

10. SPECIAL EVENTS

Entries should clearly identify goals/objectives of event, target audiences, evaluation of success, and include all program books, publicity materials, audio/visual materials, photographs or other supporting documentation for the submitted event. *You must complete the questions on this page for each entry and include a high-resolution electronic image (see Electronic Images for details) that best depicts it for publicity purposes. Please be brief, but use as many pages as you feel is necessary to answer the questions.*

CATEGORY 1 CATEGORY 2

Entry Title: **100th Birthday Party**

Port Name: **Port of Los Angeles**

1) Was this event planned in-house? by an agency/firm? or a combination?

10 Number of staff **25** Number of volunteers

2) What was the overall goal/objective of this event, who was the target audience(s) and what were the key messages you intended to communicate to your target audiences? (Attach separate write-up if necessary.)
The Port of Los Angeles wanted to culminate its 12-month Centennial Celebration with a once-in-a-lifetime light, sound and fireworks show for the community, at the end of a fun experience within the informal atmosphere of a festive birthday party. The target audience was families in the communities surrounding the Port, and the event featured the proverbial "something for everyone."

The site of the gala event was a new luggage handling tent/building along the Main Channel of the Port and the adjacent dock and Main Channel itself. This audio and visual spectacular was also combined with a more traditional ceremony with the presentation of tributes by local, state and federal elected officials, as well as by representatives of one of the Port's sister ports. In addition, the Port was the site of the first North American appearance of the 80-member Evergreen Symphony Orchestra of Taiwan who traveled to Los Angeles to briefly perform at this Dec. 9th event plus a fund-raising concert the next night. (Due to the presence of dignitaries from Evergreen and other customer firms, a VIP reception area was provided within the same facility.)

The event was held on Sunday, December 9, 2007, the actual 100th birthday of the founding of the Port. The evening began at 5 p.m. with a birthday party atmosphere of popcorn, hot dogs, churros and cupcakes in the structure, with oral histories and decades-old films playing on huge screens around the room and on screens near bleachers on the dock. A puppet show for children, historical photos and fun cut-outs for photos were also scattered around the room. Following the Symphony's performance, a festive musical group dressed in pirate garb performed. The crowd was treated to a number of free giveaways featuring the Port's Centennial logo and was provided with copies of Centennial supplement publications and other literature which also focused on the Port's 100-year history.

Award of Excellence

At 6:30 p.m., the crowd was moved to the docks for the first-time light, sound and fireworks show. Following brief "salutes" of fireworks to grab the crowd's attention, twin brigantines sailed into view, lit by shore-mounted lighting. Their cannon fire was followed by the entrance of the Los Angeles Fire Department's five fireboats who water displays were also lit from shore, a first-time event. The centerpiece of the Fire Department's show was Boat 2, the Warner Lawrence, the more powerful fireboat in the world. A barge-mounted fireworks "set piece" of the Port's Centennial logo preceded a 20-minute fireworks spectacular.

The show was well-covered by print and broadcast media. The Birthday Party has been described by the community as the "best show ever" in phone calls to the Port, letters to the editor, verbal comments to staff on site and post-event, and by the media in attendance.

- 3) Thoroughly describe the event in terms of research, planning, promotion/advertising, implementation, attendance and evaluation of success, and provide an analysis of the event's success in meeting the overall objective.

As the Port worked through its 12-month Centennial celebration, it became increasingly apparent that the local community, as well as the Port's employees and their families, were enjoying the historical theme woven into a number of events and promotions. We soon realized that the Centennial year should culminate with an unforgettable finish, and Sunday, December 9th, presented the ideal date for a huge Birthday Party. The public would be invited and it would also provide the forum for tributes by elected officials which were encouraged as part of this finale, including an unusual commendation from the entire California Congressional Delegation.

The event was promoted throughout the year via Centennial Celebration Calendars, but more intensively during the six weeks preceding December 9th. Promotion was handled by ads in local print media; flyers distributed at schools, events and via emailed blasts to local and industry organization; street banners in the surround community, and promos on Radio Disney. Personal invitations were sent to 300 VIP customers, elected officials and other special guests. Internal promotion was handled via email blasts, employee newsletters and other Port-wide publicity.

It was described as a first-time-ever closure of the Port's Main Channel for a light, sound and firework show never before attempted in Los Angeles. Prior to the event, a successful event was described by Port planning staff as an event attended by 3,000 guests. The 5,000 attendance was a measurement of its promotional success. Total viewers of the fireworks show cannot be accurately estimated since hundreds of homes and businesses face the Channel and letters and calls indicate that hundreds of additional residents hosted parties at their homes to view the fireworks or families chose to watch from their balconies and not venture to the event site. Customers with adjacent terminals had virtual "front row seats" to the show as well.

Through the fireworks finale, the Port and its constituents were treated to a party which ended the Centennial "with a bang"!