Connecting With Communities Through Special Events

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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.
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**

**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!