

# *Connecting With Communities Through Special Events*

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**AAPA2015**  
**PORT MIAMI**

**THE PORT**  
**OF LOS ANGELES** 

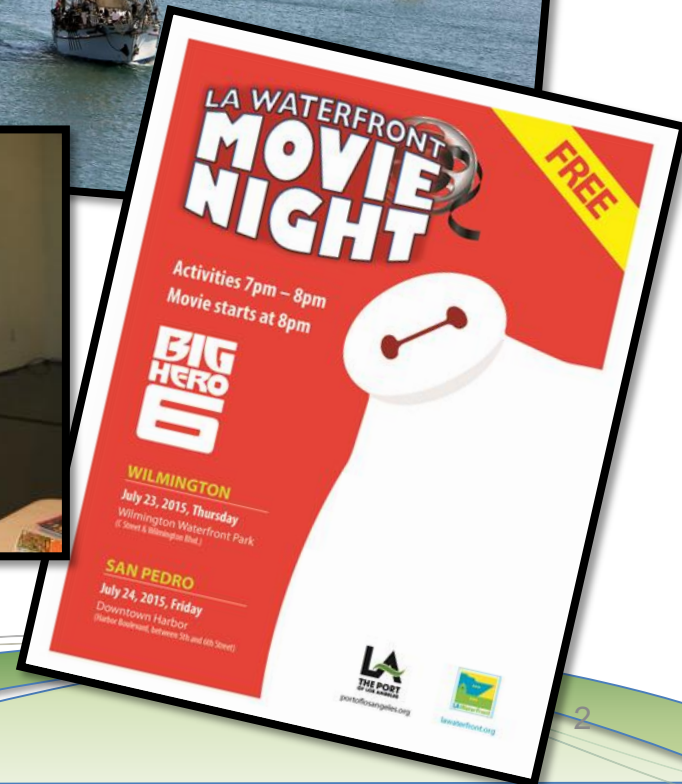


# Special Events



## Fiscal Year 2014-15

- ✓ 88 Special Event Days
- ✓ 405,000 guests





## Strategic Objective #4

# Strong Stakeholder Relationships

## Initiative #2

*Attract visitors to the LA Waterfront of Wilmington and San Pedro*



# Special Events

- Event types
  - ✓ **Small Events** – STEM Funshop, Scout Days, Concerts, International Economic Summit
  - ✓ **Medium Events** – Movie Nights, Happy Harbor Halloween, Wilmington Winter Wonderland, Navy Days
  - ✓ **Large Events** – Cars & Stripes Forever!, Waves ‘n Wheels, Lobster Festival, Tall Ships Festival, Fleet Week
  - ✓ **Third Party Events** – Cirque du Soleil, Red Bull Global Rallycross, concerts, etc.
- POLA events are staff-driven
- We create events that..
  - ✓ Educate about maritime history & industry; environmental initiatives; what the Port is, does, and brings to the region
  - ✓ Enhance quality of life for our neighbors
  - ✓ Create strong relationships with regional audiences
  - ✓ Promote the LA Waterfront as a visitor destination



# Measurement & Targets

- Difficult to put a true ROI on community events
  - Awareness- and relationship- building are difficult to measure
  - You must have goals to measure against, including benefits for local waterfront stakeholders
- We measure success by:
  - ✓ Number of attendees
  - ✓ Social Media
  - ✓ Value of earned media coverage
  - ✓ Number of community emails collected for outreach materials
  - ✓ Positive comments from our guests and stakeholders (customer and stakeholder feedback, local business sales, etc.)
- Cost-wise, our events range from less than \$1 per person to about \$3 per person.

# LUNAR NEW YEAR FESTIVAL





# A New Idea – Lunar New Year



*Create a beneficial cultural bridging opportunity, educational tools and positive branding for the Port of Los Angeles and for international trade through a celebration of the Lunar New Year*

# Opportunity

- Celebrate a holiday important to many of our international stakeholders
- Bring together the Asian communities that already celebrate the Lunar New Year and those who want to learn more about it
- Through cultural activities, educate visitors about our Port's role in Pacific Rim trade



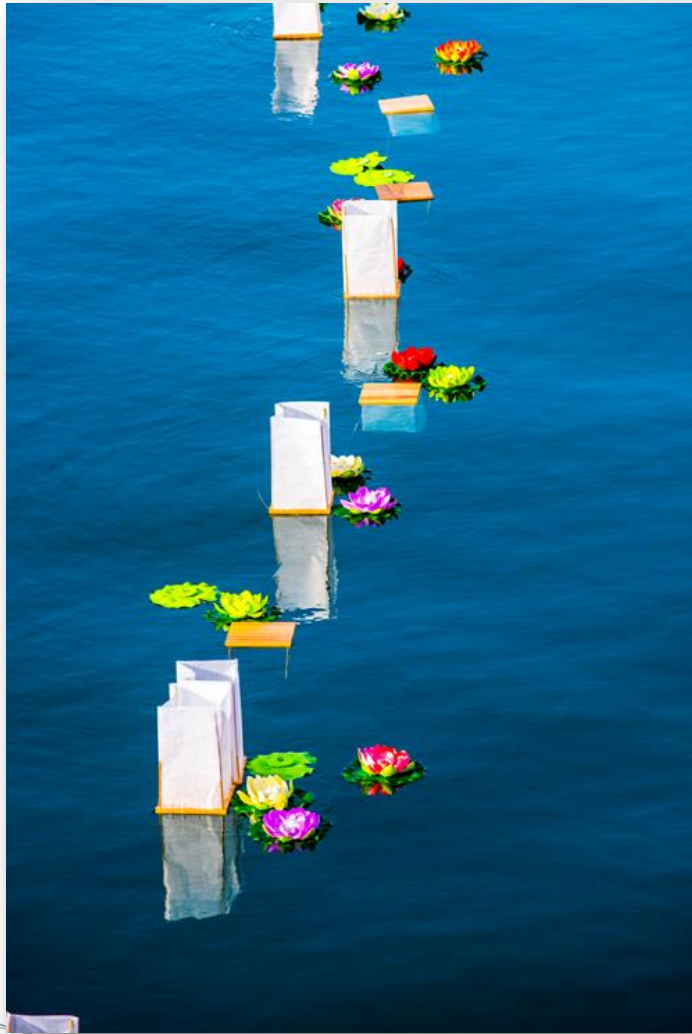


# Goals



- Attract a specific and diverse audience to the event through a variety of cultural performances and activities
- Incorporate educational opportunities throughout the event
- Create a new audience for the LA Waterfront
- Include Port partners wherever possible
- Make it a vibrant, family-fun event!

# Unique Components



- 800 LED Floating Lanterns (Press Favorite)
- Wishing Wall
- Chinese Calligraphy and Brush Artists (Designs were free)
- Petting Zoo of animals representing the Zodiac
- Dragon Boat Club on site
- Asian themed food trucks
- Themed Children's Art
- Variety of cultural performances



# Educational Component

Display boards representing our Top Five trade nations and trade routes

- ✓ Ranking
- ✓ Value of cargo
- ✓ Shipping lines
- ✓ Top imports
- ✓ Teachers attending the event asked for copies to distribute to their students



**HAPPY LUNAR NEW YEAR**  
新年快乐

**TOP 5 TRADE NATIONS**  
(China/Hong Kong, Japan, South Korea, Taiwan, Vietnam)

**#1 China/Hong Kong**  
**- \$138 billion**

**Shipping Lines:**  
APL, China Shipping, Evergreen, Hyundai  
NYK, Maersk, MOL, Yang Ming

**Top 2 Imports:**

- Landline phone/cell equipment
- Computers

# Hanging Lanterns







# Wishing Wall



# Los Angeles Chinese Cultural Center







# Taiko Drummers





# Traditional Lion Dancers



# Social Media



# Results



- ✓ 3,000 guests (700-1000 anticipated)
- ✓ 600+ new contacts for LA Waterfront newsletter and event updates (100-200 anticipated)
- ✓ Facebook: 370 Likes/142 Shares
- ✓ Twitter: 2,069 impressions
- ✓ Strong print and broadcast media coverage, including regional Asian media



# Baby Animals ROCK!



# Thank You!

