



2019 COMMUNICATIONS AWARDS PROGRAM

Port of Monroe

Michigan's Gateway Port

Overall Campaign



the mariner's port

Built on efficient cargo handling, economic freight rates and a highly accommodating team.

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PORTOFMONROE.COM

the biggest little port

NAVIGATION | INTERMODAL LOGISTICS | MULTIMODAL TERMINAL SERVICES | EQUIPPED

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MICHIGAN'S GATEWAY PORT

The Port of Monroe

Michigan's only port on Lake Erie – serves as the gateway to the State of Michigan's far reaching multimodal transportation network. Boasting accessibility, efficient cargo handling, economic freight rates and a highly accommodating management team, the Port of Monroe is truly a Mariner's Port.

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About

As Michigan's only Port District, the Port of Monroe has witnessed a rebirth. As an active seaport and gaining the attention of the entire Great Lakes transportation industry, the Port has achieved its highest tonnage throughputs since its creation in 1932 and received from the State of Michigan the first commercial port funding of its kind for major infrastructure improvements. In recent shipping seasons, the Port has reported its highest tonnage numbers on record as cargoes were delivered to stakeholders along the River Raisin. Commodities are highly diversified and include staple cargoes of coal, limestone, synthetic gypsum and liquid asphalt, as well as project and break-bulk cargoes that include natural gas pipeline sections, wind blades and wind tower sections. The Port of Monroe boasts over 85 acres of cargo laydown area immediately adjacent to its deep draft dock frontage, while offering over 300 acres of heavy industrial property for transportation related developments. *The Port of Monroe is a "Category 1" port with a total annual marketing/PR/advertising budget less than US\$300,000 (including related salaries).*

Abstract

To support the all-new website, the Port of Monroe launched a comprehensive marketing communications program to re-introduce the Port to the Great Lakes and Shipping community.

Audience

- Transportation:
 - Beneficial Cargo Owners (BCOs)
 - Third-Party Logistics Providers
 - Carriers (Salties/Lakers)
 - Railway/Motor Carriers
 - Associations & Memberships
- Community/Government Stakeholders



COMMUNICATIONS AWARDS PROGRAM

SMART Goals

- *Specific* goal established to increase brand awareness and engagement
- Performance *measured* by impressions and exposure
- Results *achieved* by developing a comprehensive marketing communications campaign
- Message was *relevant* to audience because it re-introduced the Port to stakeholders in a new, engaging way
- *Time* defined by the length of the marketing campaign from November 6, 2018 to April 30, 2019 , which included the website launch on November 6, 2018

Solution

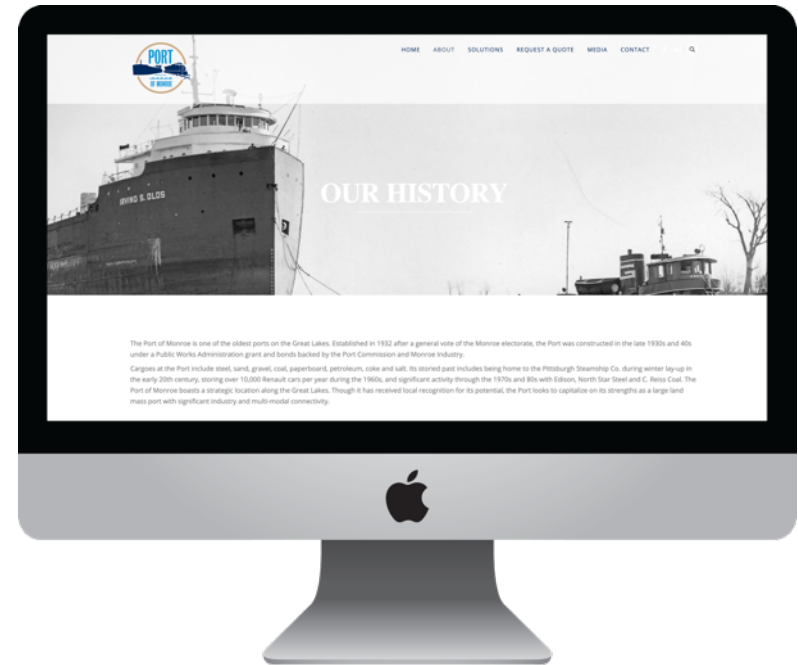
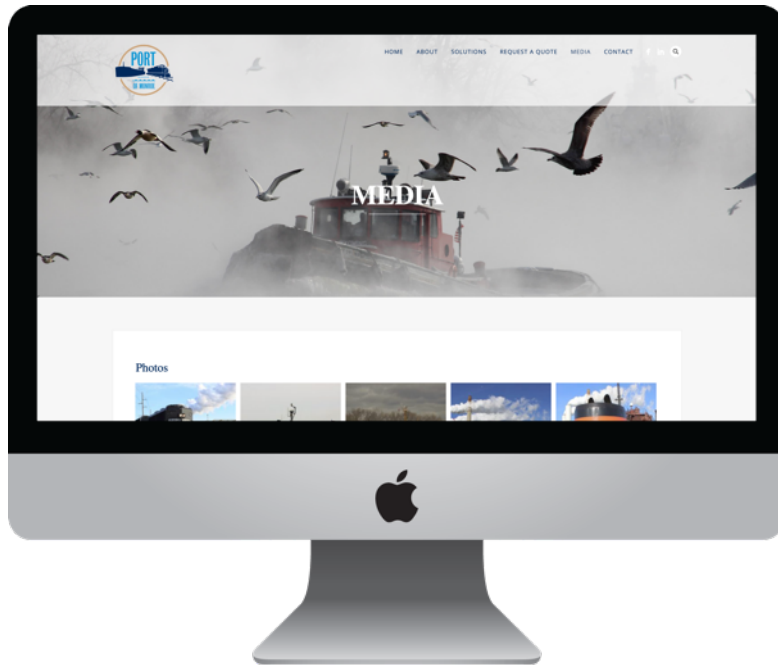
- Website Development & Launch
- Marketing Tactics
 - Social Media: Facebook, LinkedIn
 - Print Advertising
 - Trade Show/Sponsorship: 2019 Great Lakes Waterways Conference
 - Brochure
 - Public Relations & Outreach

Results

- Impressions: 1,000,000+

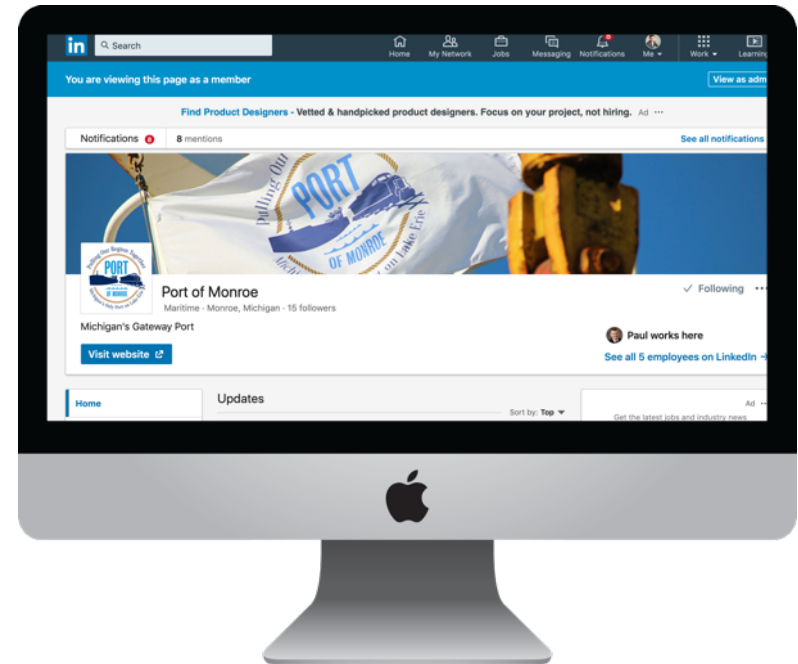
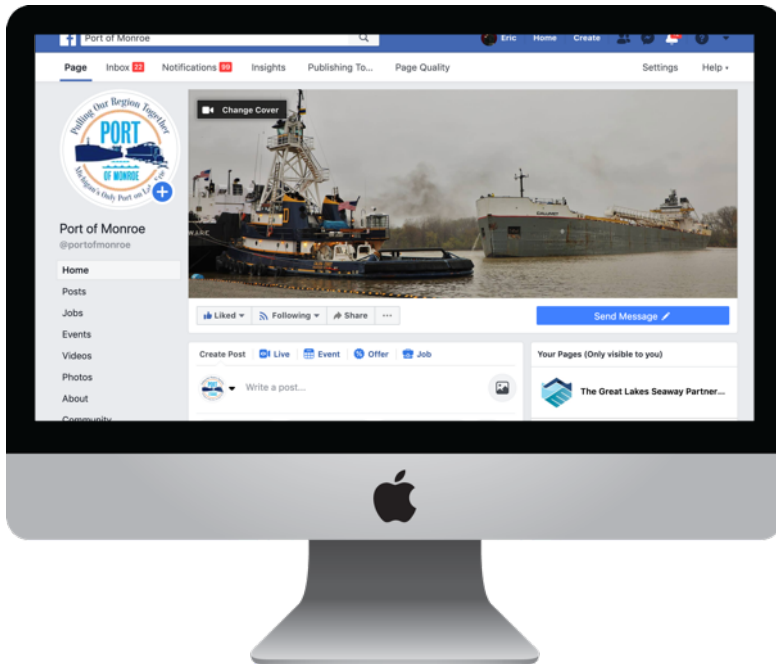


Website Launch





Social Media Launch






COMMUNICATIONS AWARDS PROGRAM

Print Advertisements



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MARITIME | INTERMODAL | LOGISTICS | MULTIMODAL TERMINAL SERVICES | SHIPYARD

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COMMUNICATIONS AWARDS PROGRAM

Trade Show/Sponsorship

2019 Great Lakes Waterways Conference





COMMUNICATIONS AWARDS PROGRAM

Integrated Brochure & Notebook

PORT OF MONROE

MICHIGAN'S ONLY PORT ON LAKE ERIE

the biggest little port

michigan's only port on lake erie

ABOUT THE PORT OF MONROE

The Port of Monroe is one of the oldest ports on the Great Lakes. Established in 1855 after a general vote of the then free citizens, the Port was chartered in the late 1850s and was under a Public Works Administration grant and bonds backed by the Port Commission and Monroe Public.

Crucial to the Port include steel work, gravel, coal, power, lumber, petroleum, coke and oil. Its wharf yard includes being home to the Pittsburgh Stevedoring Co. Stevedoring has run up in the early 20th century, clearing over 50,000 tons of coal per year during the 1930s and 1940s. Freight activity through the 1950s and 60s with Edison, South Star Star and C. Nelson Fuel.

The Port of Monroe boasts a strategic location along the Great Lakes. Through it has received local recognition for its potential, the Port looks to capitalize on its strengths as a single full-service port with significant industry and multi-modal connectivity. The Port also features over 85 acres of cargo facilities and is immediately adjacent to its deep draft dock facilities, which offering over 300 acres of newly industrial property for transportation-related development.

WELCOME TO THE PORT OF MONROE

The Port of Monroe - the "Biggest Little Port" on Lake Erie - serves as the gateway to the State of Michigan's for reaching multimodal and transportation networks.

The Port represents the closest convergence of major freight assets anywhere in the region with deep draft berthing on The River Basin, which will soon be accessible and immediate access to I-75.

In recent shipping seasons, the Port has reported its highest tonnage numbers in over a decade with continued solid performance during these lean times. Commodities are highly diversified and include staple cargoes of steel, iron, sulfur, gypsum and fuel oil, as well as project and break-bulk cargoes that include natural gas pipeline construction materials and wind turbine components.

The Port continues to provide significant contributions to the Great Lakes Basin, Laurentian Seaway, as well as ensuring that multimodal connectivity is vital to the economic prosperity of our region. As the Port of Monroe, we proudly support the mariner and the Great Lakes.

-Paul C. Lashine II, Director, Port of Monroe

economic impacts

The Great Lakes Seaway Partnership recently released its Economic Impacts of the Port of Monroe, a report documenting the many contributions made by the Port and Great Lakes Seaway Shipping to the City of Monroe, Monroe County, State of Michigan and Great Lakes Region. The study reports that in 2019 the Port of Monroe and mar-time commerce supported:

1,659 JOBS	\$96M ECONOMIC ACTIVITY
\$12.1M FEDERAL & LOCAL CONSUMPTION	\$38.5M FEDERAL & LOCAL REVENUE

Building Our Region Together

PORT OF MONROE

Michigan's Only Port on Lake Erie



MICHIGAN'S GATEWAY PORT



the biggest little port

PORTOFMONROE.COM



michigan's only port on lake erie

ABOUT THE PORT OF MONROE

The Port of Monroe is one of the oldest ports on the Great Lakes. Established in 1932 after a general vote of the Monroe electorate, the Port was constructed in the late 1930s and 40s under a Public Works Administration grant and bonds backed by the Port Commission and Monroe Industry.

Cargoes at the Port include steel, sand, gravel, coal, paperboard, petroleum, coke and salt. Its storied past includes being home to the Pittsburgh Steamship Co. during winter lay-up in the early 20th century, storing over 10,000 Renault cars per year during the 1960s, and significant activity through the 1970s and 80s with Edison, North Star Steel and C. Reiss Coal.

The Port of Monroe boasts a strategic location along the Great Lakes. Though it has received local recognition for its potential, the Port looks to capitalize on its strengths as a large land mass port with significant industry and multi-modal connectivity. The Port also features over 85 acres of cargo laydown area immediately adjacent to its deep draft dock frontage, while offering over 300 acres of heavy industrial property for transportation related developments.

WELCOME TO THE PORT OF MONROE

The Port of Monroe – the “Biggest Little Port” on Lake Erie – serves as the gateway to the State of Michigan's far reaching multimodal and transportation network.

The Port represents the closest convergence of major freight assets anywhere in the region with deep-draft frontage on the River Raisin, direct rail Class 1 rail access and immediate access to I-75.

In recent shipping seasons, the Port has reported its highest tonnage numbers on record as cargoes were delivered to stakeholders along the River Raisin. Commodities are highly diversified and include staple cargoes of coal, limestone, synthetic gypsum and liquid asphalt, as well as project and break-bulk cargoes that include natural gas pipeline sections, wind blades and wind tower sections.

The Port continues to provide significant contributions to the Great Lakes-St. Lawrence Seaway, as well as proving that multimodal commerce is vital to the economic prosperity of our region. At the Port of Monroe, we proudly support the mariner and the Great Lakes.

– Paul C. LaMarre III, Director, Port of Monroe



our solutions

TERMINAL SERVICES

A diversified company since 1977, DRM excels at innovating cargo handling and creating custom logistical solutions via land and sea. As the terminal Operator at the Port of Monroe, they are responsible for the Port's steady growth and reemergence as the premier cargo destination on Lake Erie.

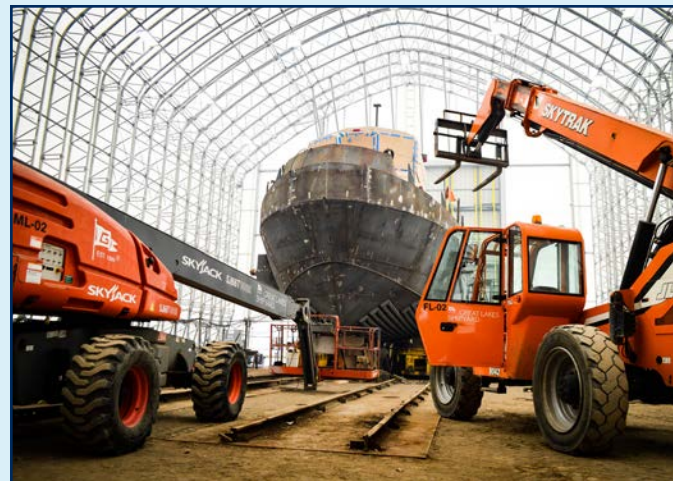
DRM excels and set standards for bulk material loading/unloading, project cargo transportation, materials and project management and intermodal container moves. Through continued investment in the company's personnel, equipment and infrastructure, DRM delivers value and long-term prosperity to partners.



SHIPYARD

Great Lakes Shipyard is a full-service shipyard for new vessel and barge construction, maintenance and repairs, and custom fabrication in a state-of-the-art facility that includes a 300-ton floating drydock. The Shipyard specializes in every kind of marine construction, fabrication, conversion, refit, and repair for all types of commercial and government vessels, tugs, supply boats, ferries, barges, "truckable" barges, excursion vessels, dinner boats, research vessels, and large yachts, as well as both on-site and off-site topside work.

The major competitive edge of Great Lakes Shipyard is the prompt, high quality and cost-effective products and services. As important, though, we understand our customers' expectations and provide the same level of workmanship that we would expect ourselves, as owners and operators of a fleet of vessels.



INTERMODAL

The Port of Monroe continues to build upon its advantages as an intermodal cargo hub with capabilities to transfer cargo between rail, truck or vessel. The convergence of two Class 1 railroads (Canadian National & Norfolk Southern) and the Great Lakes-St. Lawrence Seaway System within a single facility – immediately adjacent to I-75 – allows goods to enter the broader transportation network more efficiently and economically.

This connectivity represents the most concentrated junction of major transportation assets anywhere in the region. As a result, it leads to fewer cargo delays, reduced wear and tear on regional roadways, and substantially increases the opportunity to reach any global destination.



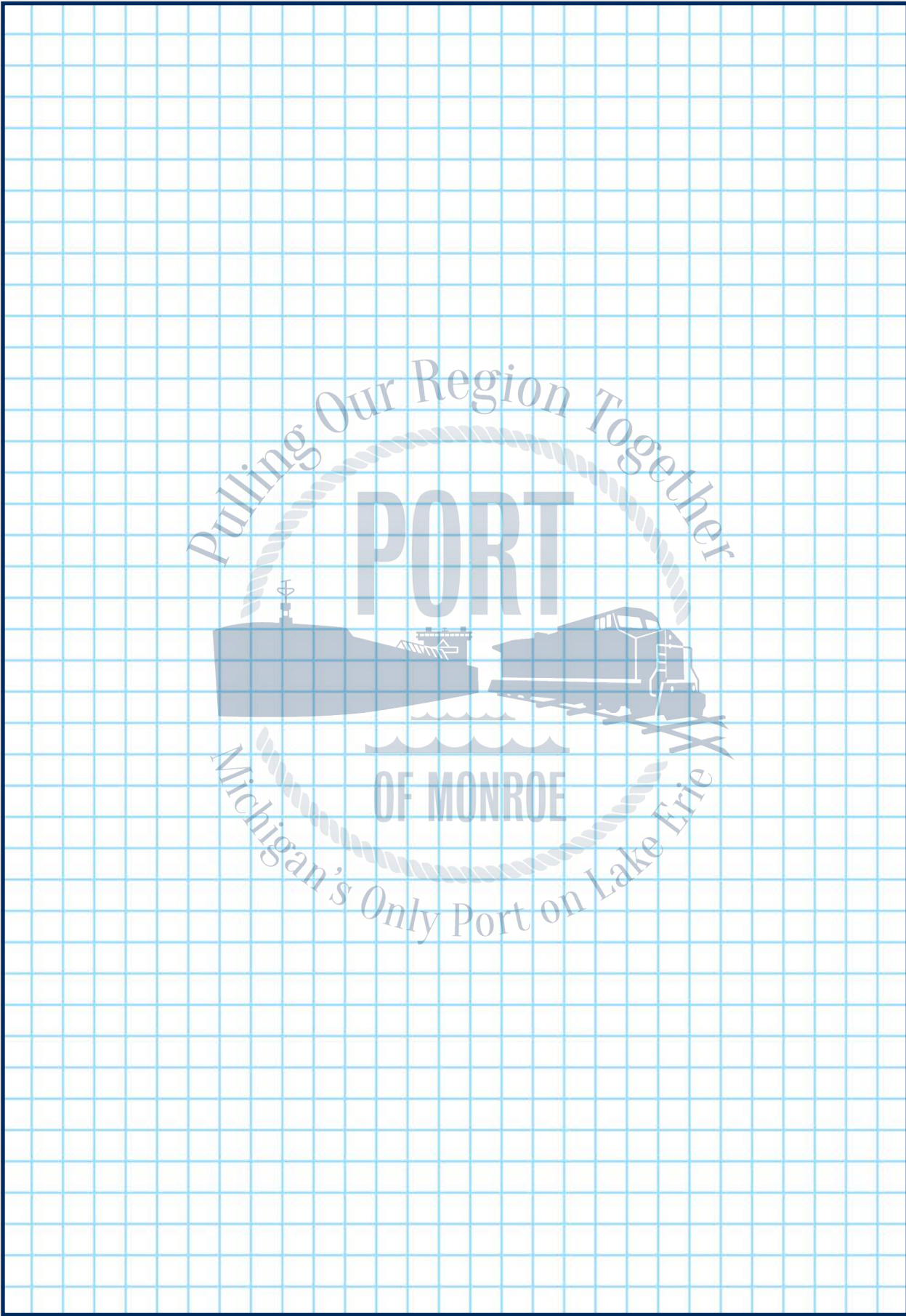
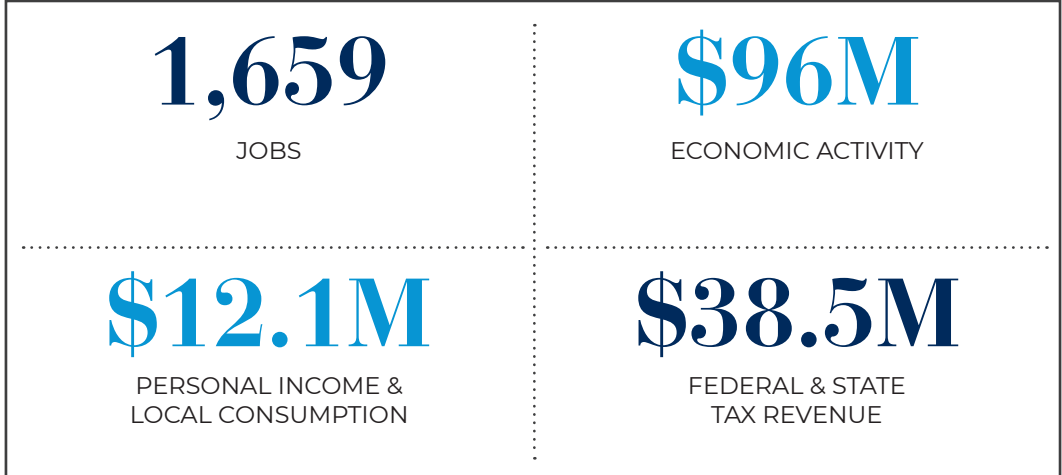
THE GREAT LAKES NETWORK

The Port of Monroe is fast becoming recognized for its excellent features related to low cost water transportation of raw materials. Monroe County is fortunate to have easy access to all major forms of transportation, including highway, water, rail and air modes of travel. Several important transportation routes are clustered into a major corridor located in the eastern portion of the County, running parallel to the Lake Erie shoreline. This corridor includes several important highways as well as a number of railroad tracks.

A large red and white cargo ship is shown on the water. The ship has 'MERSOACH' written on its side.

economic impacts

The Great Lakes Seaway Partnership recently released its Economic Impacts of the Port of Monroe, a report documenting the many contributions made by the Port and Great Lakes Seaway Shipping to the City of Monroe, Monroe County, State of Michigan and Great Lakes region. The study reports that in 2017 the Port of Monroe and maritime commerce supported:





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