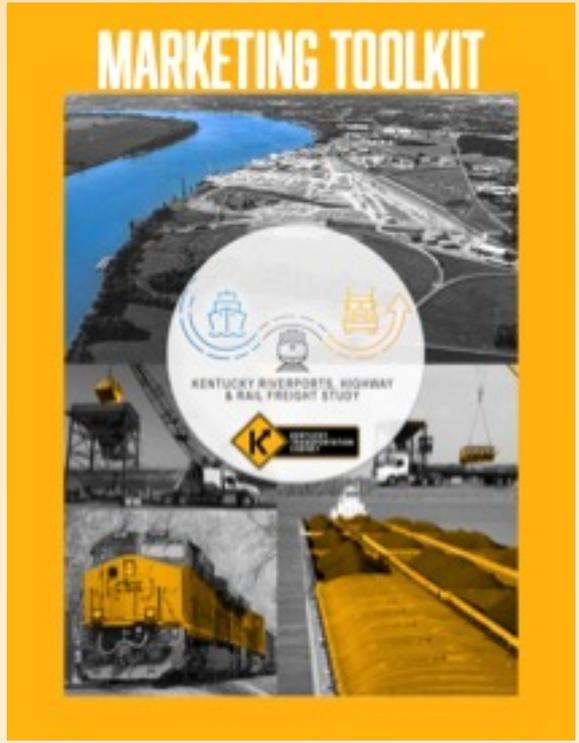


# Kentucky Riverports, Highway & Rail Freight Analysis Study

## MARKETING TOOLKIT Summary



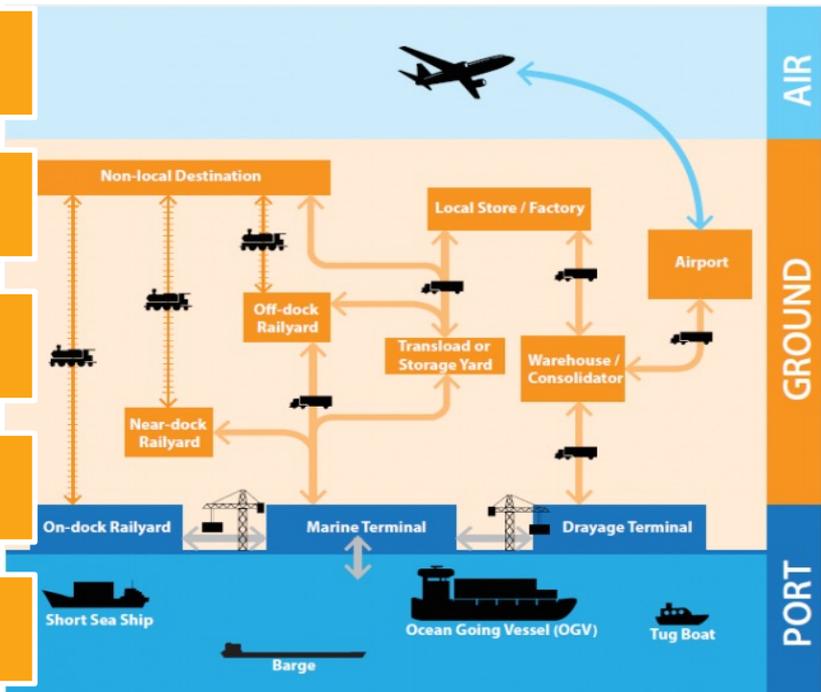
# Marketing Plan



# Education

## PRIMER ON RIVERPORTS

- ? What are riverports?
- ? Why are riverports important?
- ? What challenges do riverports face?
- ? How do riverports operate?
- ? How are riverports governed?



# Developing a Marketing Plan

1. Mission Statement
2. Executive Summary
3. Table of Contents
4. Port Overview

5. SWOT
6. Anticipated Changes
7. Market Overview
8. Service Mix
9. Customer Analysis
10. Goods Movement



Purpose

Analysis

Action

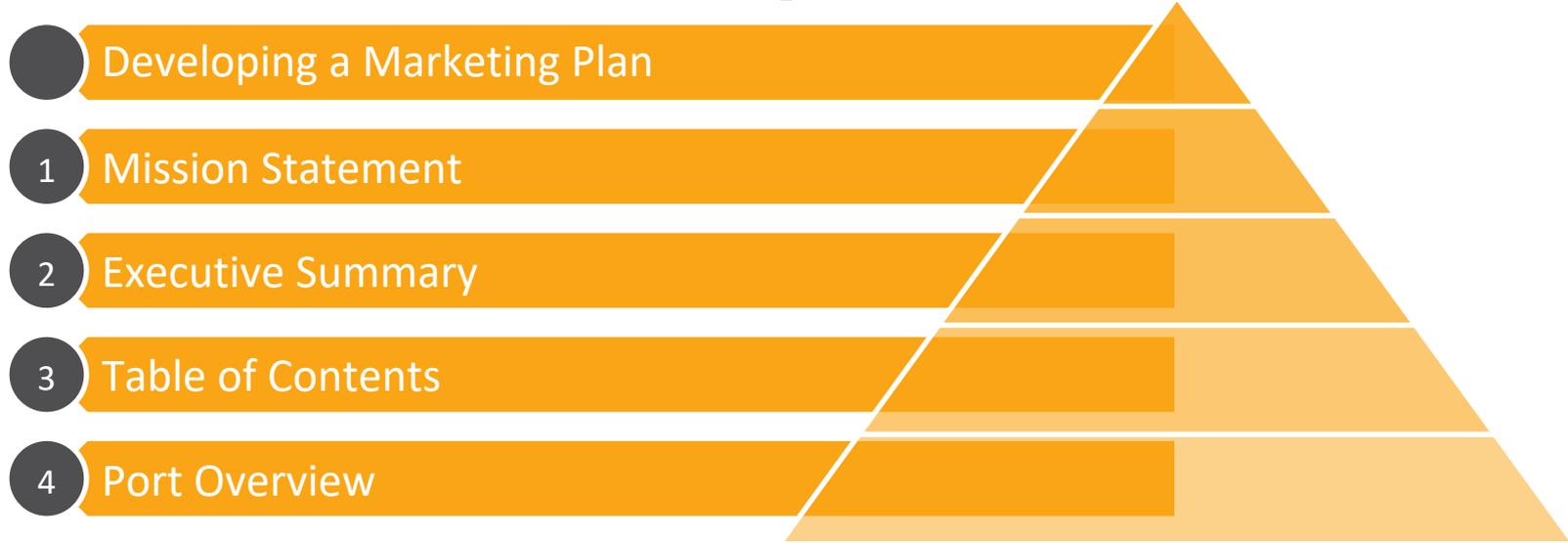
Marketing

15. Action Plan
16. Tactical Execution

11. Past Marketing Efforts
12. Marketing Resources
13. Brand Positioning
14. Marketing Strategies



# Purpose



# Analysis

5	SWOT	<b>Strengths</b> <ol style="list-style-type: none"> <li>Multimodal system with strategic location</li> <li>Federal designations for freight routes</li> <li>Foreign trade zone designations</li> <li>New port development</li> <li>Local support from development advocates</li> </ol>	<b>Weaknesses</b> <ol style="list-style-type: none"> <li>State funding</li> <li>Limited port personnel</li> <li>Aging lock and dam infrastructure</li> <li>Port space and budget limitations</li> <li>Need for rail infrastructure improvement</li> <li>Public understanding/perception</li> <li>Lack of human resources to pursue funding and other opportunities on behalf of all the riverport</li> </ol>
6	Anticipated Changes		
7	Industry/Market Overview	<b>Opportunities</b> <ol style="list-style-type: none"> <li>Lock and dam maintenance/improvement</li> <li>New development along Licking River</li> <li>Availability of federal funding</li> <li>Expansion via Kentucky legislation<sup>1</sup></li> <li>Available land</li> <li>New tenants interested in leasing</li> <li>Existing and new markets</li> <li>Need for more berth space</li> <li>Container-on-barge (COB) services</li> <li>Kentucky Strategic Highway Investment Formula for Tomorrow (SHIFT)</li> </ol>	<b>Threats</b> <ol style="list-style-type: none"> <li>Limited US Army Corps of Engineers lock and dam infrastructure budget</li> <li>Riverport competition within/between states</li> <li>Reliability of short-line rail service</li> <li>Port equipment needs</li> <li>Rail competition with Kansas City Southern's acquisition</li> <li>Seasonal/nonseasonal river conditions</li> <li>Supply chain disruptions</li> </ol>
8	Service Mix		
9	Customer Analysis		
10	Origins and Destinations – Goods Movement		
11	Past Marketing Efforts		



12

# Marketing Resources

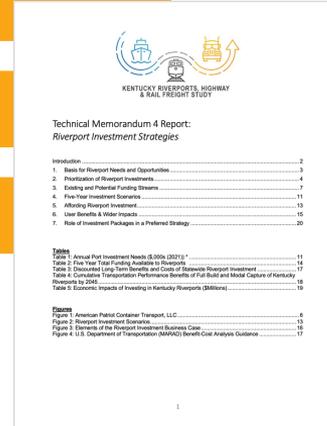
Marketing Materials

Partner Vendors

Internal Resources



REPORT



TECH MEMOS



PORT PROFILES



# Brand Positioning

## Brand Positioning

*How does the riverport want to be perceived by potential customers?*

*Key messages*

*Plan goal*

*Marketing strategy*

*Objectives*



# Action

14 Marketing Strategies and Recommended Tactics

15 Action Plan

16 Tactical Execution by Quarter



**KEY FEATURES:**

- 29 acres: 14 developed, 15 available
- 1,120 ft of linear river frontage
- Intermodal connectivity to Columbus, Ohio via CSX and US23
- East Park, an existing developed industrial park, is located 14 miles away at KY-67 and I-64 allowing for multi-modal options to support future industrial needs and development.

 <p><b>WATERWAY:</b> Ohio River mile 332</p>	 <p><b>RAILROAD:</b> CSX Class 1 railroad; near the Norfolk Southern Railroad Class 1 railroad.</p>	 <p><b>ROADWAY:</b> One mile from US-23 and connecting to KY-67 with access to I-64</p>	 <p><b>AVIATION:</b> Two miles east of Ashland Regional Airport</p>
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