STRATEGY KICK-OFF
DETROIT/WAYNE COUNTY PORT AUTHORITY
2019 AND BEYOND
DWCPA BACKGROUND

• DWCPA Board Introductions
  • Shannon Price – Chairman
  • Jonathan C. Kinloch – Vice Chairman
  • Bryan Powell – Secretary-Treasurer
  • Andrew S. Doctoroff – Board Member
  • Bryan C. Barnhill II – Board Member

• History of the DWCPA
• Purpose of the Port
• DWCPA’s Role Within the Great Lakes Seaway System
The mission of the Detroit/Wayne County Port Authority is to enhance economic and trade development of Detroit, Wayne County, and the State of Michigan by promoting and facilitating the movement of goods through the use of all transportation modes and by assisting local communities and the private sector in promoting and developing waterfront and transportation-related projects.
HOW DWCPA LIVES ITS MISSION

Granted and loaned over $12M in the last 10 years

Noteworthy projects with Ferrous Metals, Cardinal Health, Accipiter Radar, and City Club Apartments

DWCPA’s cargo terminal (Port Detroit) operated by Nicholson Terminal and Dock Co. is the busiest general cargo dock in the state

Ready to increase impact through engagement with stakeholders resulting in a strategic plan that will serve the maritime business community
IMPACT OF THE PORT OF DETROIT

- 56% of the jobs in the Great Lakes port region are created as a result of the Port of Detroit activity
- Over 36% of all economic activity comes through Detroit
- 51% of all federal, state, and local tax revenue is from the Port of Detroit
- 58% of all income generated in the Great Lakes ports is in the Port of Detroit

Source: Economic Impact of Maritime Shipping in the Great Lakes - St. Lawrence Region by Martin Associates, July 2018.
IMPACT OF THE PORT OF DETROIT

JOBS CREATED
25,910

CARGO HANDLED
59 MILLION TONS

ECONOMIC ACTIVITY
$4.1 BILLION

INCOME GENERATED IN TOTAL PERSONAL INCOME & LOCAL CONSUMPTION EXPENDITURES
$1.7 BILLION

TAX REVENUE GENERATED IN FEDERAL, STATE, & LOCAL TAX REVENUE
$763.2 MILLION

Source: Economic Impact of Maritime Shipping in the Great Lakes - St. Lawrence Region by Martin Associates, July 2018.
WHAT IS PORT FORWARD?

• A strategic initiative focused on increased collaboration
• This collaboration will invoke prioritizing our major needs and aspirations as a key component to the regions economic development effort
• We will communicate these priorities to our stakeholders while also maintaining a consistent marketing of our brand and our story to the region at large.
THE FEDERAL SCENE FOR 2019

“Happening Now” Funding Opportunities:
✓ INFRA Freight Grants - $900 million
✓ BUILD Infrastructure Grants - $900 million
✓ New Port Infrastructure Grants - $293 million
✓ Port Security Grants - $100 million

Opportunities on the Horizon:
✓ Return of Congressional Earmarks for FY2020
✓ $500 billion Infrastructure Bill (Rep. DeFazio)
THE FEDERAL SCENE FOR 2019

Working with the Greater Detroit Congressional Delegation to create a “federal advocacy team” for the Port of Detroit. Members have key committee assignments.

• Rep. Brenda Lawrence (D) – Transportation Appropriations
• Rep. Rashida Tlaib (D)
• Rep. Debbie Dingell (D) – Natural Resources, Energy & Commerce
• Rep. Haley Stevens (D)
• Rep. Paul Mitchell (R) – Transportation & Infrastructure
• Rep. Andy Levin (D)
• Rep. Elissa Slotkin (D) – Homeland Security
• Sen. Gary Peters (D) – Commerce, Homeland Security
• Sen. Debbie Stabenow (D) – Energy & Natural Resources
IMPORTANCE OF OUR PORTS

Key Economic Development – Driver of Jobs and Investment

- Delivering vital goods and services, creating jobs and supporting local and national economic growth
- Require a healthy and robust infrastructure system because they connect American farmers, manufacturers, and consumers to the world marketplace.
- Seaport cargo activity supports the employment of more than 23 million people in the U.S. and its cargo activity accounts for more than a quarter of the U.S. GDP
- Ports and their private sector partners are already investing $155 billion over the next five years in their terminals including expansions, infrastructure investments and rail

*State of Freight III
## Great Lakes Port Comparison

### Economic Impacts of the Port of Detroit

<table>
<thead>
<tr>
<th></th>
<th>Jobs</th>
<th>CHICAGO</th>
<th>DULUTH-SUPERIOR</th>
<th>ERIE</th>
<th>GREEN BAY</th>
<th>MILWAUKEE</th>
<th>MONROE</th>
<th>TOLEDO</th>
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<tbody>
<tr>
<td>Direct</td>
<td>6,010</td>
<td>2,904</td>
<td>2,814</td>
<td>291</td>
<td>564</td>
<td>630</td>
<td>751</td>
<td>2,813</td>
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<tr>
<td>Induced</td>
<td>4,548</td>
<td>2,620</td>
<td>2,185</td>
<td>229</td>
<td>404</td>
<td>460</td>
<td>574</td>
<td>2,475</td>
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<tr>
<td>Indirect</td>
<td>4,266</td>
<td>857</td>
<td>2,882</td>
<td>237</td>
<td>321</td>
<td>219</td>
<td>334</td>
<td>1,795</td>
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<tr>
<td>Total</td>
<td>14,824</td>
<td>6,381</td>
<td>7,881</td>
<td>757</td>
<td>1,289</td>
<td>1,309</td>
<td>1,659</td>
<td>7,083</td>
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### Personal Income (1,000)

<table>
<thead>
<tr>
<th></th>
<th>Direct</th>
<th>Re-Spending/Local Purchases</th>
<th>Indirect</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jobs</td>
<td>$296,556</td>
<td>$340,811  $240,209</td>
<td>$9,638</td>
<td>$1,008,068</td>
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<td>$1,008,068</td>
</tr>
</tbody>
</table>

### Business Revenue (1,000)

|          | $1,497,546    | $479,565  $1,357,295 | $63,643  | $105,133  | $106,548  | $23,256  | $374,983 |

### Local Purchases (1,000)

|          | $464,244      | $36,744   $299,211 | $29,060  | $34,663   | $24,824   | $39,658  | $232,604 |

### Taxes (1,000)

<table>
<thead>
<tr>
<th></th>
<th>Federal</th>
<th>State</th>
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<tbody>
<tr>
<td>Jobs</td>
<td>$298,552</td>
<td>$94,758</td>
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<tr>
<td></td>
<td>$135,933</td>
<td>$56,633</td>
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<td>$184,589</td>
<td>$55,045</td>
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<td>$14,100</td>
<td>$5,105</td>
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<td></td>
<td>$129,513</td>
<td>$50,290</td>
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</table>
• Working groups with broad port community participation benefit individual ports by providing forums for productive information sharing and collaboration

• Customized information technologies based on a standard set of maritime cargo data elements can improve operational efficiency and cargo status data flow throughout the port community

• Workforce development investment is needed to equip workers to adjust to changing vessel sizes, cargo flow demands, and innovative technologies
U.S. DEPARTMENT OF COMMERCE
BEST PRACTICES

• Public-private investment should be expanded to improve port operations, infrastructure, and information technology

• Reliable, predictable operations and financial stability within the ports community creates a more attractive environment for public-private investment

• Benchmarks, need to be measurable, voluntarily agreed to by community members, and focused on identifying efficiency problems and evaluating the impacts of improvements
BENCHMARK EXAMPLES OF COLLABORATION

Port of Los Angeles and Long Beach
- San Pedro Bay Supply Chain Optimization Working Group

Northwest Seaport Alliance
- Executive Advisory Committee x local industry partners

Port of New York and New Jersey
- Port’s Council on Port Performance
PROPOSED SUB-COMMITTEES

- Infrastructure, Government Relations, and New Business Development
- Max 7 members per committee
- Established by mid-March
- Responsibility will be to develop strategic initiatives in their subject matter area
- Heavy business participation will be critical
STRATEGIC APPLICATION OF INFORMATION

• The American Association of Port Authorities estimates that seaport cargo activity accounts for over 25% of U.S. GDP and supports more than 23 million American jobs

• $1 billion exports shipped through U.S. seaports = 15,000 jobs are created.

• U.S. seaports generate nearly $4.6 trillion in total economic activity and more than $321 billion in federal, state and local taxes.

• Our goal is to create operational efficiencies as well as new opportunities by creating comprehensive stakeholder working groups.
  • Full range of port community interests
  • Increase communication and collaboration
STAKEHOLDER COMMUNICATION

As part of a greater brand strategy for DWCPA that will support its mission and goals for the year, we are currently:

- Establishing a strong and consistent presence online for grant reviewers’ purposes
- Developing several platforms for communicating out to stakeholders regularly; listening to feedback
- Building a foundation that will support earned media when announcements are made
- Bringing positive attention to the maritime business community in Detroit
PROCESS

Research ➔ Collaboration and Priority Setting ➔ Implementation
CLOSING REMARKS
THANK YOU
DETROIT/WAYNE COUNTY PORT AUTHORITY
2019 AND BEYOND