



AAPA Lighthouse Award Project Highlight

Made in America: How the Port of Cleveland Supports the Region's Economy



Port of Cleveland
Cleveland, Ohio

Project Overview

Made in America: How the Port of Cleveland Supports the Region's Economy

Award Category: Excellence in Print or Digital Media Communications

Completion Date: 6/2/2025

Description: Made in America: How the Port of Cleveland Supports the Region's Economy stands as a compelling example of how a public agency can leverage storytelling to celebrate its workforce, strengthen public understanding, and drive economic advocacy.

Inspiration

Made in America was inspired by a desire to honor the unsung heroes whose work powers American industry. From the bustling docks of the Port of Cleveland to the steel mills that shape our cars, bridges, and buildings, the documentary celebrates the craftsmanship, dedication, and innovation that drive our economy. We wanted to highlight not just the products, but the people, processes, and communities that form the backbone of U.S. manufacturing—showing how local efforts ripple across the nation. At its core, the film is a tribute to American strength, resilience, and pride, shining a light on the vital role the Port of Cleveland plays in supporting both our region and the country.

Challenges

Creating *Made in America* came with its share of challenges. Coordinating schedules with multiple stakeholders for interviews required careful planning and flexibility, while navigating the whims of Mother Nature was essential to capture the most striking visuals of the Port and Great Lakes. Beyond production, we dedicated ourselves to an intense review process to ensure that every party involved felt proud of the final product. Through persistence, collaboration, and attention to detail, we overcame these hurdles to tell a story that truly honors the people and processes powering American industry.

Lessons Learned

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

Value

We're proud to share *Made in America* because it shines a light on the often-unsung heroes who keep our region — and our nation — moving forward. This project celebrates the Port of Cleveland's role in fueling American industry while honoring the workers, partners, and communities whose strength and dedication embody true American pride.

Quotes

"The Port of Cleveland is proud to stand at the heart of America's industrial backbone. *Made in America* is more than a documentary — it's a tribute to the resilience, pride, and craftsmanship of the people who power our nation's economy. From the docks of Cleveland to the steel mills and beyond, this story honors the workers whose strength and skill ensure that what's made in America truly shapes the future of America." "

— David Gutheil, Interim CEO, Port of Cleveland

Additional Information

Looking ahead, the Port intends to build upon this initiative with additional multimedia projects focused on workforce development, infrastructure modernization, and environmental stewardship — ensuring the story of American industry continues to be told with pride and authenticity.

Contact

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Resources

<https://www.youtube.com/watch?v=Sakxq3Nosno&t=172s>

<https://www.portofcleveland.com/>