

INDIVIDUAL SUBMISSION ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

1. AAPA Awareness Initiative Messaging _____
2. Advertisements – Single _____
3. Advertisements – Series _____
4. Annual Reports _____
5. Audio-Only Presentations _____
6. Directories/Handbooks _____
7. Miscellaneous _____

8. Overall Campaign X
9. Periodicals _____
10. Promotional/Advocacy Material _____
11. Social/Web-Based Media _____
12. Special Events _____
13. Videos _____
14. Visual-Only Presentations _____
15. Websites _____

☒ CATEGORY 1☐ CATEGORY 2

Entry Title Centennial Celebration Campaign

Port Name Port of Vancouver USA

Port Address 3103 NW Lower River Road, Vancouver, WA 98660

Contact Name/Title Theresa Wagner, Communications Manager

Telephone 360-992-1107 Email Address twagner@portvanusa.com

Please indicate precisely how your port's name should be listed on any award(s) it may win:

Name Port of Vancouver USA

Being as precise as possible, please attach a separate entry statement, in English, that:

- **Defines the Communications Challenge or Opportunity**

- Situation Analysis (assess major internal and external factors)
- Problem Statement (briefly describe in specific & measurable terms)

- **Summarizes Planning and Programming**

- Goals (summarize desired outcome or end result)
- Target Publics (be specific; list primary and secondary audiences if appropriate)
- Objectives (identify specific milestones needed to reach goals)

- **Identifies Actions Taken and Communication Outputs**

- Strategies (identify media choices, etc., that require tactics to complete)
- Tactics (specify actions used to carry out strategies)
- Implementation Plan (include timelines, staffing and budget)

- **Summarizes Evaluation Methods and Communications Outcomes**

(describe either formal or informal audience feedback used)

Outcomes (isolate PR impacts to opinions, attitudes, behaviors)

OFFICIAL ENTRY LABEL

AAPA 2012 Communications Awards

Port Port of Vancouver USA 5577Contact Person Theresa WagnerEntry Classification Overall Campaign



Port of Vancouver USA
A CENTURY OF POSSIBILITIES.

Centennial Celebration Campaign

Communication Challenge or Opportunity

At the Port of Vancouver USA we are always striving to maintain a positive feeling for the port among our audiences. We strive to keep the community audience aware of our importance in creating jobs and economic opportunity in the region and of our role in environmental stewardship. As our centennial year approached we felt it was important to not just celebrate an anniversary, but to reinforce those key messages to our audiences; to talk about the value we bring and have brought to our region over the last 100 years.

Planning and Programming

As part of our centennial planning, we formed an internal committee so current employees would feel a part of the celebration. Staff was welcomed to offer suggestions and participate in subset centennial committees. We wanted everyone to feel a part of the celebration.

Actions Taken and Communication Outputs

The committee oversaw all of the elements of the centennial celebration, including everything from developing the centennial logos, to developing content for the centennial website. Just a few of the final centennial materials are listed below, along with their goals and audiences. Illustrations follow.

- **Centennial Logo** – a primary centennial logo was developed, along with several variations to fit the multiple shapes, sizes and uses that were needed.
- **Pole Banners** – 110 light pole banners line Lower River Rd., where all of our port entrances reside; they call attention to the centennial for all who venture our way.
- **Centennial Website & HTML Emails** – directed to the community-at-large (and port staff), includes a timeline of port highlights and a weekly update containing historical facts or current information with an historical tie-in. Also, a mechanism is included so members of staff and the community can share their port stores. The port's centennial website can be found at <http://www.portvanusa.com/centennial/>
- **Traveling Display** – used at industry trade shows and community events, including our Port Re:Port breakfast, an event that draws more than 300 community members annually. The display utilizes the timeline and historical photography to reinforce our 100 years of providing jobs, growth, and economic development to the region.



- **Coffee Mug/Candy Bars** – fun, festive gift items for use at events and occasions where a small giveaway is in order. The candy bars feature three different whimsical stories that illustrate our history and reinforce our current day capabilities.
- **Centennial Poster** – used within the port, within the community, and framed as a special commemorative gift for public affairs and marine and industrial teams as they travel on behalf of the port.

Evaluation Methods and Communications Outcomes

While measuring response to campaigns of this sort can be challenging, we have built in methods of measurement where possible.

For instance, our centennial HTML email series has been very successful in driving traffic to our centennial website. As of the middle of April we have seen traffic building each month for a total of 860 visits to the centennial site. We expect traffic to continue to build as the year progresses.

In addition, response to all of our materials was overwhelmingly positive at our annual Port Re:Port breakfast. Over 300 people attended and were part of our 100th anniversary celebration. The following editorial appeared in our local paper, the *Columbian*, soon after the event.

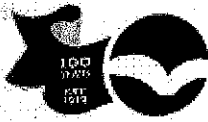
In Our View: A Century of Progress

Port of Vancouver celebrates success and has the statistics to back it up

Sunday, April 8, 2012

One hundred years ago -- on April 6, 1912 -- local voters were asked if they believed "the best commercial interest of Clark County and the city of Vancouver" would be served by creating an official Port of Vancouver. Their response was overwhelming: 77.9 percent said "yes." Today, through careful stewardship and steady growth, even recently during the economic downturn, the convergence of private and public interests at the Port of Vancouver is almost taken for granted. That would be a mistake, though, when one considers some of the port's recent statistics.

Before quantifying that century of success, The *Columbian* first congratulates the local port for its stunningly successful century. The port's contributions to our community transcend mere exports and imports. Our local economy is buttressed by the port. Our environment is protected by the port's adherence to government regulations, even enhanced by the port's mitigation projects. Our jobs market is diversified by the port's



Port of Vancouver USA
A CENTURY OF POSSIBILITIES.

interaction with such varied commercial interests as wheat, bulk minerals, wind-energy components, automobiles, pulp, scrap metal and other cargos. The economic impact extends beyond the water to a large assortment of industrial operations. That original, century-old "best commercial interest" is broadened by the port's ties to markets around the world.

All of this is accomplished with public support; about \$10 million in taxes is collected annually from property owners in the port's 111-square-mile taxing district.

In short, Vancouver and Clark County -- although 90 miles from the Pacific Ocean -- reap a myriad of benefits from their deep-water port. And here are a few of the numerical manifestations of this powerful public-private partnership:

- About \$1.6 billion in economic benefit was pumped into the region in 2011 by the Port of Vancouver.
- This year, marine and industrial businesses at the port employ an estimated 2,300 people.
- In 2011, the Port of Vancouver generated more than \$37 million in operating income, an 18 percent increase over that of 2010.
- Connecting with global markets, 456 ocean-going vessels called on the port in 2011, up from 405 in 2010.
- Although slight decreases were seen this past year in automobiles, wheat and other cargos, the emerging wind-energy component market more than tripled at the port in 2011, to 106,182 metric tons.
- Land operations continue to thrive and expand at the port. Adding two new businesses in 2011, the port now has more than 50 tenants, with an occupancy rate of 94 percent. That's expected to increase to 97 percent this year.

As successful as the port's first century has been, the future is even brighter. The extensive West Vancouver Freight Access project is projected for completion by 2017. The port expects to create 1,000 permanent jobs in the next decade.

At Friday's Port Re:Port banquet, Executive Director Larry Paulson defined the port's role as caretaker of the public's interest in industrial development and maritime trade. When he retires next month, Paulson will look back on 13 years of keeping a steady hand on the figurative rudder. In the larger context, our community can look back on a century of success, commissioned by those 631 visionary voters in 1912.

Two world wars, one Great Depression and one Great Recession later, the port is as vibrant as ever.