PORT OF STOCKTON - NAUTILUS DATA CENTER COIN 2019

Miscellaneous

The Port of Stockton (Port) is always on the cutting edge of green technologies as it seeks to be a leader in environmental sustainability for the maritime industry. To this end, the Port is always seeking strategic relationships with other like-minded entities, and Nautilus Data Technologies (Nautilus) is an ideal partner. This company produces data centers on barges that are specially built to use the surrounding water to cool its components, reducing carbon emissions and saving millions of gallons of water. Nautilus Data Technologies and the Port created custom challenge coins that celebrated this existing partnership. The coin features Port and Nautilus logos and an illustration of the data barge.

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

Data centers power our modern, technological lives. Unfortunately, they also use a lot of energy and create an excessive carbon footprint due to the power required to run the equipment and then the power required to cool the equipment. The cooling part of this equation has been accomplished with water for some time now, but a typical 8MW data center consumes 80,000,000 gallons of water every year and is responsible for over 64,000 tons of CO_2 emissions. The Nautilus Data Center reduces energy use and related carbon emissions and air pollution by up to 30%, bringing in cool water, circulating it through a cooling loop, then expelling the slightly warmer water back into the channel.

The Port saw an opportunity to celebrate this exciting new partnership with a docking event. At the event, the Port wished to give out a souvenir commemorating this. Internally, the Port had to brainstorm and decide exactly what sort of souvenir they should give at the event. A commemorative coin was chosen as an eye-catching item people would want to not only keep but display. The coin then had to be conceptualized and designed so that it would be eye-catching — in other words, worth showing off – to help spread the word about this initiative. Externally, the Port had to coordinate with a vendor (that operates in Florida but manufactures the coins in China) and make sure they would arrive on time for the ceremony.

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. This coin, and the partnership it represents, complements every part of our mission. The coin is a symbol of the Port's willingness to go above and beyond for our business partners, making things happen and paving the way for our shared success. The Port's focus on customer service helps keep tenants at the Port and

spreads the word to other prospective business partners that the Port is an excellent place to set up shop. The innovative Nautilus Data Center project raises Stockton's profile as a city that is home to nascent and promising new technologies, all while generating additional tax revenue for the community. The fact that this innovation doesn't use or evaporate any of the water it takes in, and doesn't impact the public water supply at all, means that it more than aligns with the Port's environmental sustainability goals.

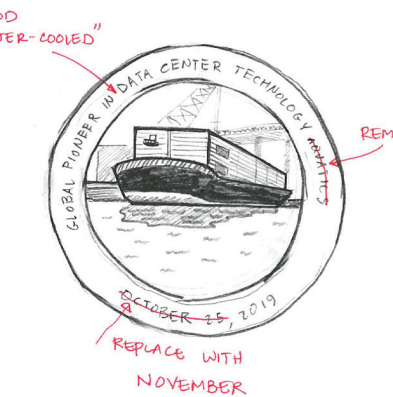## 3. WHAT WERE THE COMMUNICATIONS PLANNING AND PROGRAMMING COMPONENTS USED FOR THIS ENTRY?

The reason and the goal of presenting the commemorative coins was to celebrate the new Port-Nautilus partnership and the promise of this new, sustainable technology. Secondarily, if proudly displayed by the recipient, an eye-catching coin could also be a conversation starter that leads others to learn about the Nautilus Data Center, while simultaneously spreading the word about the Port's location and international trade operation.

Brainstorm

The Port could have created a plaque or some other souvenir-type item to provide at the event for attendees to take home with them, but they wanted to create something unique and memorable. Coins were chosen because the maritime industry has a long history of exchanging and collecting challenge coins. Challenge coins have a long military and maritime history, used to identify the coin-holder as a member of an elite group or organization.

Design

A graphic designer with the Port's Communications and Public Involvement sub-contractor, HDR, sketched concepts for the front and back of the coin based on conceptual renderings of the barge provided by Nautilus (see photos on next page). After approval from the Port, the designer digitized the sketches, recreating the artwork in a style that would be reproduced well on coins, with thick lines and solid colors. The 2"-diameter coin features an illustration of the Nautilus Data Center on one side of the coin, with the Port and Nautilus Data Technologies logos on the back. The text on the front reads "Global Pioneer in Water-Cooled Data Center Technology – November 2019" and on the back the text reads "Nautilus Data Center Docking Event" and "Port of Stockton." 150 of the coins were produced with an antique gold plating. For the Nautilus executive team, ten coins were specially produced with a striking black nickel plating.

Order

The coin vendor was based in Florida, but the actual manufacturing of the coins took place in China. Because of this, plenty of advanced planning was required to make sure the coins were received in time for the ceremony.

Distribute

In December 2019, the coins were awarded to the founding team at Nautilus Data Technologies, Inc. The coins were presented by our Founder of the

company and also our Chief Executive Officer. The secondary audience is anyone who the coin is shown to. Showing off the coin, or having the coin displayed (on a desk or in a display case, for example), might elicit questions about and interest in the Port and its various attributes.
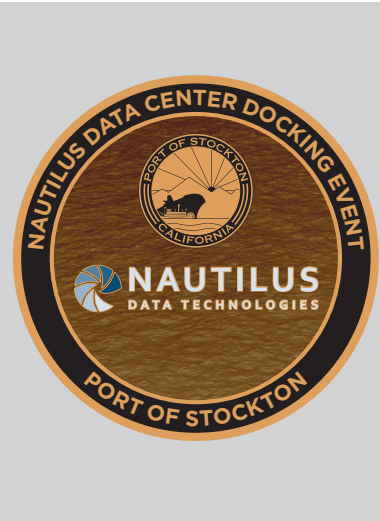
4. WHAT ACTIONS WERE TAKEN AND WHAT COMMUNICATION OUTPUTS WERE EMPLOYED IN THIS ENTRY?

The strategy behind the coins is to nurture the Port's relationship with Nautilus by showing sincere gratitude for the opportunity to partner with them, and to encourage the recipients to show the coins to others. The strategy was carried out using the steps previously outlined in Question 3.

Timeline

Brainstorming occurred in early spring. Designs were sketched out and then digitally designed in June 2019, with edits made in July and early August, leaving plenty of time to coordinate the order with the coin vendor to get the coins manufactured and shipped. The coins were received in October.

The Port engaged its Communications and Public Involvement sub-contractor, HDR, to design and illustrate the coin artwork. HDR also coordinated with the coin vendor, Signature Coins, to ensure the manufactured coins came out exactly as designed.

5. WHAT WERE THE COMMUNICATIONS OUTCOMES FROM THIS ENTRY AND WHAT EVALUATION METHODS WERE USED TO ASSESS THEM?
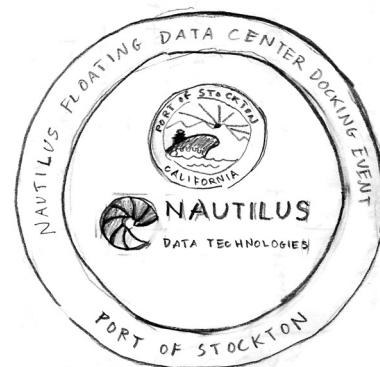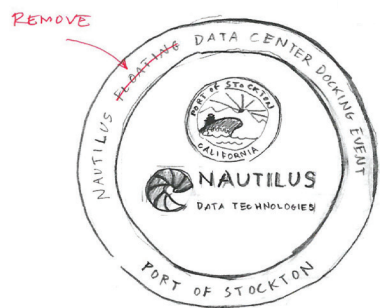
Feedback on the commemorative coins has been anecdotal in nature. The coins have been very well received by members of Nautilus and other coin recipients. Here are a few quotes from Nautilus Executives:

When I see my coin on my desk, it conjures up such joy for me. The coin reminds me that I have been fortunate enough to be part of a team that has improved data center efficiencies on a scale that has not been seen since their inception.
–Chad Romine
   Nautilus Data Technologies, Inc
   Co-Founder, VP of Business Development

This coin symbolizes forward progression in the data center industry. The energy efficiencies Nautilus has accomplished is revolutionary and has pioneered the way data centers are designed and operated. When I look at my coin it inspires me to be as innovative, progressive and efficient. This commemorative coin not only shows me what the future holds for technological advances in the data center industry, but also for myself.
–Paul Carter II
   Nautilus Data Technologies, Inc
   Data Center Operations Engineer

COIN FRONT

GLOBAL PIONEER IN WATER-COOLED DATA CENTER TECHNOLOGY. NOVEMBER 2019.

ELIM.

COIN BACK

NAUTILUS DATA CENTER DOCKING EVENT

PORT OF STOCKTON
CALIFORNIA

NAUTILUS
DATA TECHNOLOGIES

PORT OF STOCKTON