



**GOALS, OBJECTIVES, PERFORMANCE MEASURES (PM), AND STANDARDS**  
Per Section 189.0694, Florida Statutes

**GOAL 1: To be a powerful catalyst of countywide and regional economic growth and hub of trade-related activity.**

**Objective 1: Develop diversified and competitive deepwater shipping facilities.**

PM 1.1.: Reinvest collected revenues to operate, develop and rehabilitate facilities.

Standard: Master Plan Update. The Master Plan is updated every five years to identify diversification and competition opportunities and establish 5-, 10- and 20-year facilities needs to realize the opportunities.

<https://www.seaportmanatee.com/newsroom/port-publications/>

Standard: Five Year Capital Improvement Plan (CIP), Seaport Mission Plan. The CIP is updated annually to recognize projects that have been completed, advanced or shifted.

<https://flaports.org/resource-types/documents/>

Standard: Seaport Operating Budget. The budget is updated annually to implement the CIP.

<https://www.seaportmanatee.com/business/finance/>

**Objective 2: Conduct maritime-related activities in a profitable and environmentally responsible manner.**

PM 2.1.: Revenues must exceed expenses to be profitable.

Standard: Annual Comprehensive Financial Report. The report is updated annually to document revenues and expenses.

<https://www.seaportmanatee.com/business/finance/>

PM 2.2.: The Port and its tenants will handle and store materials in an environmentally responsible manner.

Standard: Storm Water Pollution Prevention Plan. The Port develops, maintains and implements a Plan.

<https://www.seaportmanatee.com/business/finance/>