



Memorandum

For Information Only

Date: June 2, 2010

To: Board of Harbor Commissioners

From: Heather Morris, Director of Communications and Community Relations

Subject: **Community Advertising Campaign**

Background

Communications and Community Relations has launched a new community advertising campaign that focuses on the importance of the Port of Long Beach as an economic anchor for City of Long Beach. Using testimonials from real residents and business owners, the campaign show that the Port's investments in jobs help the entire community to prosper. Port jobs support even non-Port businesses, providing an economic foundation for a vibrant community.

The first of these ads, showing Las Islitas restaurant owner Diana Tiznado, appears on Long Beach Transit bus backs. On May 24, two billboards in Spanish went up, one on the corner of Pacific Coast Highway and Pacific Avenue, and the other at Magnolia Avenue and 7th. The Spanish ad says "The Port shows an increase in jobs. For us, that means more fish tacos" and also features restaurant owner Tiznado. A Cambodian-language ad is located on the corner of Anaheim and Cherry and features T-shirt designer Vannak Som saying "More Port jobs create something even cooler than my shirts.... Customers."

Beginning on June 1, the first newspaper print ads, in the Gazette, show clothing shop owner Yusuke Kamiya. There is also an on-line Internet ad featuring coffee shop/bakery owner Jonathan Selsick of Java Deli. A billboard on the 710 Freeway, near Anaheim, features Mark Hawkins, owner of the eco-friendly ink toner shop, InkPeace. A billboard on 2nd Street features Long Beach Poly teacher Libby Huff.

Two cable television ads will feature Huff and, separately, Tiznado, with the tag line: The Port of Long Beach – investing in jobs, investing in you. More residents and business owners will be featured later in the year.

Recommended by:

Approved by:

Chris Lytle
Deputy Executive Director

Richard D. Steinke
Executive Director

Attachments: Campaign ads



Yusuke Kamiya
Nana-La Clothing Boutique

The Port creating more jobs helps local businesses. I like their style.

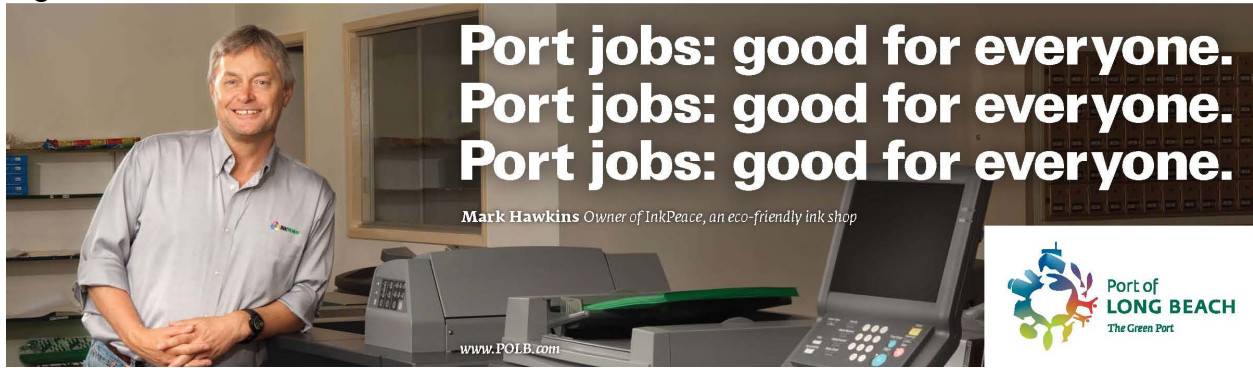
One in eight jobs in Long Beach is Port-related. As the Port of Long Beach creates more jobs, it improves the local economy. And not just those in international trade, but everyone including restaurant cooks, school teachers and clothing boutique owner Yusuke Kamiya. Thanks to the Port, his business is looking good, and so are the local shoppers.

Find out more at www.POLB.com



Port of
LONG BEACH
The Green Port

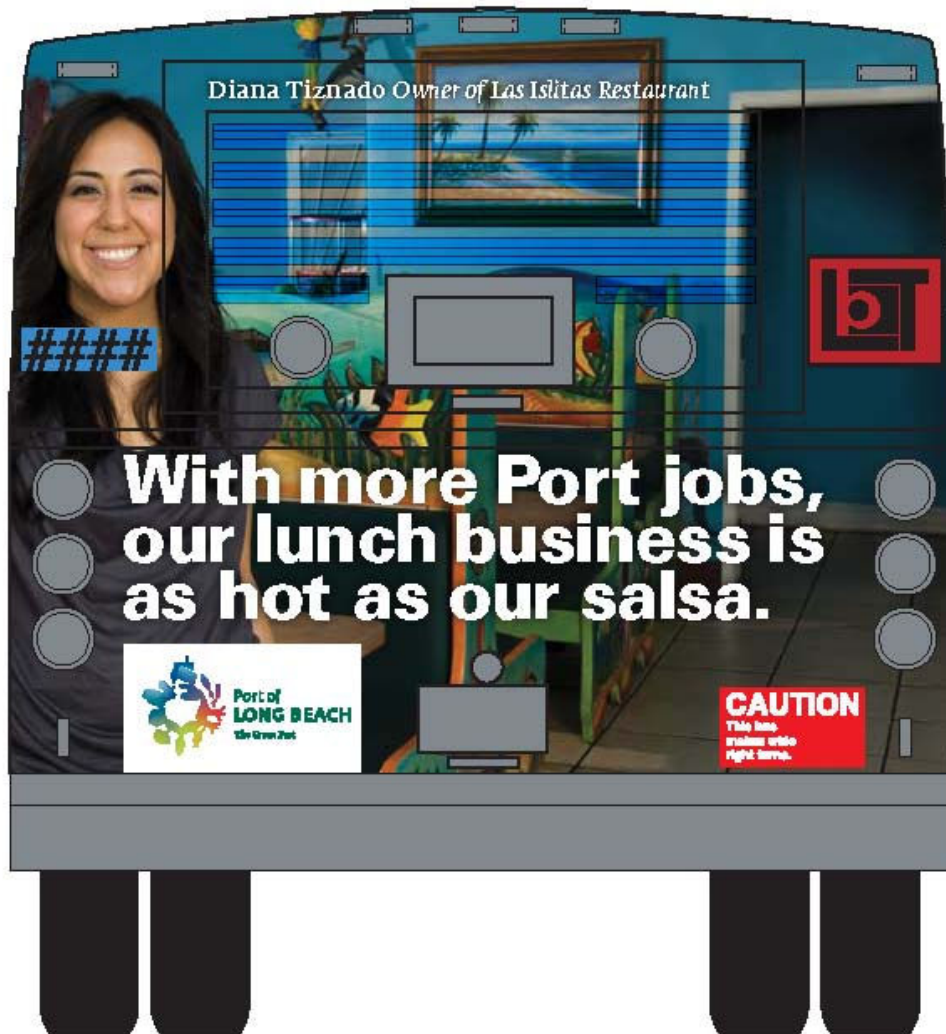





**Port jobs: good for everyone.
Port jobs: good for everyone.
Port jobs: good for everyone.**

Mark Hawkins Owner of InkPeace, an eco-friendly ink shop

www.POLB.com



Diana Tiznado Owner of Las Islitas Restaurant

**With more Port jobs,
our lunch business is
as hot as our salsa.**

