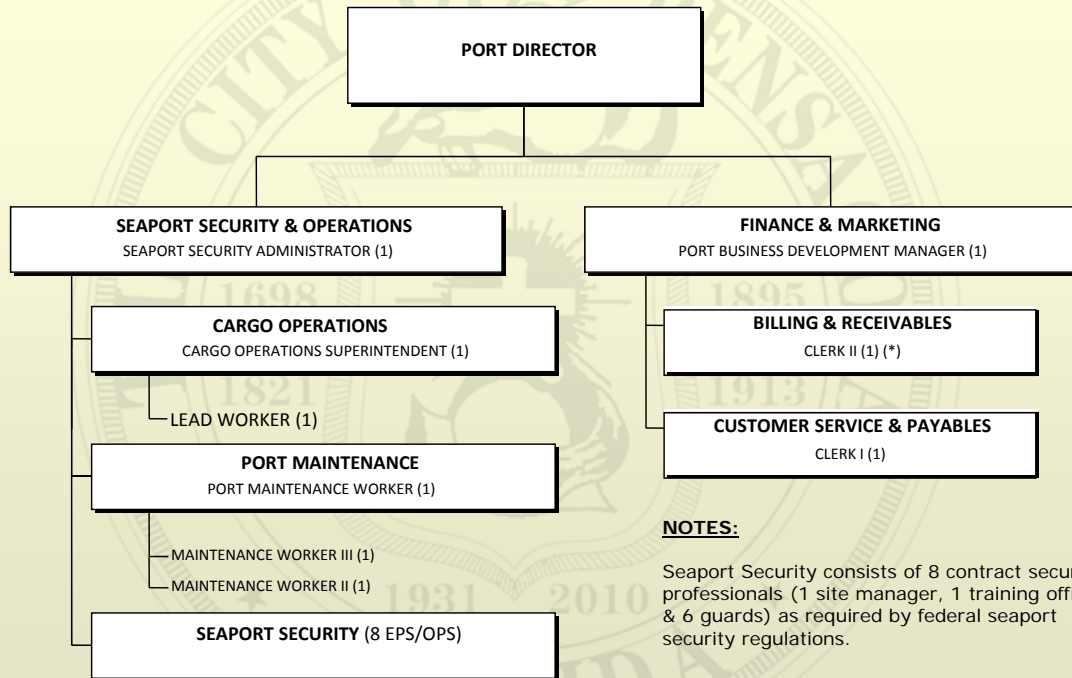




**Port of Pensacola
FY13 Budget Presentation**

*City Council Budget Workshops
July 23-25, 2012*

FY13 Organizational Chart



NOTES:

Seaport Security consists of 8 contract security professionals (1 site manager, 1 training officer & 6 guards) as required by federal seaport security regulations.

Total Positions: 10
 (*) 25% of Clerk II is utilized by Seaport Security & Operations

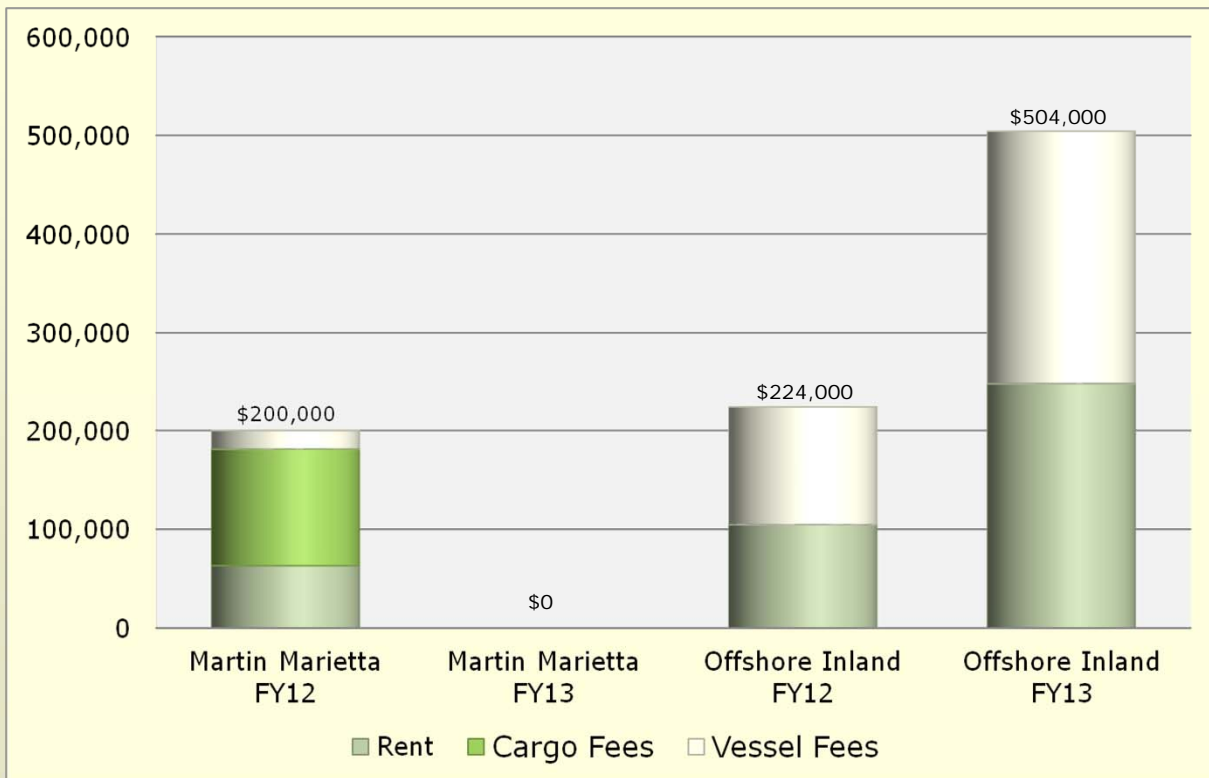
FY13 Budget - Revenue

	10 ACTUAL	11 ACTUAL	12 BUDGET	13 PROPOSED
Beginning Fund Balance	(698,800)	56,631	298,200	287,800
Revenue from Port Operations	1,854,458	1,922,508	2,093,000	2,216,500
Other Revenue				
Transfers In	733,500	0	0	0
Grants	24,620	173,908	1,950,000	2,137,500
Sub-Total Other Revenue	59,320	230,539	2,248,200	2,425,300
Total Revenue	1,913,778	2,153,047	4,341,200	4,641,800

FY13 Budget - Expense

	10 ACTUAL	11 ACTUAL	12 BUDGET	13 PROPOSED
Port Operations & Maintenance				
Personal Services	977,171	920,091	930,300	929,600
Operating Expenses	609,638	604,923	682,000	732,100
Capital Outlay	9,437	75,901	0	41,000
Sub-Total O&M	1,596,246	1,600,915	1,612,300	1,702,700
Debt Service	0	0	0	0
Allocated Overhead	84,300	118,900	128,900	89,100
Fed/State Match Grant (local share)	0	0	650,000	712,500
Port Construction	24,620	173,908	1,950,000	2,137,500
Total Expenses	1,705,167	1,893,723	4,341,200	4,641,800

\$ Impact of Tenant Mix Evolution



FY12 Accomplishments

- Mayor's Port Plan Implementation

"Invest in port infrastructure to promote job growth and realize a job-creating, self-sustaining Port of Pensacola" – Budget Book, Page ii

- Invest in port infrastructure
 - Initiated \$900,000 in dockside capital improvements to provide better on-dock utility services to offshore vessels
 - Commenced \$1.25 million in capital improvements to expand current offshore vessel support offerings to include component fabrication capabilities
 - Initiated another \$1.6 million in general capital improvements
- Promote job growth
 - Negotiating with Offshore Inland to expand their terminal to include a 40,000 sq ft fabrication facility
 - Actively pursuing opportunities to attract additional offshore industry related business lines
 - Actively pursuing opportunities to redevelop the Martin Marietta terminal site
- Realize a self-sustaining port
 - Currently negotiating 1 new port lease
 - In due diligence/discovery with 1 additional prospect
 - Attracted additional general cargo
 - Remained in a positive cash-flow position

FY13 Branding Program

- Advertising/Branding/Positioning (\$82,500)
 - Continue development of a port brand that...
 - is consistent with the City's overall brand identity
 - clearly communicates the port's position as a City-owned enterprise
 - adequately conveys the port's economic value to the community
 - separates the port from its competition in each target market sector
 - Incorporate new logo design & brand promise/tagline into all advertising materials & promotional items (continue from FY12)
 - Launch new marketing brochure in print & electronic formats in conjunction with FY13 sales & marketing program (design in FY12, launch in FY13)
 - Design & launch new print advertisements in conjunction with FY13 advertising plan (continue from FY12)
 - Design & launch new port website

FY13 Branding Program

- Sales & Marketing (\$48,100)
 - Offshore Vessel Services Center Expansion:
 - Workboat Conference & Exposition
 - Offshore Technology Conference
 - Direct client & prospect outreach
 - Renewable Energy Sector Cargo:
 - Wind Power Conference & Exposition
 - Direct client & prospect outreach
 - Support for Existing Business Partners:
 - Breakbulk Conference & Exposition
 - International Poultry Exposition
 - Association of Ship Brokers & Agents Annual Conference
 - Direct client & prospect outreach

Current Capital Projects

- Maintenance Dredging - \$529,000 total cost: \$228,800 FSTED, \$300,200 local match
- Shore Power Phase I - \$150,000 total cost: \$75,000 FSTED grant, \$75,000 local match
- Main Gate Relocation - \$250,000 total cost: \$187,500 federal PSGP grant, \$62,500 local match
- Warehouse 9 Improvements - \$1,250,000 total cost: \$1,250,000 state EDTP grant
- Security Camera Upgrades - \$323,200 total cost: \$242,400 federal PSGP grant, \$80,800 local match

Port Capital Plan

(FY 2013 to FY 2017)

Project	2013	2014	2015	2016	2017	TOTALS
Berth 6 Rehabilitation & Fender System Replacement (State Grant Approved & Funded) (25% local match required)	2,600,000					2,600,000
Shore Power Phase II (State Grant Approved & Funded) (No local match required)	600,000					600,000
Dockside Sanitary Sewer Stations (State Grant Approved & Funded) (No local match required)	150,000					150,000
Complete On-dock Rail Rehabilitation (State Grant Funding Application Pending) (50% local match requirement expected)		1,500,000	1,600,000			3,100,000
Capital Equipment (container crane & track mobile) or Other Terminal Improvements (Federal or State Grant Funding Expected) (20% to 50% local match requirement expected)			2,000,000	2,000,000		4,000,000
Niche Market Container Terminal Development (Federal or State Grant Funding Expected) (20% to 50% local match requirement expected)				3,200,000	3,300,000	6,500,000
Totals	3,350,000	1,500,000	3,600,000	5,200,000	3,300,000	16,950,000



Discussion