



## PORT OF STOCKTON - 85TH ANNIVERSARY CELEBRATION

### Special Events

On February 1, 2018, the Port of Stockton (Port) and 200 close international and local community leaders, friends, colleagues, and industry partners gathered at the Haggin Museum in Stockton to celebrate the Port's 85th Anniversary celebration. To pay homage to the Port's worldwide trade partners, the event featured cuisine and music from 11 different countries including Italy, Chile, Japan, Norway, Mexico, Belgium, Brazil, China, Germany, Greece, and the United States. Three television screens set up around the museum played Port-produced videos, and a new video was premiered. Members of the Commission and the Port Director addressed attendees and shared stories of the Port's triumphant history and accomplishments while also providing a peak into the Port's exciting future.

### **1. WHAT ARE/WERE THE ENTRY'S SPECIFIC COMMUNICATIONS CHALLENGES OR OPPORTUNITIES?**

Established in 1933 with the arrival of the first ocean-going vessel, the lumber schooner SS Daisy Gray, the Port turned 85 last year. To commemorate the milestone year, as tradition demands every five years, the Port was challenged with creating a unique event that would draw global attendance and excitement and set itself apart from previous years' celebrations. This challenge created a unique opportunity for the Port to identify a theme for the event that was carried out from arrival to departure of the event.

Staff worked diligently to plan the memorable theme of a "movie premiere night with the Port." The guest list was made to include some of the most important people and organizations that help make the Port successful. An event program was created, and each speaker prepared their remarks for the occasion. Externally, the Port worked with the venue, food and beverage catering services, and other vendors to put together a great event.

### **2. HOW DOES THE COMMUNICATION USED IN THIS ENTRY COMPLEMENT THE ORGANIZATION'S OVERALL MISSION?**

Our overall mission is to provide excellent service to our current business partners and attract new business, all while being a positive force for the local Stockton community and an exemplary steward of the environment at large. The 85th Anniversary was an opportunity to celebrate the relationships the Port maintains with the business partners it serves and the many locales around the world that import and export goods here.

Also, the success of the Port over 85 years has brought economic strength, jobs, and opportunity to the Stockton community. In 2018 alone, the Port supported \$1.6 billion in economic activity in the region and generated \$77.7 million in state and local taxes, all while operating as a private entity and receiving no tax dollars from the city. Celebrating these global and local relationships is a very important part of the Port's mission.



### 3. WHAT WERE THE COMMUNICATIONS PLANNING AND PROGRAMMING COMPONENTS USED FOR THIS ENTRY?

Every five years, the Port celebrates its milestone anniversaries and the trade partner and community relationships that make them possible. It is the goal of the Port to find a unique way to celebrate each time. This time around, the Port decided to treat the celebration like a glitzy Hollywood movie premiere, as it was debuting its latest in a series of short documentary movies hosted on the Port's website and social media. This new video, "Long Rail," explained the partnership the Port has entered into with Union Pacific Railroad (UPRR) to transport 150 meter-long steel rails from Japan to the UPRR's onsite welding facility at the Port, where three sections are welded together to create 450 meter-long rails that are then freighted out across the United States. Less pieces welded together means a safer rail network that requires less maintenance. Port Commission Chairman Sylvester Aguilar introduced the video during the programmed portion of the event, and the video's producers were on-hand to watch along with the crowd.

To play up the movie premiere theme, there was a long red carpet at the entrance, so that attendees would arrive and feel like stars. Hollywood-style searchlights cut through the night sky, letting the whole city know something big was happening. The beautiful and historic Haggin Museum, an art and local history museum founded in 1931, served as an excellent venue for the grand occasion. In addition, a premiere-style photo backdrop with the Port's logo and the number 85 in a repeating pattern was set up, while a professional photographer snapped shots of the various movers and shakers in attendance.

The primary audience for this event was, of course, the attendees. Over 200 community leaders, colleagues, trade partners, and others comprised the guest list. Notable guests included Mayor Michael Tubbs, Congressman Jerry McNerney, and members of the Stockton city council.

### 4. WHAT ACTIONS WERE TAKEN AND WHAT COMMUNICATION OUTPUTS WERE EMPLOYED IN THIS ENTRY?

To make sure the event went off without a hitch, careful planning and coordination was needed. Planning for the event began in early 2017 and details were ironed out all the way up to the event. The Haggin Museum was reserved a year in advance. A month prior to the event, the Port and its maintenance staff met with the museum and caterer to go over details. Also a month prior to the event, invitations were sent out. The Haggin Museum had just gone through a major renovation, and the Port's 85th Anniversary celebration was the first event held since reopening. Move-in and set-up started 24 hours before the event. Outsourcing included the hiring of the venue, food and beverage catering for the 11 trade partner stations, and a photographer.



## 5. WHAT WERE THE COMMUNICATIONS OUTCOMES FROM THIS ENTRY AND WHAT EVALUATION METHODS WERE USED TO ASSESS THEM?

The Port's 85th Anniversary celebration was a huge success. No formal surveys of attendees were undertaken, but anecdotal feedback was positive across the board. Attendees complimented Port staff on the event's execution, they loved the global cuisine options, and really enjoyed the movie premiere element of the festivities. Others commended the choice of venue and enjoyed the chance to see the Haggin Museum's art in an exclusive setting.



Events like these have a positive influence on attendees' view of the Port. Policy-makers and community leaders are reminded of the Port's value to the community. Business and industry partners recognize the Port's global reach and dynamism. The 85th Anniversary was a celebration of the Port's long history of success.

