

# 2016 COMMUNICATIONS AWARDS PROGRAM

## INDIVIDUAL SUBMISSION ENTRY FORM

6197

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                | _____ X |
| 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 Channel District Vision Plan  
Name of Port Port Tampa Bay  
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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.

**Summary**

Port Tampa Bay (PTB) is undergoing a massive revision to its master plan affecting more than 2,600 port owned acres within an overall 5,000+ acre port controlled footprint. The unveiling for the master plan is tentatively set for the fall of 2016. The Channel District Vision Plan communications entry was BOTH part of an overall plan as well as a conditional response to a newly developing situation and its results were very successful.

**Questions**

1. What were the entry's specific communication challenges or opportunities?

The communication challenge was to raise awareness and announce a highly visible, public facing portion of Port Tampa Bay's new master plan within the planning restriction of just over 5 weeks due to situational circumstances (briefly, it came to our attention 6 weeks prior to the event that media had been tipped to "some" of our master planning efforts with the 45-acre property. To get ahead of the story and unveil it properly to all of our target audiences, PTB communications staff, working with our real estate, new business development and finance departments developed a multi-channel effort dubbed Channel District Vision Plan (see section 3). The remainder of the master plan is still set to be unveiled in the Fall of 2016.

Concurrently, the opportunity was to positively position the port in a visionary "corporate citizen" role, concerned with the future aesthetic of our city by unveiling this portion of the master plan ahead of schedule. The plan includes a 5-20 year vision to dramatically transform 45 acres in Tampa's urban core (currently used for our headquarters, cruise terminals and surface parking lots) into a forward thinking, mixed use multi-phase development of residences/commercial offices (high rise), new cruise terminals, retail and green space with a central amphitheater, elevated walkways and beautiful landscaping throughout.

Because of the 1. Extraordinary nature of the transformation 2. Its direct impact on the 5,000 current residents living across the street from the port's cruise facilities and 3. The concurrent "in the news" dynamic of investment/development of adjoining downtown sections by a high profile investment group that includes Bill Gates, Port Tampa Bay's announcement had to be a highly visible event as well with proper support elements.

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

Port Tampa Bay's overall mission is to leverage its maritime assets (in this case, the asset of real estate) for the creation of sustainable economic growth/impact, as well as to grow jobs, both of which contribute to the community's vitality and quality of life. The communication specifically promotes the port's responsible use of its real estate; it's expected economic investment (as well as the forecast of that of 3<sup>rd</sup> parties) and benefits, the aesthetic environmental issues for new development and projected job creation (in round numbers).

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

The communications components included goals/objectives and strategic channels selected to integrate and best deliver the message to our 4 primary **target audiences**:

- The Public at Large: Tampa and the metro at large
- Those Affected: immediate area residents and small businesses
- Potential Future Partners: developers, investors, commercial realtors, bankers, architects and engineering firms
- Cruise Lines: current and potential cruise line partners that would benefit from new state of the art terminal facilities.

The **objective** was to get in front of a major story (to unveil it from our perspective) in a very short window of time while providing the appropriate high degree of fanfare that it deserved.

To that end, our specific **goals** were to

- Make sure that 6 of our 8 local media outlets picked up the story (both daily newspapers, the weekly business journal and 3 of 4 major local broadcast/cable channel outlets).
- Achieve national and statewide coverage as well as vertical coverage in real estate and maritime trade (particularly cruise) media, thereby kick starting the conversation about the use of the land and creating the excitement and buzz among the downtown residents and overall community.
- We also wanted to begin the process of meeting with interested partners.
- Other measurements for "success" would be physical media turnout (in addition to ensuing coverage) with attention to key editorial media personnel/influencers AND social engagement/story proliferation.
- Our secondary measurement for success was follow up meetings with interested parties between our real estate and master planning group and external developers, investors and residents/businesses.

**Strategically**, Port Tampa Bay employed the following **outputs** (what we call marketing mix elements or channels).

- Press Conference with local, regional and statewide (Florida Dept. of Transportation) attendance. Held in our Cruise terminal 6, the invitation list went to a lengthy list of "whose who" in local, state and regional media – both vertical industry and general – as well as business leaders, cruise line executives and local area business leaders and elected officials.
- Micro-website: PTB wrapped all press conference content into a one page, scrolling microsite ([www.PTBchannelside.com](http://www.PTBchannelside.com)) (please look at the site)
- Renderings enlarged and mounted on foam core boards along with...
- Press Kit including all project information, FAQs, press release, images.
- Social engagement before and immediately after the event – particularly with key journalists in the press who heavily favor using social media.

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

#### **Actions/Tactics/Timeline**

5 weeks out:

- Decision made to “go live” with Channelside message ahead of originally planned schedule and hold an event to inform the public.
- List of must have attendees or audience that needed to be informed so they could plan to attend (not including media)
- Decision to make the main event a press conference & supporting web site
- Major press conference content and flow planned (what, who, etc.)
- Begin message development

4 weeks out:

- Creative on press kits and backdrops begin
- Content and message refinement for event
- Content and message adaptation determined for the web
- 1<sup>st</sup> Walkthrough with AV company and internal team to look at the room

3 weeks out:

- All planning continues. All creative and message production is run through the internal process and approved by executive management.

2 weeks out:

- Save the Date announcement of press conference about “Channelside” master plan vision made public to media. For the media inquiries we in the first couple of weeks and with this announcement, we effectively pre-empted any story initiated by the media and successfully signaled that the Channelside news would be delivered on our terms.
- 2<sup>nd</sup> walkthrough

1 week out:

- Final elements rehearsed and walk through.
- Web site is developed and in final testing to go live right after the press conference. Room is “dressed” and easels with large format images of the architect’s renderings are lines around the room.

Staffing for the press event included a dozen internal marketing, PR and brand personnel as well as operations and security personal to develop the power point presentation and stage the event in Cruise Terminal 6. An outside vendor provided pipe and drape, large video screens, a riser and other AV setups for press connectivity under our direction. An outside web site vendor was hired to hard code a 1-page microsite that was written and designed internally complete with form fields/database module to received inquiries.

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

The effective communication of the port's master plan vision in this entry for Channelside has attracted positive press (awareness) and generated multiple real inquiries and meetings (commercial interest from investors, builders, bankers, etc.) with our business development and financial teams.

In fact, we are still seeing local writers refer to "Chanel District Vision" Channelside Development" and "Port Tampa Bay's plans" in their writing now 6-8 months later when referring to the transformation of downtown Tampa)

As it relates to goals set:

- All 7 of our major local news outlets produced coverage, most extensively, on the Channelside Vision Plan
- Florida Trend, the major statewide business publication (monthly) also covered the event.
- Several Cruise lines engage with calls/meetings and shipping industry trade publications like JOC and AJOT covered the news.
- Real Estate and Financial departments all reported follow up meetings with interested broker, bankers, and investors
- Enormous play in social media with very favorable comments from everyone about PTB's vision and initiative.
- Turnout for the press only event was phenomenal – about 75 key media and business personnel (see section 3)

#### **Summary of outcomes:**

What is most important for us can be summed up in the tweet from a typically "hostile" reporter (as ports and govt. agencies, we all have one in our market right?) who, after the event was a bit skeptical of the Channel District Vision plan because it was so far reaching. She tweeted: @TBBJAshley "Even if it doesn't get built, the port's vision for the Channel district is good for @Tampasdowntown bizj.us/1trf2"

At the end of the day and given our history with this reporter – we were happy with this. And she's right. We considered the event a huge success from the coverage and the appropriate visibility we generated in such a short amount of time. Across the community, we are still receiving the kind of positive comments about "what the port is doing" to make our economy and our city a better place. People know.