



Port of
LONG BEACH
The Green Port

2015 AAPA Communications Awards

Classification: Overall Campaign

Title: 'Summer Beach Party'

2015 COMMUNICATIONS AWARDS PROGRAM

#6

INDIVIDUAL SUBMISSION ENTRY FORM

Please copy and complete this form for each entry.
Create a separate document for answering the five questions below.

Check only **ONE** entry classification below:

- | | |
|--|---|
| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign _____ X |
| 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 _____ |
| 6. Directories/Handbooks _____ | 13. Videos _____ |
| 7. Miscellaneous _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

Please check the appropriate box:

- CATEGORY 1 CATEGORY 2 CATEGORY 3

Entry Title 'Summer Beach Party' Campaign

Name of Port Port of Long Beach

Port Address 4801 Airport Plaza Drive

Contact Name/Title Michael Gold

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On separate paper, **FIRST** write a short, descriptive summary of your entry, **THEN**, in as much detail as needed, specifically address each of the following five questions and number your answers. Your answers equal 50% of your score.

- What are/were the entry's specific communications challenges or opportunities?**
 - Describe in specific & measurable terms the situation leading up to creation of this entry.
 - Analyze the major internal and external factors needing to be addressed.
- How does the communication used in this entry complement the organization's overall mission?**
 - Explain the organization's overall mission and how it influenced creation of this entry.
- What were the communications planning and programming components for this entry?**
 - Describe your overall goals or desired results.
 - Describe your objectives and list specific, measurable milestones needed to reach your goals.
 - Identify your primary and secondary audiences in order of importance.
- What actions were taken and what communication outputs were used in this entry?**
 - 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 implementation plan by including timeline, staffing and outsourcing used.
- What were the communications outcomes from this entry and what evaluation methods were used to assess them?**
 - 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.



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Summary of Summer Beach Party

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During the summer of 2014, the Port of Long Beach sponsored 48 days of community fun under the "Summer Beach Party" banner. During a period of rapid growth and change at the Port, these community outreach activities provided the perfect opportunity for the outreach team to share news about Port environmental initiatives, construction updates, jobs, scholarships, internships and much more. The events are also a chance to demonstrate the Port's commitment to community engagement -- sponsoring the unique activities that make Long Beach a great place to live and work. The activities included 14 Movies on the Beach and 20 Long Beach Municipal Band concerts, as well as the Pirate Invasion of the Belmont Pier, Fourth of July Party on the Pier, Love Long Beach Festival, Kids' Fishing Rodeo, Great Sand Sculpture Contest, Tiki Beach Festival, K9 Festival and Buccaneer Daze Long Beach.

Port of Long Beach Overall Campaign 'Summer Beach Party' Campaign

1. Communications Challenges and Opportunities

Although it is a big city with a population of a half-million, Long Beach is a tightly knit beachfront community that is also home to America's second-busiest container seaport. More than 40 percent of U.S. imports arrive through the San Pedro Bay ports of Long Beach and Los Angeles, and international trade supports hundreds of thousands of Southern California jobs, more than 30,000 in Long Beach alone. Unlike port cities that are industrial and uninviting, Long Beach, adjacent to and overlooking the Port from many downtown locations, is a beautiful, thriving and vital city with a long history of beachfront activities during the summer months.

The Port of Long Beach was named the world's greenest seaport in 2014 and is in the midst of a \$4 billion capital improvement construction program – the biggest port infrastructure upgrade in the nation – so it is vital for the Port to keep community members informed about current successes on their behalf and to receive community input for plans for future Port initiatives.

For many years, the City's Harbor Department, which oversees the Port and its Communications and Community Relations Division, has sponsored summer family activities in partnership with the Long Beach Parks, Recreation & Marine Department and a number of individual organizations, recognizing the value of these events as friendly venues for telling the "Port Story" and communicating directly with Port neighbors. Events have included Movies on the Beach, Long Beach Municipal Band concerts and



many others.

For the summer of 2014, the goal was to reach more of the community at more events, in a way that made sense economically.

2. Complementing the Overall Mission

To ensure that that the city's residents are aware of the Port's progress toward achieving its

environmental and economic goals, the Port of Long Beach Communications and Community Relations Division has implemented extensive community outreach programs. During the past several years, the Port has revamped its branding, website and general transparency. Social media, including Facebook, Twitter, YouTube and Instagram, has been added to the mix, and the Port has revitalized its industry and community newsletters and launched new advertising campaigns targeted at the community. A series of community meetings was also established to inform the Port's neighbors about activities and jobs at the Port. Besides the Summer Beach Party activities, there is a program of free summer harbor cruises and an ongoing education outreach program complete with scholarships and internships. There are even externships for teachers. The Port showcases its environmental programs as a major sponsor of the Long Beach Grand Prix, supports the arts community with a photo workshop, and participates as a sponsor in many other community-based events and festivals – from local farmers' markets to the annual Gay Pride Festival – targeted to reach all segments of the Long Beach community.

The port industry is evolving rapidly with major infrastructure, environmental and operational improvements that affect the entire city. Programs



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like Summer Beach Party provide friendly venues for sharing exciting Port news while supporting the unique community activities that make Long Beach a special place to live and work.

3. Planning and Programming Components

The target audiences for Summer Beach Party were:

- Individuals and families in the local and regional general community (topping 500,000)
- The Long Beach business community
- News media
- Port employees (500)
- City of Long Beach employees
- Local groups and organizations

The Port's goals for the 2014 Summer Beach Party events were to:

- Reach more of the community at more events
- Create goodwill and increase communication with the community
- Continue to establish the Port of Long Beach as a community leader
- Help further distinguish Long Beach as a fun, entertaining destination
- Create new and innovative forms of engaging the community
- Increase the entertainment value of the events with Port participation

4. Actions Taken and Communication Outputs Used

The Communications and Community Relations team determined that the Port could reach more of the community at more events by partnering with an operating company and marketing all the events under the banner of "Summer Beach Party - presented by Port of Long Beach." Beach Ventures (AKA Alfredo's Beach Club), a company the Port had successfully partnered with for other activities, was selected.



Ten free public programs encompassing a total of 48 event days (June 21 to October 5, 2014) were marketed under the "Summer Beach Party" umbrella. Inspiration for the name came from the iconic California summer beach parties of the 1960s.

The 10 events in the series included:

- Movies on the Beach at various beach locations (14 screenings, March 21 to September 9, 2014)

Screenings included *Monsters University*, *Gravity*, *Mary Poppins*, *Caddyshack*, *Pee-wee's Big Adventure*, *Sixteen Candles*, *The Wizard of Oz*, *Cloudy with a Chance of Meatballs 2*, *The Goonies*, *Harry Potter and the Prisoner of Azkaban*, *E.T. the Extra-Terrestrial*, *Spaceballs*, *Frozen* and *Jaws*.

- Pirate Invasion of the Belmont Pier (June 28-29, 2014)
- Long Beach Municipal Band Concerts at local parks (20 concerts, July 1 to August 1, 2014)

A Long Beach institution, the band has been performing to packed crowds for more than a century.

- Fourth of July Party on the Pier (July 4, 2014)
- Love Long Beach Festival (July 19-20, 2014)
- Kids' Fishing Rodeo (August 1, 2014)
- Great Sand Sculpture Contest (August 16-17, 2014)
- Tiki Beach Festival (August 23-24, 2014)
- K9 Festival (September 13-14, 2014)
- Buccaneer Daze Long Beach (October 4-5, 2014)



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Following a successful funding presentation to the Board of Harbor Commissioners in May 2014, the Port's Communications and Community Relations team met frequently with Beach Ventures to detail the events and determine direct responsibility for various aspects of the series. The Summer Beach Party events were planned, promoted ahead of time and "worked" by the Port of Long Beach and executed by Beach Ventures. Most events were presented at Long Beach seaside locations that are easily accessible to the community, including Granada Beach, Mother's Beach, the Belmont Pier and other city park locations.

The Port's \$45,000 sponsorship with Beach Ventures included event and stage-naming rights, booth space at all events, screen time at the movies, local advertising, Port logos on all printed marketing materials and event shirts, social media and website exposure, distribution of event materials at all seven Alfredo's Beach Club locations on city beaches, and VIP event passes.

The Port supplemented this exposure with:

- An original music video
- Additional advertising in local print publications
- Banners on Long Beach bus backs
- Banners in bus shelters
- Signage on Pedi cabs
- Video on GSTV (gas station television)
- Social media posts, including Facebook, Instagram, YouTube and Twitter
- Press releases
- Energetic cheerleaders from the Port's Communications and Community Relations team engaging the public at all the events



"It was really fun working at these events and sharing information about the Port in a fun way. And it didn't hurt that the Port was right there and part of the view from the beach."

Jocelin Padilla, Port of Long Beach Community Relations

- Promotional items (such as imprinted coffee sleeves)
- Port-related raffle items and contest awards at many events
- VIP seats
- Added entertainment value for attendees with contests, bands, snow cone machines and various other attractions

The overall summer project budget, including sponsorship dollars, additional advertising and promotional items, was about \$280,000. The budget did not include the more than 500 planning and on-site staff hours that were

budgeted in regular payroll.

The Summer Beach Party logo, created in-house by the Port of Long Beach Communications team, appeared on everything relating to the various activities. It featured a light and breezy beach theme with cool summer colors and was always accompanied by the event website address: www.POLB.com/beachparty. Each of the 10 events also had its own colorful logo created by in house staff.

Working with a \$7,000 budget and Port contractor Quack!Media of Ann Arbor, Michigan, the Port Communications Division produced a music video with original music and lyrics that was humorous yet informative about Port operations and respectful of the Port's vital economic role. Quack!Media is an advertising agency (and AAPA member) specializing in communicating to young audiences. The video ran on-screen before the Movies on the Beach, was posted on social media (add link), and aired on GSTV, running on video screens mounted on pumps in gas stations at 11 Los Angeles locations. Though it was aimed at younger attendees, it appealed to all audiences.



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The Port Community Relations team assembled the materials necessary for each event and met at each event site to set up a Port booth and make preparations. When attendees arrived, Port staff engaged them in Port-related games and contests to educate them about various Port issues, including temporary and full-time job opportunities, Port improvements, environmental advancements, local and national economy issues, funding opportunities for social programs, paid internships for students, and much more.

5. Communications Outcomes and Evaluation Methods

Total impressions in all media for the Summer Beach Party Overall Campaign reached nearly 5 million.

A total of 124,000 attended the Summer Beach Party events, with 75,000 of that number attending the 14 Movies on the Beach screenings and 8,000 attending the 20 Municipal Band concerts.

Email addresses were collected at all events for future Port use.

Advertising in all traditional media reached a combined total of nearly 4 million impressions, and social media results indicate the popularity of the Summer Beach Party with increases in Facebook fans and Instagram and Twitter followers from June 1 through September 16:

- Facebook Increase: 607 Fans
- Instagram Increase: 557 Followers
- Twitter Increase: 11,284 Followers

Emails captured at the various events totaled 1,189, exceeding the goal of 1,000.

Also, #POLBBeachParty was used on Instagram 686 times.

The music video, posted on social media, <https://www.youtube.com/watch?v=o3CtzrsdHuE> received



1,767 YouTube views through early April and delivered a total of 402,091 impressions via 11 GSTV video screens mounted on pumps in Los Angeles-area gas stations.

To measure overall community awareness for Port outreach and support the importance of social media, a reliable evaluation tool is a research study released in March 2015, conducted by Encinitas-based True North Research, updating data collected annually since 2007 (with a break in 2010) titled Public Communications & Perceptions.

The phone survey is conducted with 1,000 registered voters in Long Beach with a thoroughly representative range of demographic profiles.

- The new report indicates that the trend away from newspapers continues, with just one in four voters (24 percent) citing newspapers as their primary source of information about news and events in Long Beach. The Internet was cited by nearly half (46 percent) as their primary information source.
- The trend to mobile access of the Internet also continues, with nearly half of voters indicating that they most often use a smart phone (36 percent) or tablet (10 percent) to get info online.

The Port's Community Relations team, on site at all of the events, reported that the individuals and families attending enjoyed all of the events thoroughly and proclaimed their enthusiasm for the Port of Long Beach's support for these and other community activities that might not otherwise be presented. Guests participating in the Port games and contests based on Port facts enjoyed learning more about the city's major economic engine.

"It was amazing for my nieces to be able to learn more about the Port they see from my balcony AND attend free screenings of Frozen and Harry Potter at the same time. And, of course, for me, Jaws is the best beach movie of all time! Thank you Port of Long Beach."

Lovetta Kramer, downtown Long Beach resident.