

1/24  
**2013 COMMUNICATIONS AWARDS PROGRAM**

**INDIVIDUAL SUBMISSION ENTRY FORM**

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

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| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign _____                              |
| 2. Advertisements – Single _____             | 9. Periodicals _____                                   |
| 3. Advertisements – Series _____             | 10. Promotional/Advocacy Material _____                |
| 4. Annual Reports _____                      | 11. Social/Web-Based Media _____                       |
| 5. Audio-Only Presentations _____            | 12. Special Events <input checked="" type="checkbox"/> |
| 6. Directories/Handbooks _____               | 13. Videos _____                                       |
| 7. Miscellaneous _____                       | 14. Visual-Only Presentations _____                    |
|  | 15. Websites _____                                     |

CATEGORY 1       CATEGORY 2

Entry Title 75<sup>th</sup> Anniversary @ Banana Festival  
Port Name Port of Hueneme  
Port Address 333 Panama St. Port Hueneme CA 93041  
Contact Name/Title Will Berg Director of Marketing & Public Information  
Telephone (805) 488-3677 Email Address wberg@portofhueneme.org

Please indicate precisely how your port's name should be listed on any award(s) it may win:  
Name Port of Hueneme

Being as precise as possible, attach a separate entry statement, in English, that includes a descriptive summary of your entry and lists answers to each of the following four key questions:

- 1. What are/were the specific communications challenges or opportunities?**
  - Describe in specific & measurable terms the situation leading up to creation of this entry.
  - Analyze the major internal and external factors needing to be addressed.
- 2. What were your communications planning and programming components?**
  - Describe your overall goals (desired results).
  - Describe your objectives (identify specific, measurable milestones needed to reach your goals).
  - Identify your target publics (list primary, secondary and tertiary audiences in order of importance).
- 3. What actions were taken and what communication outputs were used?**
  - Explain your strategies (e.g., identify media, timing & venue choices requiring tactics to complete).
  - Specify your tactics (actions used to carry out your strategies).
  - Map out your implementation plan (include timelines, staffing and budget).
- 4. What were your your evaluation methods and communications outcomes?**
  - Describe formal or informal surveys, or anecdotal audience feedback, used to evaluate success.
  - Determine communications outcomes by assessing changed opinions, behaviors and attitudes.

## 2013 AAPA Communications Awards Entry – Special Event

### “Banana Festival at the Port” – September 29, 2012

### (Over 10,000 Attendees!)

#### Background: Celebrating 75 Years as a Diverse Working Port

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During the Spring of 2012, the governing board of the Port of Hueneme determined that the Port should create a community festival recognizing the 75<sup>th</sup> anniversary of the formation of the governing body (District) that led to the creation of the Port of Hueneme.

Port staff formed a Special Events Committee targeting **Saturday September 29** to celebrate 75 years as a diverse working port. One of the Port’s longest working customers (1978) is Del Monte Fresh, which imports fresh fruit, in particular Bananas from Latin America. Over the years other companies have utilized the Port for their Banana imports including Turbana, Bonita and today Chiquita. As one of the nation’s busiest banana-importing ports, it seemed natural to capitalize on the Banana theme for the festival.

#### Goals & Strategy

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The Committee brought in an **event manager** who, along with the Special Events Committee, helped define the goals and strategies for the festival. The main goals set by the committee were to promote the Port as a vibrant economic engine for the community and region and to create an opportunity for the community to step through the gates to see and learn about this community asset. We wanted people to come away knowing about the job creation function ports play and their connection within the world of freight movement. We also wanted to develop a strong partnership with the local press and other media in promoting the Port.

We targeted this event to be a **family oriented** day of fun with live music, arts and crafts, cool Port displays, great food and beverages, port tours and more. As a small port community we estimated approximately 1,500 – 2,000 attendees. With this in mind we then created an overall strategy and production timeline which included:

- Marketing and Promotion
  - Media Outreach / PR
  - Collateral and Web Design
- Sponsorships and Fundraising
- Vendors and Concessions
- Entertainment
- Volunteers
- Special Attractions and Guests
- Operations and Logistics

## **Marketing and Promotion**

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A kick-off event was organized for Friday May 4, recognizing May 5 as the Port's birthday. Press releases were circulated to local officials, print and broadcast media, and community VIPs asking them to join us at the Port to announce the beginning of a year-long celebration of the Port, (see attachment). The Banana Festival was announced at that event. The "birthday" event was followed up with a series of "save the date" emails, texts and notices to this audience.

The marketing and promotion efforts broke down to nine core functions handled by the event manager and the Port's Marketing & Public Information department.

- Prepare and implement an annual marketing plan for Festival.
- Secure media sponsors and coordinate advertising efforts with them.
- Oversee graphic design of posters, fliers, ads and other promotional materials.
- Submit to calendar listings and public service announcements.
- Coordinate production of radio and any potential TV spots. .
- Oversee design, text and updates to Festival website.
- Oversee postings and information on Festival Facebook account.
- Develop e-mail marketing to reach vendors, sponsors, volunteers, and attendees.
- Coordinate photography needs for Festival weekend.

## Media Outreach / PR

The Committee reached out to the local print media to purchase advertisements announcing 75 years as a vibrant working Port and the Banana Festival. This was followed up with special invitations to targeted media personnel to visit the Port and see their Port for themselves. This resulted in a feature article in one of the publications with a countywide circulation of over 35,000. Further, in trade for purchasing a full page advertisement in the VC Reporter, the publication produced the Official Event Program, which was published in the paper, and provided the Port with 3,000 additional copies.

In addition,

- Interviews were set up with the Port's CEO and Director on local and regional radio.
- The event manager, in cooperation with the events committee developed the Sponsorship contact list which included Port customers and local businesses.

### Graphic Design, Marketing Collateral, and Website

The Committee utilized its in-house graphics and design contractor to oversee all design, including posters, fliers ads and other promotional materials such as hats, and T-shirts.

- A festival web site was rolled out in August (bananaportfest.com, which is still up and will be used for this year's event).
- A Festival poster was created and distributed to 500 local businesses for display.
- 10,000 half page Festival Flyers were created and distributed throughout the community
- Ads were produced for the local paper (Ventura County Star) as well as some key electronic bulletins (Parentclick.com, etc.)
- VIP Event materials were created for a VIP Event for key stakeholders.
- Social Media strategy was created and carried out.
- Volunteer recruitment materials were created to encourage community involvement.

### Sponsorship and Fundraising

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The Event Manager developed a sponsorship kit to attract sponsors and partners for the Festival. In-kind sponsorships proved especially valuable. For example, a local sportfishing company donated a 50 passenger boat (and crew) in exchange for advertising their name as a Festival sponsor. The boat was utilized for Port tours which proved very popular. Port customers Chiquita and Del Monte donated bananas as well as the use of FEUs as stage backdrops, which helped reduce costs. The platform of the stage was created by utilizing two Mafi trailers side-by-side.

The Festival's overall Sponsorship and Fundraising Strategy Included:

- Committee-identified potential sponsors and fundraising opportunities.
- Develop sponsorship levels and benefit packages for Festival.
- Prepare and distribute sponsor packets to existing and potential sponsors.
- Meet with sponsors and potential sponsors regarding Festival.
- Secure cash and in-kind Festival sponsors.
- Ensure sponsors are recognized appropriately before, during & after Festival.
- Develop a VIP tent managed onsite by Port staff.

## Vendors and Concessions

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Being a first-time event, attracting vendors who professionally follow the regional event circuit would be a challenge. Therefore we concentrated on first determining the optimal month with the fewest community events in our area; and, as our target audience would be strictly local, we recruited only local vendors who could sell items. Organizations such as the local Maritime Museum not only sold nautical-themed items but gave presentations on topics like how to build a ship in a bottle. Another vendor sold T-shirts capitalizing on the Port's and the City's unique Indian name "Hueneme." With no track record, the Committee determined that a major name beverage concession would prove difficult to acquire, so all vendors were allowed to sell what beverages they could provide.

To ensure an efficient and smooth vendor process, the Committee included the following tactics for Vendor management:

- Developed vendor applications and distributed to our target audience.
- Secured appropriate insurance from all participating vendors.
- The Committee provided an onsite Food Vendor Manager to ensure Health Department approval and manage all food vendors.
- Event Director provided oversight for on-site vendor set up, and managed vendor operations during the Festival.

## Entertainment

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The Committee was unanimous in wanting to have live local entertainment. By selecting local bands with a following it was hoped the festival would generate more attendance. The Committee decided on three bands for the day: Caribbean, Contemporary and Zydeco. In addition we secured an MC particularly for the introduction of elected officials and other VIPs, as well as introduction of the bands. Tasks included:

- Select bands and determine main stage and seating configuration.
- Negotiating and securing entertainment contracts with the selected bands.
- Arranging for stage manager and MC for Festival weekend.
- Coordinate MC script for Festival weekend.

## **Volunteers**

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Volunteers formed an important assist for the relatively limited Port staff. The event director worked with the Committee in developing a strategy for volunteer recruitment through the festival website and social media efforts, plus training and recognition.

## **Special Attractions & Contests**

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Promoting a Banana Festival seemed custom-made for so many rich, new ideas. The website promoted a recipe contest and a pie eating contest. The Committee also reached out to the local elementary school district (which annually has classes visiting the Port) to promote an art contest. Students were recognized for their colorful and different drawings of Bananas, Ships, Cargo, the Port, and other Maritime-related themes.

In addition, the Event Manager worked with local non-profits on providing on-site banana-themed craft projects for kids and brought in inflatable attractions vendors to provide safe, fun entertainment for families.

## **Operations & Logistics**

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For the site of the Festival, the Committee identified a ten-acre parcel at the southwest corner of the Port furthest away from routine cargo operations. The customer with priority use of that parcel was consulted for their buy-in and cooperation. Port marine operations (with a seat on the committee) coordinated with the customer to arrange for an alternate lay-down site in case of unexpected need as well as the Coast Guard for security maintenance. The Festival site had to be able to be made secure from the rest of the Port.

A detailed Site Map was created, showing vendor spaces, stage, restrooms, kids zone, food vendors, etc. The Event Manager established a logistics checklist and timeline for setup (starting Friday, September 28) through teardown (Saturday after 6:00 pm). It included everything from port-o-potty drop-off to ice deliveries. A recycling plan ensured that the Festival was as green as possible. Additional security was hired to ensure public safety. The Festival was powered completely on solar power.

### Results: The Banana Festival Success Story

Attendance surpassed all expectations. Over 10,000 visitors enjoyed the Banana Festival at the Port and the Port received an extremely positive response from city, county, and state officials; Port customers and stakeholders; and the public in general. There were no major incidents reported by PD, security, or staff. The Port's outreach engaged many local groups including the School District, the City of Port Hueneme, and local businesses. The Port's water tour was extremely popular with hundreds of people taking part. Without doubt many locals came away with a much better image of their port. Many asked on the spot how they could get involved next year through volunteer opportunities and more.

