



AAPA Lighthouse Award Project Highlight Port of Vancouver USA's 2025 State of the "Port Report"



Port of Vancouver USA
Vancouver, WA

Project Overview

Port of Vancouver USA's 2025 State of the "Port Report"

Award Category: Excellence in Print or Digital Media Communications

Completion Date: 5/31/2025

Description: Provide a description of the project, including its goals, key features, and impact.

In 2025, the Port of Vancouver USA launched the *Port Report*, a new "state-of-the-port" video designed to authentically showcase the people, projects, and successes of the past year. Built throughout the year, the video aimed to increase transparency and connect with community members and global partners.

Key features included compelling storytelling, behind-the-scenes visuals, and strategic outreach. The result: a 50% increase in viewership over the previous year's presentation that contributed to measurable growth in community awareness of the port and its benefits.

Inspiration

Explain what inspired your team to undertake this project

The Port of Vancouver USA created the *Port Report* video to better connect with its multiple audiences—from local residents to global partners—by sharing the port's biggest triumphs, challenges, and community commitments in a compelling, accessible format.

Previously a small in-person event, the Port Report evolved into a dynamic video presentation in 2025, driven by the need for broader reach and deeper engagement. This inspired the team to rethink both the content and distribution strategy—delivering the video directly to the platforms where residents spend their time and surpassing 22,000 views from the prior year.

Challenges

Describe the main challenges faced during the planning and execution of this project, and how did the port overcome them

One of the main challenges in producing the *2025 Port Report* video was balancing the filming schedule with the availability of year-end data and coordinating with multiple participants. To address this, the team began scripting and filming narration in January—immediately after year-end statistics were finalized.

Filming continued through February and March, including interviews with a tenant, a member of ILWU, and other key segments. Meanwhile, graphics and editing were developed in parallel to stay on schedule. The video was successfully completed and launched in April, with strategic distribution continuing through May.

Careful planning, flexibility, and cross-team coordination were key to delivering a high-quality, timely video that met both storytelling and data-driven goals.

Lessons Learned

Describe any valuable lessons your team learned from this project to share with other ports

The *2025 Port Report* taught us that compelling storytelling—paired with strong visuals—can make statistics more meaningful and memorable. We learned the importance of scripting early and identifying participants in advance, even before final data is available.

These lessons helped us streamline production and create a more impactful, engaging final product—insights we're happy to share with other ports looking to elevate their outreach.

Value

Explain why or what about this project makes your port proud

The *2025 Port Report* set a new standard for public engagement. By shifting to a story-driven video and smarter distribution strategy, the port increased community awareness and reached more than 33,700 views—10,000 more than the previous year.

The video highlights real partnerships and authentic stories, showing how the port benefits the region and raising the bar for how we share those stories.

Contact

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Resources

YouTube video: <https://youtu.be/oMQHw-4rZPo>