

**VISION**

Northeast Florida will be a principal hub of the nation’s global logistics, trade and transportation network

**MISSION**

Creating jobs and opportunity by offering the most competitive environment for the movement of cargo and people

**GUIDING PRINCIPLES**

Innovation · Teamwork · Accountability · Leadership · Integrity

**WE PLEDGE TO:**

- Demand a measurable return for the dollars invested
- Maximize the use of public assets for public good
- Balance the interests of those we serve
- Integrate green port initiatives into all endeavors
- Pursue all outreach and engagement opportunities

GOAL			
<i>Deliver a 47-foot shipping channel</i>	<i>Develop near-term and long-term plans that are operationally and financially compatible</i>	<i>Preserve diversity of business</i>	<i>Deliver annual profitable business growth</i>
STRATEGIES			
<ul style="list-style-type: none"> <li>• Eliminate the Mile Point navigational issue</li> <li>• Interface with U.S. Congress, U.S. Army Corps of Engineers and all those able to expedite approval/funding</li> <li>• Develop business and community consensus</li> <li>• Design and construct the Intermodal Container Transfer Facility at Dames Point</li> <li>• Develop a more efficient rail corridor in collaboration with business and community partners</li> <li>• Work with the FL Dept. of Transportation to enhance the regional highway and road systems</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure complete integration of near-term and long-term capital spending plans</li> <li>• Optimize the current capabilities of the Talleyrand Marine Terminal</li> <li>• Continue berth and rail improvements at the Blount Island Marine Terminal to support a 47-foot harbor</li> <li>• Efficiently manage ongoing dredging and disposal operations</li> <li>• Finalize a Mayport property strategy that creates economic value and is consistent with community goals</li> </ul>	<ul style="list-style-type: none"> <li>• Increase market share in the Caribbean and Latin America</li> <li>• Develop a business model for an alternate cruise terminal</li> <li>• Capitalize on existing infrastructure to support specialty and oversized cargoes</li> <li>• Strengthen bulk handling capabilities for commodities such as limestone, granite, biodiesel and liquids</li> <li>• Continue to offer rapid, effective, secure service during U.S. military mobilizations as one of only 17 strategic military ports in the nation</li> </ul>	<ul style="list-style-type: none"> <li>• Leverage prime geographic location</li> <li>• Target retail and refrigerated distribution capabilities, manufacturing and light assembly companies</li> <li>• Market directly to ocean carriers and importers/exporters</li> <li>• Aggressively pursue options to serve all international carriers and major shipping alliances</li> <li>• Promote the use of the Foreign Trade Zone</li> <li>• Lead the industry in support of Liquefied Natural Gas (LNG) operations</li> </ul>