

INDIVIDUAL SUBMISSION ENTRY FORM

6101

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 | 1 | 13. Videos | _____ |
| 7. Miscellaneous | _____ | 14. Visual-Only Presentations | _____ |
| | | 15. Websites | _____ |

Please check the appropriate box:

CATEGORY 1 CATEGORY 2 CATEGORY 3

Entry Title Port Manatee 2016 Official Directory
 Name of Port Port Manatee
 Port Address 300 Tampa Bay Way, Palmetto, FL 34221
 Contact Name/Title Virginia Zimmermann, Marketing & Public Relations Manager
 Telephone (941) 722 6621 Email Address vzimmermann@portmanatee.com

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?**

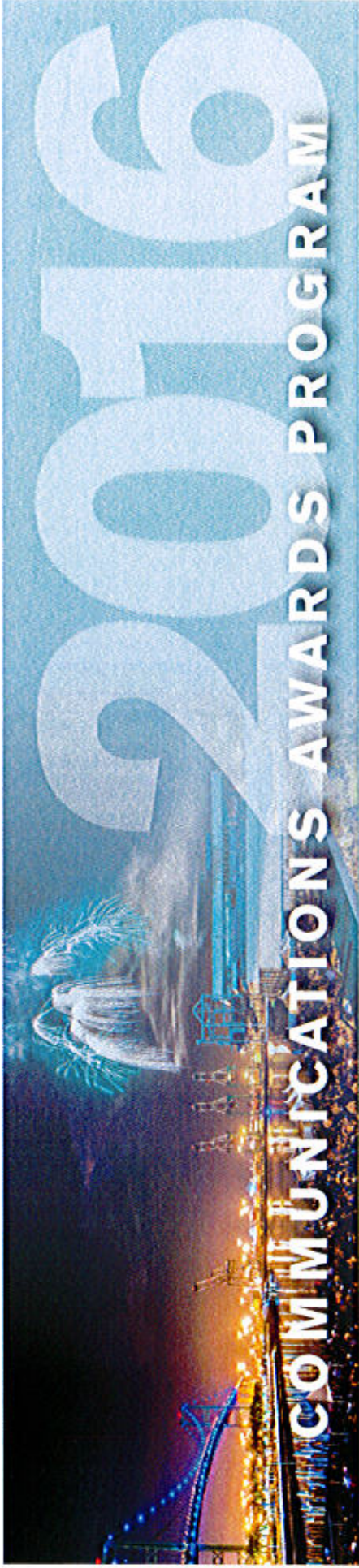
 - Describe in specific and measurable terms the situation leading up to creation of this entry.
 - Briefly analyze the major internal and external factors that need to be addressed.
- 2. How does the communication used in this entry complement the organization's overall mission?**

 - 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.



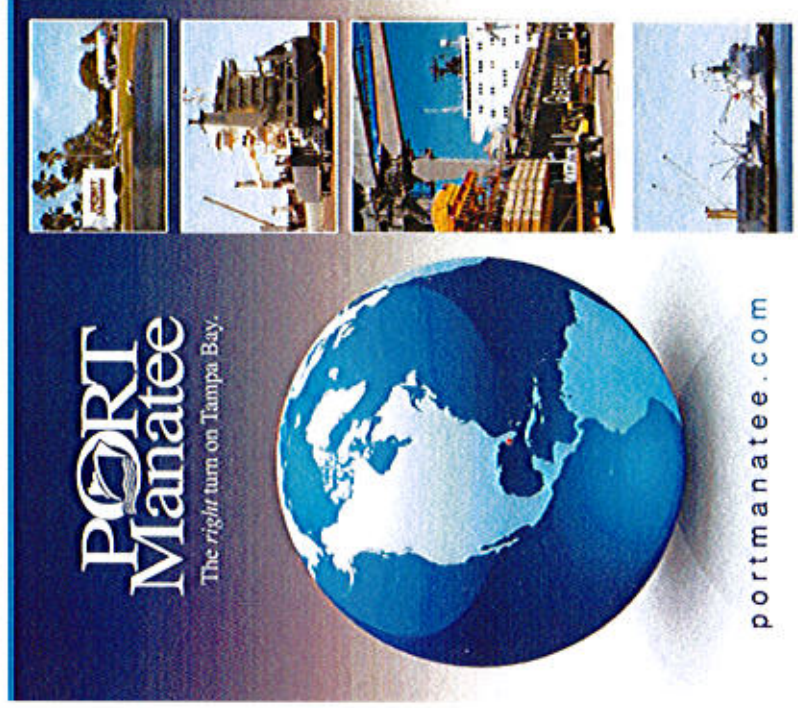
Port Manatee

2016 Official Directory

Directories/Handbooks



2016 OFFICIAL DIRECTORY



#6101



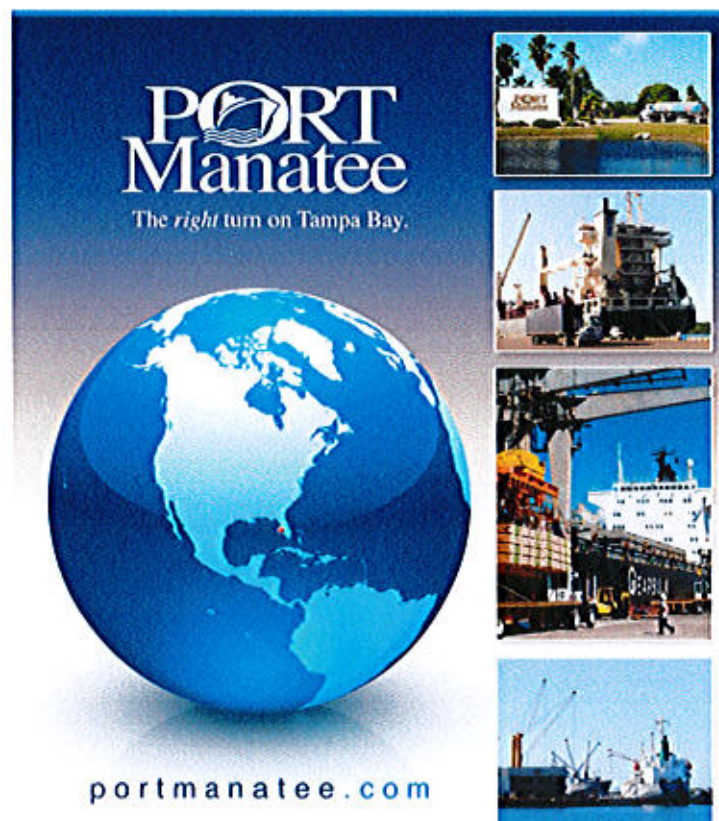
2016 AAPA Communications Awards
Entry Classification: Directories/Handbooks
Port Manatee 2016 Official Directory

Summary

The Port Manatee Official directory is an annual publication created by the Port Manatee communications department. It includes port facts and figures, recent and future developments and serves as a marketing platform for the port's business partners.

Link to online publication: http://www.portmanatee.com/Portals/0/pdf/PMD_2016_web.pdf

2016 OFFICIAL DIRECTORY



Communications Challenges and Opportunities

While introducing the port's services to new potential customers, Port Manatee's sales team is in need of a marketing piece that showcases the port's capabilities and promotes its strategic advantages. This is the primary reason Port Manatee annually publishes an official directory. The directory includes port facts and specifications, recent port developments and initiatives as well as news on new and existing tenants and customers. It gives readers an overview of the port's assets, infrastructure, intermodal capabilities, and provides up-to-date information about current and future projects and environmental projects and community services. It highlights port tenants and customers and includes a comprehensive business directory for companies doing business with the port.

The directory incorporates insightful articles and informational pieces along with rich photos and detailed maps to showcase port facilities and the people who keep the port moving every day. It is designed as a tangible marketing tool that can be used all year round.

Mission and Communications Objectives

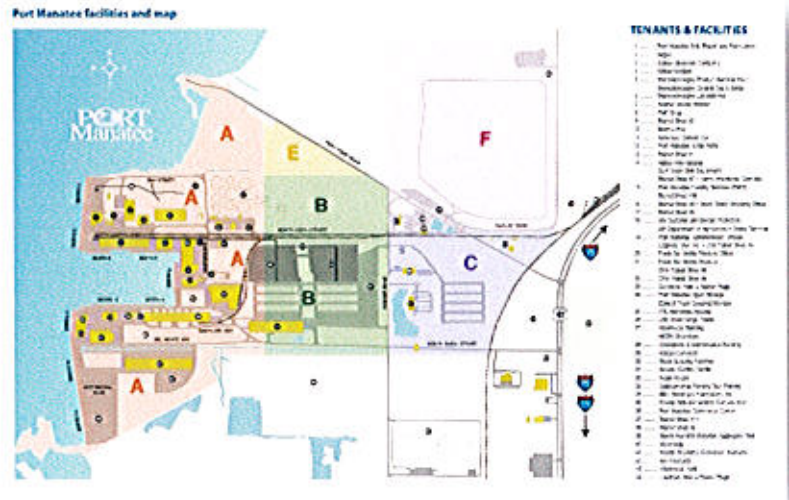
Port Manatee's mission is to be a powerful catalyst of regional economic growth and hub of trade-related activity, by developing diversified and competitive deepwater shipping facilities and conducting maritime –related activities in a profitable and environmentally responsible manner.

The Port Manatee 2016 Official Directory introduces Port Manatee as a diverse global gateway capable of handling a variety of bulk, break bulk, containerized and heavy lift project cargos. The theme can be found throughout the directory emphasizing the port's capacity to offer global supply chain solutions and therefore promote regional economic growth.

Planning & Components

The goal of the Port Manatee 2016 Official directory is to function as an educational tool to inform the public and targeted individuals about the assets and capabilities of the port and serve as a reference book for port tenants, business partners and customers.

The 2016 Official Directory objective is to be an attractive, high-quality marketing tool for port staff, board members and members of the port community such as tenants, users, customers and associated business owners to attract new businesses to the port. By creating a clear structure and strategically placing the port's facilities map in the center of the book, readers are guided to finding the most relevant information at a glance. Expressive photos showcase the port's infrastructure and capabilities in handling a broad variety of commodities.



The detailed Port Manatee map, located in the center of the directory, is a helpful reference tool for business partners.

The 2016 Official Directory is an in-house publication and relies on the successful sale of advertising space. Ad sales and feedback from loyal directory advertisers are of great importance as publication of a comprehensive and attractive book is not possible without their support. Year-to-year advertising revenue has grown steadily over the past three years due to the increased popularity of the redesigned publication.

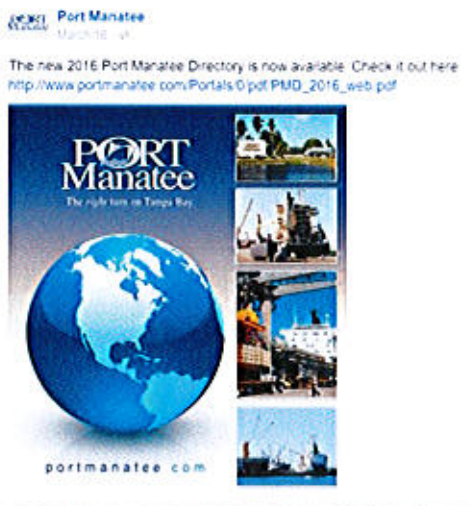
The primary target audience is the international shipping community and associated parties including those interested in the services, facilities and opportunities available at Port Manatee or nearby port-related properties.

Secondary audiences are members of the community including port stakeholders, business leaders, business owners, homeowners, political entities, local, regional, state, national and trade media, and anyone interested in the activities of the port.

Actions and Communication Outputs

Port Manatee’s annual directory is distributed to customers, tenants, port users, members of the media, members of the public and a targeted mailing list.

A digital version of the directory is also available on the port’s website at www.portmanatee.com. The strategic location on the first page of the website makes the pdf easily accessible. Additionally, the publication was announced and a direct link was provided on various social media sites giving readers the opportunity to provide feedback. The 2016 Official Directory was also distributed to the nearly 3,000 subscribers of Port Manatee’s Deepwater e-newsletter.



Facebook post announcing the new directory



Port Manatee Deepwater E-Newsletter reporting about the new publication

The implementation of the directory passes through various stages.

Starting October, the ports communication staff begins contacting existing and potential future advertising partners. For the Port Manatee 2016 Official Directory the reach was expanded by involving staff from other departments in helping with the sale of advertising space. At the same time the communication staff starts verifying and updating the business listings published in the directory.

As a next step – usually in November - the communication staff write and edit the directory, select the stories and photos, and work with a graphic designer to establish the overall look of the book from cover-to-cover. Photos are taken throughout the year by the communication staff with the goal of using the pictures for the directory.

The goal is to deliver the final copy and photos to the designer in December for a February/March delivery date.

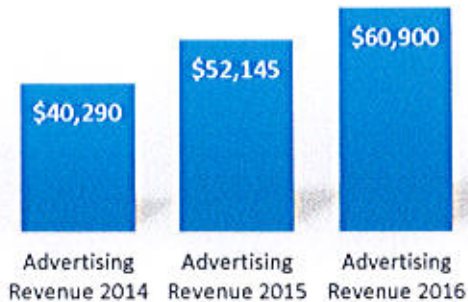
Communication Outcome and Evaluation Methods

2000 copies of the directory are sent directly to members of the maritime and transportation communities as well as key site selection agencies and executives nationwide. Additionally, they are distributed at maritime-related conferences. Business partners praise the 2016 Official Directory as a useful reference and marketing tool to help sell products. New business relationships were established through the use of the business directory located in the back of the directory. Various tenants have thanked us for the convenience of having all port information in one book at hand, especially the detailed map and berth specifications as this helps sell and explain their product.



Detailed berth specification helps showcase the port's capabilities

The electronic version of the directory was sent out to nearly 3,000 subscribers saving printing and mailing costs for the port. Of the recipients, 31% opened the email and 65% of those who clicked through the newsletter clicked on the link to open the digital version of the directory – 20% more than the prior year.



Gross advertising revenue in comparison, 2014 - 2016

Gross advertising revenue was \$61,000 – a 17 % increase over the previous year. This year the port had more advertisers interested in premium positions for advertising than spots available, resulting in a waiting list for 2017. A record number of ad sales has made it necessary to add four more pages to the directory compared to last year's edition.

Another indicator for the success of the Port Manatee 2016 Official Directory is the growing interest of neighboring counties in advertising in the directory and requesting multiple boxes of directories for distribution to their local existing and potential future businesses. For these neighboring counties, the directory is a helpful tool to promote economic development within their geographical area.