

2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6135

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. Advertisements – Single | _____ | 8. Overall Campaign | _____ |
| 2. Advertisements – Series | _____ | 9. Periodicals | _____ |
| 3. Annual Reports | <u>1</u> | 10. Promotional/Advocacy Material | _____ |
| 4. Audio-Only Presentations | _____ | 11. Social/Web-Based Media | _____ |
| 5. Awareness Messaging | _____ | 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 _____ Port of Albany Annual Report "Lifting Operations to New Heights" _____

Name of Port _____ Port of Albany, NY _____

Port Address _____ 106 Smith Blvd Albany NY 12202 _____

Contact Name/Title _____ Richard Hendrick, General Manager or Megan Daly, Director of Economic Development _____

Telephone _____ 518-463-8763 _____ Email Address rhendrick@portofalbany.us or

mdaly@portofalbany.us _____

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 and measurable terms the situation leading up to creation of this entry.
- Briefly analyze the major internal and external factors that need 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 used for this entry?

- Describe the entry's goals or desired results.

- Describe the entry's objectives and list specific, measurable milestones needed to reach its goals.
- Identify the entry's primary and secondary audiences in order of importance.

Port of Albany, NY submission for AAPA 2016 Communications Awards Program Annual Report Category

The Port of Albany is submitting its 2014 Annual Report /Year in Review Report "Lifting Operations to New Heights". The report is the Port of Albany's primary marketing piece used to represent the Port of Albany, its operations, accomplishments and goals for the future. The 2014 report was a particularly exciting one for the Port of Albany, because 2014 was a record year in many respects for the Port and it was a new branded logo for the Port. We have received tremendous feedback from partners, engineers, leaders and others.

1. What are/were the entry's specific communications challenges or opportunities?

Each year the Port prepares an annual report. However this report was particularly exciting and important because 2014 was an historic year, longshore labor had more than doubled, ships and tonnage had increased by at least 30% mainly due to a major heavy lift project with a regional manufacturer that had a record deal to ship \$2.7 billion worth of power units to Algeria. The year was also critical for reporting because of major infrastructure investments at the Port, including acquiring a second mobile harbor crane and rebuilding 600 linear feet of wharf on the Rensselaer side of the Hudson River. The reconstruction project allowed commercial ships volume to double at the dock.

The report needed to present these new highlights in meaningful ways, to both local constituents as well as to international customers. The report needed to present the information in a fun and interesting way but also in an informative way that would show the increasing capability and building reputation the Port of Albany is developing in handling big lift and project cargo.

2. How does the communication used in this entry complement the organization's overall mission?

The Port of Albany's mission is focused on responsibly and effectively managing the publicly-owned maritime Port of Albany-Rensselaer, contributing to the economy of Capital Region and beyond while emphasizing transparency, public stewardship, Integrity, Professionalism and Customer Service. This mission is weaved into how the information is presented and how the report includes details of investments, economic indicators of the port, for better and for worse and what is ahead for the Port based on careful planning and leadership.

FACILITY HIGHLIGHTS		FACILITY HIGHLIGHTS	
<p>LOCATED 124 NAUTICAL MILES NORTH OF NEW YORK HARBOUR ON THE HUDSON RIVER</p> <p>CHANNEL DEPTH 32 FEET</p> <p>DEEP WATER FACILITIES ALBANY & RENSSELAER</p> <p>WHARF LENGTH ON THE ALBANY (WEST) SIDE OF THE RIVER IS 4,200 FEET AND ON THE RENSSELAER (EAST) SIDE IS 1,200 FEET</p>		<p>20 MILE STANDARD GAUGE SWITCHING RAILROAD</p> <p>HEAVY LIFT ON-DOCK RAIL</p> <p>SUPER STACKING AND BRIDGE SPAN</p> <p>100 MILLION GALLONS CAPACITY BULK LIQUID STORAGE</p> <p>ON-SITE SPECIALIZED CARGO INSPECTION SERVICES AVAILABLE</p>	 <p>2 LIEBHERR MOBILE HARBOR CRANES WITH A LIFTING CAPACITY OF 248 TONS</p> <p>10.5 MILLION BUSHEL CAPACITY GRAIN ELEVATOR WITH A PECO LOADER</p> <p>ON-SITE CUSTOMER SERVICE OFFICE TO EXPEDITE CARGO CLEARANCE</p>
<p>20 ACRES STORAGE SPACE ARE AVAILABLE AT ALBANY</p> <p>4 TOWNSHIP SHEDS & 2 BACKUP WAREHOUSES TOTALING 300,000 SQUARE FEET OF SPREAD-LEAD STORAGE</p>			

3. What were the communications planning and programming components used for this entry?

The goal was to relay the exciting and positive things happening at the Port of Albany while also relaying plans ahead. The Port team wanted to reach the regional partners and relay the exciting events, and show return on investments that have been supported by state partners. The Port measured this by increased call for tours and meetings, and by continued support with funding requests and inclusion in regional strategic planning efforts. The Port also sought to have the report help with new customers and new partners. The team had a goal of utilizing the majority of the reports printed (by far this was the most used report, only a few copies of the report remain). The Port team also sought to have the report incorporated into new and fresh branding for the Port and it has. Our new consultants and new engineering partners recognize this. The primary audience is regional marketplace and new customers, and the secondary is new regional contacts and new relationships.

4. What actions were taken and what communication outputs were employed in this entry?

The report was released at the Port Industry Day, over 200 reports were provided. Port Industry Day is a relatively new event for the Port of Albany and is modeled after larger Port events, with the goal of welcoming community members, elected officials, businesses and customers. The report was also directly mailed to over 250 regional partners, it was used in every port tour, often 20-50 copies at a time and was included in every single new customer and new partner meeting and used in business development conferences and meetings. The report was also used to rebrand the Port's powerpoint presentations – to reinforce branding of what the Port was representing – new projects, record setting business, big investments!

The timing of the report was focused on representing the events of 2014 and timing to be produced and first available in time for the Port's largest public event in early May – Port Industry Day. The report is produced with one single point of contact on the Port of Albany team who consults with the General Manager, the business development manager, the financial team and coordinates with a professional graphic design team to produce the report.



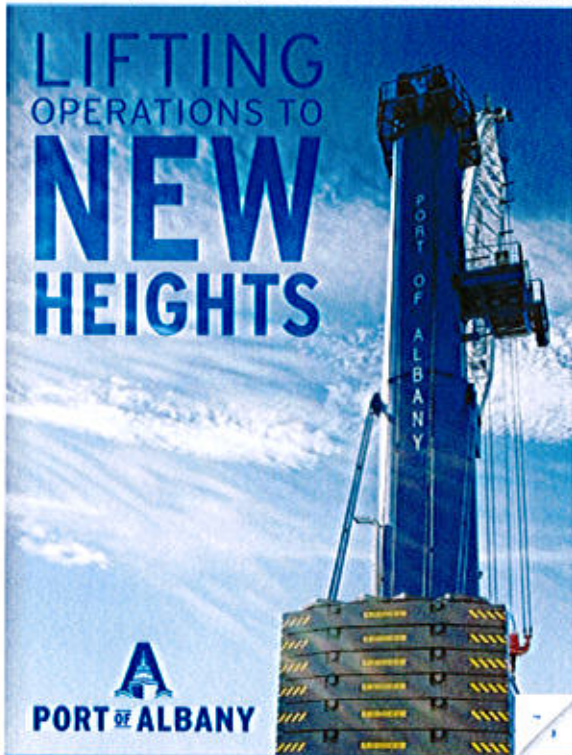
The report includes highlights of community partnerships that the Port of Albany is involved with. The mission of the Port includes being a good steward of commerce on the water, and a good community partner!

5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?

This year's report was unique in that it coincided with the development of a new logo for the Port of Albany. For both efforts, the Port utilized a professional graph design team, Overit Media.

This team conducted a survey and we sought input from every Board member of the Albany Port District Commission, every staff member of the Port and consulted with customers or port partners to gather input to represent the outcome of effort. We had follow up meetings, particularly with the Board to review progress and make contributions.

In the end, all were very pleased with the results. Over the year of using the report and implementing the logo we have received extremely positive feedback from all avenues – including from the City of Albany Economic Development team, from tenants of the Port, from regional economic development partners, and from consultants from around the Country.



One of the most exciting sources of feedback was from an engineering/economics market assessment team that highly praised the report and even said they shared it with other ports! This report became a benchmark or standard for which future materials needed to meet or exceed!

The design team we worked with on this submitted the Port of Albany's annual report in the ADDY award competition – and we were thrilled that it was selected as a SILVER winner! The link to more information on the ADDY awards can be found here.

http://www.albanyaddys.com/files/AlbanyAddys_Winners_2016.pdf

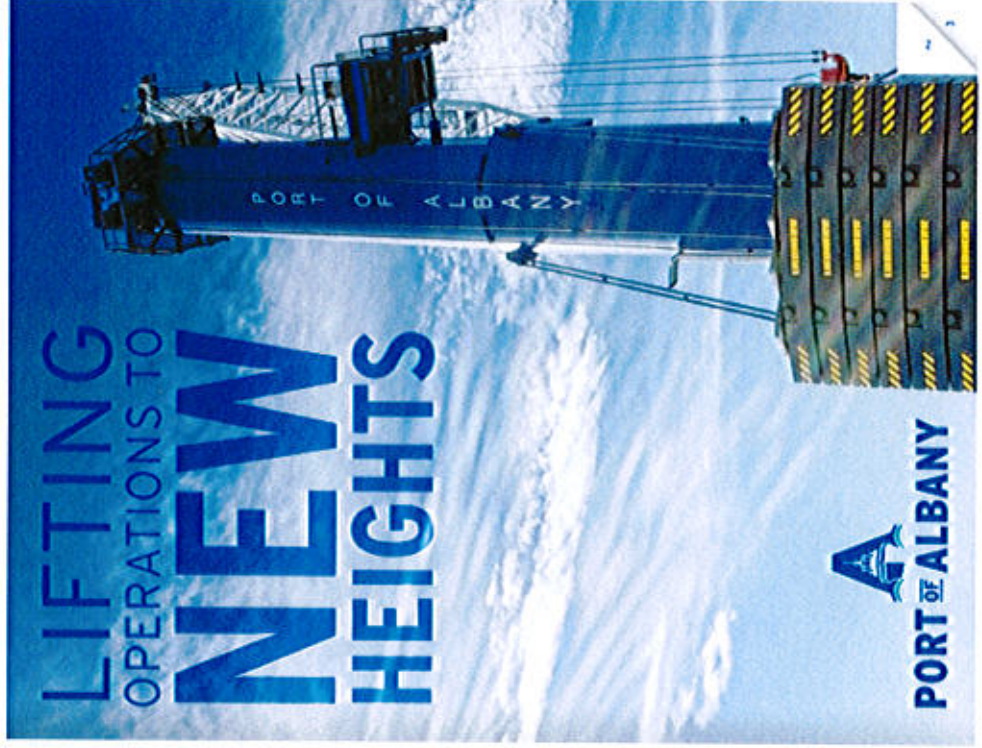




Port of Albany

Lifting Operations to New Heights (Port of Albany Year in Review)

Entry Classification Annual Reports



6135