

Port of Origin
for Waves of
Business Opportunity



Since its dedication in 1953, Port Canaveral has grown into a world-class port that injects hundreds of millions of dollars into the regional economy and generates waves of opportunity for businesses on the Space Coast.



Gateway to a Thriving Region

Around the world, ports are essential links in the lifeline of commerce and critical catalysts for economic growth. The United States has more than 160 seaports located along its Atlantic, Pacific, Gulf and Great Lakes coast.

All ports are job and income generators, but those in strategic locations can offer the greatest opportunities. Port Canaveral is in an enviable position as gateway to an expanding market. In 2007, Florida's population grew at a rate of 1.58 percent, compared to the national average of 1.00 percent. And within this opportunity-rich state, Port Canaveral serves one of the five fastest growing markets — the greater Orlando area.

Businesses That Create Business

With a thriving market, a favorable location and easy sea-and-land access, Port Canaveral is able to attract revenue-producing cruise, cargo and recreation business, each of which creates opportunities for companies to supply products and services needed by these industries or their customers. When these local companies thrive, their needs in turn create more opportunities for other businesses. The ripples flow outward to touch nearly every segment of the economy.

In 2006, Port Canaveral generated nearly 23,000 jobs, more than \$900 million in wages and more than \$43 million in tax revenues in Brevard County alone, but its influence didn't stop at the county border. The Port's regional impact created more than 35,000 jobs, nearly \$1.5 billion in wages and \$80 million in local tax revenues across Central Florida.





Means and Opportunity for Global Trade

The United States is a world leader in exports and imports, and our deep-draft ports and ocean-going vessels handle more than 99 percent of our overseas trade by weight and 61 percent by value. In 2006, the cargo activity at America's deep-draft seaports plus trade-related business generated approximately 8.4 million American jobs and added nearly \$2 trillion to the national economy.

Here on the Space Coast, Port Canaveral's shipping and distribution capabilities, combined with the advantages of a foreign trade zone, offer local manufacturers a convenient way to distribute their goods and gives out-of-state and foreign producers strategic access to the Florida market.

Currently, more than four and a half million tons of cargo passes through Port Canaveral annually. Major growth is expected during the next few years as several significant cargo-related building projects



are completed. Seaport Canaveral, the Port's largest private investment to date, is a \$100 million fuel terminal and tank farm scheduled for completion in 2009. When it opens, fuel delivered to the Port's north cargo piers will be piped a few hundred feet to 30 planned tanks with a total capacity of 2.8 million barrels of oil. Also on the Port's booming north side is a \$30 million expansion project by current tenant and terminal operator Ambassador Services Inc. This new project includes additional open and warehouse storage to augment the growing company's existing warehouse, open-air and climate-controlled facilities.

The movement of cargo through Port Canaveral creates direct port-sector jobs and 'indirect' and 'induced' business opportunities.

- Direct port opportunities involve companies that work directly with the ships and cargo at Port Canaveral, such as tug operators and terminal managers.
- Indirect opportunities are supported through the business purchases of direct port-sector firms for parts, supplies and services.
- Induced opportunities are based on purchases of products and services in the community by employees and their families.

IMPORT/EXPORT: *retailers, wholesalers, manufacturers, growers, distributors*

DIRECT: *terminal operators, stevedores, freight forwarders, steamship agents, ship pilots, tug and towboat operators, security companies, chandlers, warehouses, dredging, marine construction, ship repair, road and rail transportation*

INDIRECT: *parts and equipment suppliers, maintenance and repair firms, utilities, transportation and delivery, office supply firms, financial services (banking, investment, insurance), professional services (lawyers, accountants, advertising, management consulting, engineering and architectural, computer consulting)*

INDUCED: *food, housing, transportation, apparel, medical, entertainment, schools, municipal services*





Cruising to Abundance

In 2006, the cruise industry contributed \$35.7 billion to the American economy and generated 348,000 jobs. Florida is the undisputed center of cruising in the United States, with nearly 56 percent of all U.S. embarkations, and close to \$11 billion of the industry's impact is felt here.

The more passengers brought through a port community, the greater the impact of their personal

spending, and Port Canaveral is the second busiest cruise port in the world — with more growth on the way. Studies show that, on average, each 2,000-passenger ship with 950 crew members generates approximately \$322,700 in onshore spending in its homeport area. Currently, Port Canaveral homeports six major cruise ships, with passenger capacities from 2,052 to 3,114.

Although this “homeport advantage” is already substantial, the industry's super-sized ships — with



more passengers, spending more money locally — are on their way. Each of the Port's three major homeported cruise lines has committed to bringing at least one new mega-ship to Canaveral in the next few years. The first of Carnival Cruise Lines' new Dream-class ships, with a capacity of 3,652, will arrive in 2009 along with Royal Caribbean International's 3,634-passenger Freedom of the Seas. In 2011 and 2012, Disney Cruise Line's two brand new ships, as yet unnamed, will be delivered to Port Canaveral, which will more than double the current number of passengers sailing on Disney ships from the Port.

Industry data indicates that 40 percent of embarking passengers stay one or more nights in a port city pre- or post-cruise. On average, each overnight cruise visitor spends \$289 per visit on retail, dining, local transit and lodging.

Port Canaveral's active cruise business offers opportunities for local supply of goods and services to support cruise-line operations, and pre- and post-cruise spending by ship passengers and crew. Substantial indirect impacts include expenditures by cruise line vendors and businesses that supply goods and services to passengers and crew. Additional 'induced' opportunities result from purchases of products and services in the community by employees of cruise-related companies and their families.

DIRECT: *nondurable and durable goods manufacturers (food and beverages, fuel, guest-room supplies and equipment, navigation and communication equipment, etc.), security companies, freight forwarders, steamship agents, ship pilots, tug and towboat operators, advertising agencies, employment agencies, dredging, marine construction, ship repair, travel agents, ground transportation, tour operators, destination facilities, airline transportation, hotels, restaurants, retail stores*

INDIRECT: *raw materials and equipment suppliers, maintenance and repair firms, utilities, transportation and delivery, office supply firms, financial services (banking, investment, insurance), professional services (lawyers, accountants, advertising, management consulting, engineering and architectural, computer consulting)*

INDUCED: *food, housing, transportation, apparel, medical, entertainment, schools, municipal services*





A Recreation Destination

By setting aside land and funding the development of more recreational facilities than all of Florida's other 13 deepwater seaports combined, Port Canaveral has created a recreation destination for residents and visitors in Central Florida.

The Port's three public parks, boat-launch ramps, fishing pier, RV and tent campground, and oceanfront beach anchor a rich environment for private leisure-sector businesses.

These include six marinas in the harbor and Barge Canal, three gaming vessels, charter fishing companies, a variety of restaurants and lounges, bait shops, a park concession and more.

The recreation business is booming at Port Canaveral, as evidenced by three private developments under construction. Two are major marina projects — \$21 million Ocean Club and \$18 million Bluepoints Marina. Milliken's Reef Seafood Grille Restaurant also

is bringing a new dining option to visitors at the Cove, a harborside marketplace area within the Port.

The Port's recreation business also creates indirect and induced opportunities through all of these companies and their employees.

The Future

To fulfill its economic mission, Port Canaveral continues to actively pursue growth, revenue diversification and creation of new local job and business opportunities, as well as to manage its resources and facilities to support these opportunities. Currently the Port is involved in projects to improve stormwater management, widen major roadways and rebuild and extend critical cargo piers. Preparations are under way for a major overhaul of the shipping channel to accommodate the larger cruise and cargo ships of the future. This estimated \$41 million project will add width and depth to the Port's entrance and access channels and both deepen and improve access to the West Turning Basin.

For more than 50 years, Port Canaveral has helped shape the life and economy of Brevard County and the Port Authority is committed to making the next 50 years even more productive for the Space Coast's vital business community.

These include six marinas in the harbor and Barge Canal, three casino boats, charter fishing companies, a variety of restaurants and lounges, bait shops, a park concession and more.

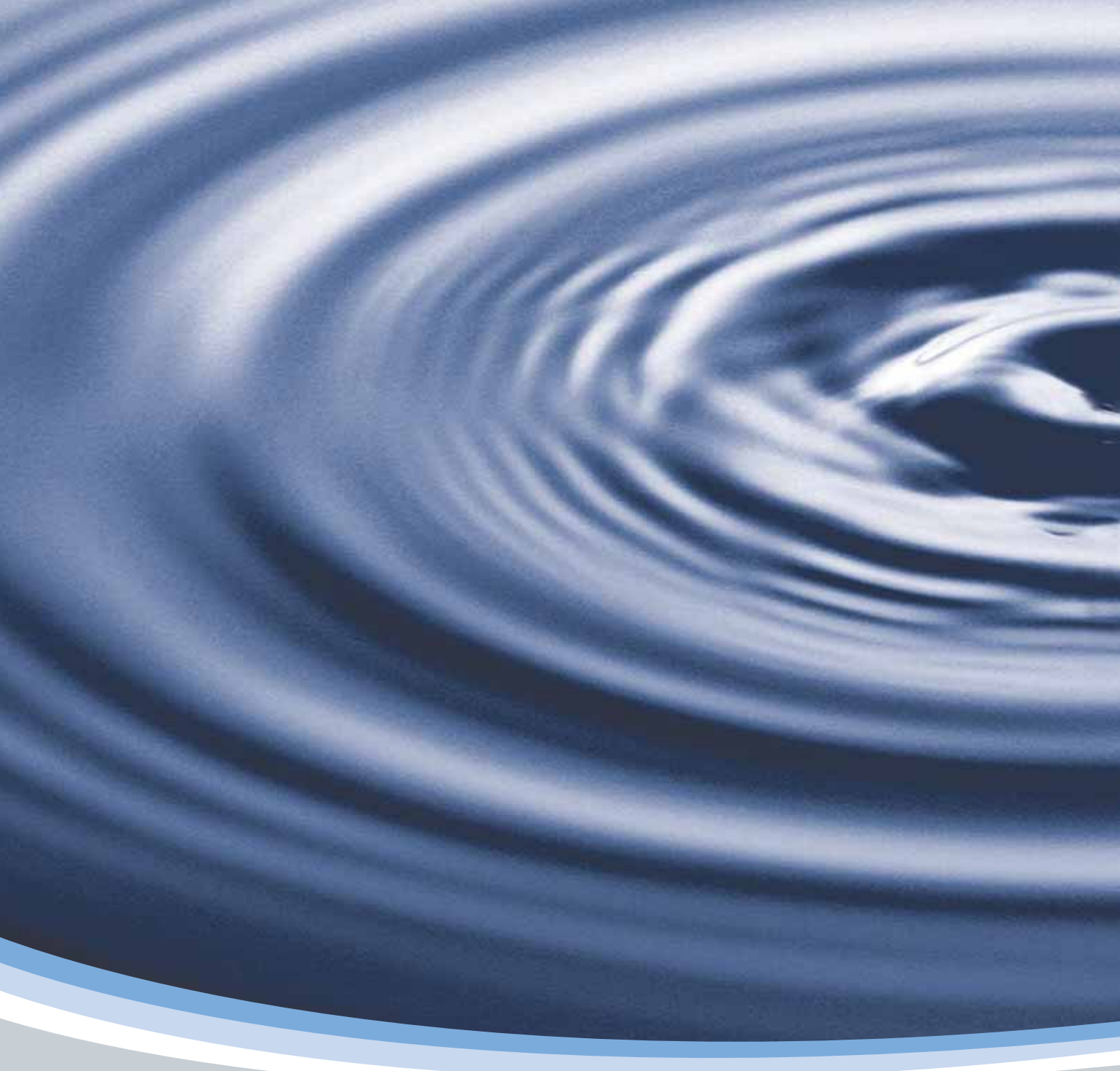
The Port's recreation business also creates indirect and induced opportunities through these companies and their employees.

DIRECT: *marinas, casino boats, charter fishing, restaurants and lounges, bait shops, park concessions, boat retailers, parts manufacturers, boat repair, fishing equipment retailers*

INDIRECT: *parts and equipment suppliers, maintenance and repair firms, utilities, transportation and delivery, office supply firms, financial services (banking, investment, insurance), professional services (lawyers, accountants, advertising, management consulting, engineering and architectural, computer consulting)*

INDUCED: *food, housing, transportation, apparel, medical, entertainment, schools, municipal services*





445 Challenger Road
P.O. Box 267, Cape Canaveral, FL 32920, USA
1-888-767-8226 321-783-7831
Fax: 321-784-6223 www.portcanaveral.org