

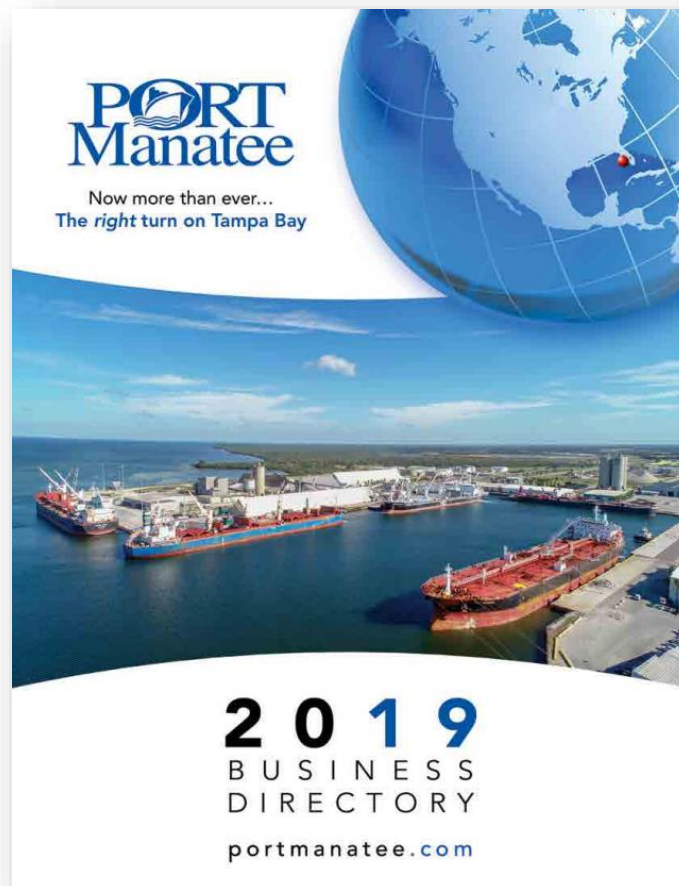


2019 AAPA Communications Awards
Entry Classification: Directories/Handbooks
Port Manatee 2019 Business Directory

Summary

The Port Manatee Business 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: https://www.portmanatee.com/wp-content/uploads/2019/04/PMD2019_web041019.pdf



Cover of the 2019 Business Directory

1. *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. Existing customers benefit from the directory as it also serves as an invaluable reference and resource tool. These are the primary reasons Port Manatee annually publishes the 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, environmental projects and community services. The newly developed partner profile section highlights tenants and stakeholders engaged in the movement cargo at the port and the last third of the booklet is made up of a comprehensive 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.

2. *Mission and Communications Objectives*

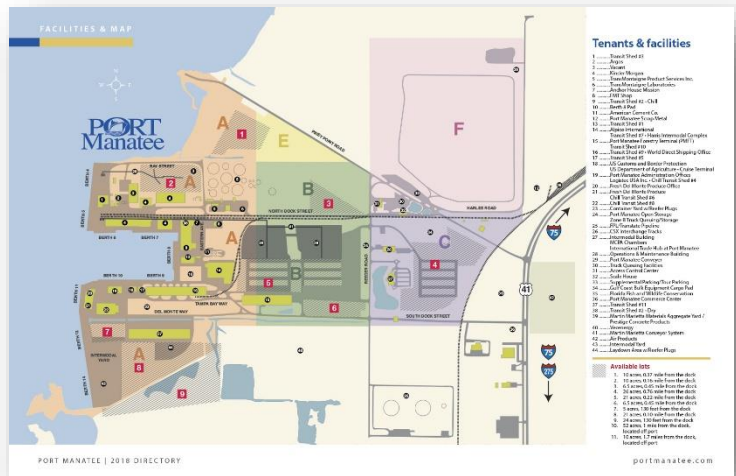
Port Manatee's mission is to be a powerful catalyst of regional economic growth and hub of trade-related activity, by developing diversified and competitive deepwater shipping facilities and conducting maritime related activities in a profitable and environmentally responsible manner.

The Port Manatee 2019 Business 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.

3. Planning & Components

The goal of the Port Manatee 2019 Business 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 2019 Business 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 find 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.

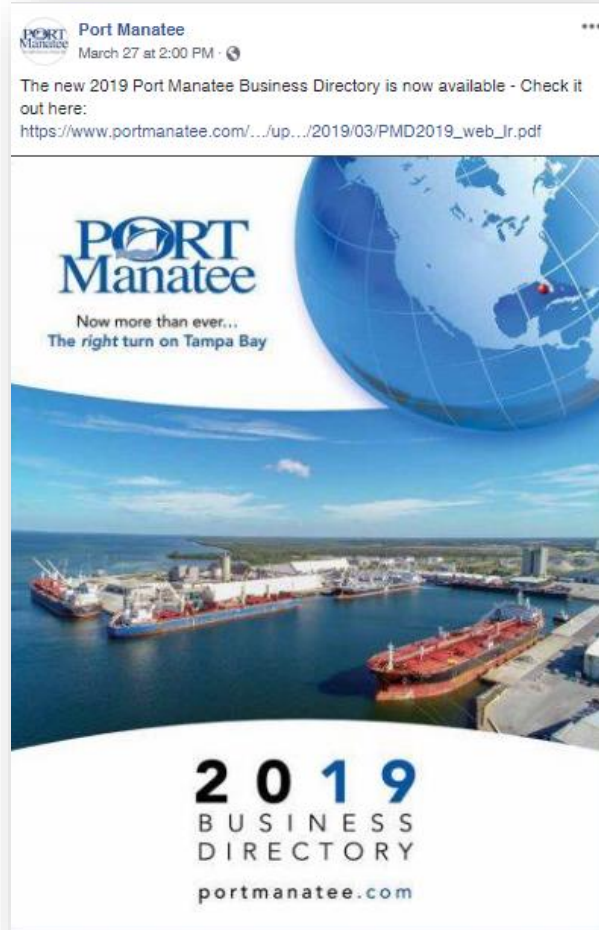
The 2019 Business Directory is an in-house publication and relies on the successful sale of advertising space. Ad sales and feedback from loyal directory advertisers are of great importance as publication of a comprehensive and attractive book is not possible without their support. Year-to-year advertising revenue has grown steadily over the past years due to the increased popularity of the 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.

4. Actions and Communication Outputs

Port Manatee’s annual directory is distributed to customers, tenants, port users, members of the media, various economic development corporations as well as members of the public.



Facebook post announcing the new directory

A digital version of the directory is 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 publication of the new 2019 Business Directory was advertised in the quarterly port newsletter Deepwater.

The implementation of the directory passes through various stages.

Starting October, the ports communications staff begins contacting existing and potential future advertising partners. For the Port Manatee 2019 Business Directory the reach was expanded by involving staff from other departments in helping with the sale of advertising space. At the same time the team starts to verify and update the business listings published in the directory.

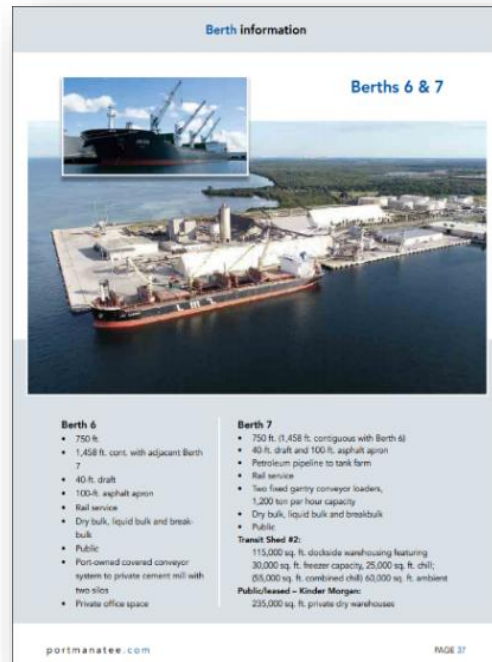
As a next step – usually in November - the communications staff, in cooperation with an editorial consultant, writes and edits the directory, selects the stories and photos, and works with a graphic designer to establish the overall look of the book from cover-to-cover. All photos including drone footage used in the directory are taken throughout the year by communications staff.

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

5. Communication Outcome and Evaluation Methods

2000 copies of the directory are distributed directly to members of the maritime and transportation communities as well as key site selection agencies and executives nationwide. They are hand-delivered to customers, tenants, port-users and members of the public. Additionally, the directories are given out at maritime-related conferences.

Business partners praise the 2019 Business 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 congratulated the communications team on the quality and comprehensiveness of the directory and thanked 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



Port Manatee's April E- Newsletter

Hot of the Press! New and improved 2019 Business Directory now available!

Port Manatee annually publishes an official directory which includes port facts and specifications, recent port developments and initiatives as well as news about 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. The 68-page directory highlights port tenants and customers and includes a comprehensive business directory for companies doing business with the port.

The newest 2019 edition is now available and can be downloaded by clicking [here](#). In addition, you can email the port's communications office at communications@portmanatee.com or call (941) 722-6621 for your free copy.



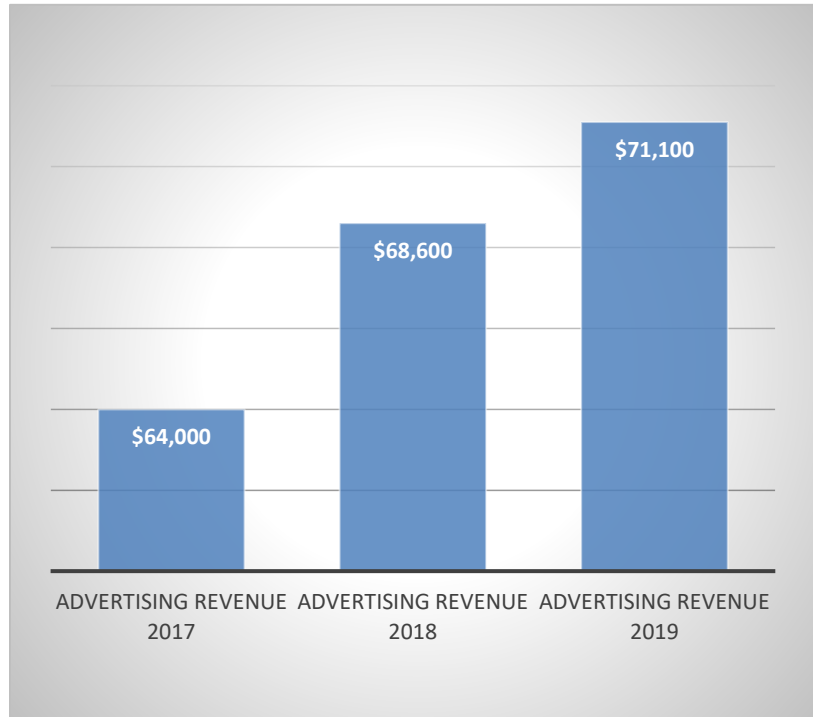
The April edition of the Deepwater newsletter announcing the 2019 Business Directory was sent out to nearly 3000 subscribers

The electronic version of the directory was sent out to nearly 3,000 subscribers saving print and mailing costs for the port. Of the recipients, 31% opened the email and 15% clicked through the email, more than double the industry average.

24% of those who clicked through the newsletter opened the digital version of the directory.

The social media post on Facebook announcing the directory also performed very well. It achieved the second highest reach and engagement for 2019.

As an in-house publication, the growth in advertising proves the success of the directory. Gross advertising revenue for the 2019 directory was \$71,100 – a 3.6% increase over the previous year.



Gross advertising revenue in comparison, 2017 - 2019

Following publication of the 2019 Business Directory many new companies reached out requesting to be included in the 2020 directory and reserving their advertising spot in advance.

Another indicator for the success of the Port Manatee 2019 Business 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.