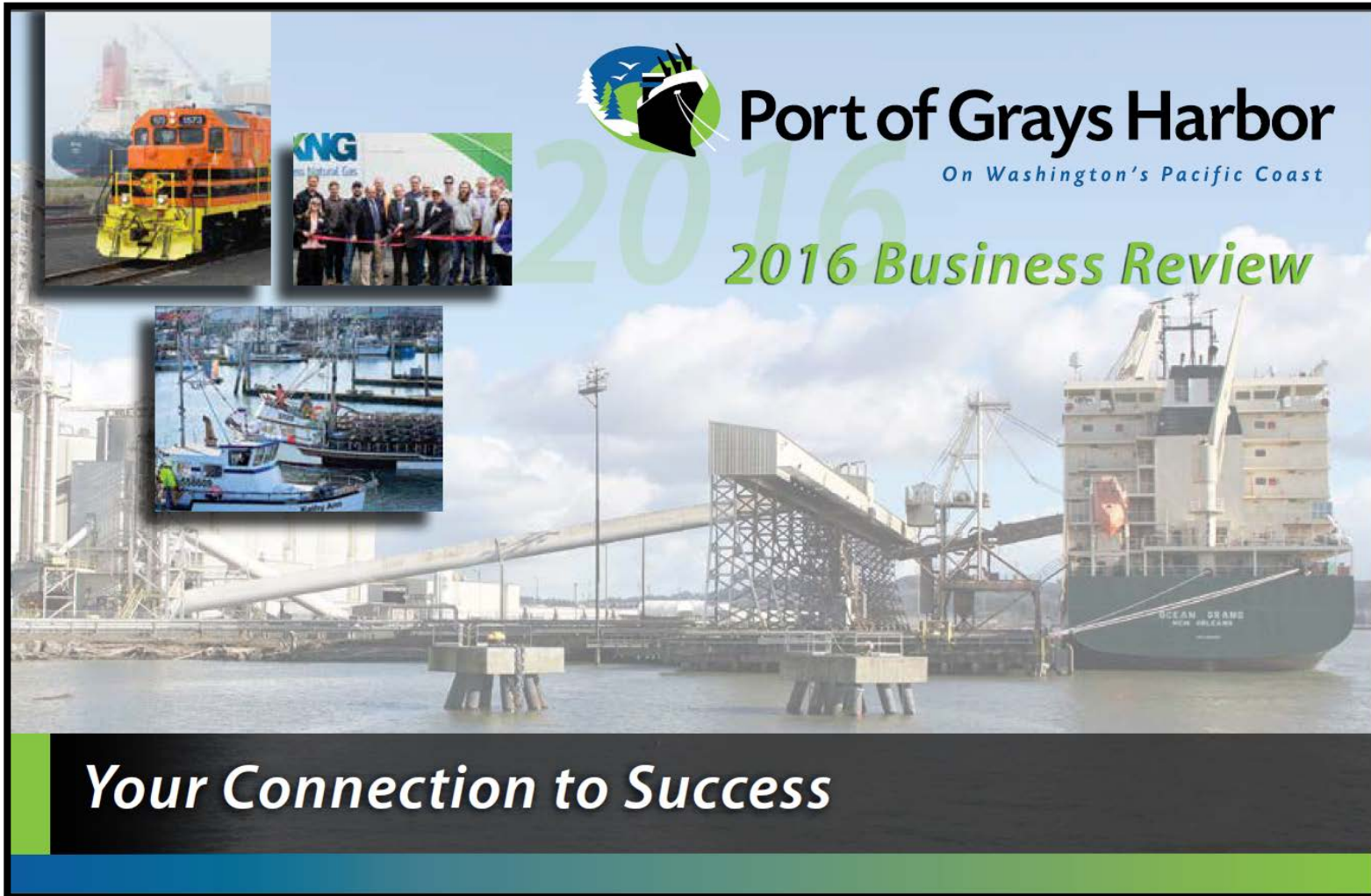


2017 AAPA Communications Awards

Entry Classification: Annual Reports

Title: Port of Grays Harbor 2016 Business Review Brochure



Summary

The Port of Grays Harbor's 2016 Business Review Brochure was created to capture and communicate the highlights and successes of the year in a quick, easy to read format to a variety of audiences. The Brochure serves as the go-to handout for tours, community events and other outreach efforts throughout the year.

1. Challenge and Opportunity

Challenge: Create an annual communications piece that effectively communicates the importance, diversity and impacts of the Port of Grays Harbor’s facilities and operations to the citizens, businesses and community leaders of the region given our limited budget.

Opportunity: The Port of Grays Harbor had a great year in 2016 and an abundance of photos that captured many of these highlights. The Port created the 2016 Business Review Brochure with the intention of visually showcasing our seven different lines of business and all of their 2016 accomplishments as it relates to the Port’s mission to foster business that creates jobs, attracts investment and improves the community.

The 2016 Business Review Brochure features the Port’s Mission, a message from the Commissioners and a map of the Port’s facilities throughout the county-wide Port District.

Port of Grays Harbor
On Washington's Pacific Coast

Jobs. Investment. Community betterment. These three priorities are the foundation of our mission statement and our strategic actions each year.

Looking at the numbers, 2016 was a year of stabilizing. Facing tough global economics, the Port of Grays Harbor maintained our public commitment to fiscal responsibility by managing expenses to reflect downturns in revenues. The changes were made quickly throughout the year to respond to economic conditions. This allowed us to focus our limited resources on the strategic investments that directly created jobs, attracted private investment and improved our community.

2016 Highlights

- Celebrated 105 years
- 22nd consecutive clean audit
- AAPA Excellence Award – 4th Grade Tour Program

2016 was a year of significant mission success due to the expansion of our existing partners and the recruitment of new private investment and jobs to our community. More than 200 new jobs are being created by new tenants at the Satsop Business Park. Shipping activities increased in the fourth quarter, resulting in a record year of dry bulk shipments through AGP's Terminal 2 facility. Manufacturers in the industrial area expanded their operations, and their workforce, and Westport processors increased capacity and employment. Fishermen in Westport continued to lead the State in commercial fish landings. All of this activity led to increased work for our local truck drivers, rail workers, suppliers and service providers. Jobs and investment strengthened our economy.

One thing we have learned in our more than 50 combined years of experience as Port Commissioners, is that our success is dependent upon connections. It is our infrastructure that physically connects us to the world, but it is our network of partners who make that personal connection that is crucial to bringing jobs, investment and opportunity to Grays Harbor.

As we look toward 2017 and beyond, your Port staff and Commissioners will continue to roll up our sleeves to work with our partners and bring opportunity to our community.

— PGH Commissioners

Port Commissioners, Chuck Caldwell, Stan Pinnick, Jack Thompson with Port Executive Director, Gary Nelson.

Making Connections: Connecting our users to their markets requires strategic prioritization of our limited resources. Our priorities reflect our mission to bring jobs, private investment and community improvements that create opportunities for the region.

PGH Mission: To best utilize our resources to facilitate, enhance and stimulate international trade, economic development and tourism for the betterment of the region.

The Brochure also serves as the Port’s premier communication piece throughout the year to a variety of audiences. From city council meetings to the county fair, and from public tours to meetings with elected officials at the local, state and federal levels, the Brochure effectively displays the Port’s various and diverse facilities in an easy to read, graphically rich format while highlighting the successes of the Port and how that benefits the economy of our region.

Marine Terminals: Our Working Waterfront

Port of Grays Harbor
On Washington's Pacific Coast

PGH Pilotage Services

2016 Highlights

- 98 deep-water vessels safely piloted to and from terminals
- Record bulk agriculture shipments
- 6 different brands of autos shipped
- Channel deepening begins with USACE
- 154,000+ hours worked by ILWU, 86 FTEs
- Liquid bulk volumes increase
- Log exports increase

Shipping Connections: Equipped with the only four-lane highway serving the Coast north of San Francisco and access to two Class I railroads via the Puget Sound and Pacific Railroad, the Port of Grays Harbor's 4 deep-water terminals help connect U.S. manufactured and grown goods with the global market.

The Port's strategic location as the closest U.S. mainland Port to the Pacific Rim is home to a leading full-service auto processor, liquid bulk storage and handling, log exports, and the number one soybean meal exporter on the West Coast.

2. Mission

The Port of Grays Harbor's Mission is:

To best utilize our resources to facilitate, enhance and stimulate international trade, economic development and tourism for the betterment of the region.

The Brochure features all seven of the Port's lines of business with highlighted by snippets of information for the year as well as great photos.

The Port of Grays Harbor fulfills its mission through its seven lines of business which are:

- Marine Terminals
- Pilotage Services
- Satsop Business Park
- Industrial Properties
- Westport Marina
- Bowerman Airport
- Friends Landing (and other recreational and waterfront access properties)

It is extremely important to the Port of Grays Harbor Commission and staff that our community members and various stakeholders know what is happening at their public port district and we feel the 2016 Business Review serves its purpose in doing so.

3. Planning and Programming

Goal:

The goal of the brochure is to provide quick, relevant information about the Port and its partners that captures the previous year’s accomplishments and the coming year’s opportunities.

Properties & Utilities: Our Working Uplands

Satsop Business Park
2016 Highlights

- XNG begins operations
- Fuller Hill invests in cannabis grow facility
- Overstock.com announces customer care call center
- Raven's Challenge training exercise brings hundreds to region
- GH College graduates 28 CDL drivers
- Asset recovery of former NewWood equipment

Satsop Business Park Connections: Equipped with a 20" natural gas line, redundant telecom fiber, reliable power, abundant water rights, and a state of the art sewer treatment facility, the Satsop Business Park is ready to serve your business with turn-key office buildings, warehouses and developable land.

A brief description of each line of business and its assets is included to familiarize the reader with what each facility has to offer.

By doing so in a visually appealing way, it is our hope that relevant snippets of information, such as the number of vessel calls or the number of industrial property tenants, will be retained by the reader.

We strategically feature photos of all of our facilities, as well as a map to show the location of each and help familiarize the reader with the Port's footprint throughout the County.

Objectives:

Objective 1: Provide useful highlights and statistics in an easy to read format incorporating the Port's logo suite and branding into the piece, reinforcing the message of diverse facilities. Every year we find that even local folks in a county with a population of less than 72,000 still do not know that places like the Westport Marina and Satsop Business Park are facilities of the Port of Grays Harbor. The Brochure geographically points out the Port's facilities on a map and each line of business has their own profile within the Brochure.

Industrial Properties
2016 Highlights

- 52 tenants stimulating GH economy
- Paneltech celebrates 20 years at PGH, expanded operations
- TNG Seafoods locates in Aberdeen
- Western Steel installs solar power
- Hesco expands manufacturing, workforce increased
- MB Electric expands footprint

Coastal Innovation Zone

Industrial Uplands Connections: In close proximity to the marine terminals, with Class I railroad access via the Puget Sound and Pacific Railroad, a four-lane highway with easy access to Interstate 5, ample utilities and a skilled, available workforce, the Port's Industrial Properties are well suited to launch or grow any business.

Our partner's and tenant's successes are pointed out throughout the Brochure to show our community and others the great accomplishments happening at the Port of Grays Harbor.

Objective 2: Complement the 2016 Annual Business Report event's theme which was "Your Connection to Success". This theme will be carried on throughout the year while we conduct outreach to our 9 local city councils and other agencies throughout the county, various farmer tour groups from the Midwest where one of major tenants, AGP, is located, and various Pacific Rim buyer groups that come to see AGP's facility every summer and fall.

Objective 3: Utilize existing communication channels to distribute to over 1,000 targeted audience members to maximize outreach with limited financial resources. While we may not have a large budget, we do a tremendous amount of local and regional outreach every year and make good use of those engagements to distribute our annual Brochure. As noted above, we also host many different types of tours throughout the year including a summer public tour program, Midwest farmer tour groups, Pacific Rim buyer groups from various countries, local service groups, and legislative and governmental groups.

Commercial & Recreational Fishing, Seafood Processing: Our Working Waterfront

Westport Marina

2016 Highlights

- Westport leads Washington in volume (83.5 million pounds) and value (\$65 million) for commercial fish landings*
- Over 45,000 recreational anglers in Area 2 Fishery*
- 372 resident vessels
- 40 charter fishing vessels
- 7,000 visiting boat launches
- 5 seafood processors
- 3 luxury yachts manufactured and launched by Westport, LLC

*Based on Federal and state fisheries reports for 2015. 2016 statistics released later this year.

Fishing, Processing, Boating & Marine Connections: Serving a diverse group of users, the Westport Marina plays a pivotal role in connecting commercial, tribal and recreational fishermen, upland seafood buyers and processors and tourists to the waterfront.

With 550 slips for moorage, a 3-lane boat launch, industrial wastewater outfall and upland properties, the Westport Marina District is poised for long term success as a promoter of job creation and tourism in Southwest Washington.

Audiences: The Port of Grays Harbor is a rural Port striving to reach multiple audiences to make the most of our budget, while producing a quality communications piece. With this in mind, the primary audiences of the Brochure are:

- Port tenants and users
- Community business leaders
- Grays Harbor citizens/voters
- Elected officials

Secondary audiences include:

- Visiting tour groups
- Potential Port customers

4. Actions

The Brochure is unveiled each year at our Annual Business Report event in which Port customers, partners, business leaders and elected officials come together to learn about the Port's results for the previous year.

Tactics used include:

- High use of photos
- Snippets of info
- Port facility logos
- Port facility descriptions



The 2016 Business Review was created to appeal to multiple audiences including Port users, community members and business leaders, and visitors alike.



Port of Grays Harbor

On Washington's Pacific Coast



Recreational Properties

 **Friends Landing**
Sterling Landing, 28th St. Landing,
Westport Viewing Tower

2016 Highlights

- 2,301 Camping nights at Friends Landing
- Port-wide Recreational Facilities Plan Adopted
- Thousands use viewing towers and platform in Westport and 28th Street
- Fishing pier improvements at Friends Landing

Connecting You to the Waterfront:

Proudly providing public access and preserving Grays Harbor's cultural connection to our waterfront, the Port operates and maintains 28 RV & tent camping sites, 3 boat launches, 2 viewing towers, a viewing platform, fishing piers and miles of waterfront access for hiking, kayaking, fishing and exploring.

The timeline between when the Finance Department wraps up end of the year information and when we hold our annual business report in February is pretty tight. Therefore, having a vision and strategy of what we want to highlight and communicate is critical.

The Public Affairs Department works with each of the Port's departments and Amy Ostwald, a local graphic artist, to ensure information is accurate and the messaging comes together.

Outsourcing for the brochure consisted of working with a local graphic artist, photographers and using a local print shop for the 1000+ copies we distribute annually.

Because we are a small Port with diverse facilities throughout out a large, rural county, it is a true team effort to pull our Business Review Brochure together.

5. Outcomes

The brochure has been very well received by our intended audiences. We receive a great amount of positive feedback from our Port partners, tenants, and citizens on both the design and content of the brochure. While person to person is the most effective communication strategy to reach your audience, it is not always feasible and we have found that the brochure has been effective in communicating some of the most commonly asked questions about the Port and its partners. By year end, more than 1,000 brochures will be personally handed out to the target audiences of port customers, business and community leaders, and citizens.



The last page of the Brochure features opportunities for the coming year to let the reader know more good things are to come at the Port of Grays Harbor.