



# 2019

## COMMUNICATIONS AWARDS PROGRAM

# Port of Cleveland

imPORTant for CLE  
exPORTed to the World

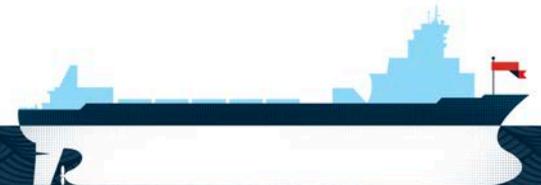
Overall Campaign



*imPORTant for* **CLE**

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*exPORTed to the* **WORLD**



**PORT OF CLEVELAND  
CELEBRATES  
50 YEARS OF  
BUILDING THE FUTURE**

Since 1968, the Cleveland-Cuyahoga County Port Authority has served as a vital transportation hub for the Great Lakes – becoming one of the region’s busiest ports and a premier gateway to the world. Today, we are a bustling economic engine for the community, supporting 20,000+ jobs and contributing \$3.5 billion to the local economy. Here’s to setting the course toward the next 50 years – and beyond.

**PORT 50  
CLEVELAND**

1100 WEST NINTH STREET #300 | CLEVELAND, OHIO 44113 | 216.241.8004 | [PORTOFCLEVELAND.COM](http://PORTOFCLEVELAND.COM)



## **About**

The Port of Cleveland is one of the largest ports on the Great Lakes. Over 20,000 jobs and \$3.5 billion in annual economic activity are tied to the roughly 13 million tons of cargo that move through Cleveland Harbor each year. The Port of Cleveland is the only local government agency whose sole mission is to spur job creation and economic vitality in Cuyahoga County.

## **Abstract**

To announce the 50<sup>th</sup> anniversary of the Port of Cleveland, the Port created a new campaign to share their passion for the community and Great Lakes , economic impact on the State of Ohio and kickstart the community celebration at Rock the Port.

## **Audiences**

- Beneficial Cargo Owners (BCOs)
- Third-Party Logistics Providers
- Carriers (Salties/Lakers)
- Railway/Motor Carriers
- Associations & Memberships
- Cleveland & Cuyahoga County Residents & Community
- Government



## SMART Goals

- *Specific* goal established to celebrate the Port of Cleveland’s 50<sup>th</sup> anniversary and increase awareness about the Port’s economic impact within the State of Ohio
- Performance *measured* by overall impressions and social media followers/engagement
- Results *achieved* by developing an illustrative and engaging campaign to target the shipping industry and Cleveland/Cuyahoga County community
- Message was *relevant* to audience because the campaign captivated the audience with insightful stats about the Port’s economic impact and encouraged them to celebrate in the shared milestone
- *Time* defined by the 2018 Navigation Season (March 2018 – December 2018)

## Solution

- Social Media: LinkedIn, Twitter, Facebook
- Public Relations
- Media Planning & Buying
  - Native Advertising: Paid Media on LinkedIn, Twitter, Facebook
  - Print Advertising
    - Custom Illustration
    - Copywriting
    - Media Planning/Buying



# COMMUNICATIONS AWARDS PROGRAM

## Results

Timeframe	Social Followers	Facebook Followers	Twitter Followers	Instagram Followers	LinkedIn Followers	Social Impressions*	Social Engagement	Link Clicks	Public Relations Impressions YTD
2018	19,248	11,768	5,427	1,171	882	2,327,774	36,632	2,376	6,767,500
YoY	113.49%	190.21%	32.50%	226.18%	74.31%	N/A	N/A	N/A	



# COMMUNICATIONS AWARDS PROGRAM

Logo





# 2019

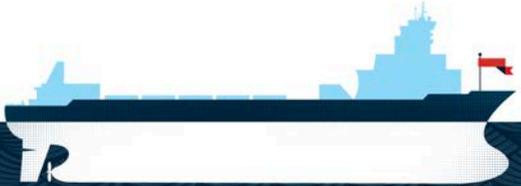
## COMMUNICATIONS AWARDS PROGRAM

### Print Advertising

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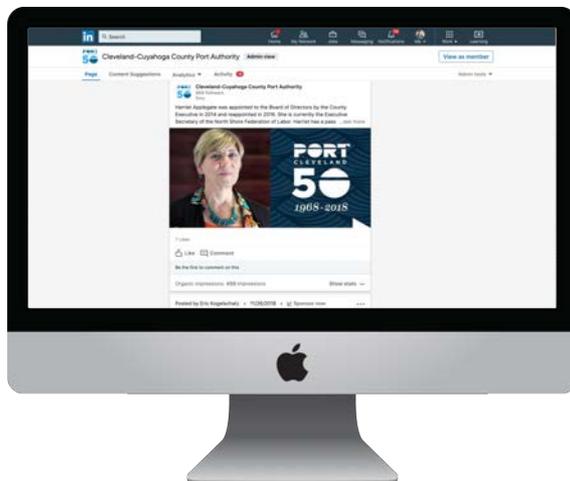
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## Social Media Management: Facebook, LinkedIn, Twitter





# COMMUNICATIONS AWARDS PROGRAM

## Social Media Content Creation & Native Advertising

**\$364 million**  
increase  
IN PERSONAL INCOME

\*Data comparison, 2010 to 2016

**3.5 billion**  
GENERATED IN  
ECONOMIC ACTIVITY

\*Data comparison, 2010 to 2016

PORT CLEVELAND **50**  
**1ST**  
MAJOR PORT OF CALL  
CLOSEST TO THE  
St. Lawrence Seaway

CARGO HANDLING TO/FROM  
**30+ COUNTRIES**  
**5 CONTINENTS**

**20K**  
JOBS  
CONNECTED TO  
PORT OPERATIONS

PORT CLEVELAND **50**  
\*Growth over 2008 base year of last Economic Impacts study

**7 - 10 DAYS**  
IN DOOR - TO - DOOR  
transit savings vs.  
COASTAL PORT ROUTES

1			5	
	9			14
		16		19
			24	27

PORT CLEVELAND **50**

CARGO HANDLING TO/FROM  
**30+ COUNTRIES**  
**5 CONTINENTS**

PORT CLEVELAND **50**  
**DIRECT ACCESS**  
TO ALL  
major highways  
DIRECTLY FROM  
THE PORT

PORT CLEVELAND **50**  
GENERATED ANNUAL  
INCREASE  
IN BUSINESS  
REVENUE OF  
**\$300 million**

\*Data comparison, 2010 to 2016.

**1/2**  
of all  
U.S. households,  
businesses, &  
manufacturing plants are  
WITHIN AN 8 HOUR  
DRIVE OF CLEVELAND

PORT CLEVELAND **50**



## Press Releases



### FOR IMMEDIATE RELEASE

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#### Port of Cleveland Approves Bonds to Finance New Amazon Fulfillment Center in Euclid *Project Will Create 1,000 New Full-Time Jobs and Revitalize Site of Vacant Mall*

**Cleveland, Ohio (March 16, 2018)** – The Board of Directors of the Cleveland-Cuyahoga County Port Authority (Port of Cleveland) met yesterday to review and approve issuing bonds valued at up to \$113 million to fund an Amazon.com fulfillment center now under construction in Euclid, Ohio. The Taxable Lease Revenue Bonds provide privately-sourced capital for the project with no financial risk or contribution by the Port.

The new facility will yield approximately 1,000 new full-time local jobs and replaces the vacant Euclid Square Mall. The new 855,000-square foot building will join approximately 75 other Amazon fulfillment centers across the U.S.

The development will revitalize the site, which first opened in 1977 as a bustling mall but declined in recent years and was later closed in 2016. The new facility, with another fulfillment center being built in North Randall, will serve as a dual hub for Amazon's distribution network in Northern Ohio. The Port of Cleveland also issued lease revenue bonds for the North Randall project, and together the two fulfillment centers are projected to add over 2,000 new full-time jobs in Greater Cleveland.

"The economic impact for us will be significant," says Mayor of Euclid, Kirsten Holzheimer Gail. "One thousand jobs will truly help our economic base, in terms of our ability to provide key services to our residents. And we're hoping that it continues to spur and attract additional development. We're seeing some really great things happen along that industrial corridor."

-more-



### PRESS RELEASE

#### FOR IMMEDIATE RELEASE

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#### Port of Cleveland Announces New Policy for Workforce, Inclusion, Equity & Wages

**Cleveland, OH (October 17, 2018)** – The Cleveland-Cuyahoga County Port Authority (Port of Cleveland) approved a resolution to adopt and approve a Workforce, Inclusion, Equity & Wages Policy to increase access to jobs, community engagement and appropriate funds for the establishment of a Port Community Investment Fund (PCIF). The new policy consists of four main focus areas:

- Empowering Minority & Female Business Participation**  
The Port will define MBE & FBE participation goals for:
- Bond Financings and eligible Port Service Contracts: 30% overall participation and 15% minority best efforts
  - Port Construction Projects: Goals to be set during annual budget process



**Embracing Workforce Demographics**

The Port will actively encourage diversity reflecting local demographics for, Bond Financing, Port Construction Projects and Port Service Contracts.

**Establishing Fair Wages**

The Port will require Prevailing Wage unless exemption granted for, Bond Financings and Port Construction Projects. Also, for all Port Service Contracts, there will be a required minimum hourly rate of \$15 per hour.

**Founding the Port Community Investment Fund (PCIF)**

- In effort to spur broader and more equitable participation in Port and maritime sector jobs, the Port of Cleveland will:
- Appropriate 10% of the previous year's annual bond issuance fees annually
  - As example, funding in for the PCIF in 2018 would have been approximately \$200,000 based on the annual bond issuances fees from 2017



This fund will be managed in collaboration with community leaders to award grants or invest in educational, training and other programs contributing to the overarching community goals of the PCIF.

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Cleveland-Cuyahoga County Port Authority | 1100 West 9th Street, Suite 300, Cleveland, OH 44113  
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#### Port of Cleveland Receives Pacesetter Award *Due to Increased International Tonnage Through St. Lawrence Seaway*

**Cleveland, OH (June 14, 2018)** – The Cleveland-Cuyahoga County Port Authority (Port of Cleveland) reported a 19 percent increase in international traffic during the 2017 navigation season, earning it the Robert J. Lewis Pacesetter Award from the Saint Lawrence Seaway Development Corporation (SLSDC), an agency of the U.S. Department of Transportation.

Craig H. Middlebrook, Deputy Administrator of the SLSDC presented the award to President and Chief Executive Officer William D. Friedman and Chairman of the Port of Cleveland Board of Directors, Darrell L. McNair.

"The Port of Cleveland has changed the mindset about what's possible on the Lakes, and people are finally able to look beyond the horizon and support a new type of traffic with the Cleveland-Europe Express (CEE)," said Middlebrook. The CEE is the only direct, scheduled vessel service that moves containerized and non-containerized cargo between the Great Lakes and Europe.

"This award serves as a way to raise awareness among the wider community about how important ports are as assets to not just local communities, but the region and nation as well," said Middlebrook.

The Port saw an overall increase in economic activity in 2017 including handling 464,000 metric tons of general cargo, specifically iron, steel and steel slabs. "The year-over-year increase in international tonnage is directly attributed to the increased business and diversification of our cargo mix, including non-containerized steel, imported containers, and several custom, project cargo moves across the Midwest," said Friedman. "Receiving this award as we celebrate our 50<sup>th</sup> Anniversary Year is a reminder of our progress and success over the past 50<sup>th</sup> years and the opportunity for continued growth and development for the Northeast Ohio community in the future."

The SLSDC Pacesetter Award was founded in 1992 to recognize the achievements of U.S. ports whose activities resulted in increasing international tonnage shipped through the St. Lawrence Seaway, excluding Canada, in comparison to the previous year.

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