

► MORE THAN A *Port*

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. When completed, upload your document to this application by clicking the "Add files" button to the left.

The Toledo-Lucas County Port Authority's *More Than a Port* video highlights all of the Port Authority's assets, services and programs informing the audience that the Port Authority is just that, *More Than a Port*.

1. The Toledo-Lucas County Port Authority is well-known in the Toledo Region for managing the Port of Toledo and Toledo Express Airport; however, many of the Port Authority's other assets and programs remain unfamiliar to the general public. In an effort to create a marketing campaign to build awareness about how the Port Authority is *More Than a Port*, the Port Authority decided in 2016 that it would create a campaign that encompasses everything the Port Authority does, instead of creating individual marketing campaigns to promote each division.

To fully understand how much the community knew about the Port Authority at the time, the Port Authority decided to engage in two focus groups in November 2016. The Port Authority approached Great Lakes Marketing in Toledo, Ohio to host the focus groups. Two groups of eight discussed what they knew about the Toledo-Lucas County Port Authority and were provided information on an impending marketing campaign that would promote the Port Authority as a whole to the community. The outcome of both focus groups confirmed what many believed: the awareness of the broader impact of the Port Authority and its many programs was minimal among the general public. Both focus groups were informed that the Port Authority planned to launch a new tagline and marketing campaign to further promote the Port Authority as a whole. The new tagline, "*More Than a Port*", was very well received, as they felt the intent of the tagline was clear and consistent.

What the general public may not know about the Toledo-Lucas County Port Authority is that it manages several financing programs, including offering microloans in the amount of \$500 all the way up to multi-million dollar bond deals. Additionally, the Port Authority has a nationally recognized energy efficiency program, where it provides energy efficiency upgrades to existing commercial facilities and the building owner pays for these upgrades through a special assessment on the property tax of the building. The Port Authority is also very engaged in brownfield redevelopment in the Toledo Region,

purchasing several vacant brownfield sites, remediating the land and preparing it for new development opportunities, thus creating jobs and new opportunities for the region. The Port Authority has various community programs where it offers grants to local nonprofits to improve neighborhoods by creating jobs; as well as the Diversified Contractors Accelerator Program, a program that offers access to bid, performance, and payment bonds to contractors who are unable to obtain bonding through traditional sources and offers access to capital for the purchase of materials and payment of labor costs. Lastly, the Port Authority manages the Downtown Toledo Train Station, home to both Amtrak and Greyhound, as well as the downtown Toledo parking garages and on-street metered parking.

After creating branding for the new *More Than a Port* tagline, the Port Authority created new digital and print marketing pieces to promote the new campaign. The tagline was officially launched in May 2017 during the Port Authority's Update to the Community event, where more than 200 community leaders were introduced to the Port Authority's new *More Than a Port* marketing campaign, while also being provided an update on recent Port Authority accomplishments.

In the summer of 2017, the Port Authority engaged Madhouse, a local creative agency, to create a brief video that promotes the new *More Than a Port* tagline. The video, which is approximately two minutes in length, was officially launched on the Port Authority's YouTube channel, various social media platforms and on its website in January 2018.

2. When the Toledo-Lucas County Port Authority was established in 1955, the Port Authority's sole responsibility was the oversight of the Port of Toledo; and approximately 23 years later, the Port Authority took over management of Toledo Express Airport. The Port Authority's history shows the organization was mainly focused on transportation in the region; however, the Port Authority has greatly transformed over the past 30 years to include new economic development initiatives and programs to increase job opportunities for the region. Because the Port Authority has transformed, the Port Authority's Board of Directors decided it was time to change the decade's long mission statement to better reflect the current initiatives of the Port Authority. In 2016, the following mission statement was created:

The Toledo-Lucas County Port Authority's mission is to develop expertise and assets that drive and grow the region's transportation and logistics infrastructure and its economic prosperity for all.

Staying true to its mission of creating opportunities for economic prosperity for all, the Port Authority created the *More Than a Port* video to inform the general public of these

opportunities. The video highlights three successful entrepreneurs who have utilized various Port Authority assets, programs and services.

3. The Port Authority posted the *More Than a Port* video to YouTube on January 18, 2018, and shared the video on Facebook, Twitter and on LinkedIn. The Port Authority boosted the video on Facebook by spending \$25 for seven days to ensure the video came across the newsfeeds of many Northwest Ohio residents, in addition to those that follow the Port Authority's page. To date, the video has been viewed 11,289 times, shared 43 times, liked 78 times and has received three comments. Of the Facebook users who shared the video to their own page, the video received an average of 5-20 likes on each shared post and an additional 2-5 shares. The Toledo Regional Chamber of Commerce, the Toledo Region Brand and the American Association of Port Authorities were among some of the regional and national organizations that shared the video.

The Port Authority will continue to boost the *More Than a Port* video to ensure more members of the community are able to view the video. The desired results of the video would be to reach 30,000 views by the end of the year. Additionally, when Port Authority staff members present on various Port topics to community groups, the *More Than a Port* video will be the first thing they show.

Toledo's daily newspaper, the Toledo Blade, also wrote an article on the new video, which may be viewed here: <http://www.toledoblade.com/local/2017/12/21/Port-board-wants-higher-public-profile.html>. The Blade wrote the article after the Port Authority's Board of Directors viewed a sneak peek of the video during its December Board Meeting. A couple changes were suggested, so the Port Authority implemented those changes prior to the official launch date of January 18, 2018.

The primary audience for the *More Than a Port* video is the general public because the video is ultimately a general awareness piece and it is important the Northwest Ohio community understands what their Port Authority is and does. The secondary audience is business and building owners, both of which would be able to take advantage of the many financing and energy efficiency programs offered by the Port Authority.

4. As mentioned above, the strategy the Port Authority employed to promote the *More Than a Port* video was through social media advertising. The Port Authority's goal in promoting the video is to reach the general public to make them aware of what their Port Authority does, and also to reach people who would be able to utilize the Port Authority's services and programs. To do this, the Port Authority specifically promoted

the video via Facebook advertising. Facebook advertising allowed the Port Authority to target its audience based on age, gender, interests, etc., allowing audiences to view the video regardless if they follow the Port Authority's Facebook page or not.

As mentioned above, the *More Than A Port* campaign was first created in 2016 based on feedback from two focus groups. In 2017, the Port Authority slowly rolled out *More Than A Port* with digital graphics on social media and at its Update to the Community event. Then in 2018, the video launched and was promoted via digital and social platforms. The Port Authority's communications team of two worked on this project with the assistance of several outside agencies including; Madhouse, Toledo Aerial Media, Allied Media and Bone Daddy Productions.

Moving forward, the Port Authority will continue to promote the video using social media advertising, specifically identifying its audiences. In addition, the Port Authority will begin exploring other marketing methods to promote the video, such as YouTube advertising and television advertising. The next phase of the *More Than a Port* campaign is to create four 60-second videos, which will also be created by Madhouse. It is anticipated that these videos will be complete in 2019.

5. While the Port Authority has not distributed a formal survey, it has received a lot of feedback and recognition on social media (as noted above) and through various emails and phone calls. The Port Authority feels the video has done a great job on informing the community on the many programs and services it offers; however, the promotion of the video is not complete, as the Port Authority continues to post it to social media, as well as showing it at community events.

The *More Than A Port* video is available to be viewed on YouTube at the link below. The run time is 2:12.

<https://www.youtube.com/watch?v=4zWm9Y-y3Aw>