

## 2016 COMMUNICATIONS AWARDS PROGRAM

### INDIVIDUAL SUBMISSION ENTRY FORM

**6183**

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

Please check the  
appropriate box:

☐ CATEGORY 1

☐ CATEGORY 2

**XX** CATEGORY 3

Entry Title Lunar New Year Festival

Name of Port Port of Los Angeles

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COMMUNICATIONS AWARDS PROGRAM

# Port of Los Angeles

Lunar New Year Festival

Special Event



[Click Here to Watch Video](#)

## 2016 COMMUNICATIONS AWARDS PROGRAM

Project Name: Lunar New Year Festival (Year of the Monkey)  
Port of Los Angeles



### Short, Descriptive Summary of the Event:

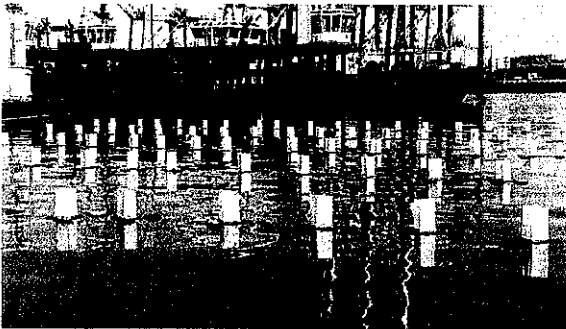
The Port of Los Angeles Lunar New Year Festival is an educational event hosted during the traditional Lunar New Year. The principal idea is to host a vibrant high energy educational event for our local residents and visitors from the neighboring counties to explore and learn about the important relationship connecting the Port of Los Angeles; it's the top 5 trading partners (China, Japan, Taiwan, Vietnam and South Korea), themselves and their families.

### Communications Challenge/Opportunity



The Lunar New Year Festival was created as a direct correlation to the Port of Los Angeles preparing press releases explaining why the Port experiences lower container volumes at the beginning of the year and that reason being the Chinese New Year, and China our #1 trading partner closes down for about a month to celebrate the coming of the New Year.

The Lunar New Festival was created to support that media outreach with an educational hands-on, visual approach to reach individuals who don't follow the finance and business trends, but busy everyday folks who had a stake in obtaining and understanding how the Chinese New Year affects supply and demand during the early part of the year.



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Some of the major factors for this year second-year event included:

### Internal factors:

- Now that we have some attention...how can we make it better?
- How can we grow the event and keep the planning and execution in-house without straining our staff?
- Internal process changes including budget, purchasing, Risk Management and Real Estate Division requirements
- Encouraging POLA employees to come out and join in the fun.

### External factors:

- Second year expectations – Was it fluke or can we expect another great turn out?
- Everybody has an idea or suggestion to make it better
- Securing cultural entertainment with such a demand within 50 miles.
- Community acceptance – Local and with the Asian Community (Did we do it rights?)
- Obtaining publicity coverage. Media in the Los Angeles area is at a premium with many activities, festivals and community events all vying for air time. Our event would be competing with more than 25 events within a 50 mile radius. Many of those events

### Nexus to the Port's Overall Mission

POLA's Mission Statement: We are America's Port – the nation's #1 container port and global model for sustainability, security, and social responsibility.

Strategic Objective 6 – Through increased outreach, education and dissemination of information, POLA will highlight our importance to the nation, our contributions to our community and our commitment to our customers.



So how does the Lunar New Year Festival support the Port of Los Angeles' overall Mission Statement and Strategic Plan Goals? Primarily, the Lunar New Year helps support the Port of Los Angeles Mission Statement in the area of social responsibility and is directly aligned with Port's Strategic Objective 6 to increase stakeholder and community awareness.

It is important that the public is aware and understands the important tie between the cargo and where that cargo comes from before it makes its way to their favorite stores and ultimately to them. It through event and activities such as the Lunar New Year that the Port of Los Angeles will increase our visibility locally, nationally and internationally while earning the trust and support of our community and our customers, nurturing a connection between the Port, the community and our customers thus allowing us to achieve our mission.

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### Planning and Programming

**Our goal:** To coordinate and host a Lunar New Year Festival with a trade education component that is vibrant to the senses, honors the cultural heritage and traditions and ultimately brings 3,000-5,000 visitors from the City of Los Angeles and surrounding counties to the LA Waterfront on February 6, and future event dates.

**Research:** Thorough research was conducted for this event. We researched cultural traditions for China, Japan, Taiwan, Vietnam and South Korea via internet, interviewed our Asian employees, contacted the various international Chambers of Commerce as well as the consulates, shared our findings with the Office of Protocol and of course looked at various events held in the LA area.

**Our primary audience** in 2015 was the Asian Communities outside San Pedro and Wilmington who celebrate the New Year; it is a new target audience for the LA Waterfront. For 2016, we looked to reach out further to Torrance, Gardena, Long Beach, Carson and Huntington Beach.

**Our secondary audiences** includes anyone who lives in the Los Angeles, Orange, Riverside, San Bernardino and Ventura who may not have a Lunar New Year event locally but would be willing to drive to the LA Waterfront for a cultural experience.

**Our third audience** includes our shipping line customers, alliance partners and their employees, who may appreciate the Port of Los Angeles celebrating their culture.

**Our second year** came a few new challenges. Our Real Estate Division now required submitting internal property use permits iTEUP, whereas year' past this was only required by outside companies or groups interested in hosting events on Port Property. Our Risk Management Depart also instituted new insurance requirements for vendors, performers etc. To get the programming for the event off the ground we would have to accomplish the following:

#### Objectives:

**#1** To maintain support from our Executive Director and Board that this community event is beneficial as a bridging opportunity, educational tool and positive branding for the Port and international trade.

- Although not directly related to bringing in containers it does explain where the containers come from, what is inside the containers and how they complement our lifestyles.

**#2** To create an event that was unique yet traditional with out-of-the- box components to make it interesting so visitors will choose the Port of Los Angeles to visit on Saturday rather than going 25 miles up the freeway to go downtown to the Chinatown parade which draws thousands every year.

- Use the Lunar New Year iconic Downtown Harbor setting to attract visitors

**#3** To produce an afternoon event that is culturally correct, visually appealing and educational.

- Event programming needs to include cultural and traditional entertainment, interactive educational activities and incorporate authentic decorations that will give the Port a traditional Lunar New Year atmosphere.

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#4 To use the media, promotional pieces and publicity for this event to support the Public Relations efforts in supporting the Strategic Plan promoting the Port of Los Angeles and the LA Waterfront as a recreational destination for visitors.

- Social Media - LA Waterfront page, Facebook, Instagram and YouTube are the best tools for getting the word out.
- Digital media, newspapers remain the most effective tools for messaging the event.
- To promote via community calendars in the Los Angeles County residents and its neighboring counties - Orange, San Bernardino, Ventura and Riverside to attend the Lunar New Year Festival.

#5 Track and identify new visitors to the LA Waterfront.

- Our goal was to acquire 750 new signatures for LA Waterfront mailing list.
- Increase our Facebook following post, likes, and visits by 15 %
- Instagram pictures posted

### Actions Taken & Outputs

Making it all come together - there are a lot of moving parts with this event and requires a well-oiled staff machine to pull it all off.

- 1) Lunar New Year Festival name was kept because it was culturally inclusive we have Taiwanese, Chinese, Japanese, Korean, and Vietnamese customers.
- 2) This year we celebrated the Year of the Monkey. How fun is that! Although we contemplated live monkeys, we decided against since they like to throw things...Yikes! In researching face painting ideas we ran across the cutest Monkey balloons to hang in the trees above the outside dining court and among the lanterns.



Pre-event: The pre-event responsibilities are more time consuming than any other POLA event. Most of the event's collateral decorations and pieces were designed in-house.

Staff: 10 Full time staff; 4 student workers; 12 High School VolunTeens

- Designed the artwork
- Posters, flyers, street banners
- Wishing wall cards
- Ribbon cutting
- Hanging the lanterns and inflating the monkeys
- Glued LED lights to the lantern bases
- Tied the floating lantern together so that they would not float away.
- Decorated the stage, booths and dining area -color coordinated tablecloths.

### Education

- 6 educational Poster Boards (30in x 40in) were placed along the railing

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- One board provided a map to help attendees visualize the shipping lanes between the US to the Asian ports.
- Five boards with one designated to highlight each the Top 5 Trading Partners. Each board identified
  - Our customer shipping lines that visit the Ports celebrating the Lunar New Year
  - Items being imported and exported
  - Economic value of those items.

### Cultural and Visual Components:

- 200 red nylon lanterns hung across the promenade and in the trees near the dining area
- Launched 800 LED floating lanterns and multicolored lotus flowers in the harbor. This was an idea that we could capitalize that was unique to any other event being held. The Chinese Broadcast news stations came out just to capture footage of us launching the lanterns into the water.
- Stage backdrop banner 10ft x 24ft with Port of Los Angeles Lunar New Year proudly displayed, not only provided perfect signage for those traveling by but also acted as a great cover for the dressing tents for the entertainers.
- Wishing Tree or Wall (Chinese Tradition) for everyone to write their New Year's Wishes. We chose the wall rather tree to avoid any injury or stress to the trees.
- Bilingual Port Police Officers and were asked to help translate Happy New Year in Chinese, Vietnamese, Japanese, Korean and Taiwanese. Happy New Year messages with Port stats were posted along the dock rails.



Entertainment: The idea was to have some representation from the Asian cultures who celebrate the Lunar New Year – China, Cambodia, Tibet, Korean and Vietnam do celebrate Lunar New Year. Although Japan does not celebrate the Lunar New Year, we included them as they are one of our top 5 trading partners and for diversity purposes.

- Local nonprofit cultural academies, schools for dancers
  - Tai Chi Demonstration and audience participation

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- Japanese Cultural Center
- Korean Dance Academy
- Chinese Cultural Center
  - Dancers
  - Chinese Brush Artist
  - Chinese Calligrapher
  - Face painting High School Teens for community service hours
- Dragon Martial Arts School
- San Pedro Library – Book Bike Lady
- Arts & Crafts by CRAFTED –Chinese paper lanterns
- Petting Zoo consisted of the animal that represented those found in the Chinese Zodiac. We couldn't have asked for better timing for our zoo, being early spring, we had the new babies in attendance: piglets, rabbits, kids (goats), lambs, snake, roosters, a Yak, a Mare and a Terrier dog. Only two animals were absent from our petting zoo - the Tiger and Monkey.
- Instagram Photo boards, a half dozen were available for Selfie and Groupie pictures.
- Fantastic Patrick – unicyclist, juggling and magic

### Giveaways includes

- zodiac bookmarkers with all twelve zodiac signs which included years, traits, and lucky numbers
- Traditional red envelopes filled with gold wrapped chocolate coins

### Outsourcing:

- Fireworks Company
- Port Police to assist with traffic VIP/ Entertainers parking
- Asian and American food trucks
  - Tainimite –Asian food –sushi, rice bowls and more
  - All American Hot Dogs and Hamburgers
  - Ice Cream truck! The hit of the night French toast sliders.

### Media:

- We used print ad in local Newspapers –
  - POLA Employee What's New Crew newsletter
  - POLA website
  - Councilman's Busciano's website
  - San Pedro Chamber Website
  - City of Los Angeles Calendar of events
  - Alive Newspaper – All City of Los Angeles employees





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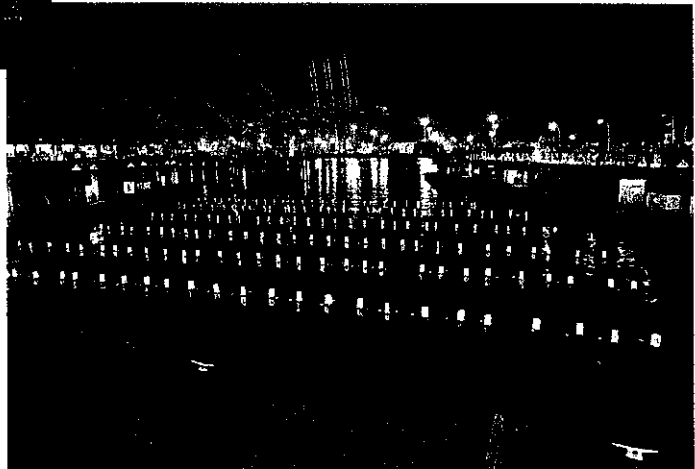
- Daily Breeze
- LA Weekly
- ABC Channel 7 and their website
- YouTube video teaser

### Outcome and Evaluation

With an estimated crowd of 3,000 attendees, we were extremely pleased with the outcome for the 2016 Port of Los Angeles Lunar New Year Festival. The Lunar New Year proved to be a positive event and experience for the Port, the community and our stakeholders. We learned a great deal about the Asian cultural and help to bridge a more communicative relationship between the Port, its customers and the community.

The Port's Information Booth offered attendees an opportunity to sign up for the Ports quarterly news magazine and LA Waterfront Updates. Nearly 1,100 email addresses were received for Port updates.

The week following the event, Community Relations received great feedback via email, comments made at the neighbor council meetings, Facebook and other social media.





# LUNAR NEW YEAR FESTIVAL

on the LA WATERFRONT

**Saturday  
February 6, 2016  
2-7 pm**

**Downtown Harbor San Pedro  
(Harbor Blvd. & 6th St.)**

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Cultural Entertainment, Lion Dancers,  
Crafts, Food, and Fireworks Finale!

**THE PORT**   
OF LOS ANGELES

[www.portoflosangeles.org/Community/Lunar\\_New\\_Year.asp](http://www.portoflosangeles.org/Community/Lunar_New_Year.asp)