



2020 AAPA EXCELLENCE IN COMMUNICATIONS AWARDS
Classification 5: Community/Education Outreach

PHOTO Program



Port of Long Beach – PHOTO Program

Summary:

The Port of Long Beach PHOTO Program is one of the most popular components of the Port's extensive Community Outreach Program. In 2019, for the seventh year, in partnership with the Arts Council for Long Beach, the Port presented this free learning experience for photographers of all skill levels. The program consists of three parts – a welcome orientation/photography forum with an introduction to camera basics by the Port's contract photographers; a photo shoot aboard a cruise through the Port; and a gallery reception and exhibition during the Arts Council's annual Arts Month celebration in October. The Port of Long Beach Communications and Community Relations team this year capitalized on this extremely successful program to bring the gallery reception and exhibition to the Port's newly opened Civic Center headquarters. The result was increased awareness of the Port and Civic Center.

Ad promoting the PHOTO Program



Port of LONG BEACH
PHOTO PROGRAM

Join Us for an Artist's View

The Port of Long Beach presents our 7th Annual PHOTOPROGRAM, a partnership with the Arts Council for Long Beach. Local photographers captured striking images of the Port on a behind-the-scenes harbor tour and their best work is on display Oct. 4 - Nov. 1 in the Port of Long Beach Administration Building Lobby. **More information at polb.com/photoprogram.**

Port of LONG BEACH
The Green Port

Arts COUNCIL
FOR LONG BEACH

7 Communication Challenges and Opportunities

The Port of Long Beach is the Port of Choice – the premier U.S. gateway for trans-Pacific trade and a trailblazer in innovative goods movement, safety, environmental stewardship and sustainability. In an intensely competitive industry, the Port of Long Beach distinguishes itself for top-notch customer service and operational excellence. As the second-busiest container seaport in the United States, the Port handles trade valued at more than \$170 billion annually and supports 2.6 million trade-related jobs across the nation, including more than 575,000 in Southern California, and 51,000 (1 in 5 jobs) in Long Beach.

Among its distinguishing initiatives is the Port's investment in the Long Beach community. Increasing business opportunities and creating jobs are top priorities, but the Port makes an ongoing effort to support civic activities and educational

programs that help to increase the understanding of Port operations through open communication with all sectors of the local community. For most of its history, the Port's outreach focused almost solely on the business community. In the last two decades, the Port has broadened its outreach to the general public. And in the last decade or so, the outreach has extended to Long Beach's arts community. Long Beach is home to two leading museums (Long Beach Museum of Art and the Latin American Museum of Art), neighborhood galleries, arts events, a public arts program and hundreds of artists.

Today, artfully creative images that capture the dramatic sights and stunning scenery of the harbor are important elements of the Port's sales, marketing and community programs. Decades ago, the Port was seen differently, as a dreary, unwelcoming



The Port of Long Beach

complex. The Port worked to show the public a more realistic, positive view of the waterfront. The Port sought out the best professional photographers to capture the wonders of giant vessels and cranes, to explore the scale and the beauty of the behind-the-scenes activity at the center of the global economy. Over the years, more and more photographers have wanted an opportunity to capture their own images of this amazing world. So in 2013, the Port launched its PHOTO Program, a natural fit inviting the public to photograph the Port from an arts perspective.

The added challenge – and opportunity – in 2019 was for the Port of Long Beach Communications and Community Relations team to capitalize on this extremely successful program to bring the arts to the Port’s newly opened Civic Center headquarters.

The City of Long Beach and the Port of Long Beach took occupancy of a newly constructed, reimagined Civic Center on July 29, 2019. The new Civic Center was designed to create a more vibrant downtown. Streets once closed were opened. A new library and an open-plan civic plaza welcomed the public. City and Port staff launched an “activation” plan for the Civic Center aimed at making a better connection between the public and their government. The activation for employees included high-end food trucks and coffee carts, lunchtime ping-pong competitions, yoga, tai-chi and other fun team activities in the plaza. For visitors and residents, musical performances were planned. Activation also included an arts component – interactive/experiential art and temporary public art. The Port PHOTO Program gallery at the new Port headquarters was the first of the public arts events.



PHOTO Program participants on the photo tour around the port

2 Complementing the Overall Mission

The mission of the Port of Long Beach is to serve as an international gateway for the reliable, efficient and sustainable movement of goods for the benefit of our local and global economies.

The Port of Long Beach's updated Strategic Plan, released in April 2019 and posted on the Port website at www.polb.com/strategicplan, established six strategic goals for the coming years to accomplish its mission:

- Strengthen the Port's competitive position through secure and efficient movement of cargo while providing outstanding customer service;
- Maintain financial strength and security of assets;
- Develop and maintain state-of-the-art infrastructure that enhances productivity and efficiency in goods movement;
- Improve the environment through sustainable practices and the

reduction of environmental impacts from Port operations and development;

- Attract, develop and retain a diverse, high-performing workforce;
- Broaden community access to Port-related opportunities and economic benefits.

To communicate the Port's mission and goals, the Port of Long Beach Communications and Community Relations Division implements a comprehensive campaign to reach all of its critical target markets, in the business community and the general public. Throughout the year the Port offers industry presentations as well as community-friendly events; provides opportunities to explore the Port by boat with Harbor Tours; sponsors events hosted by business groups and local community organizations; and has speakers available to share the Port's story. That story is told in words and images.

The Port of Long Beach PHOTO Program, a unique partnership with the Arts Council for Long Beach, focuses on visual storytelling. Photographers at all skill levels are welcomed into the Port to capture revealing images of the Port. The results are always stunning, highlighting the majesty of maritime machines, contrasting humanity and marine life, and ranging from hyper realistic to colorfully abstract. Then, through gallery and community exhibits, the photographers – whether amateurs with their first camera or professionals making their living taking pictures – receive the artistic recognition they deserve, and the Port of Long Beach is the beneficiary of their amazing images and the Port story they relay to the community.

In 2019, the Port story included its newly opened headquarters, which hosted the PHOTO Program exhibit, establishing the facility as a new home for the arts.

Port of LONG BEACH PHOTO PROGRAM 7th annual

PHOTO Tour:
Saturday, July 20, 2019, 6:30 – 9:30 p.m.

The Port of Long Beach is more than an economic engine – it can be a source of surprising beauty and a feast for the creative eye. Our PHOTO Program spent a day with a group of photographers of all skill levels, discussing technique, then took them on a trip through the Green Port of the Future, visiting many areas generally inaccessible to the public. The best of their images form this exhibit, an Arts Month partnership between the Port and the Arts Council for Long Beach.



PHOTO Program tour signage

3 Planning and Programming Components

Goals

- Enhance and extend the valuable benefits of the PHOTO Program to the Long Beach arts community, specifically its photographers, while dramatically increasing awareness of the Port of Long Beach through wider exposure of Program images.
- Use the PHOTO Program to introduce the Long Beach community, particularly the arts-loving public, to the Port's new Administration Building.
 - For five years, most Port staff had worked at interim facilities near Long Beach Airport, about 4 miles from the waterfront.
 - The new energy- and water-saving headquarters is a safe, efficient, modern workplace just blocks from the Port's terminals and other facilities.
 - The PHOTO Program exhibit was the Port's contribution to the activation of the new Civic Center.

Target Audiences

- Past, present and future PHOTO Program participants;
- Photography aficionados;
- The Long Beach arts community;
- Long Beach residents and business people;
- Long Beach Mayor, Councilmembers and other elected officials;
- Port customers and stakeholders;
- Harbor Commissioners and Port staff.

Objectives

- Continue the successful three-part Program format and "October is Arts Month" celebration;
- Add elements that augment learning opportunities, increase exhibition opportunities (benefiting both the Port and the participants), make use of the photographs in Port Community

Relations programs and for display purposes, and re-engage former top participants;

- Showcase the newly built Port headquarters and Civic Center as a home for the arts by utilizing its lobby for the gallery exhibit;
- Once again, partner with the Arts Council for Long Beach, taking advantage of both their professional expertise and marketing entrée into the arts community;
- Prepare a communications plan, focusing on social media;
- Augment the Port's extensive photo archive, particularly for use with Community Outreach programs;

- Create collateral materials to accompany the Program;
- Staff the project with Port of Long Beach creative professionals, both employees and contractors;
- Provide a specific avenue of expression and acknowledgement for photographers of all skill levels, a sometimes-overlooked segment of the arts community;
- Embrace the popularity and nearly exclusive use of digital photography in today's society; Involve employees and the public in selecting favorite images;
- Double exposure for PHOTO Program images;
- Adopt a \$50,000 budget for the 2019 PHOTO Program.

4 Actions Taken and Communication Outputs Used

Timeline

June 24: Announcement of 2019 PHOTO Program

Due to exceptionally high demand for this free program and the need to control the number of participants for maximum program success, participants were selected through an online lottery system. Only first-time participants who were 18 years of age or older and could attend all mandatory elements of the program were eligible. Also, a digital SLR camera was mandatory.

The 2019 Program was announced simultaneously by the Port and the Arts Council, providing a registration link, to be open one day only for 12 hours – June 27 from 8 a.m. to 8 p.m. This year, 96 photographers were selected (23 self-described beginners, 55 self-described intermediate, and 18 self-described professionals).

Saturday, July 13: PHOTO Orientation/Forum Port Maintenance Facility

Each participant received a full-color brochure detailing the Welcome Orientation/Forum, Tour and Gallery exhibit as well as requirements for submitting photographs for judging.

9 a.m. - 11 a.m.

- Registration & Breakfast
- The orientation/forum consists of a welcome, Port 101, basics of photographic storytelling, introduction to the Arts Council, PHOTO Program judging criteria, submission assistance, and principles of photography.

Presenters:

- Kerry Gerot, Port Director of Communications and Community Relations
- Mario Gonzalez, Port Manager of Community Relations

- Jen Choi, Port Manager of Creative Design
- Lisa Desmidt, Arts Council Director of Programs
- Elizabeth Munzón, Arts Council Education Programs Associate
- Bernadette McKeever, Port Contract Photographer

11:30 - noon

- Optional Photo 101 workshop with a Port professional photographer for participants still getting familiar with the functions on an SLR camera.
- Presenter: Matt Fukushima, Port Contract Photographer



Photos from the program orientation/forum

Port of LONG BEACH
PHOTO PROGRAM



Welcome!



FORUM

Date: Saturday, July 13
Time: 9 a.m. – noon

Location:
 Port of Long Beach Maintenance Facility | 725 Harbor Plaza, Long Beach 90802

Registration and Breakfast

Kerry Gerot, Director of Communications and Community Relations
 Welcome Remarks

Mario Gonzalez, Manager of Community Relations
 Port 101

Jen Choi, Manager of Creative Arts and Design
 Storytelling and Port Photography
 What to Expect from the PHOTO Program
 Image Usage

Lisa DeSmidt, Director of Programs, Arts Council for Long Beach
 About the Arts Council
 Judging Criteria

Elizabeth Munzón, Arts Education Programs Associate, Arts Council for Long Beach
 Gallery Submission
 Submission Lab Hours

Bernadette McKeever, Port Contract Photographer
 Principles of Port Photography: Composition, Lighting & Style
 What to Bring, What Not to Bring & What to Wear
 Etiquette and Safety
 What's in My Gear Bag – Show and Tell

Optional

Matt Fukushima, Port Contract Photographer
 Photo 101: Crash Course on SLR Camera Functions (*Ideal for Beginners*)



TOUR

Attendees will begin the evening with a mixer at Gladstone's in Long Beach. After an hour of light appetizers, participants will come aboard a harbor tour of the Port of Long Beach where they will be given exclusive access to photograph areas of the Port that are not typically visited by the public.

Date: Saturday, July 20
Time: 5:30 – 9 p.m.

Location:
 Gladstone's Long Beach | 330 S. Pine Ave, Long Beach 90802
 (Boat leaves from Dock 2, see map below for all locations)

Program:
 5:30 p.m. Mixer 6:45 p.m. Boat departs (Dock 2) 9 p.m. Boat returns

What to bring:

- Digital SLR cameras – no point and shoot (*must provide digital file for gallery*)
- Lenses: long and short of it
- On-camera strobe and monopods OK

What NOT to bring:

- Tripods
- More than one bag of gear
- Reflectors and any other studio lighting equipment

What to wear:

- Appropriate weather attire including jacket or sweatshirt (*wear comfortable attire*)
- Closed-toe athletic shoes (*think functional not fashionable*)

On-board etiquette:

- Keep camera equipment on you at all times
- Play nice! (*90 people on board, not a lot of elbow room*)
- Don't bring too many items
- Keep your gear organized... watch out for spray!

Parking and directions:
 The tour will depart from and return to Rainbow Harbor in downtown Long Beach. The boat departs from Dock 2, next to the Aquarium of the Pacific. Aboard the boat, validation is provided for the Aquarium parking structure parking only.

From the I-710 South, exit Shoreline Drive and make a right on Aquarium Way. The Aquarium parking structure is located on the right-hand side.



GALLERY

Photographic Judging

Each participant is required to submit three photographs. At least one photo from each participant will be displayed in the gallery.

The Arts Council will form a panel who will select first-, second- and third-place winners. Names of the program winners will be announced at the Gallery Reception.

Workshop: Saturday, July 27

Those needing assistance with software or electronic submissions are encouraged to attend. Limit of 12 seats per session.

Session 1: 10-11 a.m. **Session 2:** 11 a.m.- noon **Session 3:** noon - 1 p.m.

Location: PADNET/LBCAP | 117 W. Victoria St., Long Beach 90805

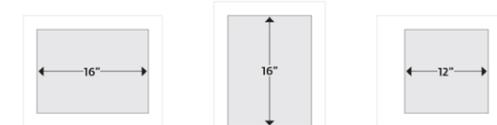
Submissions Due: Friday, Aug. 2 at 5 p.m.
(late submissions will not be accepted)

Please submit one ZIP file with all three of your photographs inside, using these formats:

ZIP File Name: Last_First.zip

Photo File Names: Last_First_Title.jpg
(Title on file name will be used as-is, so double-check capitalization and spelling carefully.)

Photos in JPG format
File resolution: 300 dpi
File size: 16 inches at the largest dimension or no larger than 12 inches if square
(images can be either horizontal or vertical)



Use wetransfer.com to send the ZIP file to art@polb.com
 For questions, please email art@polb.com

Photographs can be submitted in either color or black and white.

Gallery Reception: Thursday, Oct. 3
Time: 6 – 8 p.m.

Location: Port Lobby, Civic Center | 415 W. Ocean Blvd., Long Beach 90802

Friends and family will be welcome to attend the reception.

PHOTO Program
 orientation brochure

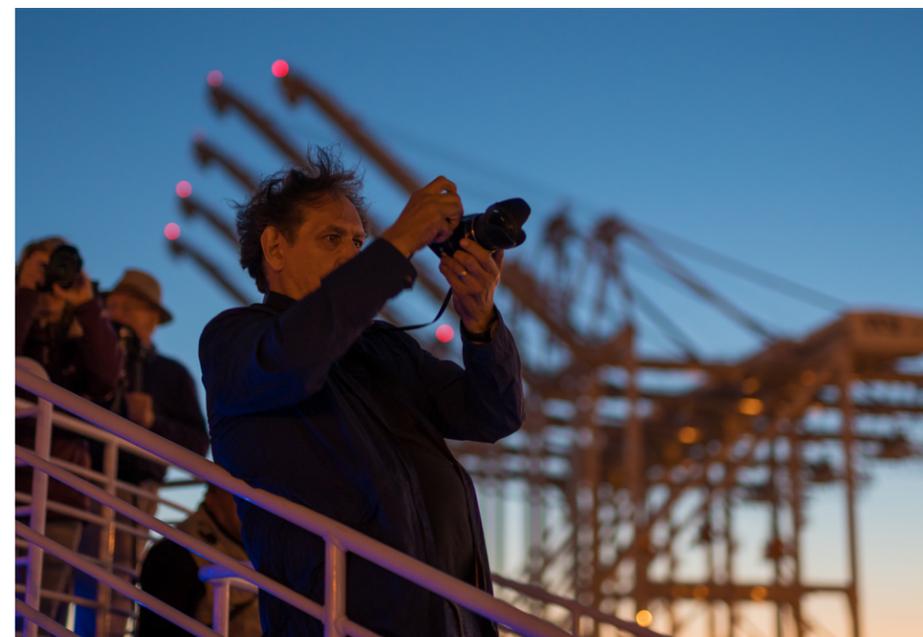
Saturday, July 20
TOUR

Attendees began the evening with a mixer at Gladstone's restaurant in Long Beach. Then they boarded a harbor tour boat for exclusive access to photograph areas of the Port of Long Beach not typically visited by the public – alongside vessels and terminals, beneath cranes and bridges. The timing of the tour allowed for daylight, twilight and night photography, and the Port's professional photographers were on hand to assist. Each participant received a full-color Harbor Tour brochure, including a tour map.

- 5:30 p.m. Mixer
- 6:45 p.m. Boat departs
- 9 p.m. Boat returns



PHOTO Program tour



Saturday, July 27
EDITING 101 WORKSHOP
Public Access Digital network
(PADNET) / Long Beach Community
Action Partnership

To help PHOTO Program participants prepare their best photos for submission, the Arts Council staffed the workshop, teaching the basics of photo editing with Adobe software. Due to limited computers, participants registered (on a first-come, first-served basis) for one of three one-hour sessions at 10 a.m., 11 a.m. and noon.

Friday, August 2
Submission and Judging

Each participant was required to submit three photographs for judging, with at least one of those photos slated for display at the gallery exhibit in October. A panel of qualified judges was formed by the Arts Council for Long Beach to select first-, second- and third-place winners that were announced at the gallery opening reception. The public was also invited to vote for their favorite gallery image on social media to select a "Fan Favorite." Harbor Department employees voted for their favorites, via

the Port's internal newsletter, "Dock Talk."

October 3 to November 1
GALLERY
Port of Long Beach
Administration Building lobby

Each year, a different location highlighting various Long Beach neighborhoods is selected for the October is Arts Month exhibit of PHOTO Program images. Past locations have included the Long Beach Museum of Latin American Art and the Long Beach Museum of Art. For 2019, the focus was the Port's new headquarters within Long Beach's new Civic Center.

Friday, October 3
OPENING RECEPTION
6-8 p.m. (Refreshments provided)

Judges announced the winners of the seventh annual Port PHOTO Program competition at an opening reception at the Port Administration Building.

Participants:

- MC was Kerry Gerot, Port Director of Communications and Community Relations

- Griselda Suarez, Arts Council Executive Director and Board President
- Mario Cordero, Port Executive Director
- Bonnie Lowenthal, President of the Long Beach Board of Harbor Commissioners

Winners:

- First – Stuart Kleinfelder of Irvine, "Stacked High and Wide," a black-and-white image of cargo containers on a ship.
- Second – Jasen Reyes of Long Beach, "Pace of the Port," a colorful picture capturing a truck whizzing along the wharf with a blurred background of cargo containers.
- Third – Weldon Spurling of Long Beach, "Untitled," an abstract, moody and dark look at the Port's bulk silos.

250 people attended the Gallery reception.



PHOTO Program
Opening Reception
invitation

YOU'RE INVITED TO THE
Port of Long Beach
PHOTO PROGRAM
Opening Reception

Port of Long Beach Administration Building
415 W. Ocean Blvd., Long Beach, CA 90802

Thursday, October 3, 2019 | 6 to 8 p.m.

The Port of Long Beach's PHOTO PROGRAM is an annual partnership with the Arts Council for Long Beach. Port staff shared photographic techniques and gave local professionals and amateurs a chance to apply what they learned on a harbor tour. The best of these images, highlighting the hidden beauty of an industrial port, form a curated exhibition in the Port of Long Beach Administration Building Lobby.

The gallery will be available for viewing Oct. 4 - Nov. 1, in conjunction with October is Arts Month.

Gallery Hours: Weekdays Only 7:30 a.m. - 5:30 p.m.

Visit polb.com/photoprogram for more information.





PHOTO Program reception in the Port Administration Building Lobby





PHOTO Program reception in the Port Administration Building Lobby

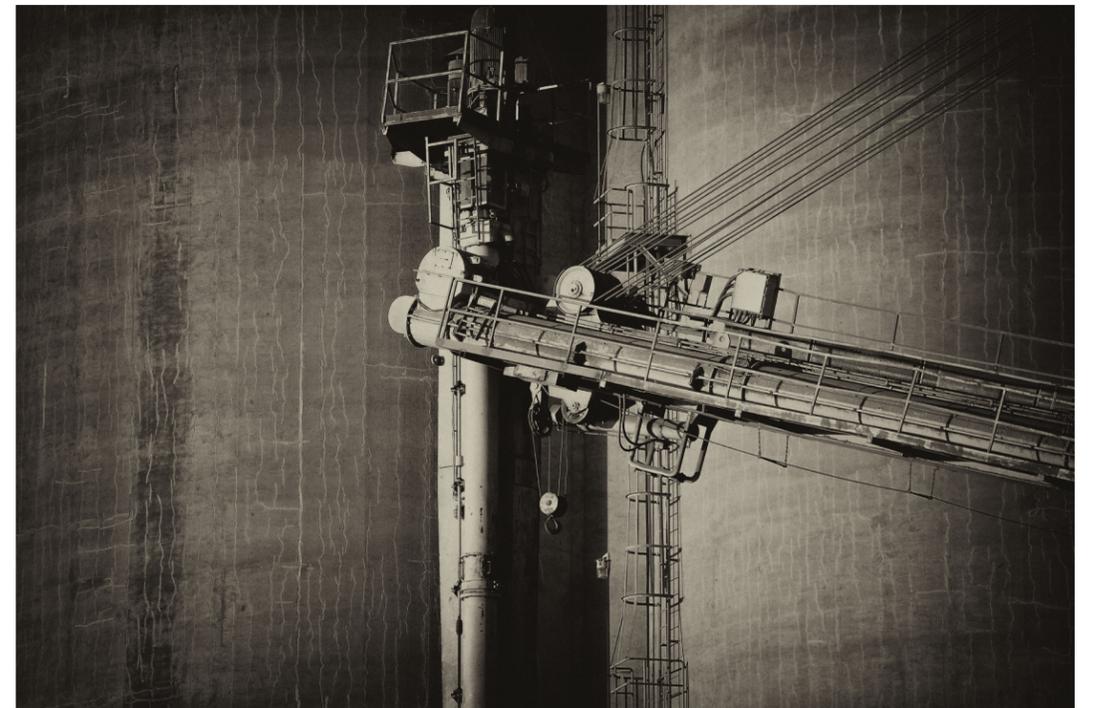
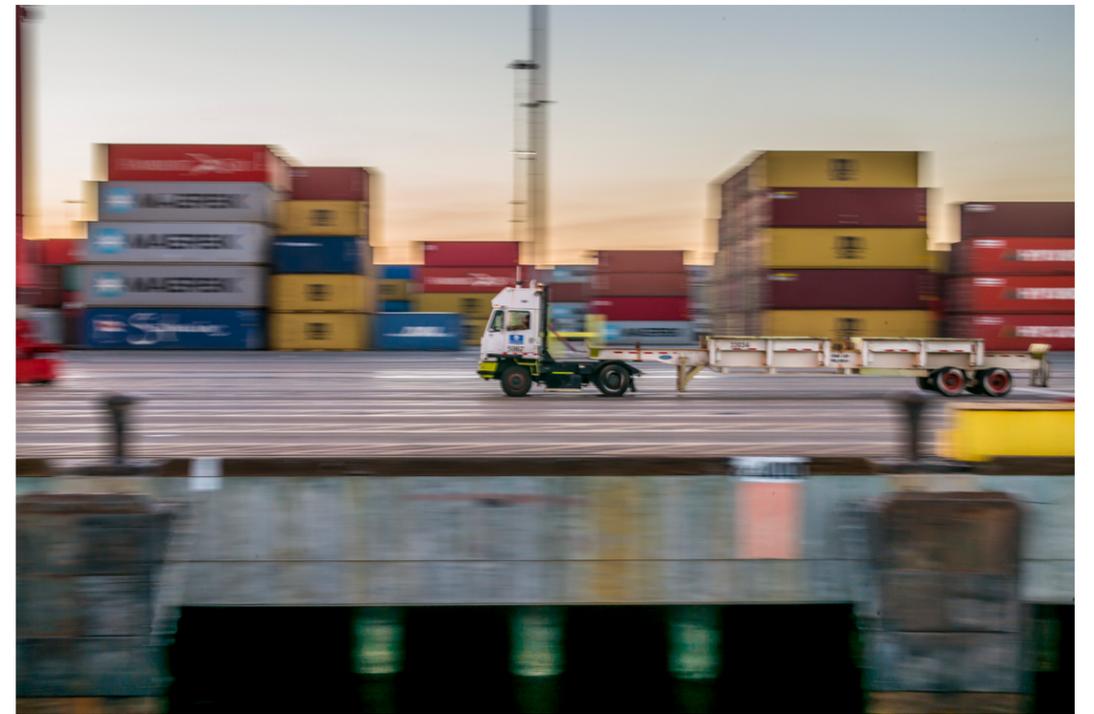




Above:
 First Place – Stuart Kleinfelder of Irvine – “Stacked High and Wide,” a black-and-white image of cargo containers on a ship.

Top Right:
 Second Place – Jasen Reyes of Long Beach – “Pace of the Port,” a colorful picture capturing a truck whizzing along the wharf with a blurred background of cargo containers.

Bottom Right:
 Third Place – Weldon Spurling of Long Beach – “Untitled,” an abstract, moody and dark look at the Port’s bulk silos.



**Opening on October 3
GALLERY EXHIBIT
October 3 - November 1, 2019**

The reception kicked off the PHOTO Program exhibit of Port images, which included at least one submission from each 2019 participant. The gallery was free to the public and open from 7 a.m. to 6 p.m. weekdays.

More than 2,000 people, including Port staff, other government workers, the Port's business partners and the general public, visited the Gallery Exhibit through November 1.

**March 29 to May 17
August 23 to September 16
PHOTO Gallery Popups**

In order to increase exposure for the PHOTO Program images, the Port contracted with the Arts Council to manage a new series utilizing images from the 2018 PHOTO Program, called "PHOTO Gallery Popups." The concept was to integrate the Port photos into existing, popular events around

the community, taking advantage of their high traffic as a way to benefit the participants and the Port, as well as to promote the upcoming gallery opening in October.

In March, as part of the Arts Council for Long Beach's Open Conversations series, the first Popup was kicked off at one of the Aquarium of the Pacific's popular Night Dive events. Port of Long Beach contract photographer Tim Rue, who was featured in Bloomberg's 2018 Year in Pictures, talked about his adventures documenting maritime life from air, land and, sea, and Arts Council Artist Registry photographer Eddie Davila discussed using photography to document the ocean and surrounding environment. Night Dive, which features music, drinks, food and Aquarium tours, regularly has attendance in the hundreds. The Popup Gallery of PHOTO Program images was on display at the Aquarium from March 29 to May 17.

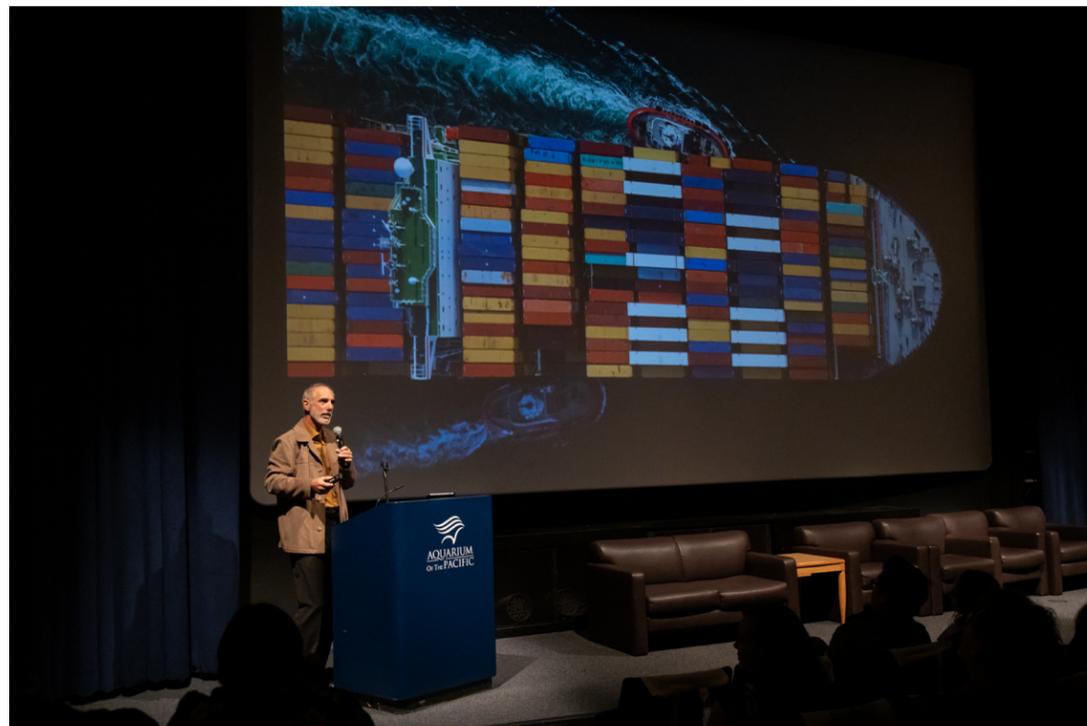
In the summer, Arts Council organized PHOTO Program Popups as part of 4th Fridays on 4th Street Retro Row, which includes live music and food and drink specials. The Port images were displayed from August 23 to September 16 at Portfolio Coffeehouse (described as a "chill," super-hipster espresso bar featuring live music), Artistic Edge Art & Framing (gallery and frames), Salud Juice (organic store and smoothies), and Leo's Barber Shop. The Arts Council hosted two guided tours of the photograph displays, each attended by about 25 people.



PHOTO Gallery Popup flyer



PHOTO Program gallery popup at the Aquarium of the Pacific



Marketing

Both the Port of Long Beach and the Arts Council for Long Beach promoted the PHOTO Program on their websites, in electronic newsletters and on social media.

The Port of Long Beach Social Media

Campaigns were created for both the 2019 PHOTO Program (all phases) and the PHOTO Gallery Popup Program utilizing Facebook, Twitter, Instagram and YouTube (Statistics as of the end of May 2020).

- 7 Facebook posts
 - Reach: 9,229
 - Average reach per post: 1,059
 - Average engagement rate: 8.76%
- 9 Tweets
 - Likes: 25
 - Retweets: 10

- 10 Instagram posts
 - Likes: 1,838
 - Reach: 26,409
- Public vote for “fan favorite”
 - 1,344 visits, 517 votes and 14 shares
- Employee vote via Dock Talk internal newsletter
 - 160 visits and 65 votes
- YouTube video <https://www.youtube.com/watch?v=YLT2gG6F4Y8>
 - 444 views

Publications

- YourPort
Port community e-newsletter, sent to about 5,000 email addresses.
 - October 2019 issue (announcing winners): <https://mailchi.mp/polb/your-port-july-217893>
 - September 2019 issue (promoting Gallery Opening): <https://mailchi.mp/polb/your-port-july-217725>

- Long Beach Business Journal
 - Full-page, full color, promoting Gallery Exhibit at the Civic Center in October. (“Join Us for an Artist’s View, published 9/24/19)
 - 22,000 circulation
- Grunion Gazette
 - Full-page, full color, promoting Gallery Exhibit at the Civic Center in October. (“Join Us for an Artist’s View, published 9/26/19)
 - 52,000 circulation

Links

- Welcome Forum PowerPoint: https://www.dropbox.com/s/q2wgxif56wxkaug/PHOTOprogram7_14_18.pptx?dl=0
- Video promoting 2019 PHOTO Program and Gallery: <https://www.youtube.com/watch?v=YLT2gG6F4Y8>

Arts Council Promotion

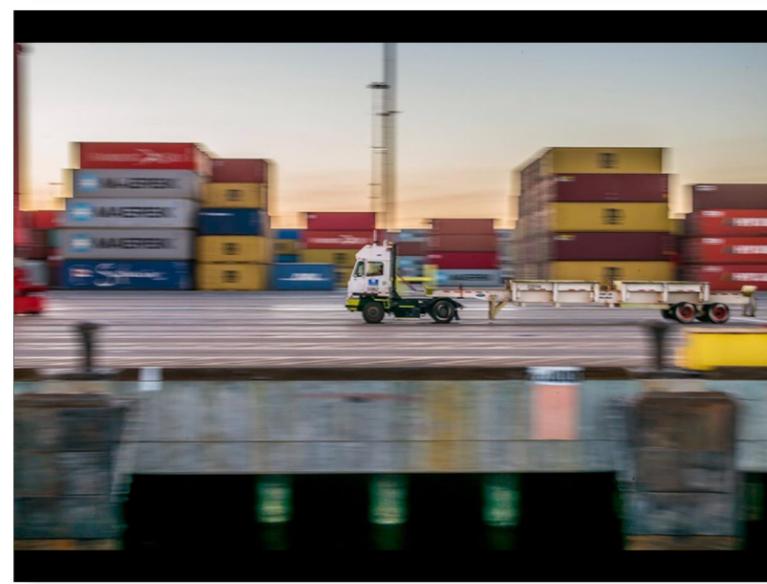
- Arts Council for Long Beach [ArtsLB.org](https://www.ArtsLB.org)
 - Regular visibility on Home page and News page
- Arts Council Online Newsletter – 4,000 subscribers
 - Monthly feature May-September
 - Weekly feature during October
- Arts Council Social Media (Facebook, Twitter, Instagram) – 13,260 combined followers. At least one monthly post



portoflongbeach

portoflongbeach Each summer, the Port of Long Beach invites 80 photographers of all skill levels on a behind-the-scenes tour of the Port. The result: Stunning photos of workers, machinery, ships and marine life. The photos from our 2018 Program will be displayed at our PHOTO Gallery Pop-up on 4th Street's Retro Row beginning this Friday, Aug. 23, at 6 p.m. at Salud Juice Bar, Portfolio Coffeehouse, Artistic Edge Art & Framing and Hawleywood's. #WorldPhotographyDay #artgallery #popupgallery #port #portoflongbeach #arts_gallery #FourthFridays #4thStreetLB #artslb

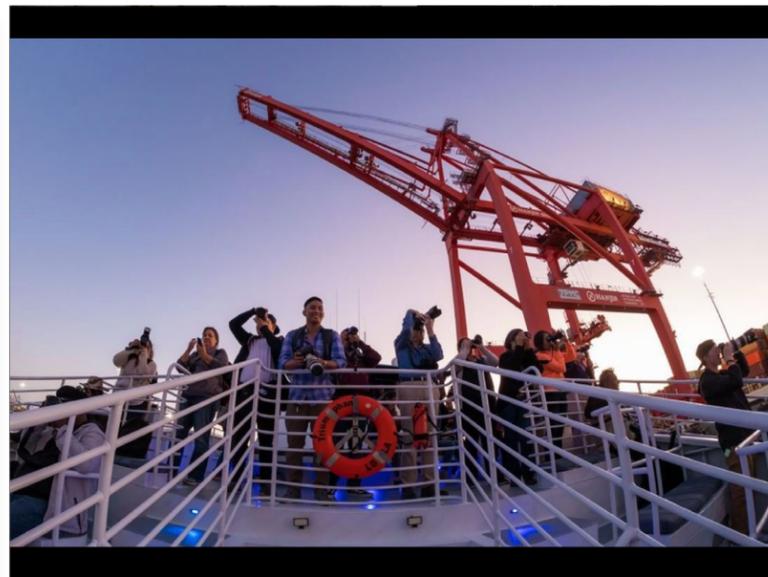
41w
infinite_circulation @photobyrave
Liked by brainfog13 and others
AUGUST 19, 2019
Add a comment... Post



portoflongbeach

Second Place: "Pace of the Port" Jasen Reyes ✓ Vote for your favorite photo in our fan favorite contest. You could win just for voting! <http://photoprogram2019.hsCampaigns.com/>

35w
eventsinlbc
35w Reply
Liked by falvaradojr103 and others
OCTOBER 3, 2019
Add a comment... Post



portoflongbeach

portoflongbeach It's almost October and that means #OctoberisArtsMonth! Each year we partner with the @artslb to host the PHOTO Program. This year we are lucky enough to host the exhibit in the lobby of our new headquarters! Beginning Oct. 4 visit the Port's new admin building to see the 2019 PHOTO Program weekdays from 7:30 a.m. to 5:30 p.m. For more info visit:

SEPTEMBER 24, 2019
Liked by calcartage and others
Add a comment... Post



portoflongbeach

portoflongbeach Congratulations to this year's PHOTO Program winners! 🎉🏆 First Place: "Stacked High and Wide" Stuart Kleinfelder

35w
myersmarinedivision Good work
35w Reply
Liked by falvaradojr103 and others
OCTOBER 3, 2019
Add a comment... Post

Port of Long Beach social media posts



Port of Long Beach

October 24, 2018 · 🌐

This is your last week to see the POLB PHOTOPROGRAM Gallery at the Expo Arts Center before the exhibit ends Oct. 28. See the beauty in our industrial docks expertly captured by our PHOTOPROGRAM participants. The gallery will be open from 12:30 – 5 p.m. Wednesday through Saturday.

You also still have time to vote for your favorite photo from the #POLB PHOTOPROGRAM and award one photographer the title of fan favorite. You could also win just for voting!

www.polb.com/photocont... See More



572
People Reached

11
Engagements

Boost Post

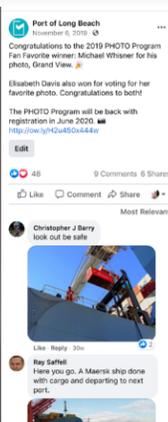
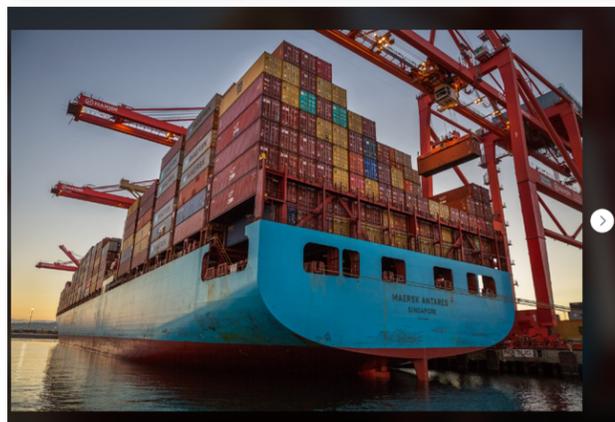
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1 Share

Like

Comment

Share



Port of Long Beach

@portoflongbeach

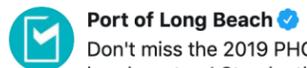
Vote for your favorite photo from this year's PHOTO Program. You could win just by voting!

See the gallery in person weekdays from 7:30 a.m. to 5:30 p.m. at the #POLB Admin building in downtown Long Beach. #OctoberisArtsMonth

ow.ly/FWuY50wLSjq



10:00 AM · Oct 15, 2019 · Hootsuite Inc.



Port of Long Beach

Don't miss the 2019 PHOTO Program exhibit hosted at the Port's new headquarters! Stop by the Port admin building weekdays between 7:30 a.m. to 5:30 p.m. to see this year's exhibit. ow.ly/gFyN30pBlv3



2 6



Port of Long Beach

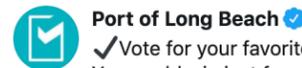
@portoflongbeach · Oct 3, 2019

The 7th Annual PHOTO Program Gallery opens tomorrow! 📷
Pop by the lobby of the Port's new admin building to see the gallery Oct. 4-Nov. 1, weekdays 7:30 a.m. - 5:30 p.m.

ow.ly/k4t250wAOTO



1:23 134 views 3 5



Port of Long Beach

✓Vote for your favorite photo in our fan favorite contest. You could win just for voting! photoprogram2019.hscampaigns.com

Port of Long Beach

Congratulations to this year's PHOTO Program winners! 🎉📷

- 🥇 First Place: "Stacked High and Wide" Stuart Kleinfelder
- 🥈 Second Place: "Pace of the Port" Jasen Reyes
- 🥉 Third Place: "Untitled" Weldon Spurling

Honorable Mention: "Loading Arms" Slobodan Dimitrov



2 3

Port of Long Beach social media posts

5 Communications Outcomes and Evaluation Methods

The biggest challenge for the Port of Long Beach PHOTO Program, in its seventh year, is upholding its extremely high standards and reaching or exceeding its equally high expectations. In 2019, the Port of Long Beach PHOTO Program again met its goals. The program remains highly popular, with more people who want to participate than can be accommodated on the tour boat. Those who did participate overwhelmingly rated the program as excellent or good. Their images are once again exceptional by any subjective measure. The Port's partnership with the Arts Council remains fruitful, with the council showing the images and highlighting the program at venues in Long Beach's trendy Retro Row near the Arts District. For a dash of something new, the Port hosted the main gallery exhibition in its new headquarters. As part of the joint City/Port activation initiative, the exhibit – with its dramatic, boldly colorful photos

– established the Port headquarters and the surrounding Civic Center as a proud home for the arts.

The costs for the 2019 PHOTO Program came in at slightly more than the budgeted \$50,000 (\$50,624.84), including the Arts Council partnership (\$20,000), catering for the Orientation, Tour and Gallery components, boat rental, collateral materials and advertising.

A post-survey of 2019 PHOTO Program participants, conducted via SurveyMonkey, showed the following results:

- 28 of the 96 participants (or 31 percent) responded to the survey.
- Understanding of the Port of Long Beach before participating compared to after jumped from 71 percent Excellent and Good, to 100 percent.

- 100 percent rated the Welcome Forum Excellent or Good.
- 96 percent rated the Mixer and Tour Excellent or Good.
- 41 percent rated the Editing 101 Workshop Excellent or Good. One respondent felt this program needed improvement and better organization.
- 100 percent of respondents rated their overall PHOTO Program experience as Excellent or Good.
- 100 percent would recommend the program to friends or family.



Program participants at the orientation/forum

**Comments from 2019 participants
(from anonymous post-event
survey):**

“Being out on the boat was phenomenal, but I learned the most at the information meeting.”

“Access to the remote port areas was a unique experience as a photographer, a lot of angles to capture. The ceremony at the new port building didn't disappoint either.”

“More information is always better... we have become ambassadors for the Port. I'm always shocked at how little people understand an asset that is so important to our local and national economy...”

“This is a great outreach for the local community - great in several aspects. The knowledge and up-close ability to see the Port, finding out about a robust Arts community to share and see other art in Long Beach, and meeting and talking with lots of photographers all made this a great experience.”

Recap

Quick facts:

- The annual Port of Long Beach PHOTO Program was improved for 2019, providing more learning opportunities and additional exposure of Program photography, benefitting both the participants and the Port.
- Besides the annual PHOTO Program gallery exhibit in October, new PHOTO Gallery Pop-ups are being planned year-round.
- 96 photographers participated in the 2019 Program, now in its seventh year.
- More than 2,000 people have seen the 2019 photo exhibit in person, and many more online.

“We hope to accomplish really engaging photographers in Long Beach. As an Arts Council, we want to find those opportunities to give our artists ways to express themselves within their own city, and the Port of Long Beach helps to do that. We also look at this as a way to create a gallery space; it's just a wonderful partnership...It's just wonderful to be part of this history, to be the first gallery in the Port building, and to be able to activate the space with arts.”

*– Griselda Suárez,
Executive Director of the Arts Council for Long Beach*

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