

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: Seaport Celebration

Port Name: Port of Portland

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

 3 Number of staff (planning & implementation)
 10 Committee members who work on ideas for event
 50 Number of Port volunteers (working the event)
 5 Number of Port retirees who worked at the event!!!!
 20 Number of ILWU volunteers
 10 Number of Port Partners who volunteered at event

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.)

Goal: For "you" to gain an understanding of how important the Port of Portland is to your everyday life.

"You" being defined as the general public, port stakeholders, industrial neighbors, etc..

This theme was repeated throughout the event with displays and activities to gain an understanding that in your every day life what you eat, drink or wear may come through the Port of Portland. For instance, there is a display inside of a 20 foot container with apples, tires, hazelnuts, potatoes, clothes, shoes, etc., and fun facts for families to learn about these commodities and how they are shipped across the ocean every day to Port facilities to be put into the distribution stream and purchased at your local store.

Target Audience: General public, Port partners, Port employees and Port retirees

Key messages: The Port of Portland is **an economic engine** that **provides value to the community** through sound business practices, partnerships with private businesses, the community and other government agencies **while being stewards of the environment**. Our mission, *to enhance the region's economy and quality of life by providing efficient cargo and air passenger access to national and global markets*, was woven into our messaging.

Award of Excellence

- 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.

Planning

Research: Our quantitative research indicates that the general public is interested in knowing more about Port activities and we have found that family-oriented themes increase event attendance. In addition, the City of Portland is currently creating a regulatory framework for the Portland Harbor, and this event was designed to increase the profile and positive public image of our marine activities.

Seaport Celebration is now in the "toddler" stages at the Port of Portland. We initially conceived the idea in July 2005 and had our first event in September 2005 with a \$1,500 budget. It drew over 300 enthusiastic people. In August 2006, we had over 700 people and last year we drew an audience of over 1,200 people. Each year we gather a group of Port volunteers together to discuss the good, bad and ugly of the event and how we can make it better and more informative. We have visited other Pacific Northwest Port events and talked to staff at other Ports to find out what they think works well at public events and how to engage the public in meaningful dialogue.

Additionally, our marine research analyst is part of the volunteer team who reviews and provides comments on the event outline and he has provided invaluable information in how to link our messages to tangible information. For instance we have informational placards that are kid-friendly and provide information on some of the commodities that flow through the Port of Portland (see attached commodity pdf). He helps gather the information for our "trivia" questions on our "Ships Wheel". This game is quite popular and kids spin the wheel that looks like a ship's wheel and land on different port related categories and then answer a question related to the Port's business.

Signs and banners were created for each area from information that he provided to tie that area's significance back to the Port. For example, at the buried treasure area, the sand in the sand box was sand that was dredged from the Columbia River. The sign in front of that display showed the progress of the Channel Deepening Project and how important it is to all of the lower Columbia ports. We strategically placed seating around this area to encourage parents to sit while their children played so they could have plenty of time to read the messages. We also had a coloring page that showed all of aspects of our marine business and it was mounted on a 6' board that the children could sit in front of and color.

Paper accordion pamphlets were created to show the life cycle of imports and exports. Informational sheets were given out that showed the different types of vessels that called on the Port of Portland's marine terminals and it listed the different types of commodities that the ships were capable of carrying.

Planning:

Based on feedback from the previous years events, the community affairs tour and outreach program manager put together an event plan that listed out all the details of the event. This was then vetted throughout the community affairs and marine departments to allow for suggestions or concerns. The event plan was then used to draft a detailed timeline of tasks to be completed prior to the event. The tour and outreach program manager met with operations staff, longshore labor and security several

times prior to the event to iron out all the details (placing of container, checking of ids, grilling, etc..). A detailed event plan was produced and distributed to all involved. Security staff coordinated a special security plan for the event. Extra Security officers were hired to staff the event. The USCG participated in the event by providing a booth but they also sent three officers to oversee the event and make sure no security breaches occurred.

Partners in Planning:

In 2007, we partnered with Marine Terminals Corporation, ILWU Local 8, members of the Working Waterfront Coalition and Rivergate Industrial District tenants in an overall concept for Seaport Celebration. We really wanted to make this day a partnership between the people who work at the terminal every day, the businesses that use the river and the Port. These people met with staff to coordinate their participation and helped generate ideas for the event.

Other partners included: United States Coast Guard, Auto Warehousing Corporation, Honda, the Oregon Maritime Museum, OMSI, Portland Harbor Advisory Group,

Implementation:

Please see the attached spreadsheet for detailed timeline of the event planning efforts. A group of fifty volunteers from the Port helped make this an extremely successful celebration. The ILWU Locals 5, 8, 42 and 90 provided over twenty volunteers who provided demonstrations of yard equipment and others grilled hotdogs, hamburgers and served well over 800 people.

Preplanning started in January 2007, with monthly meetings until June and then bi-weekly meetings with the core group. Three people on staff were responsible for all the details of planning the event. Tour guides were briefed and given tour messaging and tour routes (see attached binder). Volunteer guidelines were prepared and each volunteer was emailed a volunteer handbook. Volunteer handbooks were at each station. The three event staff were in constant communication throughout the day of the event. Each person was responsible for an area of the event to make sure that area ran smoothly. For instance, one person was in charge of briefing tour guides and assisting with loading tour buses and assisted in making sure no security breaches occurred.

Promotion/Advertising:

Miscellaneous:

The Port again used the popular pirate band Captain Bogg and Salty at the event (. This band is a local favorite with somewhat of a cult following and they advertise where they are playing on their website <http://www.boggandsalty.com/events/seaport-celeb-2007>)and they make appearances on local radio stations and talk about their upcoming appearances.

News releases: To play on the band's connection to the event we took treasure map paper and printed our news releases on the paper, burned the edges and tied them with rope and hand-delivered these to news stations. While we didn't get any news crews at the event, we did get a LOT of mileage from the release with local print including the Oregonian who chose it as their "Inside Portland" pick of the week-end. And, sent a reporter to the event and wrote an article

AM Northwest: Port staff also went on a local news show: KATU's AM Northwest with Seaport Celebration Tshirts and brought their families and friends (kids who had their faces painted) to draw

attention. They were shown several times on the show. Our event information scrolled on the show while the cameras panned over the audience members and the hosts mentioned our event as a major attraction for the week-end. It was also listed on their local events website.

Free Advertising: Website calendars & blogs, we utilized several local website calendars and blogs to get the word out about the event. Those included the following: Portland Family, Portland Observer, Portland Mercury, Portland Neighborhood, OPB, Jammin 95.5, North Portland Online, POVA, The SE Examiner, NewsRadio 750 KXL, KMHD (Jazz, Blues, NPR), KYCH (Charlie FM), urbanmamas.com, KGW Weekend Calendar Listing, KATU Community Calendar, Fox 12 News, Oregonian A & E Calendar, Columbian, PDX Guide, News4Neighbors,.pdxcondos.net, etc..

Port's website: Seaport Celebration has a very unique family friendly graphic identity that was created in-house by our corporate marketing department. Our website allows us the opportunity to advertise the event on the overall website homepage and on our marine homepage using the graphic identity created for this event. Our website has x hits a day and several x people who have signed up to receive email notifications about Port events. We used this feature to send out email blasts to those who are signed up on the website. Staff created an on-line registration tool that is easy to fill out and assists with planning purposes (helps with getting a general idea of how many people may attend).

Paid Advertising:

The Port used paid advertising as well. The following is a list of paid advertisements.:

Seaport Celebration Ad Placements				
Publication	Description of ad	Reach	Circulation	Cost
St. John's Sentinel	1/8 th page ad (5" x 3.8"), one time insertion Banner ad on website (month of August)	North Portland	18,500	\$410.00
Oregonian - Portland Zone	4 columns (7 7/8" x 4") Portland Zone, living	Portland Metro Area	106,233	\$498.00
Willamette Week	Island ad - 40,000 impressions	Portland Metro Area	40,000	\$400.00
Metro Parent	1/4 page ad (8" x 2 3/8"), 4 color Free listing "In the Spotlight"	Portland Metro Area	40,000	\$555.00
Beaverton Valley Times	3x5 ad to be run the week of the event Free online listing @www.localnewsdaily.com	Beaverton, Aloha, Hillsboro, Portland	8,200	\$167.20*
The Times	3x5 ad to be run the week of the event Free online listing @www.localnewsdaily.com	Tigard, Tualatin, Sherwood	7,400	\$167.20*

<u>Forest Grove News Times</u>	3x5 ad to be run the week of the event Free online listing @www.localnewsdaily.com	ForestGrove, Cornelius, Banks, Gaston, western Hillsboro, Glenwood	5,500	\$167.20*
<u>Lake Oswego Review</u>	3x5 ad to be run the week of the event Free online listing @www.localnewsdaily.com	Lake Oswego, Portland	8,200	\$167.20*
<u>West Linn Tidings</u>	3x5 ad to be run the week of the event Free online listing @www.localnewsdaily.com	West Linn	4,300	\$167.20*
<u>Gresham Outlook</u>	3x5 ad to be run the week of the event Free online listing @www.localnewsdaily.com	Gresham, Troutdale, Corbett, Fairview, Wood Village, Boring, Portland	10,500	\$167.20*
<u>Sandy Post</u>	3x5 ad to be run the week of the event Free online listing @www.localnewsdaily.com	Sandy, Boring, Brightwood, Corbett, Government Camp, Zigzag, Rhododendron, Welches	3,500	\$167.20*
<u>Estacada News</u>	3x5 ad to be run the week of the event Free online listing @www.localnewsdaily.com	Eagle Creek, Estacada	3,000	\$167.20*
<u>Oregon City News</u>	3x5 ad to be run the week of the event Free online listing @www.localnewsdaily.com	Oregon City, Clackamas, Happy Valley, Damascas, Milwaukie, Oak Grove, Gladstone	18,000	\$83.60
<u>Clackamas Review</u>	3x5 ad to be run the week of the event Free online listing @www.localnewsdaily.com	Oregon City, Clackamas, Happy Valley, Damascas, Milwaukie, Oak Grove, Gladstone	18,000	\$83.60
<u>Portland Tribune</u>	3x5 ad to be run the week of the event Free online listing @www.localnewsdaily.com	Portland Metro Area	102,500	\$167.20*

* Part of group discount of buying all Community Newspaper insertions

Radio spots		\$1,615.50
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30 second radio spots placed on popular local radio stations the week prior to the date of the celebration.

Planning and Overview of Event Staging:

All volunteers were sent volunteer guidelines and meet one week prior to the event to receive tshirts, get an overview of expectations and ask questions. Tour guides were given their tour guide booklets and a dry run was taken the morning of the event to work out timing and to ask questions.

Main Stage:

Captain Bogg & Salty: Shows at 11:00 a.m. and 2:00 p.m.

This is a Portland pirate band that has a huge following. They appear on a local radio station every week-end and play pirate tunes and at night they play local clubs. They are popular with kids and adults. This band has been great to work with and incorporates Port messages into their act and onto their website.

Pirate Balloon Artist: 12:00 noon – 1:45 p.m.

Playing on the pirate theme we hired a pirate balloon artist who entertained between sets. He had some great Port jokes and was able to get a few of our messages out to the crowd.

Grilling Area:

ILWU worked with their local connections and were able to provide hot dogs and hamburgers to all who wanted one for FREE. They served over 800 hotdogs and over 800 hamburgers. The Port worked with local businesses in the Rivergate Industrial District, where Terminal 6 is located, and those businesses provided hotdog and hamburger buns and desserts. Portland French Bakery provided the buns and Pasco (a frozen dough company) provided pastries for the day. Members of the the Working Waterfront Coalition (group of industrial businesses supporting an industrial sanctuary in the city of Portland) actively participated in planning the event.

There were signs in this area that talked about the area businesses and staff talked about the life cycle of food and how it is moved throughout the region.

Kids Play Area

Sandbox with treasure to find—channel deepening sand

Play mats with toy trucks, cars, trains, truck haulers, etc..

Ship's Wheel—wheel that you spin and trivia questions were asked about the category (Channel Deepening, Terminals, Economy, Transportation, etc..)

Face Painting—

PassPort Photos: Staff took Polaroid pictures of kids who put their faces into cutouts of jobs that are found at T6 (longshore, river pilot, farmers). The Polaroid photos were inserted into frames that were imprinted with Seaport Celebration and kids then decorated the frame with stickers and pens.

Ships Quarters (Administrative Offices):

Nautical Bingo: Port staff developed a bingo game that included nautical terms to use as bingo lingo.

Lego room: For older kids a lego room was incorporated this year where there was working harbor Lego set that included a container ship, a crane, top loaders and longshore workers. There was also a working intermodal rail yard.

Ship Simulation video game: Knowing how popular video games are with kids, staff researched and finally found a ship simulation game. Port IT staff set up laptop computers and they were allowed to play in our 3rd floor viewing room while looking out over the container yard.

Displays:

Heavy Equipment Demonstrations(Longshore): Reach stackers and top loaders capabilities were demonstrated by loading and unloading a container from a chassis. Longshore labor provided the staff for the demonstration.

Ports of Call/International shipping – 20 ft. container: People walk in and see what it is like in a container and we had a display inside the container that consisted of products that are imported and exported from around the world (Samples of items that go in and out of Port facilities such as: Soda Ash, Pot Ash, Grain, Hay, Wine, Tires, Shoes, Toys, etc..) Fresh Washington and Oregon apples were given away as a treat. Activities included handouts that discussed where products are made and how they are shipped to the U.S. Fun Facts: How many shoes, How many cases of wine, etc. would fit inside a container. Kids were asked to guess and then prizes were given to them based on guesses.

Marine Environmental: produced several displays that showcased the environmental work that our staff does on a daily basis. It included pictures of our wetlands areas, water resources, air quality, etc..

United States Coast Guard: USCG brought a rescue boat that kids could climb in and out of and had a display on water safety

Life Cycle of Metal Scrap by Snitzer Steel: A semi flat-bed had scrap metal loaded onto the back. It included crushed cars, pipes, and household appliances. There were signs with great quality pictures showing how the cars would go through the crusher and come out as small scrap pieces. Snitzer provided a bucket full of the small scrap shavings so that people could actually see what became of crushed vehicles and appliances.

Eravz Oregon Steel Mills: To go along with the scrap steel display a 40,000 pound slab was in the middle of the area and posters were around it showing the life cycle. Basically, the vehicles are scrapped, crushed, and sent overseas to be melted and molded into these huge steel slabs and then they are imported back to the US for Oregon Steel Mills to use to make pipe, rebar, etc..

Honda/AWC: Both of our auto handlers at T6 provided brand new models for the public to view. Posters were developed that talked about the logistical advantages that Portland has in moving vehicles through this area. The cars were ohhed and ahhed over but were able to survive the week-end without one scratch.

Attendance and evaluation of success

It was estimated that over 1200 people attended this event, an increase of more than 500 people from the previous year. We had on-line pre-registration, driving potential attendees to our website to register. The event was marketed via ads in community papers, longshore workers union website, family magazines, and our website. We also used less traditional marketing, such as listservs and blogs to market the event.

The event also served as a way for staff to work together in a different way, on a different type of project. This held the unexpected benefit of increasing staff morale, introducing employees to other employees whom they had not previously known well and increasing cross-functionality of messages.

Staff asked attendees directed questions about the event and what they liked or dislike. While we didn't want people to think they were being "surveyed" we wanted to gather information that would help us plan for future events. We were able to ascertain that people loved the free food but hated the long lines, the information was great but some wanted even more detailed information.

Questionnaires were handed out to attendees and we enticed people with prizes if they filled them out. We were able to get 20 filled out.

Raffle Prizes:

One way to get attendees to see all the displays is to provide a raffle for those who were able to get their cards stamped from each display. Once they received a certain number of stamps they could turn their cards in for raffle prizes. The winners of the raffle were sent questionnaires and self addressed stamped envelopes and out of 25 winners we received five responses to the survey. All, except for one, evaluation was overwhelmingly positive. The one negative comment that we received was that it was too "kid" friendly and not enough adult activities.

The best feedback that really gives constructive advice is from staff. Those staff members who volunteered were sent evaluations and the answers to those are attached.

Analysis of the event's success in meeting the overall objective

If you were to ask attendees if they walked away from this event knowing that the Port affected them in their everyday life, I think overwhelmingly the answer would be yes. Kids were saying, now I know where my shoes come from and how they get to the store. I have had conversations with friends who attended who say their kids talk about what might be in the container on the back of a truck or on a train as they are driving on the interstate. This is exactly the kind of conversation we wanted to generate. While not everything was perfect (long lines for food), there are always some glitches, the positives far outweighed the negatives. The Port is invested in this event and will continue to strive to make this a positive experience for our partners and our community.

- 4) If your Special Event submission is in a language other than English, please briefly describe the major points of this entry in English.