



# **AAPA Commissioners Seminar Community Relations Strategies**



# Brevard County, FL





What is the goal of a Community Relations Program?

This is the first question and the overriding one.

What are you trying to accomplish and why?



## Why is Community Relations important?

1. Locally appointed/elected Commissioners – support of constituency
2. Locally appointed/elected County Commissioners/City Council – support of constituency
3. Financial support from City, County
4. Financial support of state (blending/merging of community relations and legislative affairs).



How do you measure success?



How do you measure the effectiveness  
of your expenditures?



And all of this goes back to the goal you set –

What are you trying to accomplish?





“And the “Why” you are doing it dictates “How” you do it.”



## How is...

1. How broad the program will be – target audiences?
2. The level of importance within your organization – Coordinator, Assistant Manager, Manager, or Director.
3. Where in your organization –
  - Part of Legislative Affairs
  - Part of Sales & Marketing
  - Part of Environmental Programs
  - Outside Contractor



4. How much money you will spend?



## Target/Audiences

- Schools – Elementary or High School including the World-At-Work Program (outreach tool to education area children about the Port and the maritime industry)
- Local Clubs – Rotary, Kiwanis, Etc.
- Area Chambers of Commerce
- Area Economic Development organizations



## Target/Audiences

- Navy League, Propeller Club
- Local governments



## How?

- Presentations and tours
- Local events – sponsorships, booths
- Local organizations – is mere attendance enough?
  - Is membership required?
  - Is membership even appropriate?
  - Is financial support obligatory?



## How? (continued)

- Radio and TV commercials touting what the Port means to the community
- Print Articles – Letters to the Editor
- Newspaper Ads
- Materials – Magazines, pamphlets



# The Mechanisms

- Who does it?
  - Commissioners
  - Senior Staff
  - Specific Departments only
  - Port Ambassadors





## A few thoughts...

- Start out by reviewing your existing community relations program and what you thought you were trying to accomplish.
- Promote dialogue, reaching deep into staff level, to decide if changes need to be made, either in philosophy or execution, or both.
- Don't be afraid to reach out beyond the Port into the community for input.



## A few more thoughts...

- Accept that perhaps even the best strategy cannot be measured well for effectiveness and there is a warm-and-fuzzy element to this.
- But Community Relations is a bit more complicated and sophisticated than the traditional warm-and-fuzzy approach.
- Accept the challenge of making the program meaningful but with spending money carefully.



One last thought

The Port Ambassador Program



# Port Weekend



# NASA Business Opportunity Expo



# Youth Leadership Brevard



# Area Chamber Chowder Cook-Off



## Ad – Birding Festival

### A Welcoming Environment



Visit our Great Florida Birding Trail sites.  
Stay for our harbor-side dining and night life!

[www.portcanaveral.org](http://www.portcanaveral.org)





## Ad – Senior Life



The Central Florida  
you fell in love with

If you miss the Central Florida you fell in love with,  
come to Port Canaveral. You'll find that it's still here...in the gentle  
surf where children play, watched by lifeguards year round...in the clean  
deep water where sea life (and fishing) abounds...in idyllic parks where you can picnic and unwind...  
in harborside restaurants where the seafood is as fresh as it can ever be...in the view of ships (seabound and spacebound)  
on their way to far-off adventure...in the helpfulness of everyone you meet...in the soothing influence of an ocean breeze.

The Central Florida you fell in love with is alive and well and getting better all the time.  
Don't miss another day of it!

For additional information about all that Port Canaveral has to offer, visit [www.portcanaveral.org](http://www.portcanaveral.org)



# March of Dimes Walk-a-thon



## Area Chamber 5K Run



# Seafarers Ministry



# Cultural Ad

WEEKLY  
**BREVARD EBONY NEWS**  
 "The Heartbeat of Your Community"

June 1-7, 2006 "Serving Brevard County" Volume 4, Issue 17 50¢

**INSIDE A**  
**Do We Still Need the Voting Rights Act?**  
 By Terence Samuel, AOL Black Voice

**ON THE SCENE**  
 Boy Scouts Coming to Cocoa/Rockledge 3A

**HEALTH**  
 Smoking Pot Doesn't Cause Lung Cancer 5A

**Pastor Wells Celebrates 47 Years**  
 Keith Ellison May Become Congress's First Muslim

Terence Kirby, pastor the role of Pastor John, Dr. Andrew John Chabry DeWright as part of a...  
 St. Paul York

With a fast-growing U.S. population estimated around 5 million, Muslims are increasing their voice in local and national politics every year. But thus far they haven't had one of their own in a national position of power in Congress, the Cabinet or the Supreme Court. He didn't know it at the time, but Keith Ellison

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# Maritime Center Grand Opening



# CivMil Events



# Children's Fishing Tournament

