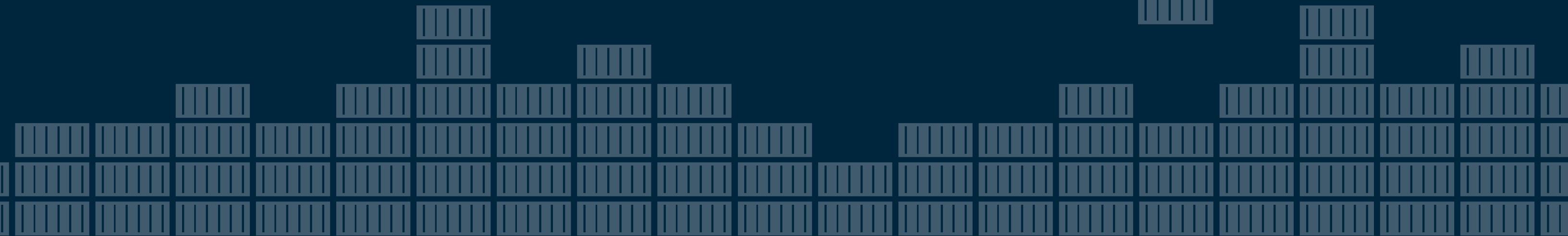




2020 AAPA EXCELLENCE IN COMMUNICATIONS AWARDS

Classification: Promotional/Advocacy Materials

PHOTO Program Canvas Tote



Working for Long Beach

Summary:

In conjunction with the Port's PHOTO Program Popup Galleries, Port of Long Beach Communications and Community Relations staff, in partnership with the Arts Council for Long Beach, commissioned a local artist to create original artwork to illustrate a canvas tote bag, the Port's most popular giveaway item. An initial quantity of 400 was ordered to serve as keepsakes for members of the public who visited the galleries. The tote was so popular, due to both the popularity of the artist and the utility of the bag, Port staff made the happy decision to order an additional 10,000 units to add to their permanent promotional giveaway inventory.

FPO Final Illustration



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. 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. The Port of Long Beach prides itself on its top-notch customer service and operational excellence, and in 2019 industry leaders named it “The Best West Coast Seaport in North America.” Founded in 1911 with a single municipal dock at the mouth of the Los Angeles River, today the Port encompasses 3,200 acres with 35 miles of waterfront, 10 piers, 80 berths and 66 gantry cranes. In 2019, the Port handled 7.6 million container units, the second-best year in its history.

Among its distinguished 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 communications 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 few 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 Museum of Latin American Art), neighborhood galleries, arts events, a public arts program and hundreds of working 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 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



Port of Long Beach

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 PHOTO Program components include:

- An orientation and photography workshop for 70 or so photographers of all skill sets selected to participate in the program;
- A twilight boat tour of the harbor to photograph Port activities and facilities from the water, and
- A one-month juried gallery exhibit (October is Arts Month in Long Beach) of the best images, moving to various arts locations throughout the city, but now with a permanent gallery space in the lobby of the Port's downtown Administrative Headquarters in the new Long Beach Civic Center Complex.

In recent years, the Port contracted with the Arts Council (partners in the overall program) to manage a new

series utilizing the images from the PHOTO Program called PHOTO Gallery Popups. The concept was to extend the visibility of the images beyond the one-month gallery show by integrating the Port photos into existing, popular events around the community, taking advantage of their high traffic as a way to benefit the participating photographers and the Port. The Port Communications and Community Relations team has a presence at each of these events, providing current Port news, details about signing up for next year's PHOTO Program, job and education opportunities, and much more. The Port always distributes free promotional materials to attendees so they will continue thinking about the Port beyond the event.

The Communication & Community Relations team's challenge was to provide a promotional item that would tell the Port story, but also continue the theme of highlighting Long Beach artists. The solution, again in partnership with the Arts Council, was to commission a popular local artist to illustrate a canvas tote bag to serve as a desirable keepsake.



PHOTO Program Participants

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 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 has developed a variety of appealing and reusable promotional items to distribute at these events – from pens to jackets, caps and tote bags – to remind attendees of the Port story beyond the event itself. Tote bags are very popular, especially when artfully illustrated by a well-known Long Beach artist.

3 Planning and Programming Components

Goal

- The goal was to develop a desirable promotional item to distribute at PHOTO Program Popup Gallery events that would tell the Port story, but also continue the theme of highlighting Long Beach artists while providing a keepsake for members of the public who visited the galleries that would remind them of the Port beyond the event.

Objectives

- Work with the Arts Council for Long Beach to identify an artist to participate in the project;
- Select a promotional item that would be both desirable and useful for the recipients, thus ensuring its longevity and reuse in households, along with extended life for the message it carried;

- Select a theme for illustrations and copy that would tell the Port story and impart information in a subtle but appealing way;
- Further the Port's goal of supporting the local economy by utilizing local vendors, putting Long Beach residents to work in rewarding jobs, and funding deserving nonprofit community arts organizations.
- Complete the project on time and within a budget of \$1,500.

Target Audiences

- Preliminary – Members of the public attending PHOTO Popup Gallery events
- Secondary – Members of the public attending any Port of Long Beach event

4 Actions Taken and Communication Outputs Used

Overview

In conjunction with the Port's PHOTO Program Popup Galleries, Communications and Community Relations staff, in partnership with the Arts Council for Long Beach, commissioned a local artist to create an illustration depicting a map of the Port of Long Beach. The illustration was to be placed on a canvas tote bag, the Port's most popular giveaway item, that would serve as a keepsake for members of the public who visited the galleries.

Artist – Selection and Bio

Selection – Arts Council for Long Beach staff recommended five individuals from their roster of Long Beach-based public artists that would be most suitable to be considered by the Port Communications and Community Relations creative team for the project:

Dave Van Patten

<http://www.davevanpattenart.com/>

Daisy Rosas & Danny Miller (Dog Knit Sweater)

<https://www.instagram.com/dogknitsweater/>

Lara Odell

<https://laraodell.com/home.html>

Sam Joy Flores

<http://artslb.org/artists/sam-joy/>
<https://samjoystudio.myportfolio.com/>
<https://www.instagram.com/sjfsjfsjf/>

Port staff liked Dave Van Patten's simple and graphical representations and the style of his illustrations and chose him for the job.

Bio (in his words) – Dave Van Patten is a Long Beach/Los Angeles based

artist focused on illustration and comics, however this has not prevented him branching out into larger work. Van Patten is a prolific muralist, participating in the world renowned mural organization, POW!WOW! in 2016 and 2017, allowing his tiny comic drawings to span entire buildings. The bulk of his inspiration is pulled from dark humor comics, 1960s surrealism, psychedelic garage rock albums, and modern societal absurdity. Dave has done album artwork for bands such as The Grateful Dead (Live Concert Series,) Les Claypool of Primus, Burger and Lolipop Records. His work has been published in Juxtapoz, Vice, NPR, MEL Magazine, L.A. Weekly, Intentional Quarterly, and L.A. Record Magazine. He has self-published several graphic novel "zines" and twisted "children's books for grown-ups." Currently, he is adapting a short story from Portland-

based Arthur Bradford into a full-length graphic novel.

Creative Process

A Port of Long Beach map was selected as the subject matter for the illustration, intended to provide a fun look at the broad range of facilities and activities that make up the Port, and the Communications and Community Relations creative team worked with artist Dave Van Patten to create a fun, geographical depiction of the Port map. The concept started with a hand-drawn pencil sketch, followed by two revisions and, finally, a hand drawing in ink, incorporating the artist's whimsical illustration style to depict cranes, ships, roads, trains – even a curious fish and a cute sea lion.

Once complete, Van Patten's original ink drawing was scanned and digitized in

design software using Adobe Photoshop and Adobe Illustrator to vectorize the art for production to enable the vendor to manufacture and print the art onto the canvas bags. Staff reviewed the map illustration for accuracy and recommended additional art and copy for the reverse side of the bag for the artist to interpret.

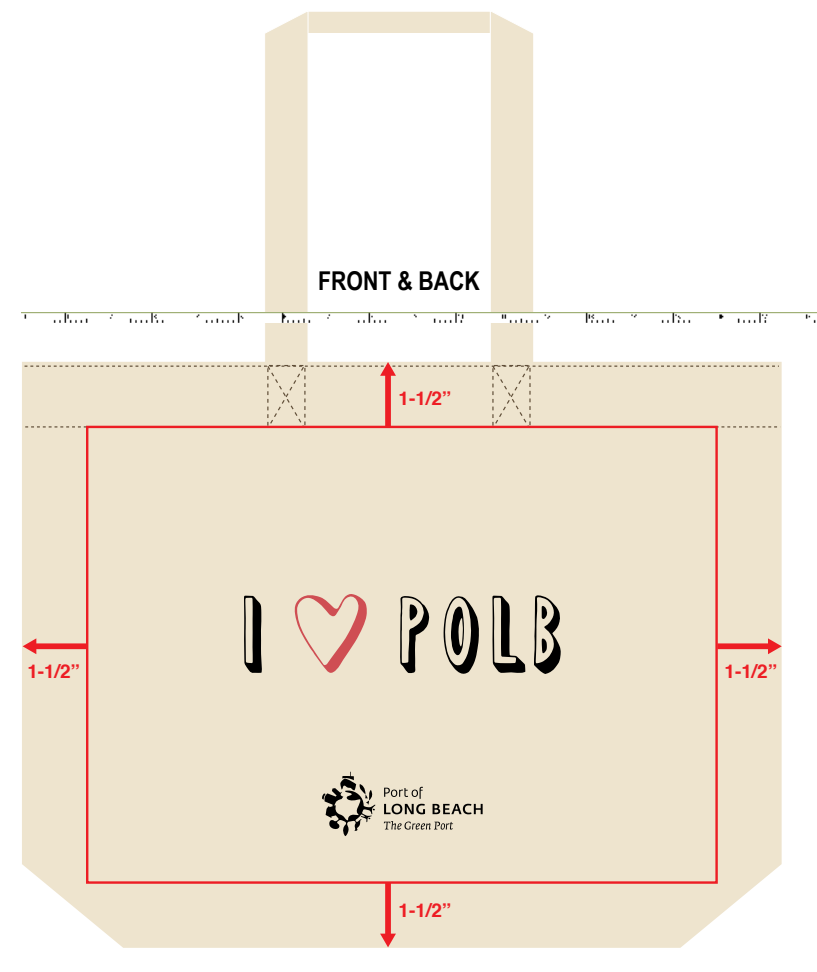
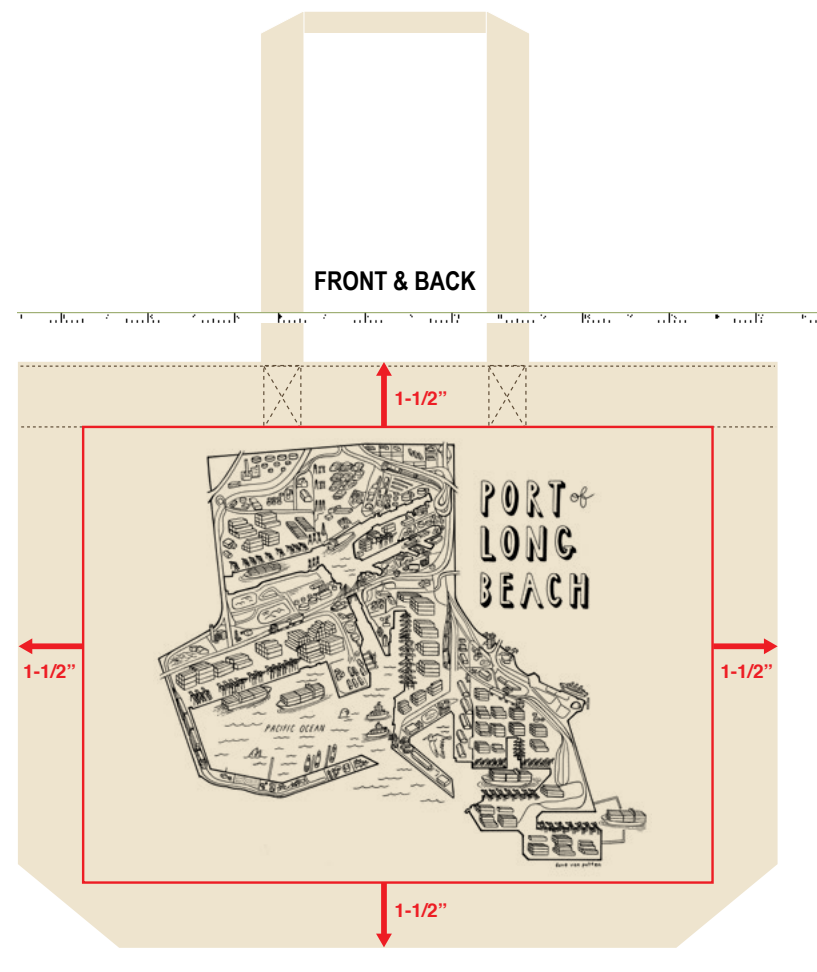
One side of the tote includes the map illustration with "Port of Long Beach." The added copy on the reverse side adds a touch of humor and sentiment with copy reading, "I (Heart) POLB," with the artist's illustration representing the heart. Below this copy is the Port of Long Beach logo and tag line, "The Green Port."

Specifications and Production

The illustration was printed in blue ink on a standard natural-color canvas tote, by Long Beach-based RedEye Media. The Port received 400 tote bags for a cost of \$500, or \$1.25 per unit.

Budget

Overall budget for the project was \$1,500, including payment to the artist and printing 400 tote bags. Although the Arts Council is a Port of Long Beach grantee, their services for the project were free, as the tote bags would enhance the PHOTO Popup Gallery events that they and the Port co-sponsor.



Specifications for second version of Tote Bag, printed in red and black ink.



Port of Long Beach
PHOTO Program
Orientation





Port of Long Beach
PHOTO Program Tour





Port of Long Beach
PHOTO and PopUp





Port of Long Beach
PHOTO Program Gallery






Port of Long Beach Tote Bag Give Away at Aquarium of the Pacific Night Dive PHOTO Program Popup Gallery.



Port of Long Beach
March 12, 2019 · 🌐

Join us and the Aquarium of the Pacific for our PHOTO Gallery Pop-up event during the Aquarium of the Pacific's Night Dive on Friday, March 29. The evening will be flowing with live music, art, and our 2018 PHOTO Program collection and feature a talk by Port Photographer Tim Rue. (Event is 18+)

For more information and to purchase tickets visit the event page.



FRI, MAR 29, 2019
Night Dive 18+
Long Beach
You like Aquarium of the Pacific

1,489 People Reached 73 Engagements **Boost Unavailable**

👍❤️ 42


👍 Like 💬 Comment ➦ Share 📧

📧 Comment as Port of Long Beach 😊 📷 GIF 🗨️

Port of Long Beach
March 18, 2019 · 🌐

Join us for Night Dive at the **Aquarium of the Pacific** on March 29 to hear Port photographer Tim Rue discuss maritime photography and view the 2018 PHOTO Program gallery.

This event is 18 and older. For more information and to purchase tickets visit: <http://ow.ly/mleZ30o612s>



Arts Council for Long Beach
March 18, 2019 · 🌐

Port of Long Beach photographer Tim Rue, who was featured in Bloomberg's 2018 Year in Pictures, will talk about his adventures documenting maritime life from th... **See More**

1,615 People Reached 108 Engagements **Boost Unavailable**

👍😂 23 1 Comment 8 Shares

Social media placement for the Port of Long Beach PHOTO Program Event where the Tote Bag was given out for the first time.

5 Communications Outcomes and Evaluation Methods

The goal and all objectives were achieved for this fun project. As always, the Arts Council for Long Beach was a worthy partner, and the canvas totes were very popular with gallery visitors. The project supported local artists (putting one to work), and the local economy with a local printing vendor. The totes were received on time by the galleries for distribution, and the project was completed within the \$1,500 budget.

Distribution

- The tote bags were quickly snapped up by visitors at the following PHOTO Pop-up Gallery events:
 - 1 Aquarium of the Pacific – March 29, 2019
 - 2 Fourth Friday on 4th St. – May 24, 2019

- In fact, the bags were so popular at these events, the Port of Long Beach made the happy decision to order an additional 10,000 units to add to their permanent promotional giveaway inventory. The cost was \$34,100, or slightly higher at \$3.41 per unit, because a larger bag size was selected, made of more durable material.
- Because of the signed illustration by a well-known artist, and the tote's utility in this age of reusable bags, it remains one of the Port's most popular promotional take away items.

"The response to the tote bags at our Popup Galleries was so positive, and the art so charming, that we knew we had to order more for the wider community."

– Kerry Gerot, Director of Communications and Community Relations, Port of Long Beach

"I didn't have the opportunity to tour the Port's month-long PHOTO Program gallery event announcing the winners, so it was great to be able to view them at the PHOTO Popup Gallery set up at the Fourth Friday on 4th Street event near where I live. I've been a big fan of Dave Van Patten for years. I see his murals all over Long Beach, and we're Facebook friends, so I'm always up to speed on his work. It was really cool to get a Port tote bag with a little piece of his art from the Port and Arts Council crew manning the booth. And it's just the right size for groceries. Thanks! Can I get a couple more?"
– Lovetta Kramer, Kramer Communications

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