



2020 AAPA EXCELLENCE IN COMMUNICATIONS AWARDS

Classification: Videos

2020 State of the Port – Port Administration Building History



Working for Long Beach

Summary:

The Port of Long Beach's status as a major economic engine for the region and an international standard bearer for excellent service as well as sustainable movement of cargo make the Port's annual State of the Port a "must attend" event for the regional maritime and business community. The State of the Port, produced by the Port's Communications and Community Relations Division, highlights the past year's accomplishments and milestones and sets the tone for the year ahead. Before the keynote address by Port Executive Director Mario Cordero, Long Beach Harbor Commission President Bonnie Lowenthal welcomed attendees and concluded her remarks by focusing on a major 2019 milestone – the July 2019 move of the Port's headquarters back to the waterfront, next to the Port and in the very heart of the city's international trade-focused business community. To provide an exciting climax, the Communications team drew from the Port's extensive photo archive and construction footage for the new Administration Building to produce a two-and-a-half-minute video chronicling the Port's headquarters through more than a century of service to Long Beach, culminating with the grand opening of the Port's permanent downtown waterfront home at the new Long Beach Civic Center Complex.



Port of Long Beach
Administration Building
1965

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. 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.

Each January, the State of the Port event is when the Port of Long Beach reports to stakeholders about progress during the prior year and previews future plans.

The keynote State of the Port address, presented by Port Executive Director Mario Cordero, focuses primarily on the business aspect of Port operations: cargo volumes, capital improvements, infrastructure, technology, trade outlook and plans for the future. Before this speech, an equally important portion of the event is an address by the President of the Board of Harbor Commissioners, which typically focuses on the Board’s policy oversight role and on community outreach.

For 2020, Commission President Bonnie Lowenthal welcomed attendees and discussed community outreach,

including sponsorships and grants programs, and educational outreach, such as scholarships, internships, and the Port’s partnerships with local educational institutions, aimed at building a strong, diverse workforce for the logistics industry.

President Lowenthal concluded her remarks by focusing on a big event – the July 2019 move of the Port’s headquarters back to the waterfront as part of the new Long Beach Civic Center, located next to the Port and in the heart of the city’s international trade-focused business community.

When staff moved from headquarters inside the Port to interim offices near Long Beach Airport – about 4 miles away – in 2014, the Board made a promise to the community that Port administration

would return to the waterfront soon. Thus, the move was not only a milestone for the Port and the City, but for board members themselves.

The Port always strives to use stunning or memorable imagery to accompany presentations, so to complement this portion of the speech, it was decided to delve into the Port’s extensive photographic archive and create a video that would chronicle the Port’s various administration buildings during its history, emphasizing the Port’s importance to Long Beach and its continuity of service since opening for business in 1911 with one municipal dock at the mouth of the Los Angeles River.

2 Complementing the Overall Mission

The Port of Long Beach is a landlord port managed by the City of Long Beach Harbor Department. As the Port has grown and flourished over the years, so has its staff, and since the Port's founding in 1911, the Harbor Department administrative offices, headquarters for most employees who don't work on the docks and in the terminals, have been housed in five different buildings through the years. After more than 50 years in a headquarters at 925 Harbor Plaza, Harbor Department management decided it was time to find a new home. The headquarters, which was opened in 1960 at the waterfront, was found to be seismically unsafe, inadequate for the Department's evolving needs, and more expensive to renovate than replace. During negotiations for a location and construction of a permanent Port headquarters building, Department staff relocated in February 2014 to Interim Administrative Offices (IAO) near the Long Beach Airport, away from the harbor.

On July 29, 2019, the Port of Long Beach welcomed industry and community leaders to its new residence at 415 W. Ocean Blvd. It was a joint celebration with the Port and the City of Long Beach, marking the grand opening of the new Long Beach Civic Center. The sleek,

modern, 11-story glass structures housing the Long Beach Harbor Department and a new Long Beach City Hall opened for business simultaneously, along with the high-tech, 250-seat Bob Foster Civic Chambers that serve both Port and City. The complex, built to meet the highest "green" building standards, also includes the new Long Beach Billie Jean King Main Library which opened in September. Future commercial and residential structures and park space will complete the complex.

Planning began for a new headquarters in 2001 and, after initially looking to build on Port land across the street from the Harbor Plaza location, Port officials opted for a temporary move to the Department's interim base near Long Beach Airport in 2014 while ironing out the details of where to relocate permanently. In December 2014, the City and Port selected Plenary Edgemoor Civic Partners to develop a new Civic Center Project, and the following year, the City and Port committed to the new Long Beach Civic Center location at the northeast corner of Ocean Boulevard and Magnolia Avenue in Downtown Long Beach. The Port contributed \$235 million to pay for its building, the land beneath it and the shared Council/Board chambers.

Construction began in 2016, and the project was completed within budget and on schedule in July 2019.

The Port of Long Beach's overall mission is to provide state-of-the-art seaport facilities and services that support and generate trade that brings economic benefits to the city, region, state and nation. The City of Long Beach Harbor Department is tasked with promoting, maintaining and improving the Port of Long Beach in the best interests of its stakeholders, and that includes fulfilling its 2014 promise to return to the waterfront and resume neighbor status with valued tenants and industry partners in downtown Long Beach, the epicenter of business and trade in this international city.

The State of the Port is tailored to focus on sharing the Port's efforts to meet the goals of its Strategic Plan, and the speeches at the 2020 event focused on how the Port is meeting the six goals set by the Board of Harbor Commissioners in the most recent version of the Strategic Plan, updated and released in April 2019:

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

A video to highlight the Port's extraordinary journey to its permanent waterfront headquarters, highlighting more than a century of progress for both the Port and the City of Long Beach, served as a vital element of the 2020 State of the Port presentation, emphasizing the importance of the move to the permanent location and how it supports all elements of the Strategic Plan.

3 Planning and Programming Components

Goal

- The goals for the Port Administration Building video were to provide an exciting visual climax to President Bonnie Lowenthal's speech at the State of the Port event, to highlight the role and importance of the Port throughout more than a century of Long Beach history, and to celebrate the final move to permanent headquarters as part of the exciting, new Long Beach Civic Center.

Objectives

- Produce a video quickly and economically;
- Utilize historical materials from the Port's extensive archive;
- Utilize the Port contractor's time-lapse video footage documenting the construction;
- Enter the new video into the archive for future use in Port presentations that focus on history;

- Produce the video on time and within the budget of \$5,000;
- Track the effectiveness of the video among State of the Port attendees.

Target Audiences

- Elected and appointed officials;
- Current and potential Port customers, tenants and vendors;
- Government agencies;
- Environmental watchdogs and other Port stakeholders;
- Safety and security agencies;
- Long Beach residents and community organizations;
- Educators, students and future employees;
- Members of the news media.

4 Actions Taken and Communication Outputs Used

Overview

The 2020 State of the Port event was held on Wednesday, Jan. 22, from 11 a.m. to 1:30 p.m. in the Grand Ballroom of the Long Beach Convention Center, located in downtown Long Beach near the city's business center and the Port. Approximately 750 guests attended, filling the venue to capacity. Another 340 watched the event via live webcast.

Video – 2020 State of the Port Webcast

<https://vimeo.com/386783616>

President Bonnie Lowenthal's speech begins at 13:26. The Port Administration Buildings video can be seen in the main presentation at 26:52 and also at

<https://vimeo.com/421296325>

Production/Budget:

To produce the video, the Port's Senior Digital Communications Specialist, who also serves as unofficial Port historian, selected photos from each decade of the Port's archive, which dates back to the late 19th century,

prior to the Port's founding in 1911. Photos were chosen that showed the Port's five different administration buildings, as well as aerial views showing the growth of the Port and the city. Longtime Port video contractor Long Beach-based Media 360 assembled the photos, along with some historical film footage, into an attractive montage that took the Port from its beginnings up to the groundbreaking for the new building in 2016. Media 360's time-lapse footage of building construction, part of their remit to document Port construction projects, was also included. Set to a stirring music track, the 2:36 video concluded with the July 2019 grand opening ceremonies for the permanent Port Administration Building at the new Long Beach Civic Center.

Total out-of-pocket cost for the Administrative Headquarters Video was \$5,000, including Media 360's consulting and production fees. Several hours of staff time for selecting the photos and coordinating with the contractor are included in the departmental budget.



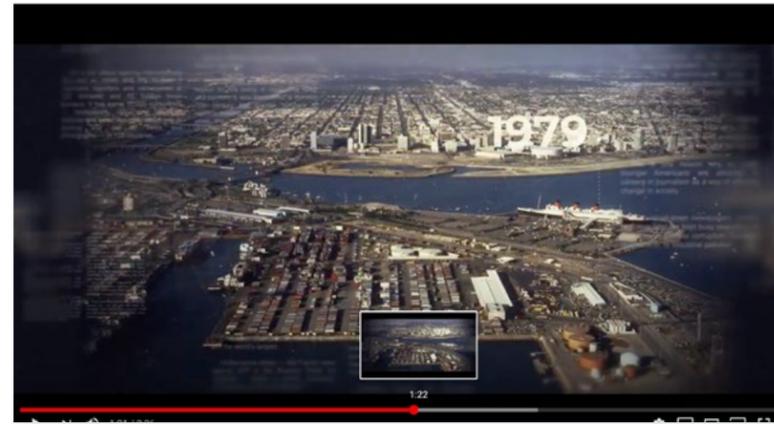
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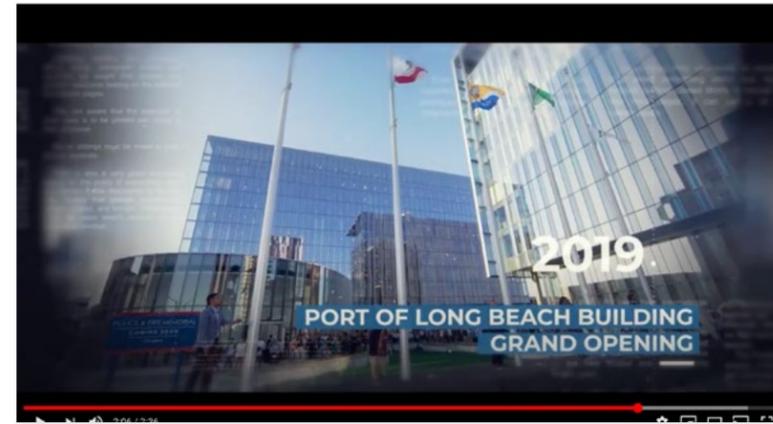
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5 Communications Outcomes and Evaluation Methods

Event Statistics

- 750 attended the live event, 50 more than the 2019 event.
- 340 watched the live webcast, a few more than 305 in 2019.
- 587 viewed the archived 2020 webcast through mid-May, compared to 623 for the same period in 2019.

Survey Results

An 11-question email survey (Survey Monkey) was distributed the day following the event to those who indicated by RSVP that they would attend. Of the 750 attendees, 184 responded to the survey. The survey focused on the event as a whole, but one question focused on presentations and videos. Asked to "Rate Presentation Slides

and Videos," 97% indicated "Excellent" or "Good." Twenty-nine respondents added comments, including:

- Inspiring videos.
- These were well done, well placed and well timed.
- Very exciting.
- Wonderful music.
- I like the professionalism of the event, but the presentation was a little long.
- Lots of great video footage, but videos could have been a little shorter.
- Loved that there were lots of videos.
- Great production quality.
- Very informative, Good quality of picture and sound.

"As a contract writer for the Port, I've been attending the State of the Port event for years, and this year's presentation was especially moving. The industry is facing some tough times and big challenges right now, and the inspiration provided by those moving videos was most welcome."

– Lovetta Kramer, Kramer Communications, Long Beach

"We have so much to be proud of here in the City of Long Beach and at the Port. It was fascinating watching the evolution of our headquarters through the years in that video. And here we are, as promised, back at the waterfront. The new downtown Long Beach Civic Center is a marvel of environmentally friendly efficiency, reflecting the same commitment we have made to our valued customers who have made our Long Beach Port their Port of Choice."

– Mario Cordero, Executive Director, Port of Long Beach

"I have a great Communications team at the Port of Long Beach and long-time contractors that we know we can rely on. Chris Berry, our webmaster/historian, outdid himself with his selections from our incredible photo archive for this quick turnaround project, and Media 360 put it all together beautifully and in record time."

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

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