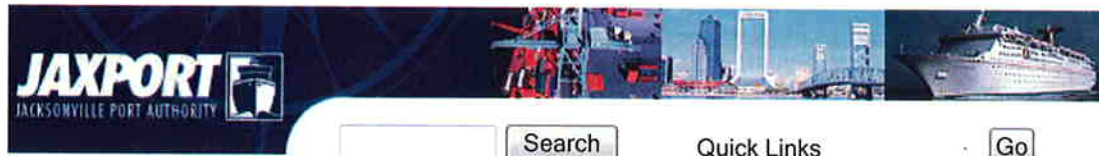


Appendix Exhibit "A"



- CARGO ○
- CRUISE ○
- FERRY ○
- ABOUT JAXPORT** ○
- Overview
- History
- Map to Facilities
- Statistics
- Photo Library
- Faces of the Port
- FAQ
- Economic Impact
- Corporate Info

Overview

The Jacksonville Port Authority (JAXPORT), an independent government agency created by the Florida legislature, operates primarily as a landlord, managing the upkeep, improvement and expansion of Port Authority facilities and coordinating their use by private companies. The physical facilities owned by JAXPORT include docks and wharfs, cranes, a passenger cruise terminal, warehouses, paved open storage areas and road connections to the public highway system. The Port Authority provides and maintains the terminals and their equipment and manages the overall use of the facilities.



In addition, JAXPORT offers year-round cruise ship service aboard Carnival Cruise Lines' ship **Carnival Fascination**. The Carnival Fascination sails from the JAXPORT Cruise Terminal. [Click for more cruise information.](#)

The day-to-day operations of JAXPORT are not funded with public dollars. Private companies fund the port's operating expenses by paying for the use of port facilities through user fees, leases and other charges. JAXPORT's operating revenues less operating expenses yield positive net income each year. [Click for JAXPORT's most recent Annual Report.](#)

Jacksonville Port Authority's Strategic Plan

JAXPORT's Strategic Plan identifies a vision and mission for JAXPORT, defines the focus of the Port Authority and establishes major goals which are critical for its success.

VISION Statement:

The vision of the Jacksonville Port Authority is to be a major economic engine in Northeast Florida by continuing to be a premier diversified port in the Southeastern United States, with connections to major trade lanes throughout the world.

MISSION Statement:

The mission of the Jacksonville Port Authority is to contribute to the economic growth and vitality of Northeast Florida by fostering and stimulating commerce through the Port of Jacksonville. The mission will be accomplished through the effective and fiscally-responsible planning, development, management and marketing of the port's assets and facilities.

Appendix Exhibit “B”

Business and Development Strategy Port of Jacksonville

**Presented:
April 25, 2005**

**John C. Martin Associates, LLC
(DBA Martin Associates)
In Association with:
Han Padron Associates
BEA International**

VII. POTENTIAL CRUISE TERMINAL AT BLOUNT ISLAND

The cruise market analysis indicated that Jacksonville is in an advantageous position to penetrate the growing Florida/Caribbean Cruise market. However, the current facility at Dames Point cannot serve the large cruise vessels due to air draft limitations imposed by the Dames Point Bridge. As a result, JAXPORT has looked at several potential sites for a new cruise terminal without bridge height restrictions. Three possible sites that have been discussed for the development of a cruise terminal include the current Dames Point site, the Blount Island site analyzed in this chapter, and the Pine Island site which is no longer under consideration by JAXPORT. The key advantages and disadvantages of each are as follows:

Dames Point Terminal

➤ Advantages:

- Port owned - no cost of purchasing land;
- Already a operational cruise terminal;
- Infrastructure in place;
- Additional room for a second berth.

➤ Disadvantages:

- 175-foot air draft restriction – power lines and Dames Point Bridge;
- Designed as a temporary facility – upgrades needed;
- Takes away land for future cargo development at Dames Point.

Blount Island Terminal

➤ Advantages:

- Port owned – no cost of purchasing land
- Existing berth structures;
- Sufficient water depth;
- Not affected by Dames Point Bridge air draft limitation.

➤ Disadvantages:

- Investment required to upgrade transit shed or build new facility;
- Investment in improving road access;
- West of power lines – 175' air draft restriction;
- Security compliance passengers need to be separated form cargo activity;
- Impact existing tenants – especially Trailer Bridge and Sea Star Line.

Pine Island

➤ Advantages:

- Unoccupied land;
- Good location – near the open ocean;
- No air draft restrictions;
- Does not impact existing tenants – allows for growth of cargo business;

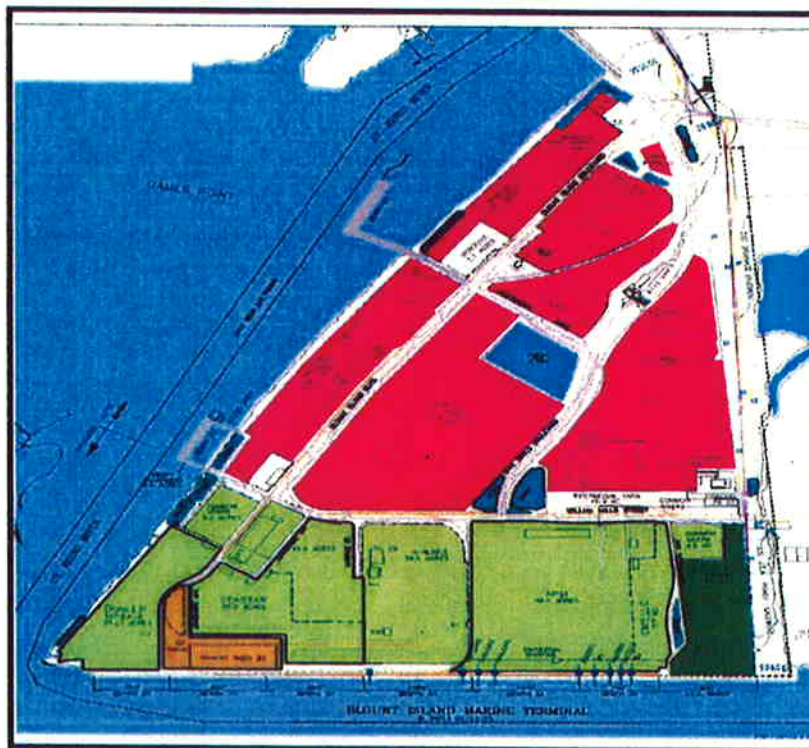
- Increases available JAXPORT property.
- Disadvantages:
 - Hecksher Drive will need improvement;
 - Politically sensitive;
 - Located in Ticumuan Preserve.

The only site now under consideration for the development of a cruise terminal by JAXPORT is the Blount Island site. The implication of the potential development of a cruise terminal on this site is the subject of this chapter.

1. CONCEPT/TERMINAL MODIFICATION

Exhibit VII-1 shows the existing layout of Blount Island Marine Terminal, and the assignment of land areas for containers (green) and automobile processing (pink). It is proposed to relocate the break bulk operations (yellow) to Talleyrand in order to accommodate the development of a new cruise terminal. The proposed Cruise Terminal development at Blount Island would initially occupy Berth 31 and part of Berth 32 in the area of Transit Shed 1. This is expected to cater for the cruise traffic until about 2014, at which point a second berth would be required. At that stage the Cruise Terminal would take over Berth 30, and a new berth would be required for Trailer Bridge.

Exhibit VII-1
Blount Island - Current Configuration



Source: Han Padron Associates

Han Padron Associates
& BEA International