



Georgia Ports Authority FY 2018 Annual Report

Summary

The Georgia Ports Authority's FY2018 Annual Report offers a dynamic look at port operations and the powerful impact they have on the economic wellbeing of Georgians, as well as the competitive advantages of choosing Georgia as a supply chain hub. Crisp design, tight writing, and brilliant photography – including panoramic views of the ports of Savannah and Brunswick – invite the reader to explore our terminals and discover the positive role Georgia Ports play in their daily lives.

Communications challenges and opportunities

The development and production of the GPA's FY2018 Annual Report afforded the opportunity to showcase achievements over the prior fiscal year in terms of cargo volumes at the Ports of Savannah and Brunswick, exciting new infrastructure investments, as well as overall GPA financial performance.

At a final volume of 4.2 million twenty-foot equivalent container units, FY2018 was the busiest fiscal year ever for the Port of Savannah in terms of containerized trade and total cargo, which reached a record 36 million tons.

In addition to the review of the previous year, the report celebrates important progress on development projects such as the Savannah Harbor deepening, additional space for automobile import/export, a new inland rail yard and the largest intermodal rail facility for a port authority in North America. The FY2018 report also unveiled the GPA's new workforce development initiative, the YES program (Youth learning Equipment and Safety).

Along with a snapshot of past and present activities, the Annual Report gives current and potential customers, lawmakers and other stakeholders a well-rounded look at GPA's plans to grow along with the demands of port users and the global marketplace.

Overall Mission

The mission of the Georgia Ports Authority is to empower entrepreneurs, strengthen industries, sustain communities and fortify families by relentlessly striving to accelerate global commerce. The Annual Report details the efforts GPA made in FY2018 to carry out those priorities.



The report includes letters from Georgia Gov. Brian Kemp, GPA Board Chairman Jimmy Allgood and GPA Executive Director Griff Lynch. Their letters cover the value Georgia places on logistics as an economic driver, including the creation and support of thousands of jobs and the steps GPA is taking to stay ahead of demand and the competition.

Other sections include:

- Profiles on the Ports of Savannah and Brunswick
- An update on the Savannah Harbor Expansion Project
- The economic impact of port-related businesses that have located in Georgia
- GPA's plans to grow its territorial reach and market share through intermodal rail
- New target markets, including chilled produce imports
- And financial performance numbers

Planning and Programming

With its FY2018 Annual Report, the GPA aimed to foster and reinforce an industry view of its administration and services as proactive, capable, reliable and growing along with customers' needs. To accomplish this goal, GPA Communications staff engaged in the following activities:

OBJECTIVES:

- Report on GPA's FY2018 performance and provide useful resource information for GPA sales staff and port advocates outside the organization – presented in an easy-to-read, dynamic format with compelling photography.
- Make a Flipbook version of the FY2018 Annual Report available online.
- Provide 1,000 copies for industry and legislative leaders

Target Audience: State and national legislators, regional officials and potential customers.

Secondary Audience: Georgia Ports Authority stakeholders and leaders in the logistics and maritime community.



Actions and Outputs

Timeline:

- Aug. 1: Initial content planning meeting. Photo library review, additional photo assignments made
- Aug. 28: Chilled cargo, Port of Brunswick, Economic Impact drafts submitted
- Aug. 30: GPA Financials data finalized
- Sept 18: Status update on Annual Report content development
- Oct. 3: Port of Savannah story draft submitted
- Oct. 31: Initial design spreads delivered / Meeting with designer to determine look of publication
- Nov. 30: First full design draft review
- Dec. 10: YES story draft submitted
- Jan 3: Drafts of executive letters submitted for review
- Jan. 28: Mason Mega Rail, Appalachian Regional Port, SHEP story drafts submitted
- Feb. 11: Additions and edits to copy, shared for internal feedback
- March 5: Final design and text revisions. Book sent to press for run of 1,000

Research

Internally, Communications staff reached out to various departments, including Engineering, Trade Development and Strategic Operations to gather the background data that formed the foundation of the report.

Once the background information was gathered, GPA staff decided on the topics to be covered and the top-priority issues to be addressed in each article.

Writing, Photography and Design

In August 2018, Communications staff met to discuss and decide on the major themes of the publication.

The over-arching messages of the FY2018 Annual Report were GPA's importance to the state and national economies and that Georgia's ports are preparing for future through smart infrastructure investments.



Ideas that carry throughout the book:

- Progress on the Savannah Harbor Expansion Project (SHEP) -- assuring customers the project will be completed in a timely manner
- Regional/national impact of Georgia's ports (included in part as a support for continued federal funding for SHEP)
- The link between the ports' success and the economic prosperity of the state and local community
- GPA as a proactive, growing entity that is prepared to handle the demands of an evolving global marketplace (Expanding terminals and equipment, doubling rail capacity, deeper water, etc.)

To illustrate the report, a freelance photographer was contracted to document major events throughout the fiscal year, as well as to supplement the GPA's general library of images available to use in the publication. The images lend a sense of immediacy and action to each story, bringing the reader into the port environment. The photos help to communicate the size and majesty of the ships, the cranes and the sea of cars and containers that converge on GPA's deepwater terminals.

In October, Communications staff held a first meeting with the contracted design firm, Joy Marketing.

The designers presented multiple choices for the look of the publication. In consultation with staff, Joy Marketing settled on a design using a horizontal format, to better accommodate the photographic subject matter (vessels, containers, container yard, cranes, fields of automobiles awaiting processing).

Design elements include upswept screens of light blue, evoking the water over which global commerce is conducted and signifying increase and improvement.

The design also uses a wealth of clean white space. Sans serif fonts add to the airy, readable feel of the publication. Inset photos highlight details from the stories, while feature photos occupy broad sweeps of space, including two-page spreads at the major section breaks.

Final numbers for the budget and cargo throughput were derived after the end of the fiscal year, which runs through June 30. Work on the content began in earnest in August, with text revisions and photo choices preceding subsequent design drafts. The first designs were delivered in late November, and tweaks to the design occurred over the next two months.

The publication went to print at the first of March for initial distribution to the Georgia General Assembly.



Distribution

For the first time, GPA relied more heavily on digital distribution, making the Annual Report available in Flip Book format on its website at <https://gaports.dcatalog.com/v/FY18-Annual-Report/?page=1>.

A total of 1,000 copies were printed for distribution to Georgia lawmakers and other stakeholders.

Outcomes

OBJECTIVE: Report on GPA's FY2018 performance and provide useful resource information for GPA sales staff and port advocates outside the organization – presented in an easy-to-read, dynamic format with compelling photography.

RESULT: GPA Trade Development agents say the Annual Report is very useful when speaking to current and prospective customers because it describes the overall health of the GPA, and the investment the Authority is making in the future. GPA agents say the report helps to instill a sense of reliability into the future, making Savannah and Brunswick smart supply chain choices for cargo owners.

OBJECTIVE: Make the FY2018 Annual Report more widely available across print and digital channels.

RESULT: For the first time ever, GPA made the FY2018 Annual Report available online in Flip Book format. Housed on the Georgia Ports website (<https://gaports.dcatalog.com/v/FY18-Annual-Report/?page=1>), the online version not only presents the text document in a familiar, user-friendly format, it is also enhanced with imbedded videos. To help spread awareness of the Flip Book annual report, GPA shared a link to the site via social media.

OBJECTIVE: Provide 1,000 copies for industry and legislative leaders

RESULT: During the 2018 legislative session, GPA representatives provided copies of the publication to the state lawmakers. GPA Trade Development agents are using the remainder of the books in sales meetings.

“Our Annual Report is a helpful catalogue of GPA's accomplishments and priorities. In my lobbying efforts at the state capitol, the Annual Report is a great conversation starter, serving as a reminder to longtime lawmakers on the benefits our ports deliver to the state. The report also serves as an easy-to-digest primer on the ports for those newly elected officials who may not be as familiar with our activities and our statewide economic development impact.” – **Lee Beckmann, Georgia Ports Manager of Governmental Affairs**