

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 _____ |
| 6. Directories/Handbooks _____ | 13. Videos _____ 1 |
| 7. Miscellaneous _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

Please check the appropriate box:

CATEGORY 1
 CATEGORY 2
 CATEGORY 3

Entry Title Master Plan Video
 Name of Port Port Everglades
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VIDEOS
MASTER/VISION PLAN VIDEO
Port Everglades Update 2014

<http://www.porteverglades.net/media-gallery/port-gallery/port-videos/>



SITUATION ANALYSIS: Port Everglades updated its 20-Year Master/Vision Plan to include major capital developments over the next 5, 10 and 20 years that will support cruise and containerized cargo shipping through Port Everglades. As several seaports in Florida and around the United States are expanding and dredging, the port's leadership was concerned that these expansion projects would be considered a low priority when it came time for state and federal funding allocation. Port Everglades faced a communications challenge to get out its message while facing competition from other seaports. The problem was how to create excitement and buzz for the Port's three priority expansion projects that would generate political support as the projects proceeded.

Part of the port's agreement with its planning consultant, AECOM, was to produce marketing materials to promote the Master/Vision Plan. Staff determined that the best use of limited dollars in the agreement would be to produce a video that could be used in presentations and speaking engagements, and accessed through social media. The 5-minute video was made accessible on the port's website and through YouTube at <https://www.youtube.com/watch?v=WXqqP9rXnwE>.

PROBLEM STATEMENT: How to develop a useful tool to generate interest and provide an overview for all audiences.

GOALS: The goal for Port Everglades Master/Vision Plan video was to communicate to our target audiences through this video that the Port is a leader among Florida and national seaports and has projects planned for the future that would benefit the economy. To provide an entertaining and comprehensive tool to improve awareness about Port Everglades and its priority projects, and to generate a better understanding of how these capital improvements will enhance the Port's economic impact in the community.

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

OBJECTIVES: Our objectives were:

- 1) To produce a short video to illustrate the magnitude of the of Port Everglades' planned projects.
- 2) The objectives were to engage elected officials, local business leaders and our customers in the expansion efforts.
- 3) To publicize the Port's major capital improvement projects. This is important for consensus-building to support the Port's major capital improvement projects.

4) To provide an overview or updates on the Port.

STRATEGIES: Our strategy was to launch this video, but making sure that it got into the hands of people who use it as a reference tool by rolling it out to our already engaged stakeholders, before making it available to the general population.

TACTICS:

Several communications tactics were used to drive viewers to the YouTube video, including:

- 1) an online banner advertising campaign that directed audiences to click on the ad to see the video
- 2) Added a button on our website to click through to the YouTube video
- 3) Added the YouTube icon linking to the video on our website, Facebook page and Twitter page
- 4) Distributed a press release about the YouTube video
- 5) Incorporated a QV code on all print advertising and promotional materials that could be scanned on a smart phone to access the video on YouTube
- 6) Posted/tweeted and reposted/retweeted links to the YouTube video using Facebook and Twitter to give our followers something to share with their followers.
- 7) Sent the link to the members of the Port Everglades Action Team, a grassroots committee of local business and community leaders such as chamber of commerce executives, and asked that they include it in their own e-newsletters
- 8) Incorporated the video for all speaking engagements and group port tours, and reminded the audiences that they could see the video on YouTube

BUDGET: \$32,000

STAFFING: 3 Port staff members + Consultants

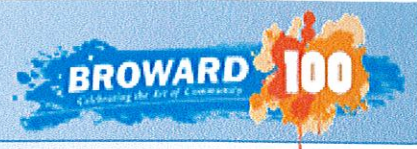
EVALUATION METHODS: Number of YouTube hits. Reception with various audiences including speaking engagements and tour groups.

COMMUNICATIONS OUTCOMES:

Since the video was launched in September 24, 2014, it has received more than 2,229 hits. It has been the focal point of the Port's overall communications plan to attract attention to the capital improvements at Port Everglades. As a benefit, federal and state legislators have pledged their support for the Port's priority projects, which has resulted in funding commitments.

The video has been shown at trade shows, during speaking engagements, and at public venues such as chambers of commerce, government buildings and the Port Administration Building. In the seven months since the video was launched, it has been shown to 22 groups through speaking engagements and tours.

Statement from Dan Lindblade, President of the Fort Lauderdale Chamber of Commerce, on the YouTube channel after watching the video: "This will be the single biggest game changer for our region."



Broward County News Release

A Service of the Board of County Commissioners, Broward County, Florida

Video Highlights Key Expansion Projects in the 2014 Port Everglades 20-Year Master/Vision Plan

DATE: October 1, 2014

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BROWARD COUNTY, FL -- Broward County's **Port Everglades** has released a **new video** to illustrate its 20-year roadmap for future growth, including approximately \$1.6 billion in capital investments to improve productivity for cargo, cruise and petroleum businesses that operate at the South Florida seaport.

The short video (4:47 minutes) is available in English, Spanish, Portuguese and Mandarin on the Port's website at PortEverglades.net/expansion, select MASTER/VISION PLAN or on our YouTube channel at PortEvergladesFL.

The Broward County Board of County Commissioners, which governs the Port as a self-funded enterprise fund, recently approved the Port Everglades 2014 Master/Vision Plan, which is the second update to the Port's original Plan approved in December 2007. Over the past year, Port staff and maritime consultant AECOM Technical Services, Inc. held more than 20 meetings with customers, stakeholders and the general public to develop the Plan.

As one of South Florida's leading economic powerhouses, Port Everglades is the gateway for international trade and cruise vacations. Already among the three busiest cruise ports in the world, Port Everglades is also one of the nation's leading container ports and South Florida's main seaport for receiving petroleum products including gasoline, jet fuel and alternative fuels. The total value of economic activity at Port Everglades in FY2013 was approximately \$26 billion. More than 202,000 Florida jobs are impacted by the Port, including 11,433 people who work for companies that provide direct services to Port Everglades. For more information on Port Everglades, visit porteverglades.net or email PortEverglades@broward.org.

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News Type: News Release