INDIVIDUAL SUBMISSION ENTRY FORM   6148

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	_____	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	___x___	14. Visual-Only Presentations	_____
			15. Websites	_____

Please check the appropriate box:

☐ **CATEGORY 1**   ☐ **CATEGORY 2**   X **CATEGORY 3**

Entry Title: Projects/General Information Fact Sheets

Name of Port: Port Everglades

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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 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.

4. **What actions were taken and what communication outputs were employed 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 entry's 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.

Port Everglades Projects/General Information Fact Sheets

Port Everglades identified a need to provide the most current, comprehensive information on the multitude of capital improvement projects in development or underway at the Port, along with general Port information and services, for a range of stakeholder audiences including perspective domestic and international customers, county residents, community groups, elected officials, Port staff and the media.

Because of the on-going nature of several projects, facts and statistics where in a constant state of change, making any printed brochures outdated in a short period of time and having a negative effect on the printing budget.

Port Everglades Communications staff identified individual project/general information Fact Sheets as the best way to deliver messaging, facts and statistics. The Fact Sheets are a convenient, quick-reference tool for stakeholders that are easy to update and produce.

This project effectively achieves the goals of the Port's Strategic Communications Plan and the Port Everglades mission statement.

What are the Specific Communications Challenges or Opportunities?

As one of the leading economic engines in South Florida, Port Everglades faces the challenge of effectively communicating with stakeholders and the community. The Port is currently engaged in the execution and/or development of several capital improvement projects along with increasing its outreach with the community. The Port Fact Sheets play an integral role in providing stakeholders with information on projects and services provided at Port Everglades.

- Projects facts and statistics change often, making any printed brochures outdated in a short period of time and having a negative effect on the printing budget
- Effectively summarizing and communicating detailed, technical information in a manner that is easily understood by both industry professionals and the general public

- Provide in several languages
- Cost-effective product that can be quickly updated and produced
- Print-and-go format
- Needed to be easily accessible to Port staff
- Incorporate Port's overall marketing look and feel

How the Fact Sheets Complement the Port's Overall Mission?

The Fact Sheets support Port Everglades' overall mission statement in several areas.

As a premier gateway and powerhouse for international trade, travel and investment, Broward County's Port Everglades leverages its world-class South Florida facilities and innovative leadership to drive the region's economic vitality and provide unparalleled levels of service, safety, environmental stewardship and community engagement.

The Port's "world-class South Florida Facilities" are featured in several Fact Sheets highlighting:

- Cruise terminals – Individual Fact Sheets for the Port's nine cruise terminals were developed to showcase the terminals' many features from square footage and berth length to free Wi-Fi and public art installation. Photos and floor plans were included.
- Rail facility – The Fact Sheet on the recently opened intermodal container transfer facility (ICTF) explains the public/private partnership between the Port and Florida East Coast Railways in developing the ICTF. Along with highlighting the ICTF's rail features, the Fact Sheet includes the cost, funding sources and economic impact.
- Logistics center - Foreign-Trade Zone No. 25 Fact Sheet explains the purpose of a FTZ and its benefits, in addition to information on the facility's infrastructure.

"Economic vitality and unparalleled levels of service" are coved by Fact Sheets for the following:

- Deepening and Widening – Along with the facts on the efforts to deepen and widen the Port's navigational channels and turning basin, and the importance of the project, this Fact Sheet also including information on job creation and economic impact to the community.
- Southport Turning Notch Extension (STNE) – Turning Notch Extension Fact Sheet includes project facts, cost, timeline and short- and long-term job creation. It also highlights the details of the critical environmental component of the STNE, the Upland Mangrove Enhancement project.
- Intermodal Freight Connector Project – In addition to the STNE, this Fact Sheet covers enhancements and additions that will be made to the new and existing

berths, which includes new super post-Panamax cranes, upgrades to existing cranes, environmentally friendly bulkheads and much more.

- Perishables – Port Everglades is the leading perishables port in the state. This Fact Sheet provides comprehensive information on importing perishables through Port Everglades.

What Were the Communications Planning and Programming Components Used?

Goals and Desired Results

Develop Fact Sheets that will act as a primary source of information on capital improvement projects and general Port information that can be easily updated and produced, as well as incorporating the Port's existing marketing look and feel in multiple languages at little to no cost. The Fact Sheets would be considered "living documents" that would be continuously updated and only printed when needed, thereby greatly reducing the chances of outdated or inaccurate information being disturbed.

Objectives

- Select a simple format that is easily updated by any member of the communications staff
- Incorporating the "water-ized" design images used in the current marketing campaign
- Develop a system that would allow Port staff to easily access the most current version of each of Fact Sheet
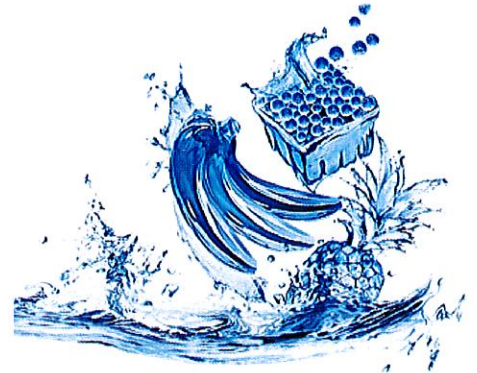
Target Audiences

Primary Audience

- Government and elected officials
- Potential domestic and international customers
- Local community groups
- Port tenants and users
- Media

Secondary Audience

- Partner agencies
- Port staff

What Actions Were Taken and What Communications Outputs Were Employed in the Fact Sheets?

Actions

- Identified the various projects and services/facilities that would benefit from Fact Sheet.

  Port Everglades by the Numbers (general facts about the Port)
  Harbor Deepening & Widening
  Intermodal Container Transfer Facility
  Southport Turning Notch Expansion/Upland Mangrove Enhancement
  Cruise Terminal 4 Renovation
  Cruise Terminals (9)
  Foreign-Trade Zone No. 25
  Perishables

- Selected a simple Word document format for the Fact Sheets
- Designated corresponding "water-ized" design elements for each Fact Sheet
- Determined which languages the Fact Sheets should be translated into, including Spanish, Portuguese, Mandarin, Korean, and selecting a translating service vendor.
- Worked with internal and external agencies to compile the required data and images for each Fact Sheet. Internal agencies included Seaport Construction and Engineering Division, Finance Division, Operations Division, Business Administration Division, Business Development Division and Port Administration. External agencies included state and federal agencies and Port consultant companies.
- Consulted with Port IT Section to identify the best way for Port staff to access the Fact Sheets from the Port's main server. It was decided that the Fact Sheets would live in the Port's "shared" drive under "Communications" in PDF format.
- Develop procedures to follow for updating and distribution of Fact Sheet, including a last updated date at the bottom, creating PDFs from the Word documents, replacing updated Fact Sheets in the Port's shared drive and archiving old Fact Sheets.

Communications Outputs to Port Staff

- eNewsletter
- emails

What Were the Communications Outcomes from the Fact Sheets and What Evaluation Methods Were Used to Assess Them?

The Fact Sheets quickly became "the resource" for Port staff to use in marketing kits, media inquiries, speech development, handouts at meetings/tradeshows and Port tours. The Fact Sheet are now the go-to materials used by the Port's Business Development team when they travel to meetings with potential clients and attend industry related trade shows and conferences. Senior staff uses the Fact Sheets as a quick reference guide during media interviews and as a participant on a discussion panel.

All staff members can access the Fact Sheets from the "shared" drive of the Port's main server.