

INDIVIDUAL SUBMISSION ENTRY FORM

Please copy and complete this form for each entry.
 Create a separate document for answering the five questions below.

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 _____ |

Please check the appropriate box:

CATEGORY 1
 CATEGORY 2
 CATEGORY 3

Entry Title Annual Commerce Report FY 2014

Name of Port Port Everglades

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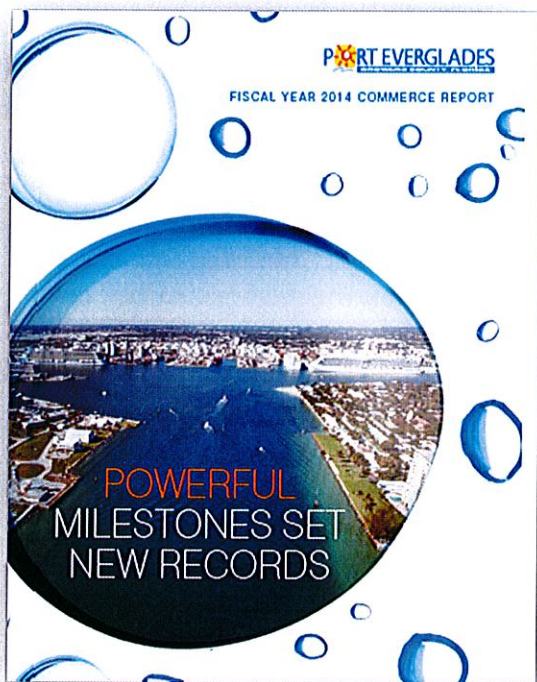
ANNUAL REPORTS

Port Everglades Annual Commerce Report FY 2014

<http://www.bluetoad.com/publication/?i=257289>

or

[http://www.sunny.org/includes/content/docs/media/Port everglades commerce-report sm.pdf](http://www.sunny.org/includes/content/docs/media/Port%20everglades%20commerce-report%20sm.pdf)



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 an Annual *Port Everglades Commerce Report* publication. The publication has a shelf-life of approximately nine months and is used as a combination information source and marketing tool.

PROBLEM STATEMENT: How to transform a standard, dry government annual financial report into a useful publication that appeals to all target audiences. An online-only version was developed last year, but our stakeholders complained that the paper version was easier to reference.

GOALS: The goal for this entry is to communicate to our target audiences through this publication is that the Port is economically sound and a leader among Florida and national seaports as evidenced by the “Powerhouse Port” branding campaign.

TARGET PUBLICS: The target publics for the publication are stakeholders, local, state and federal elected officials, in addition to domestic and international business communities.

OBJECTIVES: Our objectives were:

- 1) To create an appealing publication that would meet our obligations to publish our annual Financial Statements, while encouraging those who would not normally read financial documents to open the publication and benefit from information that it easy to digest.
- 2) To publicize the Port’s major capital improvement projects. This is important for consensus-building to support the Port’s major capital improvement projects.
- 3) To provide an overview or updates on the Port’s major business sectors.
- 4) To provide our customers with trade information that they could use to grow their businesses.

STRATEGIES: Since we were re-launching the printed version of the Commerce Report, we wanted to make sure that it got into the hands of people who would hold onto it and use it as a reference tool. So, our strategy was to publish useful information in an attractive format, while the information was fresh, and roll it out to already engaged stakeholders before making it available to the general population.

TACTICS:

- 1) We identified the Port Everglades Association's Annual Economic Engine Review as the ideal platform to roll-out the publication. The Review is a state-of-the-industry luncheon that is sponsored by companies that have a vested interest in the Port. The financial commitment guaranteed that the attendees were interested in what we had to say.
- 2) The timing was a little earlier than we typically publish the Financial Statement. So we worked closely with our Finance Director understood the benefits of releasing this information in a timely manner so that it would benefit the readers, rather than just meet our legal reporting obligations. To her credit, the Finance Director communicated this message to her staff and the auditors so that everyone made it a priority.
- 3) We queried our Business Development staff and, especially, our Trade Analyst to find out what statistics are requested most often from our customers.
- 4) We created a colorful, easy-to-read publication that is easy to reference in the front of the publication, and put the obligatory Financial Statements in the back.

IMPLEMENTATION PLAN:

- 1) To produce the publication in a timely manner, we moved forward with the cover, copy, photograph selection and the majority of statistics prior to receiving the final audited Financial Statements. This created some concern about the pagination, but we overcame this with an alternative statistical page that could be inserted if necessary. Our advertising agency made this job a priority and understood the need to move forward without first obtaining the complete materials.
- 2) We developed a presentation for the Port Director that included unveiling the Annual Commerce Report during his speech at the Forum, without reading the data.
- 3) We put a copy of the Annual Commerce Report on each attendee's chair and had extra copies available for those who wanted to bring several copies back to their offices.
- 4) We posted the publication on our website after the roll-out.

BUDGET: \$14,234 or \$4.067 per copy, not including ad agency fees

STAFFING: 4 Port staff members + advertising agency for design and printing

EVALUATION METHODS: We evaluated by the number of publications picked up during the roll-out event, which exceeded the number of attendees. We also determined that a

printed version was necessary in addition to an online version by the pick-up rate and requests.

COMMUNICATIONS OUTCOMES: The success of the publication was measured during the roll-out at the Port Everglades Association Economic Engine Forum. The event had 600 attendees and we distributed about 750 copies. This means that people took extra copies in addition to the one left on their chair. The remainder are being distributed at trade shows, during speaking engagements, and at public venues such as Chambers of Commerce, government buildings and the Port Administration Building. A total of 3,500 were printed and will be distributed.

Statement from Margaret Kempel, Executive Director of the Port Everglades Association: "The Port Everglades 2014 Commerce Report, released March 27, 2015 at the **Port Everglades Association's** annual Economic Engine Performance Report Luncheon, is our indispensable, go-to resource for comprehensive port data. It demonstrates the speed at which cruise, day ferry, dry/break bulk and international operations have been able to seize business openings with ports-of-call to make things happen for Port Everglades and the accompanying business and tourist trade development. The upcoming capital projects compiled in the Report reinforce confidence in the port's future and bolster The Association's ongoing efforts to promote and develop Port Everglades."

Statement from Gail Bulfin, Vice President of the Greater Fort Lauderdale Alliance (formerly Broward Alliance), Broward County's official economic development partner, and manager of the community-based Port Everglades Advocacy Team: "Our job is to market Broward County as a prime business relocation and expansion spot for national and international business within our targeted industries. Port Everglades is one of the primary economic engines we tout, but to try to explain all it does could pose a challenge without the Port Everglades Commerce Report. We recently worked with an Italian company who could not believe how responsive the Port was and how easy their materials were to follow. Chief among them was the Commerce Report. We requested several cases of the report for our use in business development both nationally and internationally."