

# Planning a Fun, Admission-Free Port Event for Your Community

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# Our Topic

How to  
plan, implement and evaluate  
a fun, admission-free event for  
your community

# Why?

Your goal:  
Opportunity to inform and engage.

Shows your Port is  
friendly, trustworthy, accessible,  
a good neighbor and  
you care about your community.



# Know Your Audience:

What does your audience want?

To be Entertained  
Free Yummy Food and Drinks  
Fun, Unique Giveaways  
Activities that Engage and Educate  
Up Close and Personal Tours

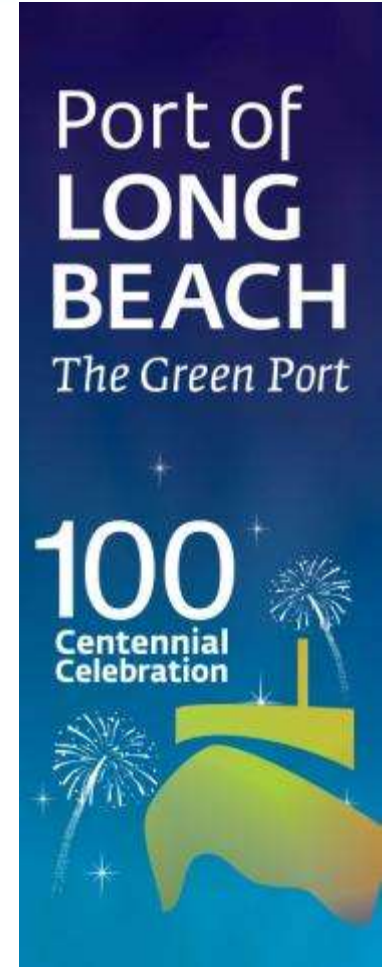
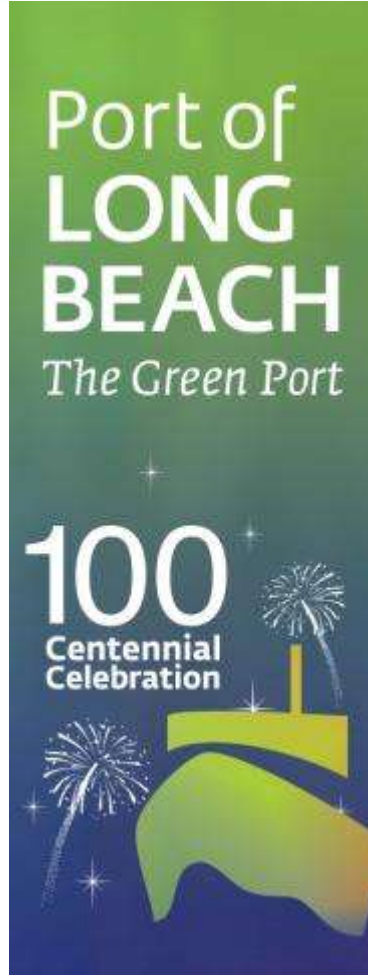
# How to do it admission free?



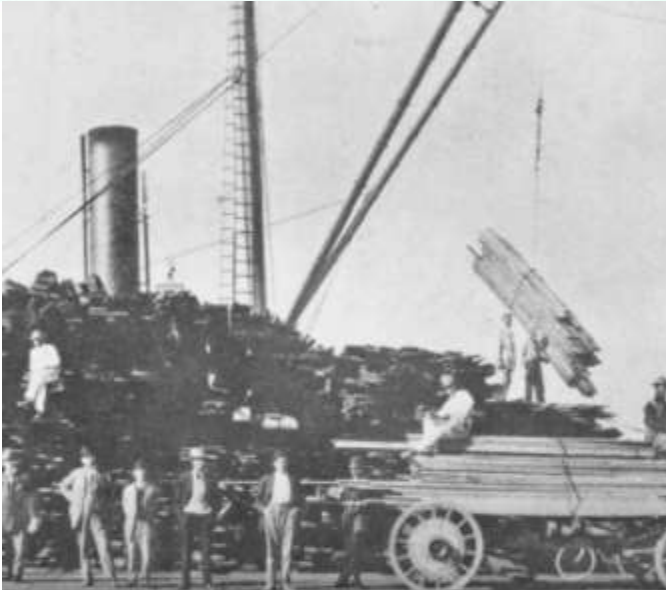
- Partner with others: money, in-kind services: food and labor
- Find quality free or nearly entertainment
- Get partners to sponsor fun activities



# Street Banners




# Ads: Print & Online



**100 years ago,  
our first delivery was lumber.**  
With it came the foundation for a thriving community.

That redwood shipment on June 24, 1911—and many more that followed—would be used to build homes for the growing population of Long Beach. From the beginning, the Port's development has gone hand in hand with the community's. As we move into our second century, we're investing billions toward economic vitality and environmental sustainability. So we'll all continue to thrive, together. Learn more and share your own stories at our website, [polb.com/100years](http://polb.com/100years).

**100** Centennial Celebration  **Port of LONG BEACH**  
The Green Port

[www.polb.com/100years](http://www.polb.com/100years)

**Join the  
Celebration!**  
Enjoy our stories,  
and share yours.

**100** Centennial Celebration  **Port of LONG BEACH**  
The Green Port



# The beginning: Ideas are free





# Paving and fencing donated



# Birthday Party!



# Shippers, tenants, trucking, suppliers donated equipment, labor and services





# Centennial Birthday Party



# UP, BNSF & SCE sponsored carnival rides





# Talented local performers danced for small fees





Dream big



# Firefighters grilled hot dogs





# Food trucks sold an assortment of yummy food







# Trucking firms brought vintage trucks





# ILWU provided free labor and hosted a display





# Birthday Party!



# Centennial container photo gallery





# Priceless viewing experience





# Birthday Party!



# Robert Wagner volunteered as MC





# Evaluation

- 5,000 people attended Centennial Birthday Party.
- 500 people surveyed
- How did they hear about the Birthday Party?
  - 40% from family or friend
  - 28% from newspaper article
  - 18% from Port newsletter
  - 15% from Port email/social media

# Birthday Party!

**92%** of attendees who were surveyed had a “good” or “excellent” experience at the event





## Rating their Experience

- Exhibits: 92% good or excellent
- Carnival: 86% good or excellent
- Photo gallery: 92% good or excellent
- Entertainment: 92% good or excellent
- Increased knowledge of the Port: 38%
- Overall experience
  - 21% rated good
  - 71% rated excellent

# Comments

- “I learned more about the ‘greening’ of the Port, the air sampling...new construction plans...air quality.”
- “This is a very well organized party. Thank you.”
- “Thanks, great event for the family.”
- “Thanks, Port, we love you.”



# The Result: A Celebration of Pride



# Birthday Party!

