

AAPA LIGHTHOUSE AWARDS ENTRY  
COMMUNICATIONS – ANNUAL REPORTS – CATEGORY 1

PORT OF PENSACOLA

# THE WATERFRONT 2020 STATE OF THE PORT



<https://www.flipsnack.com/PortofPensacola1559/port-of-pensacola-2020-the-waterfront-state-of-the-port.html>

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

*How well the entry correlates to a defined communications challenge or opportunity (10%) Describe in specific and measurable terms the situation leading up to creation of this entry. Briefly analyze the major internal and external factors that need to be addressed.*

Building public trust and working collaboratively to translate community desire into compelling, actionable initiatives and projects was the foundation used for the development of the 2020 State of the Waterfront annual report. For this assignment, a comprehensive program of public outreach including a series of media exposures,

social media posts on City and Port sites and direct email to stakeholders was advanced.

Based on feedback received during a recently completed Port visioning process and the need to work through common communication challenges - particularly during a pandemic - it became clear that we could gain strength at a time of renaissance along the waterfront by sharing the legacy of the port and how our industries impact our community. The goal was to create a no-cost, unique, easily understandable, quick read to increase awareness, solicit support, and relay technical information in a user-friendly format keeping in mind that it is easier to gain backing when the community understands something they interact with daily.

Building on the outcome of a recently completed Port visioning process in 2019 where input was received through 384,572 social views, 8 hours of open houses and completion of two formal surveys with over 1,100 respondents resulting in an organized general playbook outlining approaches for an informed evolution. Key steps for moving forward and dissolving “anti-port” discussions included creating content that informs our community, so we grow together.

Our annual report served as a tool to bring the community closer to their waterfront by sharing the legacy of the port and its industries. The annual report continues to be used frequently to highlight the success of the Port and our tenant companies while continuing to inform our public about what’s happening on their waterfront.

## 2. [How does the communication used in this entry map back to the organization’s overall mission?](#)

*The extent to which the entry compliments the port’s mission and overall communications program objectives (10%). Explain the organization’s overall mission and how it influenced creation of this entry.*

Our mission statement is to be an integral part of Pensacola’s economy for generations to come by attracting a diverse mix of international trade, marine and water dependent uses, and business activities that maximize port revenues and deliver positive social, economic and quality of life benefit to the community.

Since it is difficult for a community to support something unfamiliar, we used this opportunity to share our and our family of company’s triumphs especially in a turbulent year. This helped us meet our goal to deliver positive social, economic and quality of life benefit to the community by connecting them with their port.

### 3. [What were the communications planning and programming components used for this entry?](#)

*How well the entry summarizes the planning and programming components (10%). Describe the entry's goals or desired results (e.g., raise stakeholder awareness/appreciation of the port's new environmental initiatives). Describe the entry's objectives and list specific, measurable milestones needed to reach its goals (e.g., recruit 1,000 volunteers by 6/1/2020 for tree planting). Identify the entry's primary and secondary audiences in order of importance.*

Our goal was to raise community awareness about its historic port and the family of companies that operate inside the gate. Our desired results of this project were as follows:

- Becoming known, or better known, in the community
- Rallying general public support for the Port and its family of companies
- Celebrating a successful year in spite of a pandemic
- Countering misrepresentations of those opposed to our work with positive, successful content and tone
- Educating the public about the importance of the Port in their community

The entry's objective was to reach the widest audience available by distributing the State of the Waterfront to 200 of our business partners, 1000+ City of Pensacola email subscribers, securing 2 media hits at minimum, and increasing both social and website (City and Port) hits by at least 2%. Primary audiences included the community at large and secondary audiences included current and future business customers and our local legislative delegation.

### 4. [What actions were taken and what communication outputs were employed in this entry?](#)

*How well the entry explains the communications actions and outputs that were undertaken (10%). Explain what strategies were developed to achieve success and why these strategies were chosen. Specify the tactics used (i.e., actions used to carry out your strategies). Detail the entry's implementation plan by including timeline, staffing and outsourcing used.*

We outlined this project by determining 1) the purpose of the project, 2) our audience, 3) our message, 4) our content, tone, and format, 5) placement of our message, and finally, 6) cost and resources. We used established media relationships to secure 5 media hits (articles and interviews) and exceeded our goal of at least 2 hits. After planning the piece in December 2020, we launched the State of the Waterfront in January/ February 2021 using the flipbook concept at no cost. Using Flipbook, all design, planning, review and distribution was completed in-house without the expense of a consultant or expensive multi-color printing and mailing costs. Our Waterfront

Development Projects Coordinator completed the content and design during a late December/ early January timeframe and all staff participated in planning, review and distribution of the piece.

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

*How well the entry defines the methods used to evaluate outcomes (10%). Describe any formal/ informal surveys used, or anecdotal audience feedback received, that helped in evaluating the success of this entry. If possible, explain how this entry influenced target audience opinions, behaviors, attitudes or actions.*

Since the release of this project, there has been a significant uptick in positive communications regarding the Port. Where once the community said that the Port was losing revenue and unsuccessful (and should be turned into waterfront condos), now our community and City Council are supportive of the Port and continue to communicate how well the Port is doing (no more condo discussion). Our State of the Waterfront was also picked up by Naval Command at NAS Pensacola and used during a staff briefing.

Here are a few comments received:

- “A 13% overall increase during a pandemic? That deserves a standing ovation! Thank you for sharing.” – NWFL District Director for Sen. Rick Scott
- “Love the Port Update, nicely done.”
- “This ‘booklet’ was extremely well done.”
- “Congrats! Despite it all, looks like you had a great year! Love this format. I think it might be a cool idea for AAPA to present something like this at the end of the fiscal year to the board.” – VP Marketing AAPA
- “Great report!”
- “Impressive!”

**6.** *The overall quality and appeal of the entry (50%).*

The link to the 2020 State of the Waterfront is

<https://www.flipsnack.com/PortofPensacola1559/port-of-pensacola-2020-the-waterfront-state-of-the-port.html>

Thank you for reviewing our application.