

AAPA 2020 Communications Awards

Category: Overall Campaign

Port of New Orleans

Entry Title: Economic Impact Campaign

Summary:

Port NOLA Economic Impact Campaign:

The Port of New Orleans is an agency of the State of Louisiana, yet we generate our own operating revenues and do not receive tax revenues. State funding for infrastructure is limited and it has been a challenge to gain the support from legislators from other parts of the state who do not see the statewide value of Port NOLA activity. We wanted the opportunity to engage important stakeholders, including elected officials, throughout the state and region with relatable and compelling data that was meaningful to them.

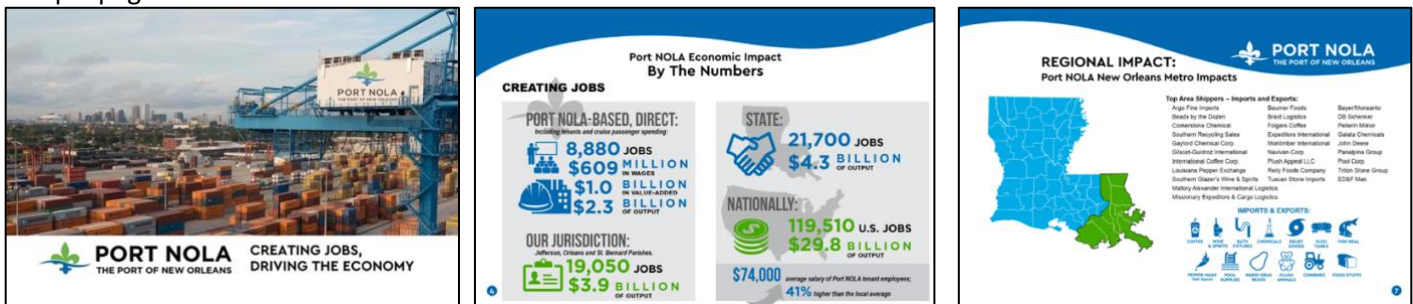
Port NOLA created an economic impact booklet, press release and video to highlight our work and share it in an easy to understand, relatable format. Based on a comprehensive study done by LSU, the pieces communicate the complex work of Port NOLA and the impact we have on the local, state and national economy. The overall messaging is that Port NOLA is creating jobs, driving the economy.

These efforts culminated with the approval of \$20 million for two new cranes for Port NOLA during the 2019 state legislative session in June. The state later doubled down on that support for two more cranes (for a total of four) to support economic activity at the port and in the region.

Key Elements for Campaign:

- [Port NOLA's Economic Impact Booklet](#)
- [Port NOLA's Press Release on Economic Impact](#)
- [Port NOLA's Economic Impact Video](#)

Sample pages of the booklet:



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

Because visibility and access to the Port is restricted by flood walls and security gates, we are challenged in explaining to our community and our policymakers how we operate and exactly how we contribute to their lives and livelihoods. The economic impact campaign breaks down the work of Port NOLA by the numbers and facts that are easy to comprehend for the general public and for policymakers across the state. It gives clear strategic outcomes that readers can relate to and connect with, using icons and imagery to tell the story of the numbers.

2. How does the communication used in this entry map back to the organization's overall mission?

The Port of New Orleans mission is: To drive regional economic prosperity by maximizing the flow of international trade and commerce as a modern gateway. When the community and our policymakers recognize the Port as an economic engine creating jobs for Louisiana families, they are more likely to become ambassadors for our mission and support the Port when issues arise such as the funding of infrastructure, in this case.

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

The goal was to increase stakeholder awareness of the Port of New Orleans and to ultimately receive state funding for new cranes for our terminal. By doing so we would be able to generate local and statewide support for our infrastructure. Specifically, by also sharing the Port's economic impact booklet highlighting each region in the state of Louisiana and what Port NOLA does specifically that translates into business in their region.

Our objective was to gain funding from the state legislature for our new cranes for our Napoleon Ave. Container terminal.

Our Audience: Primary audiences include legislators and other policymakers, members of the community, as well as the media. Secondary audiences are Port customers and tenants, potential new customers, Port staff and our Board of Commissioners.

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

- Review the findings from the 2018 LSU economic impact study and break out the highlights into specific positive growth points to support our messages.
- Work with Commercial team to identify commodities by region and company.
- Describe the work in detail through an overall visual representation through icons, and then show regional impact in Louisiana organized by geographic location.
- Collaborate with graphic designer to create the layout and design elements.
- Incorporate feedback from several internal staff for multiple rounds of drafts.
- Seek competitive quotes from local printers for economical production.
- Distribute printed booklet in meetings and at conferences. Post digital booklet to the Port NOLA website.
- Distribute press release to highlight success and share overall messaging with partners, media and stakeholders.
- Write video script and provide footage to local production firm for video production.
- Edit, finalize and share final economic impact video to social media and with local audiences during all presentations including the 2019 State of the Port in front of more than 300 industry stakeholders.

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

Evaluation of success: The campaign effectively conveys that Port NOLA plays a fundamental role in generating economic activity for the Port's three-parish jurisdiction, the state, and the U.S. — supporting jobs at all skill levels and generating revenue that gets multiplied again and again across our economy.

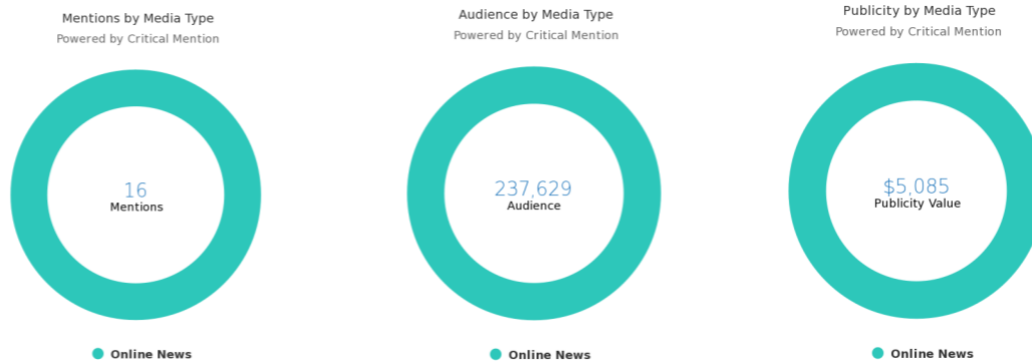
General anecdotal feedback is that the economic impact material is easy to read and provides information that is important to the Port community, our partners and our customers. We also secured the \$20 million of state funds to purchase two new cranes for Port NOLA which was our overall goal, and as mentioned above got the double down from the state to purchase two more bringing the total of new additional cranes to four.

The economic impact booklets have been used directly by elected officials to help them explain the work of Port NOLA to their colleagues and constituents. We released the impact booklet at D.C. Mardi Gras where our local, state and federal elected officials gather for networking and meetings. Within days, our representatives were using our impact numbers in their talking points. The governor also referenced our impact numbers in recent speeches in our jurisdiction and statewide. This has led to ongoing media coverage and visibility for the Port about our economic impact statewide.

The booklets are available as takeaways from our Board meetings, they are used in community meetings, they are at the Port's Visitor Desk, and they have been used in meetings with legislators at the city, state and federal level. Our President and CEO asked for copies to hand out to stakeholders at high-level meetings and her speaking engagements. Our Community Outreach team uses this as a popular education tool and includes them in all collateral provided to Port visitors, and the video is showed to every tour that comes to the Port.

We had an initial printing of 500 copies for the booklets to have them finished in time for Washington D.C. Mardi Gras. We wanted to get our economic impact in front of legislators immediately to begin to gain their support for crucial votes ahead. That original batch was distributed within a couple of weeks of D.C. Mardi Gras, because it was such a useful tool to a wide range of audiences. To date we have printed 2,000, and we expect to do another run by November. There continues to be an increased demand and request for additional copies from all entities mentioned above.

Based on the corresponding economic impact press release, we have had stories published through local partners, local media and national/trade publications.



Our economic impact video has also received engagement across social media and through events in which it has been used for speeches to showcase our economic impact to local audiences.

Shared by local business and economic development partners as an example: [GNO, Inc.](#)

Shared by local media outlets as an example:

- [The Advocate](#)
- [NOLA.com](#)
- [NOLA City Business](#)

Shared by national news outlets and trade publications as an example: [AJOT](#)

Social Media Impact of Video:

- Reach on Facebook: 2,313
- Reach on LinkedIn: 1,663
- 392 views on YouTube
- 6,827 impressions on Twitter

Screenshots of Social Media Engagement Posts:

Port of New Orleans
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Port NOLA drives the regional economy contributing to more than 19,050 jobs and \$3.9 billion of economic output in our tri-parish jurisdiction. Check out our new economic impact video to learn more!
#portnolagateway #yourworkingriver #louisianajobs

YOUTUBE.COM
Port NOLA: Creating Jobs & Driving the Economy
See Port NOLA's economic impact including job creation, tax revenues,...

1,266 People Reached 92 Engagements Boost Post

👍❤️ 16 11 Shares

Port of New Orleans
7,847 followers
Bmo · Edited · 🌐

ICYMI: Check out this video about Port NOLA's economic impact. We are so proud to be a part of the global gateway, while also driving economi...see more

Port NOLA: Creating Jobs & Driving the Economy
youtube.com

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OUR MISSION
DRIVE REGIONAL ECONOMIC PROSPERITY

Port NOLA: Creating Jobs & Driving the Economy

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