

Planning a Fun, Free Port Event for Your Community

AAPA Public Relations Workshop
February 29, 2012

Lorianna Kastrop, Commissioner
Port of Redwood City

Redwood City PortFest



A background image of a blue sky with light, wispy clouds and a blue ocean with a bright sun reflection on the left side.

Make Friends

before you need them!

Challenges



- Low budget.
- Limited staff time.
- Location is off beaten track.
- Port is relatively small, not well-known outside the maritime community.

Assets

- Public curiosity about the Port.
- Access to the water.
- Staff knowledge.
- Volunteers from other organizations created word-of-mouth.
- Seaport Industrial Association support.
- City support.



Planning Committee

(many hands make lighter work, commit to 3 meetings)

- Port Commissioner
- Port Executive Director and/or Staff
- City Councilmember
- Planning Commission Member
- Civic Cultural Commission Member
- Parks & Rec. Dept. Director
- Port Tenant Assoc. (S.I.A.) Exec. Director

Planning Committee (cont.)

- Marine Science Inst. Representative
- Historical Museum Representative
- Public Works Dept. Manager
- Yacht Club Commodore
- Arts Community Member
- Education Foundation Board Member*

- *co-sponsor/beneficiary for 2nd Annual PortFest

Other Participants (partial list)

- Sea Scouts
- Coast Guard Auxiliary
- Bair Island Aquatic Center
- Sequoia High School Band
- Woodside High School Band
- West Bay Community Band
- Water Emergency Transportation Authority
- Police & Fire Departments

Planning for PortFest



- Annual public festival on 1st Sat. of October.

Goal #1: To establish a positive relationship between the Port and our community.

Goal #2: To educate the public about the benefits of a local deepwater port.

Measurements: Publicity, attendance, survey.

THE Port

becomes

THEIR Port



Port Public Access Area



Port Industrial (Secure) Area



Simple Messages

- Hundreds of jobs
- Critical economic contribution/diversity
- Regional reduction of roadway congestion & environmental impacts
- Popular recreational activities, access to Bay
- Goods movement
- "gateway to world"



How did we communicate the messages?

- Port Booth
- Seaport Industrial Association "Working Waterfront" trolley tours
- Dockside tour of new ferry boat
- Marine Science Institute harbor tours



Publicity

- Port bulletin, website, Facebook, Twitter
- Flyers/postcards at local events
- School & yacht club newsletters
- Newspapers—print and online
- Chamber of Commerce, Downtown Business Group & Seaport Indus. Assoc.
- Mothers Club and Service Organizations
- Local talent—bands and their fans
- Senior citizen center

Save The Date for the 2nd Annual

Redwood City PortFest

1st Saturday in October, 8:00 am to 5:00 pm
At the Port of Redwood City, Seaport Court

Live Music including The Groove Kings

Food

Oktoberfest Beer Garden

Arts & Crafts

Children's Activities

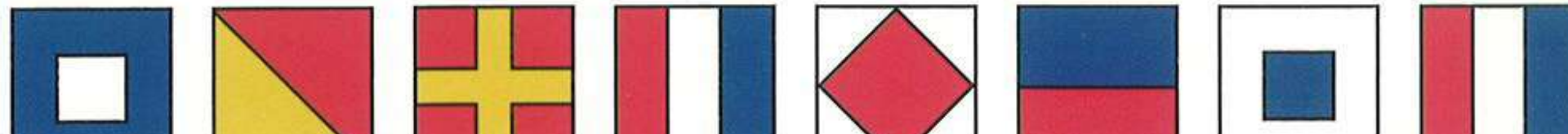
Learn about the Working Waterfront

And much more!

Brought to you by



For more information visit www.rwcportfest.org



Port Business Reaction

"...tremendous positive exposure for industrial businesses" in the port area

...working waterfront tours give local residents a rare, first-hand look 'over the fence' at industrial operations

...People are genuinely interested in how these facilities work

...Children are always enthusiastic about seeing big machines and vessels up close."

**--Greg Greenway, Executive Director,
Seaport Industrial Association**

Happy Accidents

- Stanford Women's Sailing Regatta
- Bair Island Aquatic Center Rowing Race between the City Council and the City Planning Commission for the "Golden Oar"
- Interest in the upcoming America's Cup on SF Bay (20 nautical miles from Port of RWC)



Did we get the message out?

- [Patch.com Video](#)

Results

- Attendance: approx. 2,000
- Publicity: more free publicity than we expected, good word of mouth, even non-attendees had a positive reaction to the Port from hearing about PortFest.
- Survey: 94% of attendees rated the event Excellent or Very Good. The top 3 ways they found out about the event were: Word of Mouth, City e-newsletter, Port newsletter.

Representative Quotes from Survey

- "love this event and loved the trolley tour!"
- "need better signage to get here"
- "love the music!"
- "more food booths"
- "excellent setting, needs more promotion at stores, posters, etc."
- "a great place to come & enjoy the water"
- "fun!"

Tips

- Start early.
- Form a citizen committee (throw your net broadly).
- Port staff should not do all the work.
- Volunteer outreach (esp. your boating community).
- Put application forms online for food vendors and arts & crafts vendors, & business or non-profit booths.
- Get commitments from entertainers/musicians.
- Get help from service orgs. (esp. for liquor license)
- Plan water activities (very popular).
- Highlight your tenants/industry/shipping if possible.
- Include activities for all ages, esp. children.

Thank You

American Association of Port Authorities
for your kind attention

