

## 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 _____               |
| 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 _____ X              |
| 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 Downtown Harbor Grand Opening

Name of Port Port of Los Angeles

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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.

**1. 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.

**2. 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.

**3. 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.

**4. 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.

**5. 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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## 2015 COMMUNICATIONS AWARDS PROGRAM

**Project Name: Downtown Harbor Grand Opening on the LA Waterfront  
Port of Los Angeles**

### Summary

On June 20, 2014, the Port of Los Angeles unveiled the new centerpiece of the LA Waterfront: Downtown Harbor, a vibrant, new public harbor and plaza that connects the area's downtown district to the waterfront. Previously used as a parking lot, the 1.2 acre waterfront space was transformed into a public plaza and pedestrian promenade, featuring trees and landscaping, decorative lighting, a picnic area, and overlook pier with a new harbor inlet for recreational vessels to dock free of charge.

### Communications Challenge/Opportunity

The LA Waterfront is a visitor-serving destination located in the Los Angeles Harbor area, funded and maintained by the Port of Los Angeles, which consists of a series of waterfront development and community enhancement projects blanketing more than 400 acres of existing Port property. With miles of public promenade and walking paths, acres of open space and scenic views, these projects attract thousands of visitors annually. The challenge was to set this project apart from previous projects, making it a focal point of the LA Waterfront, redirecting boaters from nearby marinas to the San Pedro Historic Waterfront District.

### Nexus to the Port's Overall Mission

The Port of Los Angeles has a five-year strategic plan that currently runs through 2017. The four areas of focus of the plan are 1) World Class Infrastructure that Promotes Growth, 2) An Efficient, Secure and Environmentally Sustainable Supply Chain, 3) Improved Financial Performance of Port Assets, and 4) Strong Relationships with Stakeholders. Specifically, one of the Port's Strategic Plan's objectives within the framework of building strong relationships is to "attract visitors to the LA Waterfront of Wilmington and San Pedro." The Downtown Harbor project and grand opening event directly supports this objective by hosting a celebration for the community.

### Planning and Programming

The goal was to simultaneously host a welcoming celebration for the community and press conference for the media. The agenda featured remarks from the City Councilman, members of the Los Angeles Harbor Commission and Interim Executive Director. Attendees enjoyed surf music showcasing a live band on a floating barge, festival-style food and beverage booths operated by locally owned and operated restaurants and catering services, local entertainment, and educational activities. The event, held a day before the Summer Solstice, was designed to create a buzz for the upcoming TallShips® Festival Los Angeles 2014 in August at the same location.

### Actions Taken & Outputs

Six weeks before the grand opening, the Port distributed fliers and posted banners around the area to announce the upcoming event. The Port's Community Relations and Media Relations Divisions worked cooperatively with the Port's Construction Division to place the finishing touches on the project, and conducted several walkthroughs of the project area. Enlisting the help of the adjacent Los Angeles Maritime Museum, the Port installed an outdoor exhibit of historical maritime artifacts permanently on display at Downtown Harbor. The Port also paired with local restaurants and catering services to offer food for purchase at a discount, boosting the local business economy.



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## 2015 COMMUNICATIONS AWARDS PROGRAM

### Outcome and Evaluation

An estimated 2,500 people attended the grand opening event. The Port received multiple news coverage in both print and broadcast in the weeks after the event, resulting in an estimated publicity value of \$70,137 (source: Cision, a third-party monitoring service). Downtown Harbor has been frequently used by NBC and FOX News as a preferred backdrop for Port-related stories. Reporters have repeatedly requested use of the lookout pier for standups in early morning broadcasts.

- Downtown Harbor Media Package (attached)
- Downtown Harbor Fact Sheet (attached)
- Downtown Harbor page on Port of Los Angeles website:  
<http://www.portoflosangeles.org/recreation/dth.asp>
- Downtown Harbor grand opening video on YouTube (three minutes):  
<http://www.youtube.com/watch?v=K3vei5XNW2k>

