



GREAT LAKES ST. LAWRENCE SEAWAY DEVELOPMENT CORPORATION (GLS)

Growing the Seaway System in the Climate Era A Vision Going Forward

American Great Lakes Ports Association (AGLPA)
Annual Conference

Adam Tindall-Schlicht
Administrator

Administrator's Vision: Advance System Growth

- Utilize full Seaway capacity
- Support port-led infrastructure investment
- Diversify cargoes and expand cruising within the System
- Broaden Seaway services through infrastructure renewal
- Promote sustainability within the Great Lakes supply chain



Proud platinum
sponsor of the AGLPA
Annual Conference

Administrator's Vision: Advance Pro-System Policy

- Leverage BIL, IRA to maximum extent on the Great Lakes Seaway
 - e.g., PIDP, Marine Highway, port electrification, navigation maintenance
- Support safety and efficiency of System use in winter conditions
- Forge and renew interagency partnerships
 - Army Corps, Coast Guard, Customs, EPA, State, and more
- Examining Seaway season length in both the Welland and Montreal sections
- Promote stewardship and resiliency across the System



What is the GLS?

- A wholly owned Government Corporation
- An Operating Administration of the U.S. Department of Transportation
(Washington, D.C.)
- Responsible for the operations and maintenance of the U.S. portion of the St. Lawrence Seaway between Montreal and Lake Erie (Massena, N.Y.)
 - Maintain and Operate Two U.S. Seaway Locks (Eisenhower and Snell)
 - Vessel Traffic Control
 - Trade Development



Regional Economic Impacts: Study Update

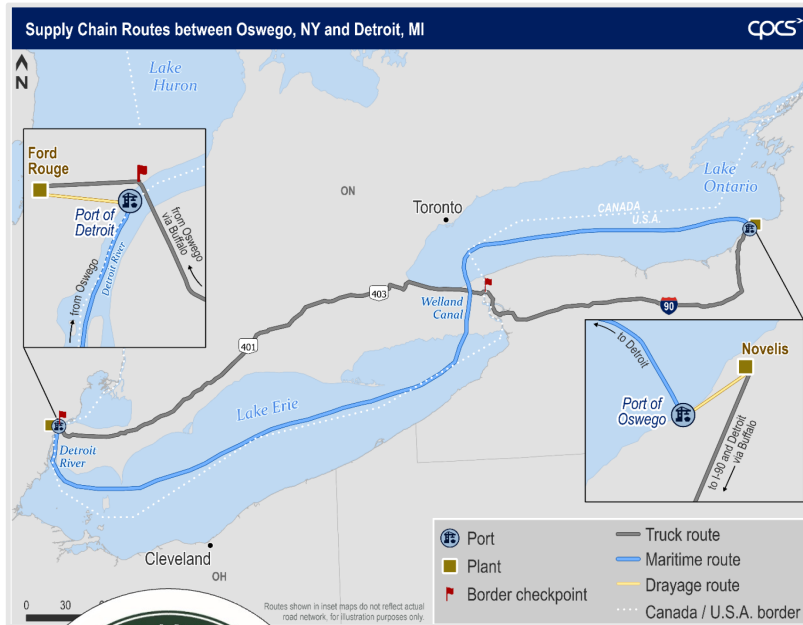
Appendices Forthcoming:

- Port-specific Data
- Great Lakes Cruising
- Infrastructure Investment

- Results from binational Great Lakes/Seaway Economic Impact study were released on July 21; featured US Transportation Secretary Buttigieg and Canadian Transport Minister Alghabra
- Binational economic impacts based on 2022 navigation season:
 - Great Lakes-St. Lawrence Seaway shipping supported more than **240,000 jobs** that generated almost **\$18 billion in wages**
 - Great Lakes-St. Lawrence Seaway shipping is a key driver of the economy, supporting **\$36 billion in economic activity**
- Study completed by Martin Associates, who also prepared the 2011 and 2018 binational economic impact studies
- Study sponsors included the GLS, Canadian SLSMC, AGLPA, Lake Carriers' Association, Chamber of Maritime Commerce, and the Shipping Federation of Canada



Great Lakes Aluminum: Study In Process



- The GLS is currently working with CPCS Transcom, Inc., and several U.S. Great Lakes stakeholders
- Examines modal shift of existing long-haul truckloads of automotive aluminum (moving between Oswego, N.Y., and the Detroit area) to Great Lakes waterborne traffic
- Stakeholders includes the Port of Oswego, Nicholson Terminals, Interlake Steamship Company, and Novelis
- The analysis is examining both pricing and emissions
- Expected to be completed Fall 2023
- Use of GLS trade and economic development funds



GLS is seeking additional study ideas

GLS Trade and Economic Development Fund

- \$6M total (~\$4M remaining)
- Marketing Plan Established 2021
 - Feedback solicited from all U.S. Great Lakes Ports/stakeholders
- Expanding cargo and cruise outreach
 - May 2023: Transport Logistic/Antwerp/Freight Forwarder Reception (*Munich and Dusseldorf*)
 - September 2023: SeaTrade Europe/Forwarder Follow-up (*Hamburg*)
 - May 2024: Port to Port Outreach (*Bilbao*)
- Continued coordination with Breakbulk, HwyH₂O
- Strategic target on agricultural export growth
 - Partnerships (SSGA, USSEC, U.S. Grains Council)
 - New agricultural facilities coming online



Trade: New MOA between GLS/SLSMC

- **Total Value:**
 - \$300K
- **Current Length:**
 - March 2023 – March 2024
- **Key components:**
 - Initiatives and Events
 - Memberships
 - Support Services
 - Future Events



Trade: New MOA between GLS/SLSMC (*cont.*)

- **Initiatives**

- | | |
|--|--|
| • Seatrade Cruise Global | Networking reception and dinner hosted. |
| • Breakbulk Europe | All stakeholder admissions and booth costs paid. |
| • Cruise Canada Symposium | Great Lakes “reverse marketplace” hosted. |
| • Breakbulk Americas | All stakeholder admissions and booth costs paid. |
| • Highway H ₂ O Conference 2023 | Starts on Oct. 17, 2023 in Toronto. |
| • Stakeholder Appreciation Reception | Scheduled for Nov. 30, 2023 at Montreal Chateau Champlain. |

- **Memberships**

- | | |
|----------------------------|---|
| • Highway H ₂ O | 80% of all membership fees paid, including GLCC supplement. |
| • Cruise the St. Lawrence | New strategic partnership established. |



Trade: New MOA between GLS/SLSMC (*cont.*)

- **Support Services**

- European Representative A. Taylor Increased U.S. stakeholder interaction; member project billing.

- **Future Events**

- Highway H₂O Conference 2024 Increased GLS share if Conference hosted to United States.

- **Other**

- Trade Leads Improved website functionality for greater lead transparency.
- Promotional Activities Increased general advertising budget, including U.S. expenses.
- Miscellaneous To support emerging stakeholder led initiatives.



Expansion
HwyH2O foreign
representative
program?

Strategic Target: International MOUs via HwyH2O

- **Envisioned Objectives**
 - Website interaction; event exchange and joint initiatives, including promotion; material distribution; market information share; annual workshops, expanded trade, and cost transparency
- **Seaports of Niedersachsen (Germany)**
 - Date: July 2006 // Potential Update: Sept. 2023
- **Port of Bilbao (Spain)**
 - Potential Update: May 2024
- **Port of Genoa (Italy)**
 - Date: Nov. 2008
- **Port of Amsterdam (Netherlands)**
 - Date: Nov. 2010



Next Steps?
Other targets?
Added value?



New Contract: Marketing, PR, and Outreach

Total Potential Value:

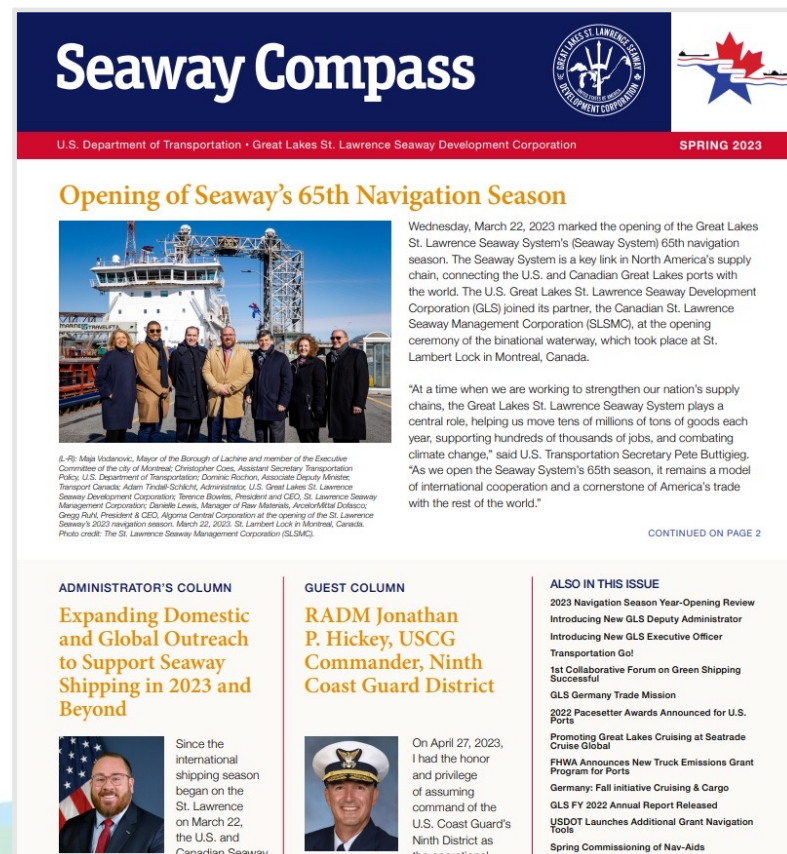
- \$4.5 Million

Current Length:

- One Base Year
- 2x Optional years

Key components:

- Publications
- Graphic Design
- Videography
- Photography
- Social Media
- Events
- Media Relations
- Surge Contingency



New Contract (cont.)

- **Publications**

- Advertising
- Branding
- Accessibility

Digital and print.

Design and style.

Americans with Disabilities Act (ADA) compliance.

- **Graphic Design**

- Website, newsletters, and social media

Animation, illustration, and infographics.

- **Videography**

- Creation and editing of videos.

Filmed at all System ports.

- **Photography**

- Creation and editing of photos.

Includes stock and third party.



**Potential Bidders:
To Learn More
"Industry Day"
August 2, 2023**

New Contract (cont.)

- **Social Media**
 - Content development (posts, toolkit) For ongoing activities, live activity and campaigns.
- **Events**
 - Development and coordination Event planning and operations, materials, exhibition booths.
- **Media Relations**
 - Releases, speeches, and statements Monthly updates on an ongoing basis.
- **Surge Contingency**
 - Interdepartmental and stakeholder As requested and necessary.



**Deadline:
Responses due
August 28, 2023**

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Other targets?
Added value?



Congratulations: 2022 Pacesetter Awardees

- Buffalo (N.Y.)
- Chicago (Ill.)
- Cleveland (Ohio)
- Manitowoc (Wis.)
- Milwaukee (Wis.)
- Monroe (Mich.)
- Oswego (N.Y.)
- Ogdensburg (N.Y.)
- Toledo (Ohio)



Initiative: Green Shipping Corridor Network

- Sec. Buttigieg: Initiative is key to cutting emissions reductions (June 2023, G-7 Japan)
- U.S. and Canada joint announcement at COP27
- First Collaborative Forum held on April 4, 2023, in Chicago
 - Official report now online
- Working Groups established
 - Performance Management (Meeting Date: Aug. 29, D.C.)
 - Fuel Solutions (Meeting Date: Sept. 7, Montreal)
- Second Collaborative Forum to be held (TBD)
- Ongoing collaboration with Blue Sky Maritime Coalition, Green Marine, and others



Questions and Follow Up

Visit the Seaway
online for more
information!

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