

## Tenant Spotlight: Southeast Hay Distributors

AAPA 2020 Communications Awards Program, Classification 12- Videos



### Summary:

The Port of Palm Beach has a YouTube video series called “Tenant Spotlight.” We believe this is the most effective way to educate the port community and public about the different businesses operating at the Port and how they impact local economies.

This particular “Tenant Spotlight” features a local company called Southeast Hay Distributors. The company supplies hay, bedding, feed products and stable supplies to thousands of feed store owners, farmers and equestrian owners near and far. The video shows how a father and son started the profitable business at a local polo club and have expanded to ocean freight from multiple U.S. seaports, including the Port of Palm Beach.

Our “Tenant Spotlight” is posted on our YouTube channel, then uploaded on our website, published in our monthly e-newsletter and shared on all social media platforms including Facebook, Instagram, Twitter and LinkedIn.

This video marks the fourth segment of Port of Palm Beach’s “Tenant Spotlight.”

## [Watch video here.](#)

**Time: 0- 4:58**

### **1. COMMUNICATION CHALLENGES OR OPPORTUNITIES**

With this video, we had the opportunity to promote one of the smaller tenants that does not get as much publicity as others at the Port. Since, Southeast Hay Distributors is not a shipping or steamship line, most people do not associate the agricultural commodities with the Port of Palm Beach. This “Tenant Spotlight” allowed us to promote a local business while showing the diversification of cargo moving through the Port. It also gave us the ability to show how our tenants work together to successfully export the company’s products by ship to several Caribbean trade partners such as the Bahamas, Dominican Republic, Cayman Islands, Turks and Caicos and Antigua.



In addition, we had the opportunity to relate to the viewer by adding the backstory of how the company was founded and how the idea practically fell on their laps. We also incorporated how the business supports the large equestrian community in Palm Beach County.



The Port's Public Information Officer Yaremi Farinas and Director of Planning Carl Baker visited a polo club called Port Mayaca to obtain footage of polo ponies, Southeast Hay Distributors truck deliveries to the club and an interview with the manager of the polo club.





While working on this project, our main challenge was weather. Florida weather is always unpredictable, making it hard to narrow down shooting days. Unfortunately, it did rain when we visited the polo club, but at that point we had to find a way to make it work and still fly the drone to get the shots we needed for the video.



The only other obstacle we faced while working on this project, was scheduling. We began planning this video project in December 2020, during COVID-19. We waited about two months to receive requested action items from the company including the companies trading partners, the ports it does business with, photos, and Harmonized System (HS) codes for us to run PIER reports. Due to the president's availability and staffing shortage, there was a time lag.

## **2. Complementing the Overall Mission**

Port of Palm Beach's mission is to sustain world-class port operations and serve as a catalyst for the regional economy and a pillar for the local community. We made sure this project showed how the Southeast Hay Distributors operation plays a role in growing the local and regional economies by providing reliable goods, product continuity and good customer relationships.

## **3. Planning and Programming Components**

Our goal was to craft an informational video that was relatable and easily understood. One that the company would be proud of displaying on its website.

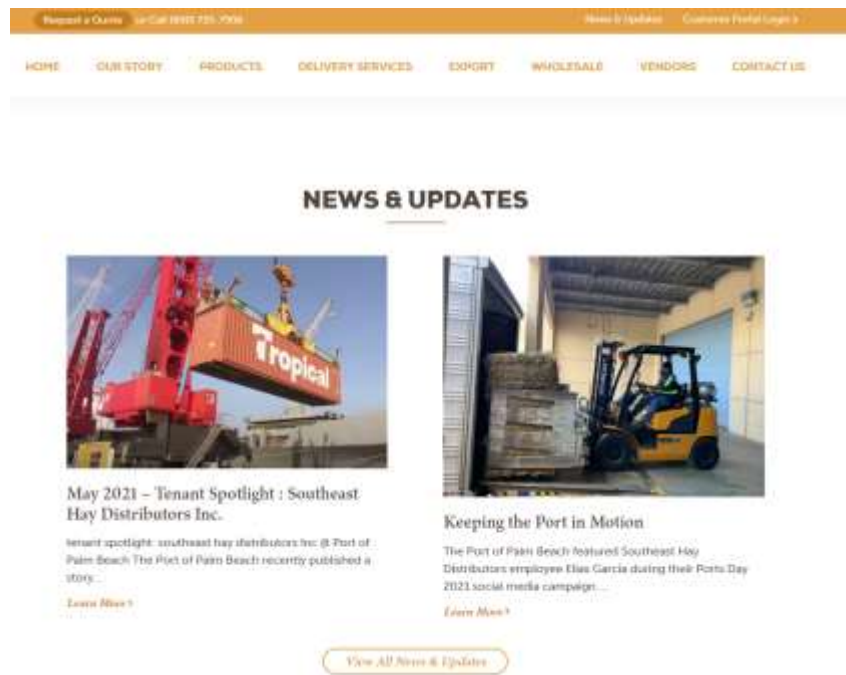
Key Objectives:

- Create an informational video that is not time sensitive and can be used anytime in the future
- Effective use of video
- Capture distinct footage with drone
- Showcase agricultural commodities moving through the Port
- Use natural sound to help tell the story

- Show how the benefits to the equestrian communities benefits how the business supports equestrian events
- Reach at least 500 people using YouTube, website and social media platforms

Audience:

- Primary- Port community, Palm Beach County residents and Southeast Hay's potential customers



#### 4. Actions and Outputs

This project was six months in the making.

Strategies:

- Learn about the business and find a way to make the business relatable

- Constant communication with Southeast Hay Distributors to secure interviews
- Contact Port Mayaca to schedule video shoot and interview with club manager
- Requested video and photos that displayed a perspective we were unable to capture. Take for example, photos from the donkey sanctuary in Antigua that buys hay from the company.
- Obtain HS codes from the company





- Know what video to shoot and questions to ask
- Transcribe all video before writing and editing
- Create a [teaser video](#) for social media
- Revisions, feedback and approval from company before publishing video story





Timeline:

November 30 –Proposed Tenant Spotlight to Southeast Hay Distributors Marketing Manager

December 10- Scheduled planning meeting

December 18- Met with Marketing Manager to discuss plans on what is needed to make a successful video and scheduled interview with President of Southeast Hay Distributors Alexander Christensen

December 28- Confirmed Port Mayaca video shoot and received approval of flying drone on the property



December 31- Secured interview with Port Mayaca Manager Laura Townsend

January 6- Called Polo Club Manager to discuss the video shoot

January 11- Conducted interview with SE Hay President and shot video of the warehouse located on port property

January 13- Visited the Port Mayaca Polo Club located an hour away

January 20- Promote Tenant Spotlight on January e-newsletter

## Port of Palm Beach "Tenant Spotlight"



We are currently working on featuring [Southeast Hay Distributors](#) in our next "Tenant Spotlight." The company, a wholesale outlet for feed stores, polo teams and large farms, operates a warehouse in Southgate and works closely with other tenants to ship its products to the Caribbean.

The company's CEO, Alexander Christensen, and staff have been extremely flexible and helpful in assisting Port staff with the in-house production process.

Remember the purpose of the "Tenant Spotlight" is to give Port tenants more positive exposure and educate our community about the services offered at the Port. Corporation is crucial in making these segments happen.

Thank you Southeast Hay Distributors!



CONTACT US TOLL FREE (800) 735-7906

January 25- February 05- Edited: 45 second teaser video

January 11- Published [teaser video on YouTube](#) and social media

February 18- Promoted Tenant Spotlight in February newsletter

## Port of Palm Beach "Tenant Spotlight"

We continue to work on our upcoming "Tenant Spotlight" featuring [Southeast Hay Distributors.](#)

[Sneak peek video](#)



March 26- Received outstanding action items from company's president

April 1- Began transcribing interviews and writing the script

April 22- Submitted script to marketing manager for review

April 22- Began editing video

April 22- Received approval from marketing manager and submitted final to company's president

April 28- Received approval from the president

April 29- Finished editing and shared the video with the company

May 18- Featured in May e-newsletter

### **Tenant Spotlight: Southeast Hay Distributors**



In this [Tenant Spotlight](#), we featured [Southeast Hay Distributors](#). The company sells equine products to thousands of horse owners and polo teams in Palm Beach County. The company's CEO, Alexander Christensen, talks about how they transport the products to the Port, the benefit of being headquartered at the Port and how they serve the Caribbean.

[Watch Tenant Spotlight](#)

May 18- Uploaded video on YouTube channel

May 21- Shared "Tenant Spotlight" with Port Commissioners, employees and tenants

## 5. Communication Outcomes

We published our Southeast hay Distributors “Tenant Spotlight” on our website, YouTube channel and social media pages on May 18, 2021.

YouTube: 158 views

Facebook: 817 people reached

Twitter: 1, 061 impressions

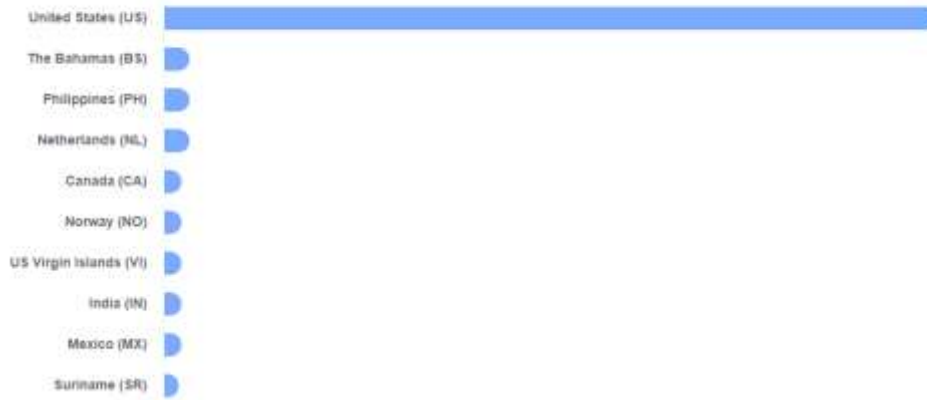
Instagram: 133 people reached

The feedback was positive across all platforms. According to Facebook analytics, the video reached people outside of the state of Florida and the country.



Audience

Region Country Age & Gender



We received the following comments from the company and members of our Port Family.

- “Wow, I think you did a fantastic job. I love that in this video we've covered the origins of SEH and relationship with Port Mayaca, the relationship with Tropical Shipping, an overview of our customers (location and type) and a client interview. I'm personally very pleased with this and I think Alex will be too!”

-Chelsea Smith, Southeast Hay Distributors Marketing Manager

- “Very nice Yaremi. Great job on the video and all looks great.”

-Chad Volbert, Stonerock Shipping

- “Thank you for doing these. My friends and family like listening to them.”

-Port Commissioner Katherine Waldron

The President, Alexander Christensen, was also very pleased with the piece. He showed gratitude for our time and effort during the project. The video now lives on the home page of the company's website.