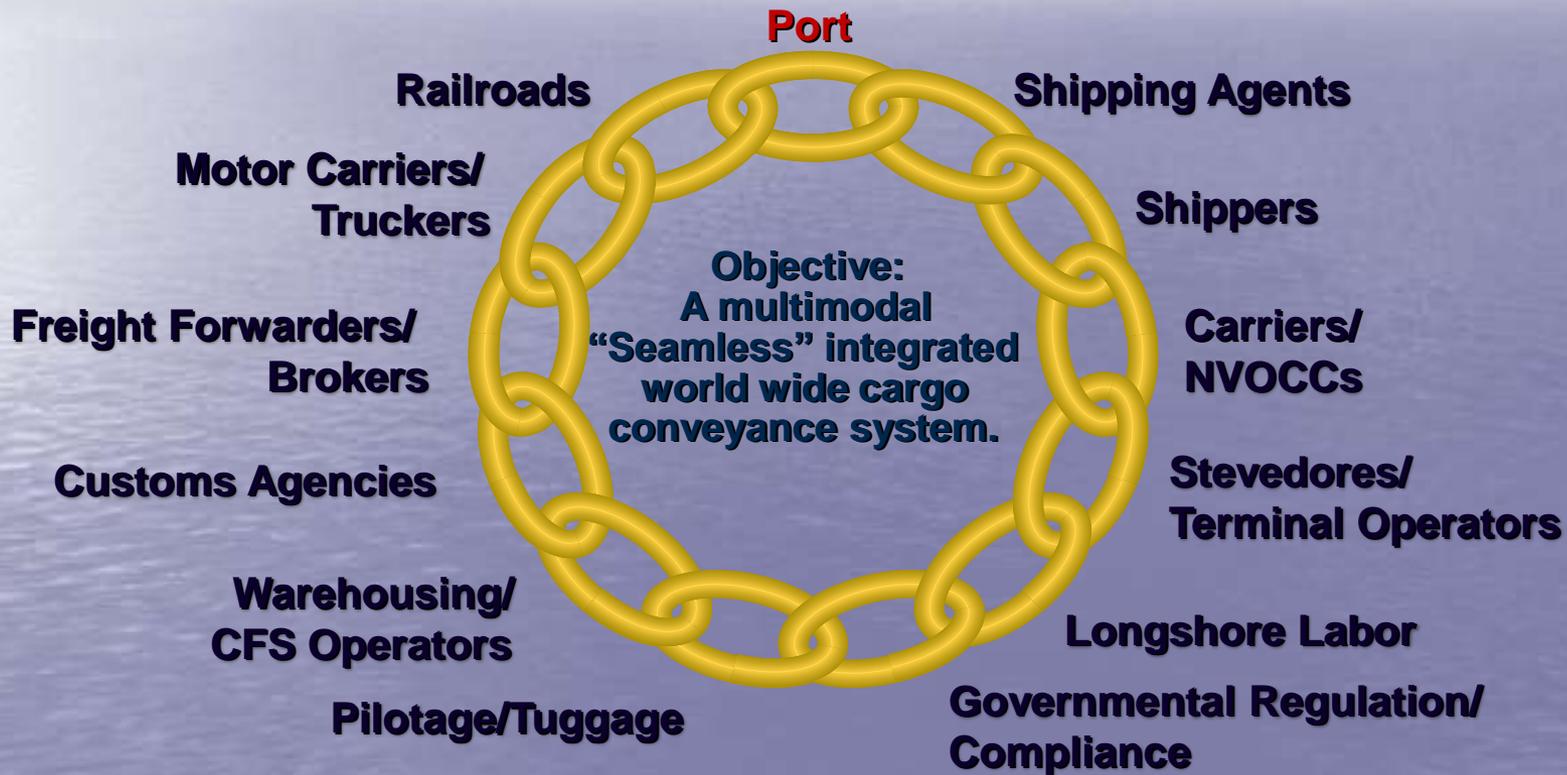
The economic impacts of the Port throughout Ventura County, across California, into all regions of the US and global markets

Challenges Facing Ports

Economic Engines
"Delivering Prosperity"



The Port is a Node in a Diverse Cargo Transportation Logistics Chain



Seaports

Delivering Prosperity



____% of freight comes to
the US by sea?

- a) 20%
- b) 50%
- c) 70%
- d) 90%

Seaports

Delivering Prosperity



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Seaports

Delivering Prosperity



The United States is served by how many commercial ports?

- a) 425
- b) 260
- c) 400
- d) 360

Seaports

Delivering Prosperity



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Seaports

Delivering Prosperity



Public ports account for _____
in personal income?

- a) \$201 billion
- b) \$649 billion
- c) \$302 billion
- d) \$101 billion

Seaports

Delivering Prosperity



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- b) \$649 billion**
- c) \$302 billion
- d) \$101 billion

Seaports

Delivering Prosperity



Public US ports account for _____ tons in international trade valued at \$_____?

- a) 800m tons / \$800b
- b) 10b tons / \$15b
- c) 1.4b tons / \$1.4t
- d) 600m tons / \$989b

Seaports

Delivering Prosperity



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- d) 600m tons / \$989b

Seaports

Delivering Prosperity



In 2009, U.S. ports accounted for what percentage of global cruise embarkations?

- a) One-fourth
- b) One-half
- c) Three fourths
- d) One fifth

Seaports

Delivering Prosperity



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Seaports

Delivering Prosperity



According to the Social Security Administration trade related jobs (import/export) pay on average how much more annually than average U.S. jobs?

- a) \$12,000
- b) \$6,000
- c) \$10,000
- d) \$20,000

Seaports

Delivering Prosperity



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Seaports

Delivering Prosperity



In 1970 international trade represented approximately 13% of the nation's GDP, by 2007 that percentage grew to:

- a) 15%
- b) 20%
- c) 25%
- d) 30%

Seaports

Delivering Prosperity



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Seaports

Delivering Prosperity



Each of our 50 states relies on at least how many ports to handle its exports and imports?

- a) 5
- b) 15
- c) 10
- d) 20

Seaports

Delivering Prosperity



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- b) 15**
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Seaports

Delivering Prosperity



In 2002, the latest year for which data are available, the U.S. was the world's largest trading nation, accounting for what percentage of all the world's goods and services?

- a) 20% of world goods and 15% in services
- b) 15% of world goods and 10% in services
- c) 25% of world goods and 15% in services
- d) 30% of world goods and 20% in services

Seaports

Delivering Prosperity



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Seaports

Delivering Prosperity



Marine Highways – domestic goods moving by water – moved _____ tons in 2006?

- a) 500 million
- b) 1 billion
- c) 800 million
- d) 200 million

Seaports

Delivering Prosperity



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Seaports

Delivering Prosperity



- 12.5% (1 in 8) of all jobs in the city are related to this Port's operations.
- More than 30,000 jobs supported by cross dock cargo operations.
- Port Industrial services add up to \$1.9 billion annually.
- \$800 million in port related wholesale distribution.
- Almost 5,000 vessel calls annually.

The Port of: _____



Port of
LONG BEACH
The Green Port



Seaports

Delivering Prosperity



- This port is in the most trade dependent state in the nation.
- 43,000 port related jobs in the county and 116,000 statewide (1 in every 3).
- County businesses providing maritime services to the Port users generate more than \$1.7 billion in revenue.
- This port handles 80% of all marine cargo between Alaska and the lower 48 U.S. states

The Port of: _____

**PORT of
TACOMA
U.S.A. *****



Seaports

Delivering Prosperity



- This port hosts up to 2,000 vessel calls annually.
- It's the nation's premier coffee Port with 14 warehouses and 6 roasting facilities.
- Statewide Port activities support up to 160,000 jobs with \$8 billion in salaries.
- This Port was built in 1718 and boast's the nation's longest wharf (2+miles).

The Port of: _____



Port of
New Orleans



Seaports

Delivering Prosperity



- First port in the nation to develop an ISO/28000 certified Security management system
- 785,000 jobs throughout the state are in some way related to this Port's activities.
- This port handles 70% of it region's container traffic and 65% of the entire nation's project cargo.
- It's characterized as the town that built the port that built the city.

- **The Port of:** _____



Seaports

Delivering Prosperity



- This port generates 66,000 port related jobs broken down as 23,000 port dependent and 43,000 cargo related
- This Port generates \$19 billion in economic activity every year.
- Average annual salary of port related jobs is \$43,980, the city's average annual salary is \$27,215
- This port is the nation's 2nd biggest for handling automobiles and # 1 in auto exports.

The Port of: _____



Seaports

Delivering Prosperity



- This port is the leading generator of family-wage jobs in its region.
- Over the last two years grant initiated projects (Rail/Road and bridge construction) created 685 jobs.
- The port has invested more than \$100 million in infrastructure improvements attracting more than 1700 jobs to its community.
- This port is sharing a \$30 million federal grant with two other ports to develop the first Marine Highway system in its region. This project is estimated to create an additional 966 jobs regionally.

The Port of: _____



Port of Stockton
CALIFORNIA

Seaports

Delivering Prosperity



- This port's core cargoes are bananas and autos
- This port generates a \$200 million economic impact
- This port creates 1,516 direct jobs
- This port moves \$7 billion in cargo
- Port's customers include: Costa Rica, Ecuador, Guatemala, Sweden, Japan and Korea
- This Port is celebrating it's 75th birthday

The Port of: _____



Maritime Economic Development Committee

- ✓ **Monitors, collects and disseminates information pertaining to the role of ports as catalysts for maritime industrial development in their communities, including ongoing review of relevant laws, regulations, programs and initiatives.**
- ✓ **Provides a forum for the exchange of innovative approaches to maritime industrial development,**
- ✓ **Raises public awareness about the role of ports in maritime industrial development; and development issues.**

MEDC Work Groups



NEW BEDFORD, MA--- WORKSHOP, JUNE 5&6, 2012

- 
- ✓ **Short Sea**
 - ✓ **Export**
 - ✓ **Real Estate**





AAPA Executive Management Committee

May 9, 2012

Role of Maritime Economic Development

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