

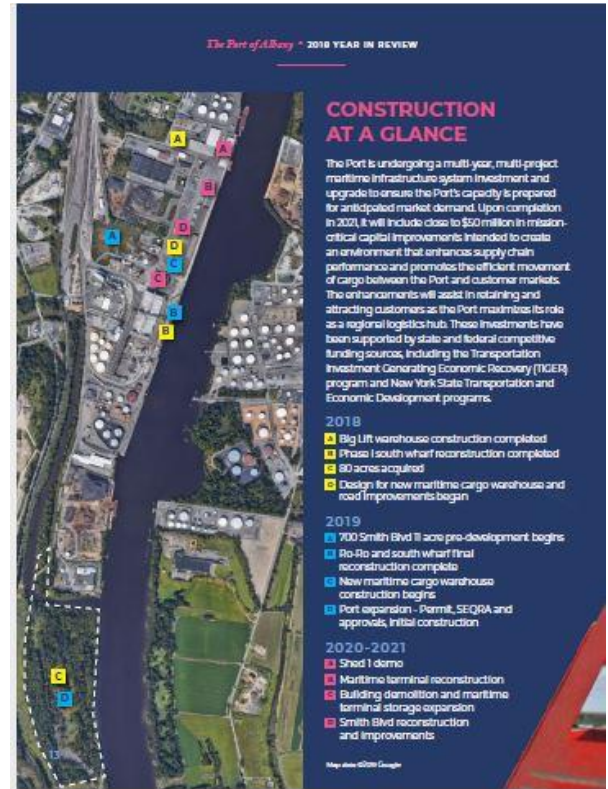


## Port of Albany, NY submission for AAPA 2020 Communications Awards Program Annual Report Category

The Port of Albany is submitting its Annual Report /Upstate Impact Worldwide Reach for the 2020 AAPA Communications Award Program. While this report was technically a 2018 Year in Review, it encompassed the beginning of 2019 and was released mid 2109 as there is a lag time in reporting. The report is the Port of Albany's primary marketing piece used to represent the Port of Albany, its operations, accomplishments and goals and initiatives for the future. This report is a pivotal piece of marketing for our organization that has less than \$300,000 in marketing budget. This report was crucial in that it needed to not only speak to who we are and what we accomplished but also needed to reflect our new marketing aesthetic as dictated by our newly updated and modernized website. It was exciting to show off the newness we are celebrating at the Port of Albany as well as our accomplishments. A few highlights presented in the report are: Maritime activity saw increases over the previous year, with economic indicators reporting additional ship and tonnage activity, as well as new records set in longshore labor hours. More than 12,000 longshore labor hours were worked during the month of May alone, a record for a single month. Primary drivers were heavy lift/project cargo, as well as scrap metal and wood pulp activity in the marine terminal. We were also able to highlight the purchase of land south of the Port, increasing our footprint by 80 acres.

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

*Each year the Port prepares an annual report. We have been undertaking some extensive growth initiatives to increase our relevance with existing customers and attract new business to the Port. It was very important for us to depict, at a glance, those improvements as well as show our*



*future growth plans. This was our opportunity to tell the Port of Albany's story-past, present and future.*

*The timing of this report followed another historic year and was produced during a time of positive development and growth. The report was used as supporting material and information to justify submitting applications to several major state and federal grant applications during the year. The Port regularly applies to these grant opportunities especially as the Port looks to implement the major infrastructure investment plans we've developed for long-and short-term growth. 2018, 2019 and 2020 have been very busy especially with the Port is undertaking projects approved by all the successful grants in recent years. These extremely competitive grants will support efforts to expand the port's capacity in heavy lift handling capacity as well as expand the Port's footprint. The completed grants include a \$5 million New York State economic development infrastructure award and grants assisting us to implement a previously awarded \$17.8 million federal TIGER award. While these required full grant applications, we believe having a substantial and comprehensive annual report to support the submission was critical.*

The report needed to present all this information in a straightforward way in order to serve the average reader – as well as potential customers and partners. The goal was to report in an informative and interesting manner that would attract and keep attention and show the increasing capacity and growth. It also intended to represent meaningful background for the Port of Albany’s growing reputation for handling big lift and project cargo.

## 2. How does the communication used in this entry complement the organization’s overall mission?

The Port of Albany’s mission is focused on responsibly and effectively managing the publicly owned maritime Port of Albany-Rensselaer, contributing to the economy of Capital Region and beyond while emphasizing transparency, public stewardship, Integrity, Professionalism and Customer Service. This mission is weaved into how the information is presented and how the report includes details of investments, economic indicators of the port, for better and for worse and what is ahead for the Port based on careful planning and leadership. This report was produced with the intent of showing who we are, our staff, our tenants and our top commodities, our environmental initiatives and our ever-growing community ties. This report took an enormous amount of time in research, outreach and design. The report was written to ensure we reinforced, partnerships and the district-wide activity.



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

The goal was to produce a report that would engage multiple audiences. This would include local and regional public officials, community leaders and partners, industry partners, and current and potential customers. With the scope of the audience being that diverse, the content for the report had to be carefully selected. We wanted to relay the scope of activity at the Port, the operations and our economic impact. We wanted to explain the importance of our facility to the region, the capacity and opportunities available due to past strategic planning as well as plans for future growth. It was very important to show the return on investment for past grant funding supported by state and local partners and the progress we’ve made in moving forward with our growth strategy. Ultimately it was a snapshot of who we are that could also serve as a calling card for potential customers.

Using a small, local startup graphic design company to assist us in the design proved to be an excellent choice. We went that route knowing they could effectively bolster the reach of the report with their own marketing and social media platforms. They submitted the report for two award nominations and subsequently won a Marcom and an Addy award for the report, pushing it firmly into the spotlight. Having this thorough, fact based, impressive and easy to read tool to assist us in our marketing efforts and grant applications has been invaluable.

Our goal was utilizing the report in its printed format at increased port tours, in-person meetings and events such as our annual Port Industry Day as well as trade shows like Breakbulk Americas and wind energy conventions. It would also be available for download on our website as well as digitally.

One thing of note was a dedicated space to acknowledge our Chief Executive Officer, Richard Hendrick. The Board of Commissioners had approved a title change for Mr. Hendrick from General Manager to CEO. We wanted to acknowledge his decade of leadership at the port and felt that the longevity of leadership would instill confidence in successful investments, customer

relationships and execution of our business development strategies.



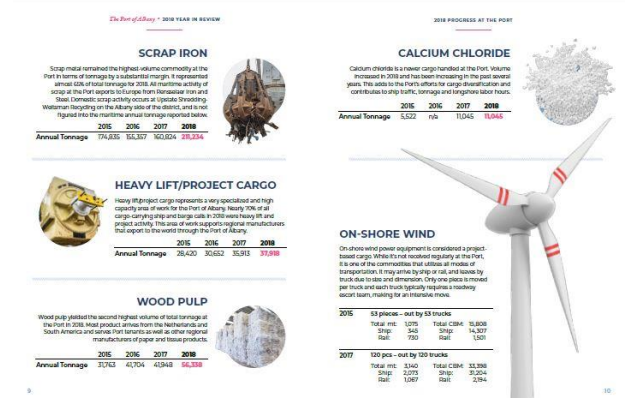
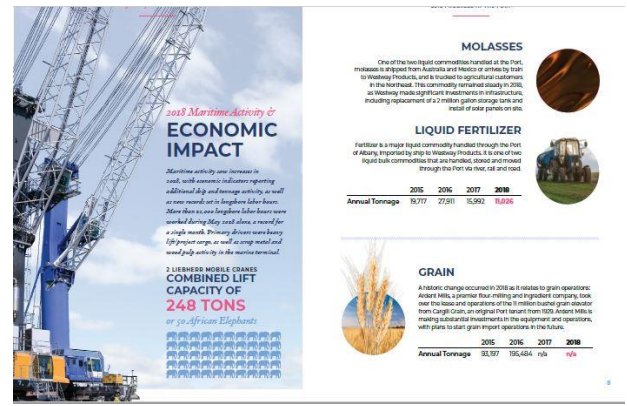
**4. What actions were taken and what communication outputs were employed in this entry?**

The report was released at the Port Industry Day, over 200 reports were provided. Port Industry Day occurred in May where several speakers talked about Albany's position in global, state and local economies. The keynote speaker senior VP/Global Advisor for Ports and Infrastructure for Nathan. We hosted the event in our newly built big lift warehouse so there was tremendous interest in attending. Port Industry Day is still relatively new for the Port of Albany and is modeled after larger Port events, with the goal of welcoming community members, elected officials, businesses and customers.

We use this publication in every port tour, often 20-50 copies at a time, is included in every single new customer and new partner meetings and used in business development, conferences and exhibits.

We were proud to exhibit for the First time in the Breakbulk conference in Houston and our reports were a big hit at our booth. The report was designed in the spirit of our new website which was also revealed at Port Industry Day – to reinforce branding of what the Port was representing – new projects, record setting business, big investments!

The report is produced with one single point of contact on the Port of Albany team who consults with the CEO, the business development manager, the financial team and coordinates with a graphic design team to produce the report.



The report relied on statistics and trends to represent activities at the Port of Albany and inform the reader. This is a photo capture from one page of the report presenting the economic impact as well as a snapshot of the commodities we move through the Port. A critical component of the mission of the Port is to develop and safeguard commerce. This is important to represent in an interesting and informative way. It helps to show our elected officials and sponsors the positive return on investments and shows potential partners and customers the healthy business climate that is available at the Port of Albany. We have also been focusing on educating the general public in Albany and Rensselaer about the types of products that move through our Port to eliminate any stigmas that are still held over from decades of perception. Social media is big focus and driver of this as well.

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

*The effectiveness of the report can be seen during this period of growth and active business development for the Port of Albany that spans not only nationally but internationally as well.*

*The report was used as a marketing and business development assistance for the Port's major initiative in attracting the offshore wind supply chain that is emerging in the Northeastern US and all along the eastern seaboard. This piece is the main tangible document that the Port of Albany has and has been effectively used in at least 100 business development meetings and introductions to companies nationally and internationally, including Germany, England, Denmark and China. The feedback has been positive and can be justified by accelerated and progressive business development activities that are turning into commercial negotiations that all started with introductions using this document in conversations, meetings and outreach.*

*Our port administration team is a relatively lean staff so to dedicate the time and attention to produce such a full product is a testament to the importance of the report in communicating the operations and activities at the Port of Albany. The result was an extremely comprehensive, informative and aesthetically pleasing report.*

*All in all, over the period of a year and 1/2 of using the report we have received extremely positive feedback from all avenues – including from the City of Albany Economic Development team, Town of Bethlehem Planning Board, from tenants of the Port, from regional economic development partners, and from consultants from around the Country. The Port leadership has been very proud of this feedback.*

