

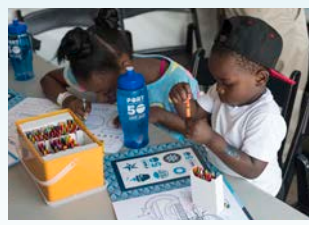


# COMMUNICATIONS AWARDS PROGRAM

## Port of Cleveland

Rock the Port

Special Event





# COMMUNICATIONS AWARDS PROGRAM

## About

The Port of Cleveland is one of the largest ports on the Great Lakes. Over 20,000 jobs and \$3.5 billion in annual economic activity are tied to the roughly 13 million tons of cargo that move through Cleveland Harbor each year. The Port of Cleveland is the only local government agency whose sole mission is to spur job creation and economic vitality in Cuyahoga County.

## Abstract

In 2018, the Port of Cleveland planned, developed and produced a free, public festival on Saturday, August 18th at the **Rock & Roll Hall of Fame** and North Coast Harbor to celebrate its 50th anniversary. The family-friendly community event featured live music, Cleveland Harbor cruises on the Goodtime III, Rock & Roll Hall of Fame self-guided tours, Great Lakes Science Center & S/S William G. Mather self-guided tours, ice cream, fun maritime activities and giveaways.

The event was promoted via an integrated marketing and public relations campaign.

Special event





# COMMUNICATIONS AWARDS PROGRAM

## Audience

- Cuyahoga County Residents

## SMART Goals

- *Specific* goal established to increase brand awareness and engagement.
- Performance *measured* by voucher reservations, ticket redemption, social media impressions, fans and engagement..
- Results *achieved* by developing a world-class summer festival created for the community.
- Message was *relevant* to audience because it provided residents with entertainment while providing education on the economic impact of the Port of Cleveland on the community.
- *Time* defined by the length of the marketing campaign from June 1, 2018 to August 30, 2018 , which includes the event on Saturday, August 18th from 12:00 PM – 6:00 PM at the Rock & Roll Hall of Fame and North Coast Harbor.

Special Event



# 2019 COMMUNICATIONS AWARDS PROGRAM

## Solution

- **Event Production**
  - Event: Signage (Signs/Sidewalk Clings), Booths/Tents, Production
  - Live Music Performances (Marel Hidalgo, The Ohio Weather Band, DJ Ryan Wolf)
  - Cleveland Harbor cruises on the Goodtime III,
  - Tours: Rock Hall, Great Lakes Science Center & S/S William G. Mather
  - Free Ice cream
  - Food Trucks
  - Kids Activities & Giveaways: Gameshow/Trivia, Coloring Kit, Stickers, Fake Tattoos, Photobooth, Water Bottle & Bags
  - Port Equipment
  - Tugboats & Harbor Vessels
- **Marketing Tactics**
  - Public Relations & Outreach
  - Social Media: Facebook, Twitter, Instagram, LinkedIn
  - Native Media
  - Email Marketing





# COMMUNICATIONS AWARDS PROGRAM

## Results

- Attendees: 6,500+
- Impressions: 1,000,000+ (^122%\*)
- Followers: 2,808 New Fans (^25%\*)
- Engagement: 15,000 (^60%\*)

*\*Comparison to prior three-month period.*

## Insights

- Rock the Port served as the catalyst to drive awareness and engagement. Total social media followers doubled (10K to 20K in Jan. 2018 to Dec. 2018 respectively)
- Through event activities, a prospect list of 6,500+ Cuyahoga County residents was created, providing invaluable data for public affairs during upcoming tax levy renewal campaigns
- State Senator Frank LaRose was invited to the festival and presented a proclamation to the Port for 50 years of service igniting economic growth in the community
- Fox 8 News was invited to cover the event and a segment was featured on the evening and late news
- Due to the success of the event, the Rock the Port will be an annual celebration for the community. However, the cruise will be limited to one excursion versus two due to cost



# COMMUNICATIONS AWARDS PROGRAM



PRESS RELEASE



TEMPORARY TATTOOS



COLORING KIT, STICKERS & TEMPORARY TATTOOS

## FESTIVAL PROGRAM

**ROCK THE PORT 50 CLEVELAND 1968-2018**

**50TH ANNIVERSARY CELEBRATION & FESTIVAL**  
Cleveland, Ohio  
SATURDAY, AUGUST 16, 2019

**Schedule of Events**

- 12 PM - 6 PM**  
Rock & Roll Hall of Fame and Museum
- 12 PM - 9 PM**  
Free Live Music @ S/S William G. Mearns
- 12 PM - 3:30 PM**  
Guarantee III Cleveland
- 12 PM - 3:30 PM**  
Free Live Music @ S/S William G. Mearns
- 3 PM - 6:30 PM**  
Guarantee III Cleveland
- 4 PM - 6 PM**  
Free Live Music @ S/S Ryan Wolf

**Activities:** Ice Cream, Food Trucks & Concessions, Activities for Children, Photo Station, Information Tent & First Aid.



# 2019

## COMMUNICATIONS AWARDS PROGRAM



**ROCK THE PORT, KIDS!**

**INFORMATION**

**FIRST AID**





# 2019

## COMMUNICATIONS AWARDS PROGRAM



Spec