

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:

- | | |
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| 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 <input checked="" type="checkbox"/> |
| 6. Directories/Handbooks _____ | 13. Videos _____ |
| 7. Miscellaneous _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

Please check the appropriate box:

<input type="checkbox"/> CATEGORY 1	<input checked="" type="checkbox"/> CATEGORY 2	<input type="checkbox"/> CATEGORY 3
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Entry Title State of the Port Business Community Briefing and Tour
 Name of Port Port Canaveral
 Port Address 445 Challenger Road, Suite 301, Cape Canaveral, FL 32920
 Contact Name/Title Rosalind P. Harvey, Senior Director of Communications & Community Affairs
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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.

- | | |
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| <p>1. What are/were the entry's specific communications challenges or opportunities?</p> <ul style="list-style-type: none"> - 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. <p>2. How does the communication used in this entry complement the organization's overall mission?</p> <ul style="list-style-type: none"> - Explain the organization's overall mission and how it influenced creation of this entry. <p>3. What were the communications planning and programming components for this entry?</p> <ul style="list-style-type: none"> - 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. | <p>4. What actions were taken and what communication outputs were used in this entry?</p> <ul style="list-style-type: none"> - 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. <p>5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?</p> <ul style="list-style-type: none"> - 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. |
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AAPA COMMUNICATIONS AWARDS ENTRY

Special Events (Category 12)

2014 State of the Port - *Business Community Briefing and Tour*

SUMMARY STATEMENT

The State of the Port Address has become an annual event at which Port Canaveral's CEO shares with the local business community an overview of the Port's current activities, progress, plans and challenges. The 2014 event also included a pre-event networking reception and, for the first time, a behind-the-scenes Port tour, guided by Port staff.

Port Canaveral

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State of the Port - *Business Community Briefing and Tour*

1. COMMUNICATIONS CHALLENGES AND OPPORTUNITIES

At the mature age of 60, Port Canaveral is going through a period of intense growth and transformation. Breaking out of the box of its past as a minor cargo port and a cruise port dependent upon its connection with Orlando, today Canaveral is helping develop Brevard County into a major trade/logistics hub, challenging the number one position among the world's busiest cruise ports and developing its own recreation destination.

Changes like this, which impact the entire community and region, increase the attention on the Port, especially among the regional business community. The annual State of the Port Address (SOTP) has been watched closely since its inception several years ago.

In 2013, the event held special significance because it was the first State of the Port address by new CEO John Walsh, and the business community was eager to see how his approach would affect the Port's future. The message delivered by Walsh of an aggressive pursuit of growth opportunities and positive expectations was exciting and energizing.

In 2014, Walsh and the Port Authority had to follow up on that experience by showing how they had fulfilled the promises of a year earlier and what to expect next.

The challenge in planning the event was how to 'show' as well as 'tell' this story of promises fulfilled and dreams becoming reality.

Because of the tremendous work done in the interim year to move forward on a variety of major initiatives — cruise, cargo, rail and recreation — the 2014 SOTP was an opportunity to demonstrate that Port Canaveral can deliver on its potential and truly can be more than once was expected of it, in the service of its community and region.



2. COMPLEMENTING THE PORT'S MISSION

As a governmental agency in Florida, the Port has a major responsibility for transparency, which this event contributes to meeting.

As a governmental agency that does not levy taxes, the Port relies in part on funding support from the state and federal legislature, and this support in turn depends upon the support of the local constituency. Gaining the strong support of its community therefore is vital to Port Canaveral's continuing existence and growth.

Gaining this support also is vital to the economic growth of the community itself. As a major economic engine with potential to be a catalyst for change and growth, it is becoming clear that the Port's future can impact the region's future dramatically, especially if business leaders and the Port work together to create and take advantage of opportunities.

"Dynamic communities grow out of dynamic ports all over the world." – CEO Walsh.



3. PLANNING AND PROGRAMMING COMPONENTS

— **Overall goals/Desired results:** This is the Port's highly visible and anticipated signature public event of the year. The most important goal in 2014 was to 'show' and 'tell' a story of promises being fulfilled and potential being converted to actuality.

The SOTP event supports multiple functions of Port communications:

- **Public relations:** Build critical business community support and engagement
- **Branding:** Position the Port as an action- and results-oriented leader
- **Marketing:** Increase business activity by directly informing the local community about opportunities that are available or in process of development

— **Objectives:** To accomplish these goals, the 2014 event strove to:

- Report and demonstrate progress on the Port's announced initiatives
- Encourage community interests to work together toward a common future
- Create excitement about the future of the Port
- Maximize visibility to community leaders and all Port stakeholders

— **Target Audiences:** Primary audiences were local and regional business, political and community leaders and media.

Secondary audiences include local residents, tenants, customers and economic development agencies.



4. ACTIONS AND OUTPUTS

— **Strategies:** To optimize the 2014 State of the Port event's impact, we:

- Developed a theme of "Reaching Above and Beyond," to highlight the Port's undertaking to exceed expectations. "I clearly envision this port with at least \$20 billion in net economic impact on the region annually within the next 10 years and responsible for creating 50,000 new jobs." — CEO Walsh. This is more than five times the Port's current economic impact and nearly triple the job impact.
- Moved the event, traditionally held at external venues, to Cruise Terminal 6, a recently completed Port facility and concrete demonstration of progress
- Planned a pre-event networking reception in the terminal
- Took full advantage of the on-site location by offering participants a behind-the-scenes Port Tour, focusing on sites of new development, with Port staff as guides
- Developed an evocative and engaging video (We are Port Canaveral: Reaching Above and Beyond) to kick off the event
- Produced a slide show to add clarity and impact to the CEO's review of past and present initiatives
- Sent printed and email invitations to community leaders and stakeholders
- Publicized the event to the general public through media and social media
- Enabled non-attendees to view the event by posting a video record of the entire event on the Port's YouTube channel



ACTIONS AND OUTPUTS Continued

— **Implementation:** The event was planned and executed by the Port's 2-person communications staff, which also handled social and news media. Other communications to the public and invited guests were produced by the Port's communications consultant. Four members of this consultant's staff were involved, handling photography and videography, art direction, copywriting and project management. Separate video production companies were used to produce the kick-off video and the video event record.

A series of three email blasts/invitations was sent to more than 900 people. A news release was sent to 209 outlets. After the event, more than 300 attendees were sent a survey to elicit their opinions of the event.

The time frame for planning the event was approximately six weeks. The cost was \$24,053 (not including the introductory video used for multiple purposes).



5. OUTCOMES

— **Evaluation:** More than 350 people attended the event, of which 220 also registered for the Port tour.

Information about the event reached more than 3,200 Facebook/social media users: 45 Facebook users shared the post about the event and 22 Facebook users shared the “We are Port Canaveral: Reaching Above and Beyond” video.

The combined ad value of news coverage totaled \$100,463 with more than 1.06 million broadcast viewers. There were 231 news clips generated.

Of the recipients of the post-event survey, 23 percent participated and, of those, 92 percent were very satisfied with the event and 91 percent would attend again and recommend it to a colleague.

The video of the 2014 State of the Port Address, which was posted on the Port’s YouTube channel in two parts, received a total of 1,111 views.

— **Influence on attitudes and actions:** Based on private and public comments, media coverage and invitations for the Port’s participation in regional planning endeavors, it is clear that the Port’s reputation is growing as an economic engine and up-and-coming leader in planning for regional economic diversity and prosperity.

Several years ago, claims that Port Canaveral could become a substantial player in the cargo market and a catalyst for development of a trade/logistics hub in Central Florida, could develop an entire leisure destination of its own or even gain dockside rail would not have been taken seriously within the community. Canaveral was seen as the little port with the nice cruise business, and that was all it ever was expected to be.



OUTCOMES Continued

Today, this viewpoint has transformed. After the 2013 SOTP event, word spread of new leadership with a new attitude, a new openness about Port plans and a new determination. The community responded with hope.

Since the 2014 SOTP event, and a series of public events designed to highlight our progress, confidence has increased in the Port's dynamic future and positive impact upon the region. The community is responding with pride.