

OVERALL CAMPAIGN
Port Everglades Celebrates 90 Years
Category 3

SUMMARY

Port Everglades used its 90th anniversary as a springboard to boost key message points in its mission statement and reinforce its position as an economic powerhouse in the community. From the anniversary of the Port's groundbreaking (February 22) to date the first ship arrived (November 23), Port Everglades employed branding and a variety of communications components to communicate its key messages of efficient facilities, trade and cruise expansion, jobs growth, safety, security and environmental stewardship.



OVERALL CAMPAIGN

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1. CHALLENGES AND OPPORTUNITIES

While 90 years is a milestone, it is not even a close record-breaker in the maritime industry. We realized from the start that our anniversary was not newsworthy. In fact, it may have gone unnoticed except that our Corporate Communications team felt the anniversary could be a vehicle for generating recognition for Port Everglades and its key messages.

There was also a great debate on the actual anniversary date. Was it the day the Florida Legislature signed Broward County's seaport into law? Was it the day we officially blasted the barrier between Lake Mabel and the Atlantic Ocean, which was dubbed "The Wedding of the Waters?" Or, was it the day the first commercial vessel entered the harbor?

Our greatest challenge was time. Our Port Director had upped the ante by becoming the Chair of the American Association of Port Authorities and Chair of the Florida Ports Council in the same year. Our port was also breaking records and unveiling large-scale construction projects – all newsworthy. Our Corporate Communications team was already looking for ways to capitalize on the Port's successes while maintaining the quality of annual events and promotions.

Our challenge was to come up with a memorable way to celebrate the Port's 90th anniversary that had meaning and purpose for the community and our stakeholders, without further stretching our resources.

2. COMPLEMENTS TO OUR MISSION

Port Everglades used its 90th anniversary as a springboard to boost all key message points in our mission statement.

Port Everglades is Florida's powerhouse **global gateway**. A respected **leader** in trade, travel and financial stability, we create **economic and social value** by working in partnership with **world-class clients**. We achieve advancements focusing on **efficient facilities, trade and cruise expansion, jobs growth, safety, security and environmental stewardship for our customers, stakeholders and community**.

3. PLANNING AND PROGRAMMING

Our goal was to use the 90th Anniversary milestone to further enhance Port Everglades' stature in the community and as a world-class port.

Our objectives were to:

- Create a memorable way to celebrate the Port's 90th anniversary

- Since few people knew about the approaching anniversary, we were starting at ground zero.
- Communicate the Port's key messages of efficient facilities, trade and cruise expansion, jobs growth, safety, security and environmental stewardship
 - These are key messages in the Port's ongoing communications plan
 - The objective was to have a new reason to share old information
- To incorporate the 90th Anniversary into existing communications tactics as opposed to creating something new that would be time consuming and possibly expensive
 - What upcoming events, speaking engagements, tours were happening throughout the year?
 - Could we update existing media to include the 90th anniversary messaging?
 - How could traditional and social media be incorporated to keep the messaging alive?

Our primary audience were Broward County residents. The Port has an ongoing campaign to enhance awareness of Port Everglades and its economic importance among Broward voters.

Our secondary audience were the Port users and stakeholders. This audience already appreciated Port Everglades. But they also serve as ambassadors to communicate our messages to the larger community through their business and personal relationships.

4. ACTIONS AND OUTPUTS

Our staff spent several staff meetings throwing ideas on the table and looking at how other ports celebrated their historic milestones. We considered staff time and budget, and what venues already existed that we could tie into our 90th Anniversary to help us share the messages of our mission.

Since our own senior staff could not agree on a specific date for the anniversary, we decided to celebrate the entire year – from the Wedding of the Waters to the arrival of the first commercial ship.

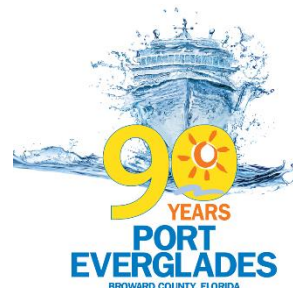
Every event was a reason to celebrate our 90th Anniversary. We incorporated our 90th into every community and stakeholder meeting. We used the 90 years to tell our success story by showing how much the Port has grown.

LOGO

Our Office of Public Communications, which includes an inhouse graphic artist, created a special 90th Anniversary logo that we used on a wide variety of mediums throughout the year. Cost: FREE

Some examples of the logos use are:

- The Port's social media avatars
- Signage
- Website
- Commemorative coins



VIDEO

Since it was time to replace an older “All About Port Everglades” video, but we weren’t quite ready with new capital improvement projects underway, we created a temporary video that was themed for the Port’s 90th Anniversary. Cost \$3,500.

Port Everglades: 90-Year Powerhouse <https://www.youtube.com/watch?v=WxtagiYcbBw>

This video was seen by a multitude of audiences, including:

- Social Media
- Community Outreach groups touring the port
- Business and Community outreach groups during speaking engagements
- New business meetings
- Stakeholder meetings

COMMEMORATIVE CHALLENGE COIN

A challenge coin is a small coin or medallion, bearing an organization’s insignia or emblem that is carried and often given as a special gift by the organization’s members. Traditionally, they might be given to prove membership when challenged and to enhance morale. They are also collectable memorabilia.

Port Everglades created its own 90th Anniversary challenge coin that was presented as gifts throughout the year during meetings and special events.

There is a special way to present the coin, which involves passing the coin through a handshake. We used this special handshake as an audience participation tool during some of our larger events instead of just leaving it on the table. We felt that audience participation would be memorable and impactful, and we noticed none of the coin were overlooked and left on the table.



Special events where the 90th anniversary coin was distributed include:

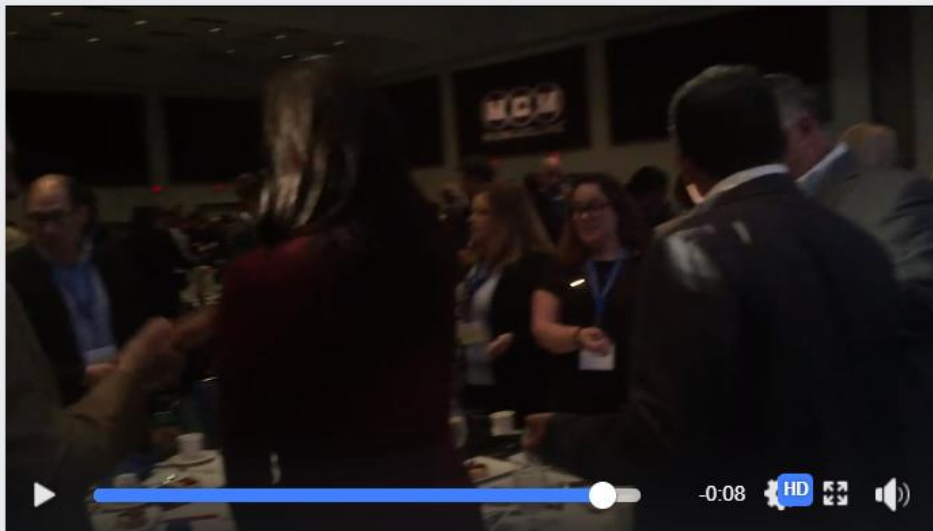
- Port Everglades Association’s Economic Engine Performance Report
- Fleet Week
- Cruise Terminal 25 Grand Opening (Celebrity Edge arrival)
- Leadership Broward

Cost: \$4,786 Number of coins distributed 1,650.

Special Events

Special events presented a great “bang for the buck” as we were able to tell our story to large, captive audiences. Here are a few highlights.

At the annual **Port Everglades Association (PEA) Economic Engine Performance Report**, a state of the port type event, our Deputy Port Director demonstrated how to properly present a challenge coin to Lori Baer, PEA Executive Director. He then asked the audience of nearly 600 people to follow suit by presenting the 90th Anniversary commemorative coin at their seat to the person sitting next to them. It was a terrific interactive way to open the event and tell our story.



Port Everglades: 90th Anniversary Coin Challenge at EEPR...

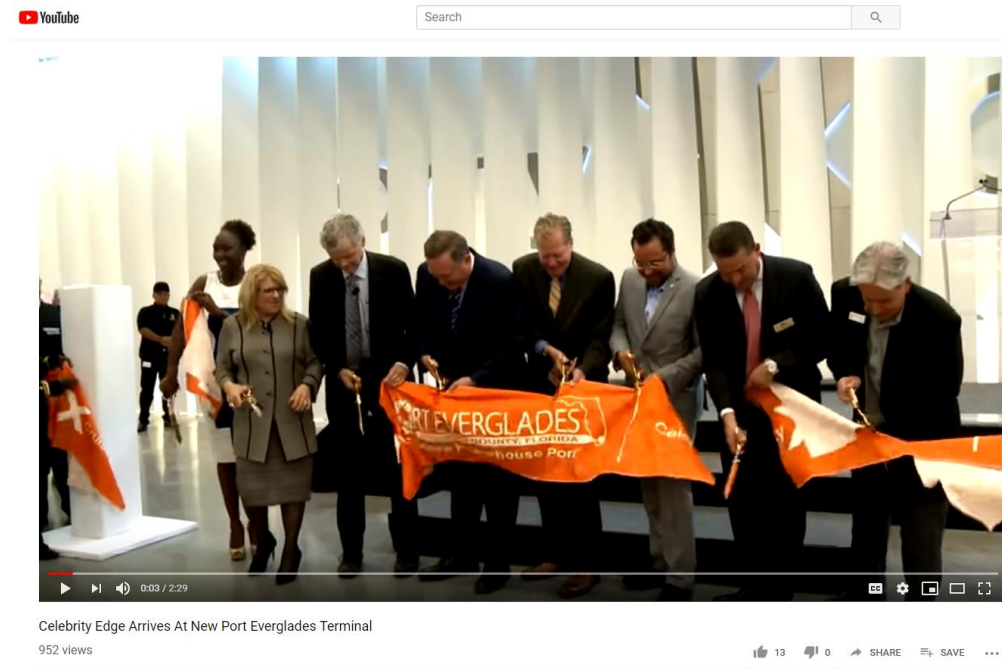
Port Everglades Deputy Director Glenn Wiltshire leads 500+ attendees from today's Economic Engine Performance Report EEPR 2018 in the proper way to present a challenge coin. Here he is presenting the Port's 90th Anniversary commemorative coin t...

1:55 · Uploaded on 05/18/2018 · View Permalink · Copy Video ID

On November 19, close the anniversary date of the arrival of the first commercial ship, Port Everglades celebrated the **Grand Opening of Cruise Terminal 25** and arrival of the *Celebrity Edge*. It was a natural fit for the Port to weave in the 90th Anniversary. Our Chief Executive Steven Cernak included the anniversary in his speech at the grand opening. We moved our historic display from the Government Center into Terminal 25 for the party. Commemorative coins were one on the parting gifts.

Please watch the video of the Cruise Terminal 25/Celebrity Edge arrival. The Port's 90th Anniversary appears at 1:41 minutes.

https://www.youtube.com/watch?v=k2eCs_MR-gY&feature=share



WEBSITE

Part of the communications outreach included a special page on our website where viewers could access the video, download our history book and follow us on social media for Throw Back Thursdays.



about us business cargo community construction cruising environment investment media

PORT EVERGLADES Tides & Currents other languages 78° search site

Home / About Us / History

- construction
- directory
- governing board
- history
- location
- port administration
- security

a 90-year-old powerhouse

More than 90 years ago, Broward County's founders had the vision and foresight to recognize that a deep-water harbor would bring economic prosperity to our community. Today, more than 4,000 ships call at the Port, carrying 25 million tons of waterborne cargo and 3.86 million cruise passengers – generating nearly \$30 billion in economic activity.

We are commemorating Port Everglades' 90th Anniversary this year, starting with the historic "Wedding of the Waters" on February 22, 1928 through the arrival of the first commercial ship on November 23, 1928.

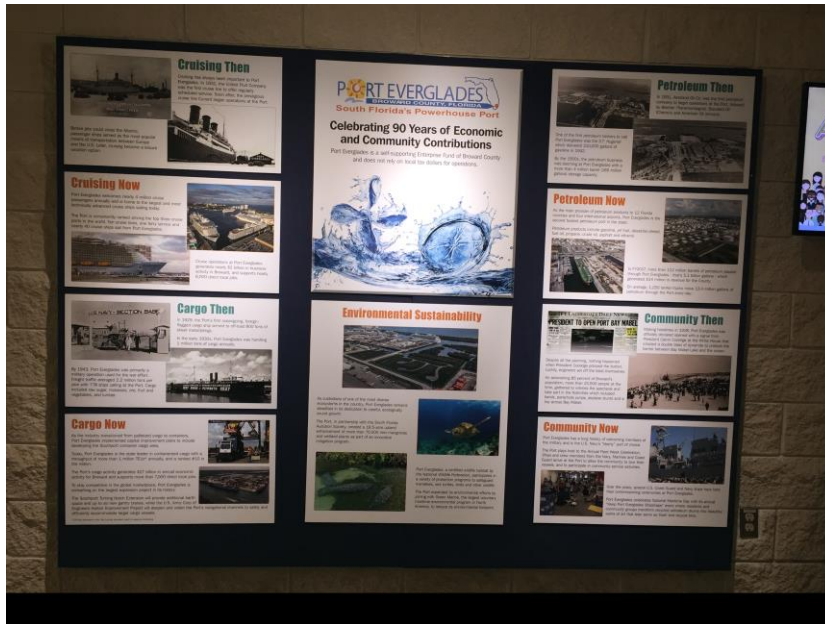
- Read more in our history book "Port Everglades: A Century of Opportunity"
- Stay tuned every *Throw Back Thursday* as we roll back the years on Facebook, Twitter and LinkedIn
- View our video "Port Everglades a 90-Year Powerhouse"

HISTORIC DISPLAY

We again engaged the graphic department of Broward County's Office of Public Communications to help us create a Then/Now display for the lobby of the Government Center, where hundreds of employees have members of the public pass each day.

The display was later moved to Cruise Terminal 25 and reconfigured for the grand opening in November 2019, which ended the Port's 90th Anniversary celebration.

Since the display is still in great condition, we have moved it to the lobby entrance of the Port Administration building.




SOCIAL MEDIA #TBT

#TBT Throw-Back-Thursday became the thread that linked the entire year. Each month represented an increasingly newer decade. We learned that the “Now and Then” posts generated the most engagement. Facebook was the biggest driver.

#TBT gained popularity over the course of the campaign – growing from 716 people reached in the first post to an average of 1,500 by the end of the year. We used the hashtag @90yrPowerhouse to incorporate our Florida’s Powerhouse Port branding and tagline.


Cost: Free

 **Port Everglades** Published by Ellen Mishkin Kennedy [?] · February 22, 2018 · 🌐

We are commemorating [Port Everglades'](#) 90th Anniversary this year -- starting today with the Port's dedication on Feb. 22, 1928. On that day in history, 85% of Broward County's residents, about 25,000 people, gathered at the water's edge for a ceremony dubbed the "Wedding of the Waters." Part of the festivities included President Calvin Coolidge pushing a button from the White House to detonate explosives that would remove the rock barrier separating the harbor from the ocean. Nothing happened, but the barrier was removed shortly thereafter to begin transforming Bay Mabel into the economic powerhouse that Port Everglades is today. Look here every #TBT for more historic fun facts from Port Everglades. #90yrPowerhouse @BrowardCountyGovernment



PHOTO TAKEN BY BEN W. BUTLER, PIONEER RESIDENT AND DIARIST OF HOLLYWOOD.



 **Get More Likes, Comments and Shares**
Boost this post for \$30 to reach up to 25,000 people.

716 People Reached 84 Engagements [Boost Post](#)

Port Everglades
 Published by Isaac Brooks III [?] - April 5, 2018

#TBT to make #PortEverglades the #90yrPowerhouse it is today, FEC Railway began bringing cement in by train to use in building. Today, FEC has a 43-acre international railyard at the Port



(Fr. Land. Historical Society - #5-4116)

1931: On a chilly morning, port employees welcome the first trainload of cement, pulled by FEC Engine #703.

Get More Likes, Comments and Shares
 Boost this post for \$30 to reach up to 25,000 people.

1,615 People Reached 86 Engagements [Boost Post](#)

Port Everglades
 Published by Isaac Brooks III [?] - June 14, 2018

#TBT #PortEverglades #90yrPowerhouseport the Fire Rescue Department has come a long ways since the 50's



Everglades Fire & Security Department is formed to protect port assets, cargo and public safety.



Get More Likes, Comments and Shares
 Boost this post for \$30 to reach up to 25,000 people.

982 People Reached 48 Engagements [Boost Post](#)

[Red Balan, Eliza Sullivan and 28 others](#) 2 Shares

Port Everglades
 Published by Isaac Brooks III [?] - May 24, 2018

#TBT #PortEverglades is ever evolving and expanding as the #90yrpowerhouse port #FLtrade18




Get More Likes, Comments and Shares
 Boost this post for \$30 to reach up to 25,000 people.

1,491 People Reached 178 Engagements [Boost Post](#)

[Dennis Athey and 46 others](#) 6 Shares

Port Everglades
 Published by [Isaac Brooks III](#) [?] · August 23, 2018 · 🌐

#TBT in the 1970s the ferry from Port Everglades only carried 200 passengers. Today @Balearia sails from the #90yrPowerhouseport carrying 463 passengers and 80 cars to the Bahamas.




👍 Get More Likes, Comments and Shares
 Boost this post for \$30 to reach up to 25,000 people.

| | | |
|----------------|-------------|----------------------------|
| 2,685 | 262 | Boost Post |
| People Reached | Engagements | |

👍👍👍 Rober Perez, Robert Hong and 21 others 9 Shares

👍 Like 💬 Comment ➦ Share 🌐

Port Everglades
 Published by [Isaac Brooks III](#) [?] · July 19, 2018 · 🌐

#TBT the beginning of what would one day become the world's largest single-ship cruise terminal, T18 built for @Royal Caribbean's Oasis class ships. #PortEverglades the #90yrPowerhouseport continues to grow as a world-leading cruise industry leader.




👍 Get More Likes, Comments and Shares
 Boost this post for \$30 to reach up to 25,000 people.



| | | |
|----------------|-------------|----------------------------|
| 1,709 | 221 | Boost Post |
| People Reached | Engagements | |

👍👍👍 Tim Riggs, Denny Hall Sr. and 38 others 3 Comments 4 Shares

👍 Like 💬 Comment ➦ Share 🌐

Port Everglades
 Published by [Isaac Brooks III](#) [?] · November 29, 2018 · 🌐

#TBT Celebrity Cruises at Port Everglades in 1997. Today Celebrity is at the \$120 million Terminal #25 with its cutting #Edge cruise ship.

👍 Get More Likes, Comments and Shares
 Boost this post for \$30 to reach up to 25,000 people.

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| 1,258 | 142 | Boost Post |
| People Reached | Engagements | |

👍👍👍 Flavio Marchini, Marcel Veloso Silva and 27 others 4 Shares

👍 Like 💬 Comment ➦ Share 🌐

5. COMMUNICATIONS OUTCOMES

Through a nearly year-long campaign, Port Everglades found a new way to reinforce its key messages by capitalizing on its 90th anniversary and using it as a springboard to tell its larger story. The campaign:

- Positioned Port Everglades as a global gateway
- Showcased how Port Everglades is a leader in trade, travel and financial stability
- Demonstrated the Port's economic and social value
- Applauded our partnerships with world-class clients
- Focused on notable advancements --efficient facilities, trade and cruise expansion, jobs growth, safety, security and environmental stewardship

The video was used as the Port's main marketing and outreach presentation. It was used to introduce the Port to hundreds of potential customers, community groups, business leaders, international dignitaries, students and social media viewers. In addition to in person views, the video had 964 views on YouTube, which is 527 more views than a similar video released a few months earlier.

A total of 1,650 people from members of the community to corporate heads to military leaders received the Port's 90th Anniversary commemorative coin.

The historic display was seen by hundreds of Broward County employees and members of the public visit the Broward County governmental center.

On Facebook, #TBT gained popularity over the course of the campaign – growing from 716 people reached in the first post to an average of 1,500 by the end of the year. The posts were also placed on Twitter and LinkedIn. Facebook accounts for 87 percent of all the Port's social media engagement.

By incorporating the 90th anniversary into all our public relations activities, the Port Everglades Corporate Communications team created a memorable way to celebrate this milestone that had meaning and purpose for the community and our stakeholders, without further stretching our resources.