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

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

☐ CATEGORY 1   ☒ CATEGORY 2

Entry Title __Tour the Port__

Port Name __Toledo Lucas County__

Port Address __One Maritime Plaza, Suite 701 Toledo, OH 43604__

Contact Name/Title __Holly Kemler__

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

Name _____

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)

Toledo-Lucas County Port Authority
Tour the Port
http://www.TourThePort.com

2012 Communications Award Entry
Classification: Promotional/Advocacy Material
Category 2

Communications Opportunity

<u>Problem Overview</u>

The Port of Toledo consists of 22 facilities that are spread out geographically over a seven mile stretch of the Maumee River, making it difficult to physically tour every terminal. Many interested parties wish to see these facilities, but cannot due to various factors. Complications arise from security clearance needs and coordinating visits with terminal operators. In addition, the terminals actively process cargo, using heavy equipment, which raises safety concerns for visitors. The website, www.TourThePort.com, was designed to provide a unique platform that allows viewers the opportunity to tour the port facilities from their office, home or classroom.

With this tool, local and global visitors can take an interesting, informative tour of the Seaport, while avoiding the problems that often accompany a physical tour.

Planning and Programming

<u>Desired Outcome</u>

The desired outcome of TourThePort.com was to provide a platform for presenting a virtual tour of our seaport facilities. This platform can be used for a variety of purposes, from showing the port to potential clients at a trade show, to educating students unable to physically visit the port's facilities.

<u>Audiences</u>

The primary audience is the Port's business clients who need to quickly view and understand the capability and layout of the Port of Toledo. The secondary audience is the general business community, teachers and students, economic development professionals and the public who would like to view videos, pictures, and maps of the Port.

<u>Objectives</u>

The Toledo Lucas County Port Authority (TLCPA) teamed with AVATAR to develop the virtual tour site. The team worked with terminal operators to select pictures and videos that best represented the facilities featured on the site. The site was developed on a timeline to be available for business development executives from the TLCPA and Midwest Terminals of Toledo to use at the Journal of Commerce Break Bulk Conference in Antwerp. While in Antwerp the team used the site to show shippers and clients the attributes of the Port of Toledo including recently acquired material handling equipment (2 LHM 280 Liebherr Mobile Harbor Cranes and the Mantsinen 200 Material Handler) and on dock rail improvements. The team used iPads with wireless internet connections to display the site.

Identifies Actions Taken and Communication Outputs

<u>Strategies</u>

With AVATAR's team, we decided to use a website to make touring the Port accessible to a large audience. Since the website is available to any location with internet access, the tour allows those who would otherwise not be able to see our facilities the ability to view, explore, and learn about them. Since the website allows an interactive experience, each viewer utilizes the site uniquely, in a way that printed material could not duplicate.

<u>Tactics</u>

The website was built using C#, ASP.NET, Ajax, and the Bing Maps API. These tools were chosen to accommodate technical needs as well as user accessibility.

<u>Implementation Plan</u>

Phase 1

The Interactive Tour is a map☐driven tool to promote the capabilities and facilities of TLCPA resources. The Tour will be a highly visual system that will illustrate information through maps, photographs, icons, color coding, animation, video and motion. Users will be able to click on locations to browse for information and content about the location. As new content is made available, the Tour will be able to be easily updated. The design will focus on the Seaport's capabilities and locations. Areas will be prioritized and designed to best exhibit the most vital, most beneficial information. This includes locations as well as transportation means. The Tour will be designed to be flexible in scope as well as functionality.

The overall plan includes coordination of various multimedia resources. Video, photography, illustration, design and programming will be brought together to create the full Platform.

The Tour will use third party mapping tools developed for Microsoft Bing Maps and will be required to conform the appropriate Terms and Conditions.

Budget
Phase 1's budget is based on the creation of the technology and content strategies.

Planning and Engineering $4,000

Phase 2
Phase 2 of the Tour focuses on Midwest Terminals but will include basic information on other properties and features. Final content and structure will be determined during early planning sessions.

Locations and Capabilities
The following locations and information will be available through the Tour.
1. Midwest Terminals
    a.   Equipment
    b.   Vessel Capacity
    c.   Truck/Rail
2. Other Location

Budget
The following budget was based on current scope and functionality.

Core Map and Content Integration $9,475

Phase 3

Phase 3 increases the content of the Tour with additional data, video and photography.

Included Media

The following media will be included in the Tour for Midwest Terminals. Final shot list will be determined on April 4, 2011.

1. Photography
a. Waterfront b. Gate
c. Building one
d. B1 front door
e. B1 garage door
2. Video
a. Cranes 1 & 5
b. Overall footage of property (B reel)
c. Trains delivering coal
d. Coal delivered by train
e. Use of Crane
f. Driving into the property and going to building 1

Budget

The budget for Phase 3 was based on integration of the media and content. This budget does not include photography, video or audio production.

Media Integration $8,750

The overall budget was $30,000 (administration, video, photography, production, development, etc).

Timeline

The Phase 3 timeline is driven by the Midwest Terminals presentation in Antwerp, Belgium. The initial launch date was 5/11/2011 with a final date of 5/17/2011.

Evaluation Methods and Communications Outcomes

Evaluation Methods

Feedback from the JOC Break Bulk Conference was very favorable. It is believed that no other port is using this type of map-based program for marketing purposes. Feedback has also been very positive from potential clients. They are pleased to have the ability to see the exact terminal, equipment and area that will be used to handle their cargo from any location via an internet connection.

Since TourThePort.com went live it has attracted over 1000 unique visitors. Due to favorable feedback, there are plans to include similar features for Toledo Express Airport.

Communications Outcomes

TourThePort.com has been a great tool for business development. It allows people to safely see the Port while reducing the amount of time that business development professionals spend providing individual tours of the facilities. It also saves the Port's potential clients the time and/or expense of traveling to these facilities.

The site has been used in presentations to schools and other groups interested in seaport operations. The regional economic development community is now using the virtual tour when speaking to the attributes of the Toledo Region to site selectors and companies considering establishing business in Toledo.