

2012 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

- | | |
|--|---|
| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign <u>1</u> |
| 2. Advertisements – Single _____ | 9. Periodicals _____ |
| 3. Advertisements – Series _____ | 10. Promotional/Advocacy Material _____ |
| 4. Annual Reports _____ | 11. Social/Web-Based Media _____ |
| 5. Audio-Only Presentations _____ | 12. Special Events _____ |
| 6. Directories/Handbooks _____ | 13. Videos _____ |
| 7. Miscellaneous _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

☒ CATEGORY 1

☐ CATEGORY 2

Entry Title Port Everglades Expansion
 Port Name Port Everglades
 Port Address 1850 Eller Drive Fort Lauderdale, FL 33316
 Contact Name/Title Ellen Kennedy, PIO
 Telephone 954-468-3508 Email Address e.kennedy@broward.org

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

Name Port Everglades

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 and measurable milestones needed to reach goal)
- **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**
 - Evaluation Methods (describe either formal surveys or anecdotal audience feedback used)
 - Communications Outcomes (isolate PR impacts to assess changed opinions, attitudes, behaviors)

8: OVERALL CAMPAIGN PORT EVERGLADES EXPANSION

Communications Challenge and Opportunity

SITUATION ANALYSIS: In March 2011, the Broward County Commission, which governs Port Everglades, approved an updated version of the Port's 20-Year Master/Vision Plan. The updated plan prioritized three major capital developments that will support containerized cargo shipping through Port Everglades – construction of a near-dock intermodal container transfer facility, extending a turning notch to create more berths, and deepening the channels to 50 feet. As several seaports in Florida are expanding and dredging, Port Everglades was afraid that its expansion projects would be considered a low priority when it came time for state and federal funding allocation. This concern was underscored when newly elected Florida Governor Rick Scott made a statement to Port Everglades Director Phil Allen that he was unaware that Port Everglades had expansion plans since he hadn't heard about the projects from Broward County's business community. It was clear that Port Everglades faced a communications challenge to get out its message while facing competition from other seaports in Florida that already had a vocal business community and support. This challenge also presented a communications opportunity for Port Everglades to further its recognition as an economic engine for Broward County beyond the Port's well-known cruise industry.

PROBLEM STATEMENT: While Port Everglades has garnered a great deal of local, national and international attention these past few years as the homeport for the world's largest cruise ships, *Oasis of the Seas* and *Allure of the Seas*, little attention has been given to the Port's cargo operations which is the main benefactor of the updated Master/Vision Plan. The problem was how to create excitement and buzz for the Port's three priority expansion projects in the local community and among the cargo shipping trade that would generate funding and political support as the projects proceeded.

Planning and Programming

GOALS: The goals for the Port Everglades expansion campaign were 1) to generate a better understanding of the Port's economic impact in the community and throughout Florida through international trade and cargo shipping, 2) to garner federal and state legislative and financial support for the Port's priority projects and 3) foster business development opportunities in cargo shipping.

TARGET PUBLICS: There were three targeted publics for this campaign

- Local business leaders were identified as a primary target for this campaign as they are known to be active in the broader general community through philanthropic and economic development activities, and many have established relationships with local, state and federal elected officials.
- Members of the Broward County Legislative Delegation were directly targeted as they are in a position to carry the Port's message to Tallahassee and Washington, DC.

- Business leaders in the cargo shipping industry who would benefit from the Port's expansion efforts.

OBJECTIVES: Our No. 1 objective was to raise awareness of the economic importance of Port Everglades and its expansion efforts through fostering relationships and building consensus between local, state and federal governmental leaders, business leaders, and residents. A secondary objective was to support business development opportunities at the Port through heightened awareness.

Actions Taken and Communication Outputs

STRATEGIES: We employed a number of strategies to help meet our goals and objectives.

- Initiated the formation of a grassroots action team of local business leaders to help carry our message to Tallahassee and Washington, as generate local interest
 - During a speaking engagement for the Broward Workshop, Port Director Phil Allen had the opportunity to address the need for community support and ask for assistance from Terry Stiles, Chairman & CEO of Stiles Corporation, a statewide real estate development and management corporation based in Broward County. Mr. Stiles readily offered to chair the Action Team with support from port staff, the Port Everglades Association (an independent Port business organization) and the Greater Fort Lauderdale Alliance (a membership-based economic development organization).
 - Mr. Stiles asked representatives from various business entities and organizations to join the Action Team
 - In a series of meetings, Port staff presented the issue to the action team and educated them about the expansion effort. A formal communications plan for the action team is in the developmental stages.
 - To date, the action team has participated in missions to Tallahassee and Washington, DC
- Developed a speakers bureau and general presentation that could be adapted for various audiences and delivered by the Port Director, Deputy Port Director, Seaport Planner, or other spokesperson (sample presentation enclosed)
- Developed the "Top 10" talking points for members of the action team and other supporters
- Developed comprehensive materials that could be easily updated as necessary including: a one-page overview of the entire expansion effort, white papers on each of the three priority projects
- Produced a 7-minute video, including a 3-minute version, about the Master Plan and the priority projects. The video was accessible on YouTube and the Port's website. It was also used in presentation and speaking engagements.

- Created an advertising campaign that addressed the need to expand Port Everglades to help Florida's economy and directed audiences to the video on YouTube
- Incorporated a scan tag on all advertising and promotional materials that could be scanned on a smart phone to access the video on YouTube
- Created a four-color brochure as a "leave behind" for speaking engagements and to distribute to those in the containerized cargo business who may be interested in bringing new business or expanding their current business at Port Everglades. The brochure was printed in English/Spanish, and English/Portuguese.
- Used the groundbreaking of the Eller Drive Overpass to launch the campaign. The Overpass is the first phase of the Master/Vision Plan project to build an intermodal Container Transfer Facility at Port Everglades. The groundbreaking was an opportunity for the Governor, the Secretary of Transportation and other elected officials to engage with the business community. It also provided the media with something visual to photograph and report.
- Utilized social media including YouTube, Facebook and Twitter
- Scheduled one-on-one meetings and port tours with legislators
- Incorporated the video and presentation for all speaking engagements and group port tours
- Press releases and media interviews

TACTICS: Our greatest tactic was to focus on job creation as the driver for the expansion projects. The economic benefits of each of the Port's expansion projects are touted in all literature and presentations.

The groundbreaking for the Eller Drive Overpass, which is the first step to building the Intermodal Container Transfer Facility, was used to launch the campaign. The groundbreaking was an opportunity for the Governor, the Secretary of Transportation and other elected officials to engage with the business community. It also provided the media with something visual to photograph and report.

STAFFING: The campaign was a joint effort of the Port's three-staff Corporate & Community Relations Section and the Port Director's Office, which includes Seaport Planning.