

2012 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSIONS ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

- | | | | |
|--|-------|-----------------------------------|-------|
| 1. AAPA Awareness Initiative Messaging | _____ | 8. Overall Campaign | _____ |
| 2. Advertisements – Single | _____ | 9. Periodicals | _____ |
| 3. Advertisements – Series | _____ | 10. Promotional/Advocacy Material | _____ |
| 4. Annual Reports | _____ | 11. Social/Web-Based Media | _____ |
| 5. Audio-Only Presentations | _____ | 12. Special Events | XX |
| 6. Directories/Handbooks | _____ | 13. Videos | _____ |
| 7. Miscellaneous | _____ | 14. Visual-Only Presentations | _____ |
| | | 15. Websites | _____ |

☒ CATEGORY 1

☐ CATEGORY 2

Entry Title Concerts on the Waterfront

Port Name Port of Los Angeles

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Please indicate precisely how your port's name should be listed on any award(s) it may win:

Name Port of Los Angeles

Being as precise as possible, please attach a separate entry statement, in English, that:

- **Defines the Communications Challenge or Opportunity**
 - Situation Analysis (*assess major internal and external factors*)
 - Problem Statement (*briefly describe in specific & measurable terms*)
- **Summarizes Planning and Programming**
 - Goals (*summarize desired outcome or end result*)
 - Target Publics (*be specific; list primary and secondary audiences if appropriate*)
 - Objectives (*identify specific and measurable milestones needed to reach goal*)
- **Identifies Actions Taken and Communication Outputs**
 - Strategies (*identify media choices, etc., that require tactics to complete*)
 - Tactics (*specify actions used to carry out strategies*)
 - Implementation Plan (*include timelines, staffing and budget*)
- **Summarizes Evaluation Methods and Communications Outcomes**
 - Evaluation Methods (*describe either formal surveys or anecdotal audience feedback used*)
 - Communications Outcomes (*isolate PR impacts to assess changed opinions, attitudes, behaviors*)

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CONCERTS ON THE WATERFRONT

Port of Los Angeles

Communications Challenge/Opportunity

As the Port is revitalizing its waterfront to be more inviting to the community and visitors, the Port's Bellagio-style Fountain in San Pedro has become a focal point for community-gathering and events. It was long suggested by community members that free summer concerts take place at the Fountain and while several local groups, including the Chamber of Commerce, suggested that they would attempt to put this project together, no group actually stepped up to make it happen. After two years of waiting for the community to put together a summer concert series without success, the Port of Los Angeles Public Relations Division staff decided that it would be the group to step up and make the summer concert series a reality. This would be the first regular event series to take place along the waterfront and one which was highly anticipated by the community.

Planning and Programming

Responsibility for the concert series fell to two members of the Public Relations staff. With input from the Port Police, these two decided that Thursday evenings were preferred based on the regular schedule of community meetings and community interest. The concerts kicked off in late June and went through early September. Since the local Chamber of Commerce had a standing "First Thursday" event, concerts did not take place on the first Thursday of the month so as not to compete with this established event. It was determined that a variety of music should be included and that a kid-friendly component should also be included. The times of the concerts were set at 7 – 9pm, with family entertainment from 6 – 7pm. For an easy-on-staff event, the concerts were billed as "bring your own chair" for the guests and "bring your own sound system" for the bands. The concerts and activities were all free to the community.

Actions Taken & Outputs

The Public Relations staff leads met with local event producers to determine how to go about booking bands and what the prevailing rate was for the bands. The first band booked was made up of Port employees who had played a prior Port and employee events. With several other inquiries to local bands, the word quickly spread about the Port's summer concerts and all slots were booked.

Next, the family entertainment acts were booked. This included puppeteers and stilt walkers.

To kick off each concert, a local personality was selected to give the "welcome" address. The first speaker was the Harbor Commission Vice President and he made sure that the audience understood that the Port was able to provide this type of free community event because of the business and movement of containers going on at the terminals across the Main Channel. The Commissioner effectively drove home the point that business on the terminals benefits the entire community. All future "welcome" speakers also carried this message.

Promotion of the concerts was via fliers passed out to local groups, schools and businesses, newspaper ads, the Port's website and Facebook – both the Port's and the bands'.

In all, nine concerts were held during the summer of 2011. From Bluegrass to Rockabilly, the music played and a long-held dream of the community became a reality.

Outcome and Evaluation

The summer concerts were a huge success. Average attendance was 600 guests each week and each concert was energetic and without incident. We found that concert attendance varied by music genre but that

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guests at every concert enjoyed themselves and sought out Port staff to thank them. The Port's Facebook page was also full of compliments for the concerts. Examples:

All the pre-concert activities and the music have been a blast for me and my family. Thank you!!

Woooo hooo taking the family.

Me and mine had the best summer at The LA Waterfront.. We love the events and our family time

Additionally, at the second to last concert, we asked guests to fill out a survey on their experience. We received surveys back from approximately 200 guests and the positive comments were noted on 90% of the responses. Comments included that they liked the bands, they liked the venue, they liked having a series of concerts that they could attend weekly and that they liked that it was a free family event. Comments for improvement included expanding the concerts outside of the summer period, having the Fountain water shows occur more often (which we can't do because we discovered the spray gets the instruments wet) and having a stronger sound system. Through the survey, we also learned that the average guest spent \$20-\$50 in the local area which showed a benefit of the concerts to the local businesses – we shared this information with the Chamber of Commerce.

The Port will continue having weekly summer concerts and we are expanding them into the Wilmington side of the LA Waterfront in 2012.