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

☐ CATEGORY 1   X CATEGORY 2

Entry Title <u>New Port of Palm Beach Logo</u>

Port Name <u>Port of Palm Beach</u>

Port Address <u>One East 11th Street, Suite 600 Riviera Beach, FL 33404</u>

Contact Name/Title <u>Julie Houston Trieste, Public Relations Specialist</u>

Telephone <u>561-383-4138</u> Email Address <u>jtrieste@portofpalmbeach.com</u>

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

Name <u>Port of Palm Beach</u>

Being as precise as possible, <u>attach a separate entry statement</u>, in English, that includes a descriptive summary of your entry and lists answers to each of the following four key questions:

5. 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.

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

7. What actions were taken and what communication outputs were used?
- *Explain your strategies (e.g., identify media, timing & venue choices requiring tactics to complete).*
- *Specify your tactics (actions used to carry out your strategies).*
- Map out your implementation plan *(include timelines, staffing and budget).*

8. What were your your evaluation methods and communications outcomes?
- *Describe formal or informal surveys, or anecdotal audience feedback, used to evaluate success.*
- *Determine communications outcomes by assessing changed opinions, behaviors and attitudes.*

The Port of Palm Beach is the 4th busiest container port of Florida's 14 deep-water ports, and it is the 22nd busiest container port in the United States. Over $7 billion worth of commodities moves through the port each year.
Unlike most ports in the United States the Port of Palm Beach is an export port, with approximately 80% of its cargo being exported. The Port of Palm Beach supplies 65% of everything consumed in the Bahamas and is an essential lifeline to the rest of the Caribbean.

The Port of Palm Beach and its tenants combine to be one of the larger employers in Palm Beach County and is an economic engine for the County. Approximately 2,850 people are employed directly and indirectly because of the Port. The Port and its tenants contribute $260 million in business revenue, and its tenants contribute $12 million in State and Federal taxes.

Not only does the Port of Palm Beach and its Districts' citizens benefit from its cargo business, the Port's cruise business welcomes more than 340,000 cruise passengers annually. The Port of Palm Beach is the home port for the Bahamas Celebration, which sails from the Port of Palm Beach to Freeport, Bahamas every other day. Additionally, its day-cruise-casino operator sails twice daily from the Port into international waters to offer full casino gaming, a sports book, entertainment and dining.

While the Port of Palm Beach District has an official logo (seen here), staff decided that with its new community, public and media outreach initiative, a promotional logo would be necessary to bolster recognition.

Category: Miscellaneous
Promotional Port Logo

The Port of Palm Beach engaged our staff for feedback. We briefly discussed some of our objectives with our Graphic Design Company, Blue Wave Design. We knew we didn't want palm trees, which, for obvious reasons are overused in logos across Palm Beach County. We wanted a verbal representation of the name that was easily readable and recognizable.
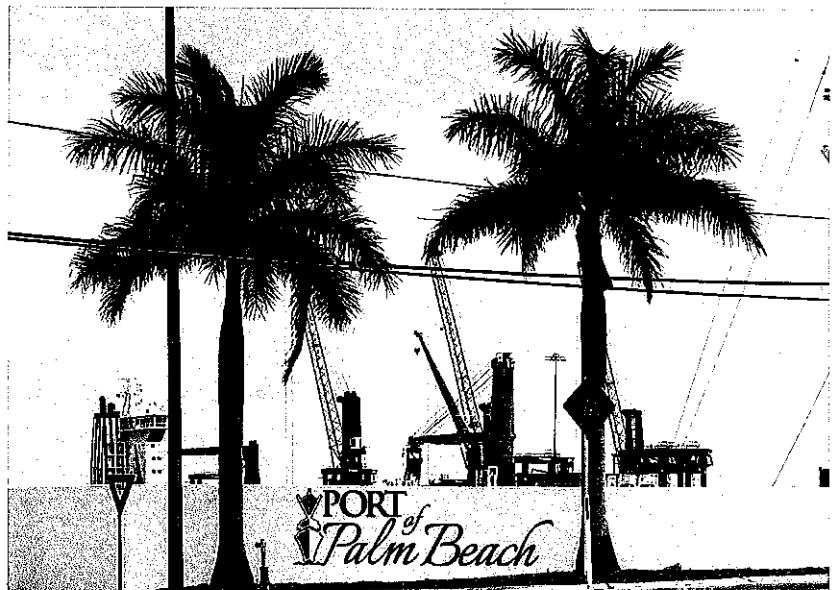
The promotional logo should convey the message of a port while also having the feel of the elegance of Palm Beach. Blue Wave provided four ideas – none of which were the actual final design. We took the ideas to the 50 port staff members to get their sense of the ideas. Each staff member provided feedback of the colors, look and feeling it invoked. From those comments, we then went back to our design company. Within two days, the Port of Palm Beach had its promotional logo.

We immediately ordered promotional materials: hats, visors, mouse pads, name badges, cord keepers, even white chocolate-covered Oreo cookies (included in the entry package) with the promotional logo. It was also incorporated in to the Port's new trade booth.

The promotional logo is included in all Port PowerPoint presentations and is slowing being rolled out across the board for all public and in-house business and promotional purposes.

The response to the promotional logo was so overwhelmingly positive that staff explored the option of turning it in to a sign for the front entry of the Port of Palm Beach Executive Offices and cruise terminal. There had not been a sign on the entry since it opened in 2000.

Now, our promotional logo now adorns the entry wall (seen here) to our cruise terminal, welcoming visitors, tourists and showing our commitment to get our message out to our community. Again, the response to the signage has been overwhelming. At a recent visit with Governor Rick Scott, our Executive Director was complimented time and again by executives and leaders in our area about what a nice, welcome edition it has made to our Port.

Cost to the Port: $425 for design