

2013 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 _____ |
| 2. Advertisements – Single _____ | 9. Periodicals _____ |
| 3. Advertisements – Series _____ | 10. Promotional/Advocacy Material _____ |
| 4. Annual Reports <u>1</u> _____ | 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 Annual Commerce Report

Port Name Port Everglades

Port Address 1850 Eller Drive, Fort Lauderdale, FL 33316

Contact Name/Title Maisy Alpert / Corporate & Community Relations

Telephone 954-468-3505 Email Address malpert@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, attach a separate entry statement, in English, that includes a descriptive summary of your entry and lists answers to each of the following four key questions:

What are/were the specific communications challenges or opportunities?
Describe in specific & measurable terms the situation leading up to creation of this entry. Analyze the major internal and external factors needing to be addressed.

What were your communications planning and programming components?
*Describe your overall goals (desired results).
 Describe your objectives (identify specific, mea-surable milestones needed to reach your goals).
 Identify your target publics (list primary, secondary and tertiary audiences in order of importance).*

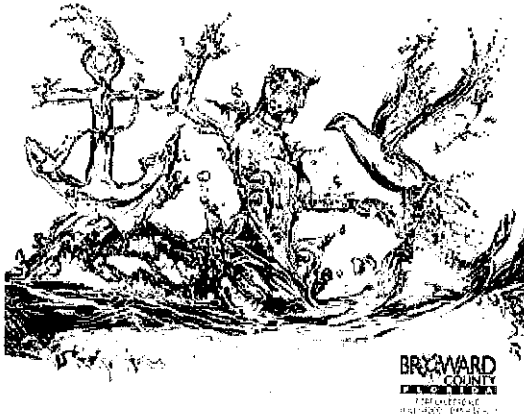
What actions were taken and what communication outputs were used?
Explain your strategies (e.g., identify media, tim-ing & venue choices requiring tactics to complete).

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4. ANNUAL REPORTS Annual Commerce Report FY 2011

PORT EVERGLADES FISCAL YEAR 2011 ANNUAL COMMERCE REPORT

MAKING AN IMPACT
ECONOMY • COMMUNITY • ENVIRONMENT



SITUATION ANALYSIS: The Financial Statements for the Port Everglades Department, which is governed by the Broward County Board of County Commissioners, are released to the public in the format of the *Annual Port Everglades Commerce Report* publication.

PROBLEM STATEMENT: How to transform a standard government annual financial report into a useful publication that appeals to all target audiences.

GOALS: The goal for this entry is to disseminate the Statements widely and provide updates and statistical data on waterborne commerce at Port Everglades.

TARGET PUBLICS: The target publics for the publication are stakeholders, local, state and federal elected officials, and the local business community.

OBJECTIVES: Our objectives were: 1) to publicize the financial statement and Port's major capital improvement projects. This was important for consensus-building to support the 20-year Master/Vision Plan projects; 2) to provide an overview or updates on the Port's major business sectors.

STRATEGIES: The key message communicated to our target audiences through this publication is that the Port is sustained by keeping a balance, as used in the community awareness campaign, of the three components shown on the front cover: Economy, Community, and Environment.

TACTICS: The key message communicated, that the Port is sustained by keeping a balance of the three components of Economy, Community, and Environment, was a theme that was carried out throughout the year using the *Annual Commerce Report* cover as the opening slide for all Port presentations in its community outreach efforts. The symbolism of the anchor represents the economy, the person represents the community, and the bird represents the environment.

IMPLEMENTATION PLAN: From informal reactions to the older annual reports by members of the public, we sought to make some improvements. We obtained input through interviews of key spokespeople for each business sector that was highlighted in the text of the annual report. We engaged creative development by our advertising agency. We gathered a focus group of key senior staff to review and discuss the changes. Then the report went to production, printing and distribution.

BUDGET: \$11,397, or \$3.26 per copy, not including ad agency fees

STAFFING: 3 Port staff members + advertising agency for design and printing

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EVALUATION METHODS: The success of the publication was determined in a few ways. There were 3,500 printed copies of the *Commerce Report*. In addition, the publication was immediately made available online on the Port's website. The *Fiscal Year 2011 Commerce Report* can be accessed online at <http://www.porteverglades.net/about-us/annual-report/>.

In addition, the success of this entry was evaluated through the Port's mailing list. Companies and individuals get on a mailing list for this publication if they are Port users or tenants and upon request.

COMMUNICATIONS OUTCOMES: The success of this entry is largely noted through the Port's mailing list. Companies and individuals get on a mailing list for this publication if they are Port users or tenants and upon request. As a bonus, we have recognized an increased number of requests for additional quantities of the publication by our customers for their use in presentations and to distribute for attracting new business. The publication is used as a sales tool by the Port's own customers, providing financial and statistical information that the Port's customers can use to attract new customers to their businesses.

The campaign theme of keeping a balance of the Economy, Community, and Environment was a theme that was carried out throughout the year using the Annual *Commerce Report* cover as the opening slide for all Port presentations in its community outreach efforts. This campaign theme received great reception. The message resonates when used in conjunction with community outreach groups, to provide a better understanding of the Port's significance related to economic impact and quality of life.