

**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 _____ 1              |
| 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 ICTF  
 Name of Port Port Everglades  
 Port Address 1850 Eller Drive, Fort Lauderdale, FL 33316  
 Contact Name/Title Maisy Alpert  
 Telephone 954-468-3505      Email Address malpert@broward.org



## Special Events Florida East Coast Railway Intermodal Container Transfer Facility Communications Plan



Lauderdale or in Hialeah in Miami-Dade County.

**SITUATION:** In a model public-private partnership, the FEC built an Intermodal Container Transfer Facility (ICTF) on 43.4 acres provided by Broward County's Port Everglades. The ICTF, which was completed in 18 months and opened in July 2014, is used to transfer international intermodal containers between ship and rail, and the reverse. Prior to the new facility, such containers were drayed to and from Port Everglades to off-port rail terminals, either at the 12-acre Andrews Avenue rail yard in Fort

**PROBLEM STATEMENT:** The Florida East Coast Railway, State of Florida and Port Everglades wanted to have a grand opening before the facility became fully operational due to safety concerns. However there was only a window of just a few days between receiving the certificate of occupancy and relocating the rail operations. In addition, the opening was to take place in the middle of the Florida summer when the heat is unbearable and many people take their vacation. So the organizers were faced with creating an event that would create a great deal of media interest and excitement in the community, especially for Port stakeholders and potential customers.

### GOALS:

- To unveil a new world-class intermodal container transfer facility (ICTF) at Port Everglades
- To increase awareness about the ICTF as a state-of-the-art rail facility that will help Port Everglades business move their cargo efficiently and cost-effectively
- To create public business sector awareness about the public/private partnership between Port Everglades, Broward County, the State of Florida and the Florida East Coast Railway

**TARGET AUDIENCE:** The target audiences were local and industry trade media, Port stakeholders, potential ICTF customers, and local, state and federal elected officials

**OBJECTIVES:** Our objective was to create excitement about the historic opening of the FECR's new rail facility through a newsworthy event.

**STRATEGIES:**

- Organize a grand opening event with photo opportunities
- Provide regular updates on the ICTF as it was constructed
- Publicize and gain media coverage of the new facility and its capabilities and benefits
- Incorporate social media and traditional media to share information

**TACTICS:**

- Information was disseminated through the special event, eNewsletter, website, social media, Port Everglades Association's monthly meetings, fact sheets, tours and commission meetings.
- Save-the-date emails were sent 3 months prior to the dates of the event
- Formal printed invitation were sent to business leaders and elected officials

**BUDGET:** \$21,000 was budgeted and \$19,878 was actually spent

**STAFFING:** 3 Port staff members + 3 FEC staff members

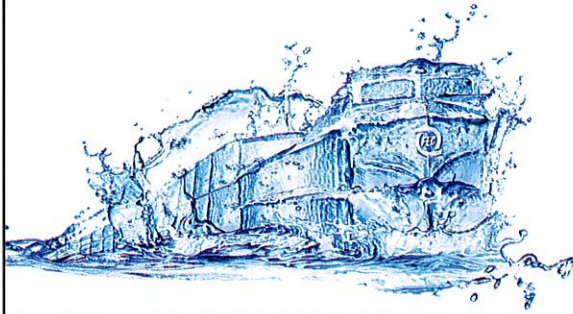
**RESULTS:** Approximately 200 guests attended the Grand Opening event. Media coverage was widespread.

**Media Coverage:**

Cargo News Asia  
WorldCity Business  
Journal of Commerce  
American Journal of Commerce  
Palm Beach Post  
Maritime Executive  
Port Technology  
The Miami Herald  
Sun-Sentinel  
CBS – Channel 4  
Global Trade  
Container Management  
Progressive Railroading  
Cargo Business News  
Transport Weekly  
TransReporter  
WIOD news radio  
International Transport Journal  
Florida Trend  
Sun-Sentinel  
The Packer  
ABC WLPG

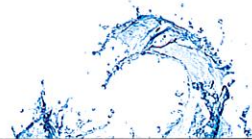


# Florida East Coast Railway Intermodal Container Transfer Facility Communications Plan



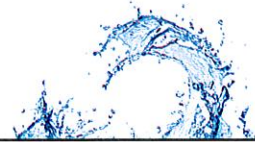
## Goals

- Unveil a new world-class intermodal container transfer facility (ICTF) at Port Everglades
- Increase awareness about the ICTF as a stat-of-the-art rail facility that will help Port Everglades businesses move cargo efficiently and cost-effectively
- Create public business sector awareness about the public/private partnership between Port Everglades, Broward County, the State of Florida and the Florida East Coast Railway (FECR)



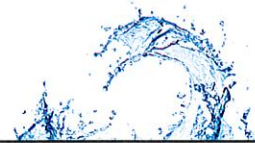
## Audiences

- Port tenants: cruise lines, ocean shipping & transportation companies, petroleum companies
- Media
- Government officials and port employees



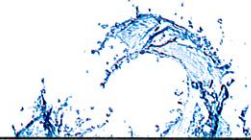
## Port Tenant Audience

- **Objective** - Provide a progress update on the progress of construction
- **Message** - Tenants would have a more efficient and less expensive way to transport domestic & international cargo
- **Strategies** - Community relations and social media
- **Tactics** - E-newsletter, grand opening (GO) events, website, social media followers, Port Everglades Association's monthly meetings, tours and fact sheets



## Timeline

- News articles begin June 2013
- Fact sheets June 2014
- GO ceremony July 2014
- Monthly e-newsletters
- Monthly meetings with the Port Everglades Association



## Budget for GO

GO Starting budget \$21K  
Actual budget \$19,878.00

Pannachestyle \$1,529

Sunshine Tents \$5,077

Hugh's Catering \$6,239

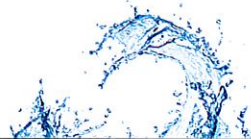
Smartsources \$4,025

Toilet Taxi \$1,400

Sillyfarm \$250

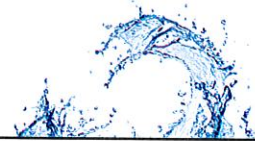
Prestige Growers \$245

Andrew Goldstein Photography \$1,113



## Results

- Media coverage local, national and international
- 200 plus guests attended the GO
- 30 plus monthly newsletters from 2011- 2014
- 50 plus Tweets and Facebook postings from 2013- 2014
- Provided over 50 tours ranging from 10-50 people per tour
- Approximately 20 news releases during the campaign
- More than 50 phone calls to various media outlets



6047



FLORIDA EAST COAST RAILWAY, LLC AND PORT EVERGLADES  
FORMALLY INVITE YOU TO ATTEND THE

FEC INTERMODAL CONTAINER TRANSFER FACILITY  
**GRAND OPENING**

MONDAY, JULY 14, 2014  
FROM 10AM TO 1PM

RIBBON CUTTING | PRESENTATIONS | LUNCH\*  
1500 ELLER DR, FORT LAUDERDALE, FL 33316

RSVP BY JULY 7, 2014  
TEL: 904.538.6126 | EMAIL: TERRI.RAYNO@FECRWY.COM

.....  
ATTENDANCE BY INVITATION ONLY PLEASE.  
FOR SECURITY PURPOSES, PLEASE PRESENT THIS INVITE UPON ARRIVAL.  
\*SEATED BUFFET LUNCH WITHIN AIR CONDITIONED TENT