

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 _____ | 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

 CATEGORY 3

Entry Title Boat Launch Complex Dedication

Name of Port Port Canaveral

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On separate paper, **FIRST** write a short, descriptive summary of your entry, **THEN**, in as much detail as needed, specifically address each of the following five questions and number your answers. Your answers equal 50% of your score.

- 1. What are/were the entry's 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.
- 2. How does the communication used in this entry complement the organization's overall mission?**

 - Explain the organization's overall mission and how it influenced creation of this entry.
- 3. What were the communications planning and programming components for this entry?**

 - Describe your overall goals or desired results.
 - Describe your objectives and list specific, measurable milestones needed to reach your goals.
 - Identify your primary and secondary audiences in order of importance.
- 4. What actions were taken and what communication outputs were used in this entry?**

 - Explain what strategies were developed to achieve success and why these strategies were chosen.
 - Specify the tactics used (i.e., actions used to carry out your strategies).
 - Detail the implementation plan by including timeline, staffing and outsourcing used.
- 5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?**

 - Describe any formal/ informal surveys used, or anecdotal audience feedback received, that helped in evaluating the success of this entry.
 - If possible, explain how this entry influenced target audience opinions, behaviors, attitudes or actions.



6056

AAPA COMMUNICATIONS AWARDS ENTRY

Special Events (Category 12)

Boat Launch Complex Dedication

SUMMARY STATEMENT

The Canaveral Port Authority held a special dedication event to celebrate the opening of a new, modern boat launch complex near Jetty Park. The complex replaced a pair of boat launch ramps that had served the community for many years, but had to be relocated in order to complete waterside work for a new cruise terminal.



Boat Launch Complex Dedication

1. COMMUNICATIONS CHALLENGES AND OPPORTUNITIES

Port Canaveral is one of the busiest cruise ports in the world and growing, with new cruise ships joining the fleet each year. As we grow, we have to build the facilities needed to accommodate not only more but bigger vessels.

When it became clear that we needed a new terminal to accommodate new ships that wanted to sail from our port, we selected a site on the south side of our harbor. The advantages of the site included deep-water access, sufficient land for a terminal and parking garage and proximity to The Cove, a harbor-side retail and dining district which is about to undergo a major expansion.

To get the amount of waterfront required for modern 6000+ passenger ships, the Port Authority had to close a long-time park, Freddie Patrick Park, which contained popular free boat launching facilities. The community was concerned and upset by the news. Although the Port promised to build new, better facilities in a different location, many avid local boaters and sport fishermen remained vocal about their opposition to the closure of the old facility.

The Port Authority held a series of workshops to gain the community's input on what the new launch complex should contain and where it should be located. In addition, a select group of experienced local boaters and captains provided invaluable contributions as plans proceeded.

The new ramp site was built adjacent to Jetty Park, giving boaters more convenient accessibility to the ocean, and contained two more ramps than the older facility. The disabled-accessible complex also has a range of new amenities, which are available to the public free of charge, including fish-cleaning tables, a boat rinse-down area, covered picnic tables and restrooms. A convenient bait and tackle shop is located on-site.



COMMUNICATIONS CHALLENGES AND OPPORTUNITIES Continued

The boat ramp dedication was an opportunity for the Port Authority to showcase the new, larger complex and demonstrate their on-going attention to the needs and desires of the local community.

The biggest challenge in staging the event was a moving timeline for the facility's completion that made scheduling difficult.



2. COMPLEMENTING THE PORT'S MISSION

Port Canaveral has always been an open and welcoming port to its community, with more recreational facilities than all of Florida's 15 other deepwater ports combined. Providing recreational opportunities for the community remains very important to the Canaveral Port Authority even as the Port expands its cargo operation and continues to grow into the busiest cruise port in the world. In the Master Planning initiative which is beginning in 2015, one of the most important criteria is achieving the right balance between land uses needed for business growth and land uses that maintain and enhance the lifestyle of local residents.



3. PLANNING AND PROGRAMMING COMPONENTS

— **Overall goals/Desired results:** Create a public event that would celebrate the opening of the new boat ramps and demonstrate the Port Authority's responsiveness to its community's voice.

The event supported multiple functions of Port communications:

- **Public relations:** Build critical community support and engagement
- **Branding:** Position the Port as committed to fulfilling its role as a recreation resource for the local community and visitors
- **Marketing:** Introduce boaters to the new facilities

— **Objectives:** To accomplish these goals, the event strived to:

- Show off the boat launch facility
- Attract media coverage

— **Target Audiences:** The primary audiences were local boaters and the media. Secondary audiences include visitors to the area and the general public.



4. ACTIONS AND OUTPUTS

— **Strategies:** To achieve the objectives of the event, we:

- Invited the public to the dedication via email, social media and advertising
- Pitched the event to media
- Featured speeches by the Commission Chairman and CEO that described the process of designing the facility with community input
- Gave away Port-Authority-branded fishing hats
- Created a series of photo opportunities for the media, including staging the five Port Commissioners at the ramps with Canaveral fishing hats and poles and putting them aboard a Coast Guard boat for the ceremonial opening launch
- Prepared a video of the facility, Port Authority speech excerpts and public comments that was included in the July/August/September digital Port magazine

— **Implementation:** The event was planned and executed by the Port's 2-person communications staff, which also handled news releases and social media. The Port's communications consultant handled email blasts, Facebook and print advertising, ground and aerial photography and videography.

The total cost for the event including all design work, publicity and advertising, photography, videography and giveaways was \$5,873.



5. OUTCOMES

— **Evaluation:** The Port Authority sent out 1,638 emails to their opt-in mailing list with 796 or 50 percent opens.

The dedication received excellent media coverage that reinforced the Port's message of valuing community while expanding operations. The total ad value of broadcast and print coverage on the day of the event was \$47,810 and the total local viewership was 316,630.

There were four separate posts on Facebook/Twitter over three days. They received a total of 7,908 views with 428 users actively engaged, 283 Likes and 103 Shares. The comments made by readers were very positive. "Very nice." "Nice Grand Opening." "Thank you for the beautiful brand new boat ramp."

— **Influence on attitudes and actions:** The reactions to the new boat ramp have been extremely positive, including remarks from previously concerned boaters such as "We now have the best launch facility on the east coast of Florida." "The new ramps are much more convenient." "There's a lot less congestion."

The Port Authority received public thanks and a commendation from one of the groups most vocal and concerned about maintaining boat ramp access. The Florida Sports Fishing Association expressed their appreciation at the January 2015 Commission meeting. "The Port Authority worked with us and kept those ramps open so there was no disruption to our tournaments. To be honest, I didn't think they would do it, but they did a phenomenal job. The new complex is far better than what we had and that's amazing," said Club President John Durkee.

Both the process and the results have generated many positive comments about the Port Authority's respect for, and commitment to, its community.