

## 2. ANNUAL REPORTS

### Category 3

#### FY 2018 Port Everglades Commerce Report

<http://www.porteverglades.net/development/annual-report/>

<https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/porteverglades/FINAL Port Everglades Commerce Report 2018 single pages c1f54ae9-fee9-4039-8f62-da7ab9a7da34.pdf>



Port Everglades, a department under Broward County Government, produces an annual Commerce Report that is used to disseminate financial information to the Port's stakeholders and Broward County residents. The Commerce Report provides a complete overview of statistics from real estate holdings, containerized cargo, petroleum, bulk and break-bulk cargo, and cruise passenger information.

The publication is used as both an informational source and marketing tool by the Business Development Division.

### 1. What are/were the entry's specific communications challenges or opportunities?

Port Everglades releases its Financial Statements to the public in the form of an Annual *Port Everglades Commerce Report* publication. The publication has a shelf-life of approximately eight to 10 months. The Port faced the challenge of providing a government-issued annual

financial report in the form of a useful publication that appeals aesthetically to all target audiences without being boring or uninteresting. We also wanted to find untapped sources to increase distribution. The Port was further challenged due to a new Broward County Government mandate that requires all online materials, including websites, documents and publications be compliant with the American's With Disabilities Act (28 CFR 35.106) (ADA). The annual Commerce Report needed to be accessible to the visually impaired. In the past, the Annual Commerce Report was posted to the Port's website using a "flip-book" format, which was not ADA compliant.

## **2. How Does the Project Complement the Port's Overall Mission?**

### **Port Everglades Mission Statement**

*Port Everglades is Florida's powerhouse global gateway. As 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.*

*Port Everglades leverages its world-class facilities and innovative leadership to drive the local and state region's economic vitality and provide unparalleled levels of service, safety, environmental stewardship and community engagement.*

The key phrases from the Port Everglades mission statement influenced by the annual report are:

- Drive the region's economic vitality by providing more than 13,000 local direct jobs with companies that provide services to Port Everglades. In addition to generating more than \$32 billion worth of economic activity through a combination of cruise, cargo, petroleum and real estate.

- Community engagement by providing the stakeholders, residents and local business with vital economic impact information and statistics
- Community engagement by being inclusive of all audiences by providing the publication as an ADA compliant document.

### **3. What were the communications planning and programming components used for this entry?**

#### **Target Audiences:**

- Stakeholders
- Local, state and federal elected officials
- Domestic and international business communities
- Visual impaired users

#### **Objectives:**

- To create an appealing publication that would meet our obligations to publish our annual Financial Statements, while encouraging those who would not normally read financial documents to open the publication and benefit from information that it easy to digest.
- To publicize the Port's major capital improvement projects. This is important for consensus-building to support the Port's major capital improvement projects.
- To provide an overview or updates on the Port's major business sectors.
- To provide our customers with trade information that they could use to grow their businesses.
- To provide all the above in an inclusive format that adheres to all guidelines and requirements of the Americans With Disabilities Act.

### **4. What actions were taken and what communication outputs were employed in this entry?**

#### **STRATEGIES:**

Our strategy was to publish useful information in an attractive format that would be accessible to anyone visiting [porteverglades.net](http://porteverglades.net).

We also had to explore new opportunities for distribution without spending more money on postage or courier deliveries.

#### **TACTICS:**

- Queried our Business Development staff and, especially, our Trade Analyst to find out what statistics are requested most often from our customers.
- Brainstorm with the Communications Team to identify untapped distribution resources.
- Partner with our advertising agency to create a colorful, easy-to-read publication that is easy to reference.
- Research ways to make documents ADA compliant.

#### **IMPLEMENTATION PLAN:**

- To produce the publication in a timely manner, we began planning and implementing as soon as preliminary numbers were made available.
- Developed a cheery design and layout that incorporated the Port's branding elements.
- Collaborated with the Broward County Office of Professional Standards' Human Rights Section to research and find the appropriate vendor to convert the digital version of the Commerce Report into an ADA compliant document.
- Worked with the Community Outreach person on the Communications Team to identify Port tour groups that would benefit from receiving the Annual Commerce Report.

### **5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?**

#### **BUDGET:**

- \$18,269.94 - includes creative development, art direction, 28 pages and four cover design and layout options, editing, printing and delivery of 2,000 copies
- \$315 - cost to make the publication's PDF ADA compliant

- Total budget: \$18,584.94

#### **STAFFING:**

- 4 Port staff members
- Advertising agency for design and printing
- Staff from alternative format transcriptions and accessible documents company Braille Works

After printing, the *FY2018 Port Everglades Commerce Report* was mailed to individuals and groups on our traditional distribution lists, including:

- Port tenants
- Stakeholders
- Area chambers of commerce
- Local, regional and state elected officials

These groups accounted for 800 to 900 of 2,000 copies printed.

Port Everglades conducts between 90 and 120 tours annually. Of that number more than one-third are regional/local business organizations and international delegations. In the past, tour groups did not receive the Commerce Report in their tour materials. It was determined that the regional/local business organizations and international delegations would find the Commerce Report beneficial.

Within a few months after the traditional distribution, all 1,200 remaining copies were successfully disseminated to the identified tour groups. The success of the publication was measured by the requests for additional copies by the tour groups, according to our Community Outreach staff member. The international delegations found the Commerce Report to be a particularly useful tool when considering/evaluating the possibility of becoming a Sister Seaport with Port Everglades.

**Conclusion:**

Unfortunately, the Port has no way to effectively calculate the number of visitors to our website who are visually impaired and have special website readers on their computers or other digital devices. The Communications Team felt that if they only helped one visually impaired person to easily peruse the *Commerce Report*, then the project was a complete success, and looked forward to providing the same level of inclusive service on other Port publications, reports and presentations.

However, we accomplished the goal of disseminating the Annual Commerce Report to a new audience as we begin distributing the publication to various tour groups visiting the Port.

### [View the Port Everglades FY2018 Commerce Report](#)

Website Analytics for <https://www.porteverglades.net/news-room/port-publications/>

