

AAPA Communication Awards 2021

Splash of Fun

on Port of Redwood City's waterfront

Submission: Port of Redwood City
"Splash of Fun" Waterfront Recreation Campaign

Port Category: 1

Entry Classification: 14. Overall Campaign



**PORT OF
REDWOOD CITY**

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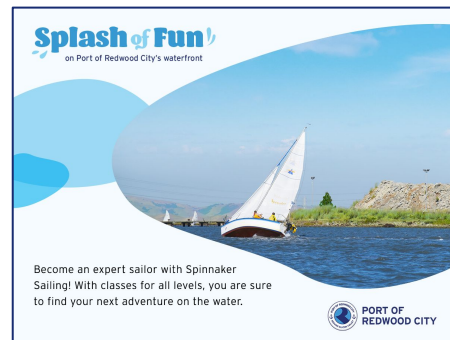
Executive Summary



The Port of Redwood City boasts a mile of waterfront along the picturesque San Francisco Bay, and offers Silicon Valley residents close access to water recreation without the long commute to San Francisco, Oakland or other Bay Area locations. However, the community has been largely unaware of this hidden gem.

In 2020, the Port of Redwood City proactively invited the community to enjoy the waterfront and all the amenities the small but comprehensive commercial recreation area had to offer. From public amenities to tenant rentals to community event space, the Port set out to redefine their waterfront by rolling out the red carpet for the community. Although the COVID-19 tried to thwart this goal, the Port was able to proceed

with the Splash of Fun campaign launch and introduce the waterfront as a recreational gold mine for residents and visitors by evaluating and adapting to the situation. By reworking the marketing and communications strategy, getting creative with events, and adapting the messaging to align with current community needs, the Port achieved the desired results in spite of a global pandemic.



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The Challenges & Opportunities



What are/were the entry's specific communications challenges?

The Port of Redwood City has a mile long waterfront walkway along green grassy areas, lined with recreation rental options, an event center, a yacht club, a fishing pier, a sailing club and more. However, the community was largely unaware of this space.

The project team immediately began working on a list of challenges and opportunities in order to develop a comprehensive campaign to promote this unique area with the overarching goal of driving more visitors to this hidden gem.

Challenges

- Local residents of Silicon Valley have disposable income but also have high standards for a pleasurable experience.

- The local community is not aware of the public amenities the Port of Redwood City waterfront offers.
- Freeway traffic can be congested at peak times, making the commute to the waterfront difficult even though it is much closer in proximity to the Silicon Valley community than other waterfront areas.
- The waterfront is hidden and the access point is tucked away from Redwood City proper.

Opportunities and Highlights

- The waterfront venue offers open space that can host events for more than 2,000 people depending on use and level of permission obtained.



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The Challenges & Opportunities



Continued

Opportunities and Highlights (continued)

- There is ample onsite parking for events of various sizes.
- Small events can take advantage of onsite restrooms and large events have the option to augment with temporary restroom facilities, per the policies outlined in the permit.
- Flexible vendor options for event coordinators to bring in kiosks, food trucks, or even on-the-water vendors.
- Nearby activities through tenant partnerships offer water recreation rentals such as kayaking and paddle boarding, or team-building opportunities such as canoeing and team rowing.
- Lighting is available for after-hours events.

- Power is available for sound and other equipment.
- The waterfront is generally available sunrise to sunset, though after-hours events are available with a permit.

The Port was poised to begin an outreach campaign to invite the community to host events and encourage families to enjoy the variety of activities available to them. However, while there was a tenant list that included maritime and industrial tenants along with commercial tenants, the Port lacked a specific comprehensive list of waterfront recreational options and amenities. The project team created a comprehensive inventory of the commercial tenants and public amenities available to the community.



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The Challenges & Opportunities



Continued

Then the COVID-19 pandemic brought an abrupt change to all plans in the spring of 2020. Rather than inviting people to enjoy the waterfront, there was a specific need to support public health efforts and close public amenities such as restrooms, to help prevent the spread of the virus. In addition, residents were encouraged to stay at home for the same reason. As the world slowly began to open up again, mask requirements and public safety needs continued to pose challenges, as did changing guidelines and uncertainty about whether events would be allowed. In adherence to local, state and federal policies, the Port was required to cancel its signature event, PortFest, but understood the community's collective need for recreational opportunities was still important.

The project team re-thought the campaign entirely – and without knowing how long the pandemic would last, remained strategic and nimble by creating messaging and materials that would surpass this period and carry the Port's waterfront recreation promotional efforts into the future.



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The Vision Alignment



How does the communication used in this entry map back to the organization's overall mission?

The Port of Redwood City's vision is to maximize land use, improve infrastructure, diversify maritime and commercial business efforts, improve operations, and protect the environment – all with the overall goal of strengthening the Port's impact to the region's economy and quality of life.

The Port's 2020 Vision Plan outlines specific long-term goals for the commercial areas of the waterfront:

- Encourage commercial/recreational uses to create a Redwood City Waterfront Destination.
- Make the overall commercial and recreational area a "destination" for visitors, workers, tenants and residents.

- Establish periodic events, such as Harbor Days and PortFest.
- Create active uses on a regular basis.
- Develop interest in the area by featuring retail carts and mobile dining attractions.
- Promote active uses including retail, cafes, restaurants, public access and entertainment uses.

The waterfront recreation campaign was developed to support these efforts with key messages, positioning, and the promotion of current active uses and expansion opportunities such as special events, new public art installations, and special amenities with the addition of a dockside fish market on the weekends.



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The Action Plan



What were the communications planning and programming components used for this entry?

The project team developed a comprehensive strategic marketing plan to guide development of the outreach campaign. We began with our “why” statement, listed below under *Public Service Defined*, in order to provide an overarching guide for all future campaign elements.

Public Service Defined

We are inviting the public and local businesses to use the public waterfront land, and access water recreation opportunities to enhance the local quality of life and build recreational advocates for the Port of Redwood City.

Operational Objectives

- Increase the number of visitors to the waterfront.

- Increase the number of hosted events booked on the waterfront.
- Support the Port of Redwood City’s waterfront recreation tenants.
- Build partnerships with local businesses by inviting them to access waterfront amenities for corporate events.

Campaign Objectives

- Position the Port of Redwood City waterfront as a vibrant and desirable destination for visitors and venue for various events.
- Increase awareness of the Port’s waterfront amenities and availability for events.
- Drive traffic to the website with the goal of converting cyber visits into in-person visitors booking events and increasing waterfront traffic.



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The Action Plan



Continued

With these objectives in mind, the project team embarked on a phased approach to initially launch and continually evaluate and adapt our tactics as needed.

Phase 1 – Strategic Planning & Preparation

Phase 2 – Concept Development

Phase 3 – Design & Production

Phase 4 – Launch & Event Integration

Phase 5 – Ongoing Optimization

Phase 1 – Strategic Planning & Preparation

The campaign development process began with a collaborative effort between the marketing consultant, JPW Communications, and the Port's internal team to develop a strategic campaign framework (outlined in "Splash of Fun" Toolkit in appendix). Among other key information, the framework included specific target audience information, key messages and a detailed outline of promotional strategies.



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The Action Plan



Continued

Key Framework Elements

Target Audience

Demographics: Currently 60+; Move to younger demo; Diverse ethnicities including White, Hispanic, Indian, Asian populations

SES: Currently higher income and higher education à Move to a more inclusive status range, expand to East Palo Alto, include lower incomes, focus on maritime industry alignment.

Geographics: North to San Mateo Bridge, West to I-280, South to Oregon Expressway/Page Mill Rd.

(NOTE: southern boundary includes Stanford in the target area).

Psychographics: Outdoor enthusiasts, nature lovers, wildlife lovers, waterfront recreation lovers, hiking, kayaking, stand-up paddle boarding, green space and open space enthusiasts, waterfront views.

Industry Specifics: Local business HR Teams; corporate event planners; media event producers; corporate team building companies.



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The Action Plan



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Key Messages

- The Port of Redwood City's waterfront open space creates a unique event venue.
- The Port recently commissioned new public artwork featuring a three-dimensional mural by local artist Marlon Yanes to beautify the area.
- Local partners such as Spinnaker Sailing and California Canoe & Kayak offer water recreation rentals, sailing lessons, charters and team-rowing activities perfect for one-of-a-kind on the water events.
- The main open space is adjacent to the Port of Redwood City's public fishing pier, and across from the public boat launch where there is additional open space, which allows for land and water activity combinations.
- The space can be booked for events by downloading a permit application from the Port's website.
- The space is also available to the public year-round for water recreation, family nature walks and bay views.



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The Action Plan



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Communication Style/Tone	<p>Harmonious – This unique open space recognizes the delicate and interdependent value of having the economic benefits of the maritime industry living harmoniously with people enjoying waterfront recreation all with respect to the San Francisco Bay eco-system.</p> <p>Appreciative – The space and the art honor the Port’s history as a logging Port, the Port’s present as a driver of commerce and construction, and the Port’s future as an integral part of Redwood City.</p> <p>Fun – This brand pillar gives us the opportunity to add some personality and fun to the generally serious subject matter the Port handles on a regular basis.</p>
Development Timeline	<ul style="list-style-type: none"> • February 2020 - Concept creation, framework finalization • March 2020 - Creative development with FPO and existing images • March or April 2020 – Photoshoot • April or May 2020 – Final art and deliverables for campaign implementation • September 2020 – Add on video



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The Action Plan



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Promotional Strategies

PAID MEDIA

Digital ads – Adapt campaign art into animated gifs and online banner ads

Print ads – Adapt campaign art into half or full-page ads in visitor guides, event programs, and community media (*Hold until event space is available*).

Social media advertising – Pay-per-click campaign promoting posts, digital ads and videos

EARNED

Local publication pitches – Pitch listings and stories in visitor guides, community papers, local online publications and trade specific options (recreation, event, or outdoor specific media)

SHARED

Social media posts – Series of posts featuring pictures and fun opportunities to enjoy a splash of fun on the waterfront; #waterfrontwednesday



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The Action Plan



Continued

Promotional Strategies

OWNED

Website landing page – Update the page to feature campaign art, showcase tenants and all public amenities in map form.

Posters – Poster/flyer image that can be adapted for 11×17” printing and posting; 8.5×11” printing and distributing; or transit shelters advertising 48×69” (*Hold until event space is available*).

Banners – Event banners 5×3’ or 6×4’ and chain link signage 6×35’ or 8×35’ to capitalize on display space on-site throughout the year and during events on and off the waterfront (*Hold until event space is available*).

Currents newsletter – Series of articles featuring tenants and amenities each month

Trifold brochure – Invitation to enjoy waterfront amenities and encourage permitted events (*Hold until event space is available*).

Video – Short video(s) showcasing waterfront experiences to share on website and social media.



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A key element of the campaign was to complete an inventory of all commercial tenants and public amenities. We started by developing a database of all tenants and amenities with location information, contact information, links to website and social media channels, and any information that would help us promote all waterfront recreation options in the future.

TENANTS										Photo in Drive?	Instagram Handle	Instagram Link	Facebook Handle	Facebook Link	Twitter Handle	Twitter Link
Organization Name	Street Address	City	State	Zip	Phone	Website Link	Business Type	Notes								
California Canoe & Kayak	487 Seaport Court	Redwood City	CA	94063	(650) 593-6060	https://www.calbayak.com/	Recreation Sales/Rental		✓	@calkayak	https://www.instagram.com/calbayak/	https://www.facebook.com/calbayak/	@calkayakinc	https://www.facebook.com/calbayakinc/	N/A	N/A
Sequoia Yacht Club	441 Seaport Court	Redwood City	CA	94063	(650) 361-9472	https://www.sequodayc.org/	Members Only		✓	@sequoia_yc	https://www.instagram.com/sequoia_yc/	https://www.facebook.com/sequoia_yc/	@sequoia_yc	https://www.facebook.com/sequoia_yc/	@Sequoia_YC	https://twitter.com/Sequoia_YC
Marine Science Institute	500 Discovery Parkway	Redwood City	CA	94063	650-364-2760	https://www.sfbaymsi.org/	Research Center		✓	@sfbaymsi	https://www.instagram.com/sfbaymsi/	https://www.facebook.com/sfbaymsi/	@marinesci	https://www.facebook.com/marineinstitute/	@sfbaymsi	https://twitter.com/sfbaymsi
Seaport Conference Center	495 Seaport Court	Redwood City	CA	94063	650-482-3500	http://www.seaportconferencecenter.com/	Event Center		✓	@seaportconferencecenter	https://www.instagram.com/seaportconferencecenter/	https://www.facebook.com/seaportconferencecenter/	@seaportconferencecenter	https://www.facebook.com/seaportconferencecenter/	@SeaportCenter	https://twitter.com/SeaportCenter
Spinnaker Sailing	451 Seaport Court	Redwood City	CA	94063	(650) 363-1390	https://www.spinnakersailing.com/	Charters/Tours		✓	@spinnakersailing	https://www.instagram.com/spinnakersailing/	https://www.facebook.com/spinnakersailing/	@spinnakersailing	https://www.facebook.com/spinnakersailing/	@SpinnakerSailing	https://twitter.com/spinnakersailing
PUBLIC ASSETS										Photo in Drive?						
Asset Name	Street Address	City	State	Zip	Phone	Website Link	Asset Type	Asset Notes								
Waterfront Open Space	400 Seaport Ct	Redwood City	CA	94063	(650) 306-4150	www.redwoodcityport.com/	Open Space	Free parking on site. Dog friendly	✓							
Public Fishing Pier	460 Seaport Ct	Redwood City	CA	94063		https://www.redwoodcityport.com/publicwaterfront/	Pier	Connected to Waterfront	✓							
Boat Launch Open Space	601 Chesapeake Dr	Redwood City	CA	94063		https://www.redwoodcityport.com/waterrecreation/	Open Space	Launch, open green area to near boat launch	✓							
Public Boat Launch	601 Chesapeake Dr	Redwood City	CA	94063		https://www.redwoodcityport.com/waterrecreation/	Pier	Free parking on site	✓							
Waterfront Walkway	400 Seaport Ct		CA	94063		www.redwoodcityport.com/	Trail	Begins at open space around to the Public Boat Launch.								
Stage	460 Seaport Ct	Redwood City	CA	94063		https://baydowntowncoalition.org/2016/10/sculpture-the-beep-dedicated-at-port-of-redwood-city/	Stage		✓							
Sculpture	460 Seaport Ct	Redwood City	CA	94063		https://www.redwoodcityport.com/publicwaterfront/	Art	Open for public viewing always	✓							
Splash of color ballasts	400 Seaport Ct	Redwood City	CA	94063		https://www.redwoodcityport.com/publicwaterfront/	Art	Open for public viewing always	✓							
3D Mural	451 Seaport Ct	Redwood City	CA	94063		https://www.redwoodcityport.com/publicwaterfront/	Art	Open for public viewing always	✓							
Utility box art	451 Seaport Ct	Redwood City	CA	94063		https://www.redwoodcityport.com/publicwaterfront/	Art	Open for public viewing always	✓							



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Phase 2 – Concept Development

Once the framework was complete, the team moved into concept development. The team needed a creative concept that would reposition the waterfront as a great opportunity for local recreation, not as a competitor for larger waterfront commercial areas. The final “Splash of Fun” concept was a perfect balance of developing a new tone for promotional efforts, while staying true to the Port’s intimate nature as a secluded waterfront gem.

Positioning statement

Enjoy *a splash of fun* on the Port of Redwood City’s mile of scenic waterfront. Plan a day of sailing and fishing on the water, get in some fitness with convenient kayaking and paddle boarding, or simply take in the bay views with a family nature walk. Amid the comings and goings of our maritime business and the pace of Silicon Valley, we have created an escape for the community to experience all the perks of living on San Francisco Bay.



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The visual design for the campaign was intentionally created to maintain a more organic feel with natural water droplet shapes as the signature element representing a day of waterfront fun. The creative assets use a combination of photography, signature design elements and supporting text to convey a variety of ideas for how to enjoy a day on the water.

The COVID-19 pandemic required that we change many of the messages. All event messaging had to be temporarily shelved, and new messages had to be created which focused on individual opportunities to explore the waterfront. The project team concentrated on timely messages that could be promoted during the pandemic including using the waterfront as a safe place to relax, enjoy the view, get in a short walk,

picnic with your family, get exercise on the water and other supported messaging dependent on the current public health guidelines.

Phase 3 – Design & Production

To invite people to spend a day on the waterfront, we overhauled the website, which had the right information, but in a non-uniform format. The team re-worked the website navigation menu to create a single waterfront recreation menu item. This page became a landing page for all commercial activity. The site includes sections for public amenities such as the public art, green space and fishing pier; boating resources such as a tide chart, safety guidelines and marina information; and an interactive map designed to help people plan their trip to the waterfront.



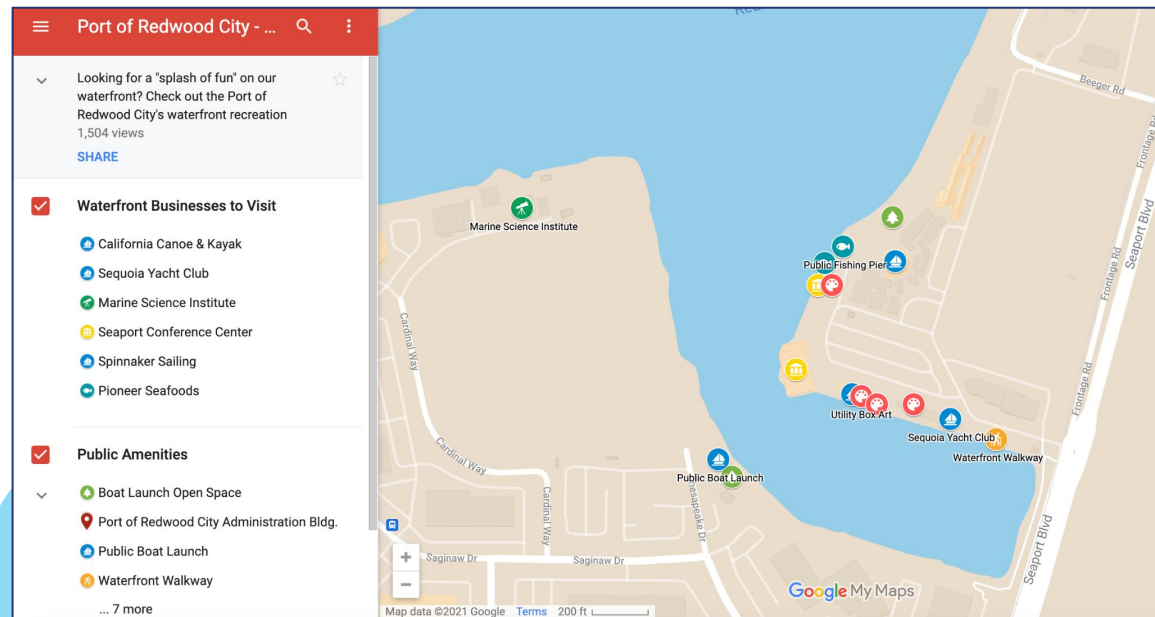
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The team used the database to map locations along the waterfront where people could visit and learn more about the activities available to them. The interactive map was built in Google to allow an iframe to be inserted into the website seamlessly. The map includes photos, descriptions, contact information, website and social links, and a single click navigation for easy directions to the location. This solution provided a mobile responsive website with all the information people needed to plan a waterfront visit.



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The next order of business was to prepare for the promotion of different tenant locations and public amenities with fun, engaging graphics. The team created a series of templates that could easily change out text and photos making it simple and efficient to add new graphics each week. This approach kept the products visually interesting by rotating the three different templates, which added variety.



Finally, the video and photo production took place in July 2020 with modifications to abide by current public health guidelines. This required some creative execution to maintain physical distancing including the use of models from the same household, and having all subjects wear masks on set. This turned out to be a positive element, because we were able to show people enjoying the waterfront while also abiding by public health guidelines which continues to be an important message today.

The video and photo production plan required careful coordination with tenants, including California Canoe & Kayak and Spinnaker Sailing, and other partners such as the Sea Scouts and Girl Scouts, to activate the waterfront specifically for the shoot.



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The Action Plan



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Through careful scheduling and coordination, we were able to have sailboats on the water, children enjoying activities and other action shots all planned in a single day of shooting. The shoot also captured the entire cargo terminal and maritime uses as well.

The photos went directly into editing to create a series of promotional images to launch the campaign. The video footage was split into several specific messages allowing us to consistently post on social media with a variety of campaign graphics, beautiful photo posts and short 10 to 15 second videos to maximize online engagement.

 JPW COMMUNICATIONS <small>FROM GOVERNMENT. FOR GOVERNMENT.</small>				 PORT OF REDWOOD CITY			
VIDEO & PHOTO PRODUCTION PLAN				MASTER CALL SHEET & SCHEDULE			
Production Title:	Port of Redwood City Stock Shoot	Production Date:	Wednesday, 7/29/20	Production Hours:	8:30 am - 9:30 pm	Producer Cell:	Reveka Balancier 720-641-3026
Primary Host Location:	Port of Redwood City 675 Seaport Blvd. Redwood City, CA 94063	Daylight Hours:	Sunrise: 6:11 AM Sunset: 8:18 PM	Hospital:	Sequoia Hospital 170 Alameda de las Pulgas Redwood City, CA 94062	NOTES:	
CREW	NAME	PHONE	EMAIL	HOST STAFF	NAME	PHONE	EMAIL
Producer	Reveka Balancier	720-641-3026	reveka@jpwcom.com	Executive Director	Kristine Zortman	619-818-0702	kzortman@portofredwoodcity.com
Photographer	Arash Afshar	858-351-4726	arash.afshar@gmail.com	Executive Assistant	Catherine Kirkman	650-595-7408	
Videographer	Andrew Read	435-592-3972	andrewread@gmail.com		Trish Wagner		
SCHEDULE	LOCATION	ADDRESS	CONTACT	SHOT LIST	NOTES		
8:00 AM - 8:30 AM	TRAVEL FROM LODGING	(11 minute drive to first location)			All shots listed include photo and video unless specified.		
8:30 AM - 9:00 AM	Public Waterfront or On Terminal	675 Seaport Drive, Redwood City, CA (2 minute drive to next location)	Kristine Zortman 619-818-0702	Headshots • Kristine A. Zortman • Rajesh Sewak			
9:00 AM - 10:00 AM	Terminal	675 Seaport Drive, Redwood City, CA	Bill Euchner 650-642-1286	San Mateo Consolidate Fire/Emergency Preparedness • Firefighters Training Exercise • Fire Engines/Vehicles on site	Include DRONE		
10:00 AM - 1:00 PM	Port of Redwood City	675 Seaport Drive, Redwood City, CA	Kristine Zortman 619-818-0702	Maritime Commerce Shoot • Wharves • Ship in port • Maritime operations and available storage areas (bulk equipment) • Maritime tenants if available (Cannes, Sims) • Silo Views • Candid shots of staff as available	Include DRONE		
1:00 PM - 1:30 PM	LUNCH						
1:30 PM - 4:00 PM	Waterfront Tenants	487 Seaport Ct, Redwood City, CA 94063	Tammy Borichevsky/CC&K 510-893-7833 Tammy@calbaykay.com Marilyn Lawrence/Sea Scouts lawrence.marilyn@gmail.com	Splash of Fun Campaign • California Canoe & Kayak • Kayaking/splashing • Canoeing/splashing • SUP/splashing • Spinnaker Sailing and Rowing • Port of Redwood City Marina • Sea Scouts	Staff and extras to help with shoot Splash of Fun Campaign Art and Sample Images Linked below: https://drive.google.com/drive/folders/1uqgDM7587u2Nc-gf6j2qCfD5q5yha2?usp=sharing		
4:00 PM - 5:30 PM	Waterfront Public Amenities	460 Seaport Ct, Redwood City, CA 94063 (Walk along path in between) 601 Chesapeake Dr, Redwood City, CA 94063	Trish/Kristine	Splash of Fun Campaign • Waterfront Open Space • Fishing Pier • BBQ/Pits and Picnic Tables • Public Art • Stage • Public Boat Launch • Adjacent Green Space • Waterfront Walkway	Include DRONE		



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The Real-World Execution

What actions were taken and what communication outputs were employed in this entry?

With the first three phases completed, the team was ready to implement the launch of the campaign. Timing had to be coordinated with public health guidelines and Labor Day weekend offered the perfect opportunity to remind the community that summer was not quite over, and the Port of Redwood City still offered convenient access to a “Splash of Fun!”

All creative assets, messaging and the campaign foundation used to launch and implement the campaign are available in the Marketing Toolkit, included in the appendix.

Phase 4 – Launch & Event Integration

The campaign launched Labor Day weekend, 2020. The short videos were perfect for social media

because they achieved a communication adage, “show don’t tell” as they could be viewed with or without sound, and the message still came through clearly. Additionally, the short format helped increase engagement and percentage of view time.



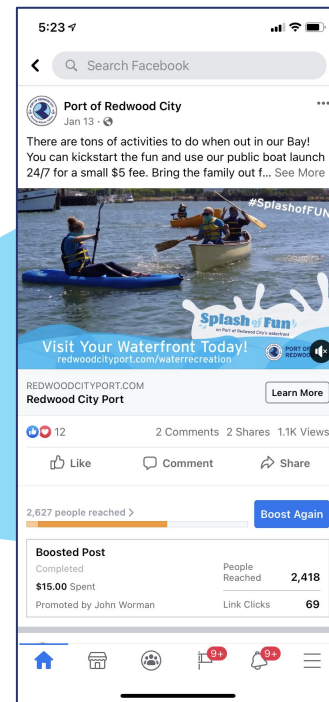
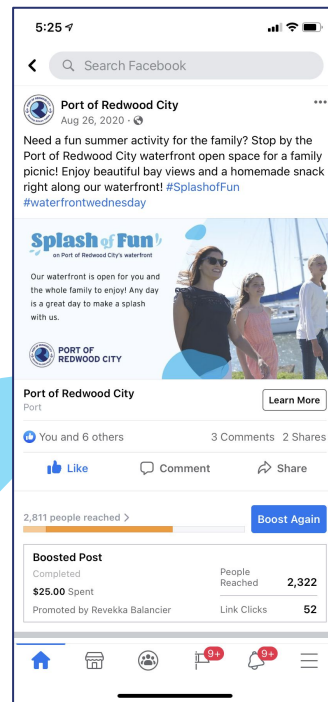
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The Real-World Execution

Continued

Because the world had not yet returned entirely to “normal,” the early phases of the campaign were almost entirely digital. The Port’s existing social media strategy already had a full calendar of environmental and maritime messages; however, we were able to carve out specific opportunities for a #waterfrontwednesday post each week, along with additional messages for landlocked activities such as hiking, biking and picnicking.



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The Real-World Execution

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A major portion of the original promotional plan was to invite people to attend events – but the pandemic made hosting and promoting events a challenge. The Port’s signature event, PortFest, held every October, had to be canceled in 2020 and 2021. We were also unable to promote hosting events. Instead, the Port worked to overcome this obstacle by reimagining how events could be adapted and sustained during a global crisis. In addition, they partnered with the City of Redwood City to host safe, socially distanced events.

The Zoppe Family Circus Drive-In event was so popular it was extended for several additional weekends. A summer drive-in movie series was also a big success which led to a second spring series. And the addition of a weekend fresh fish market on the pier peaked

interests where residents could buy fresh catch for home preparation, or enjoy fresh fish and chips made with the help of a local food truck. This recurring opportunity has become a regular staple at the port. The events were promoted on social media and in the Port’s Currents newsletter as engaging opportunities to enjoy a “Splash of Fun” on the waterfront.



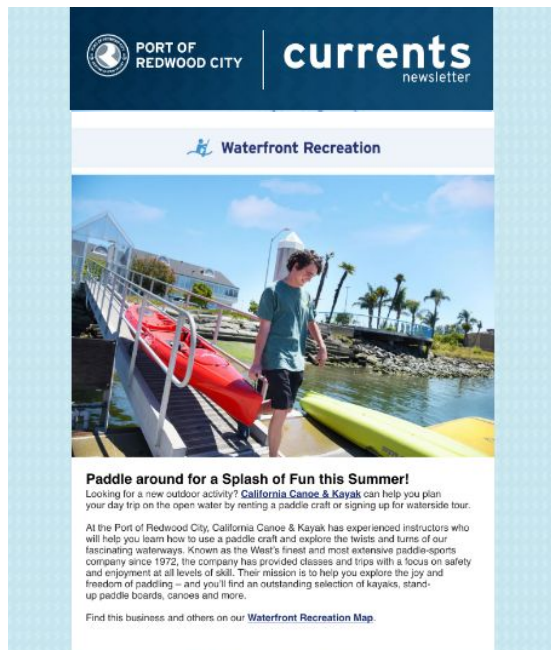
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The Real-World Execution



Continued



Phase 5 – Ongoing Optimization

As the campaign continues, we are using analytics on campaign performance, current public health guidelines, new events and amenity installations to evolve the promotional efforts. The goal of the campaign is to keep the Port's waterfront top of mind for residents and visitors looking for recreational opportunities while positioning the Port as a convenient location to enjoy fresh air and waterfront views.



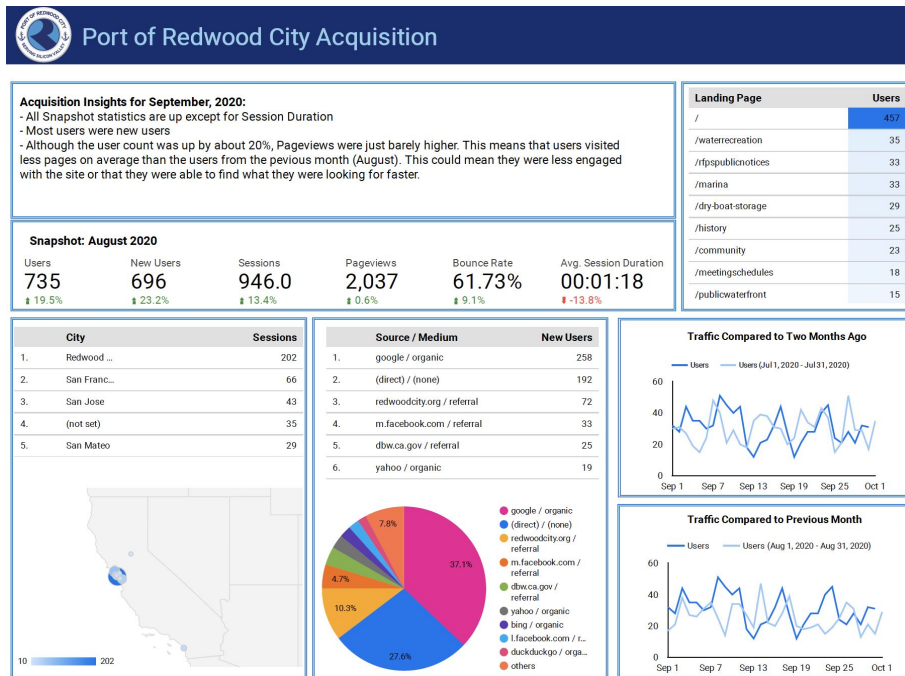
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The Final Results

What were the communications outcomes from this entry and what evaluation methods were used to assess them?

The Port of Redwood City has seen tremendous engagement on social media and the website for the “Splash of Fun” campaign. To date, the campaign has received 51,454 impressions across all channels, with only minimal boosting of organic social media posts and no traditional advertising. The team can use monthly dashboards to monitor campaign performance which includes Google Analytics reporting for all the Port’s owned and shared media channels. These monthly dashboards give us valuable information on how to optimize campaign performance by telling us where traffic is coming from on the website, whether landing pages within each section are seeing traffic, and which social media posts receive the most engagement.



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The Final Results

Continued

Videos are not surprisingly the most engaging form of communication, and these short videos have received 1,466 complete video views, and 4,312 partial views, which is particularly significant given the videos' short run time.

As the waterfront and the world opens for events, we will be able to use the engagement data to help determine the impact of various tactics such as website/social media posts and the effectiveness of event advertisement by monitoring individual interest, which will provide quantitative and qualitative insights to help guide decisions for how best to promote future waterfront recreation opportunities to the community.



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Splash of Fun!

on Port of Redwood City's waterfront



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Marketing Toolkit



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- 2. CAMPAIGN FOUNDATION** • Strategic planning elements.
- 3. CREATIVE ASSETS** • Graphic design elements.
- 4. INTERACTIVE MAP & WEBSITE** • Landing page elements.
- 5. VIDEOS** • Tailored series for web and social.
- 6. SOCIAL MEDIA PROMOTION** • Custom photography and posts.
- 7. SPECIAL EVENTS** • Rethinking the waterfront.
- 8. EARNED MEDIA** • Integrating local coverage.
- 9. METRICS** • Measuring and optimizing performance.
- 10. CONTACT** • For questions and additional support.





PORT OF
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Public Service, Defined.

We are inviting the public and local businesses to use public waterfront land and access water recreation opportunities, to enhance the local quality of life and builds advocates for the Port of Redwood City as a whole.

[Click to Download Strategic Framework](#)

Operational Objectives

- Increase the number of people coming to visit the waterfront.
- Increase the number of hosted events booked on the waterfront.
- Support the Port of Redwood City's waterfront recreation tenants.
- Build partnerships with local businesses by inviting them to access waterfront amenities for corporate events.

Marketing Campaign Objectives

- Position the Port of Redwood City waterfront as a vibrant and desirable destination for visitors and unique events.
- Increase awareness of the Port's waterfront amenities and availability for events.
- Drive traffic to website and social media with the goal of converting visitors into event bookings and increasing waterfront traffic.



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Target Audience

DEMOGRAPHICS • Currently 60+; Move to younger demo; Diverse ethnicities including White, Hispanic, Indian, Asian populations.

SES • Currently higher income and higher education → Move to a more inclusive status range, expand to East Palo Alto, include lower incomes, focus on maritime industry alignment.

GEOGRAPHICS • North to San Mateo Bridge, West to I-280, South to Oregon Expressway/Page Mill Rd. (NOTE: southern boundary includes Stanford in the target area.)

PSYCHOGRAPHICS • Outdoor enthusiasts, nature lovers, wildlife lovers, waterfront recreation lovers, hiking, kayaking, stand-up paddle boarding, green space and open space enthusiasts, waterfront views.

INDUSTRY SPECIFICS • Local business HR Teams; Corporate event planners; Media event producers; Corporate Team Building Companies.



Challenges

- Local residents of Silicon Valley have disposable income but also have high standards for a pleasurable experience.
- The local community is not aware of the public amenities the Port of Redwood City waterfront offers.
- Freeway traffic can be congested at peak times, making commuting to the waterfront difficult even though it is much closer in proximity to the Silicon Valley community than other waterfront areas.
- The waterfront is hidden, and the access point is tucked away from Redwood City proper.

Opportunities & Highlights

- The waterfront venue offers open space that can host events for up to 2,000+ people depending on use and level of permission obtained.
- On-site restrooms for small events and port-o-potty options for large events, per policies outlined in permit.
- Flexible vendor options where events can bring in kiosks, food trucks, or even on the water vendors.
- Nearby amenities through tenant partnerships offer water recreation rentals such as kayaking and paddle boarding, or team-building opportunities such as canoeing and team rowing.
- Lighting is available for after-hours events.
- Power is available for sound and other equipment.
- The waterfront is generally available sunrise to sunset, though after-hours events are available with a permit and a planning dialogue.
- Plenty of on-site parking.



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Key Messages

- The Port of Redwood City's waterfront open space creates a unique event venue.
- The Port recently commissioned new public artwork featuring a three-dimensional mural by local artist Marlon Yanes to beautify the area.
- Local partners such as Spinnaker Sailing and California Canoe & Kayak offer water recreation rentals, sailing lessons, charters and team-rowing activities perfect for one-of-a-kind on the water events.
- The main open space is adjacent to the Port of Redwood City's public fishing pier, and across from the public boat launch where there is additional open space, which allows for land and water activity combinations.
- The space can be booked for events by downloading a permit application from the Port's website.
- The space is also available to the public year-round for water recreation, family nature walks, and bay views.



Communication Style/Tone

Harmonious • This unique open space recognizes the delicate and interdependent value of having the economic benefits of the maritime industry living harmoniously with people enjoying waterfront recreation all with respect to the San Francisco Bay eco-system.

Appreciative • The space and the art honor the Port's history as a logging Port, the Port's present as a driver of commerce and construction and the Port's future as an integral part of Redwood City.

Fun • this brand pillar gives us the opportunity to add some personality and fun to the generally serious subject matter the Port handles on a regular basis.



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The BIG Idea

The Port of Redwood City open space offers a unique event venue with the serenity of waterfront views, the fun of waterside recreation, and the convenience for all Peninsula residents and businesses, with capacity for up to 2,000+ people and the parking to support their needs at an affordable price.



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Marketing Concept

Enjoy *a splash of fun* on the Port of Redwood City's mile of scenic waterfront. Plan a day of sailing and fishing on the water, get in some fitness with convenient kayaking and paddle boarding, or simply take in the bay views with a family nature walk. Amid the comings and goings of our maritime business and the pace of Silicon Valley, we have created an escape for the community to experience all the perks of living on the bay.

Name • A Splash of Fun

Events • Annual PortFest; Research nearby opportunities that offer promo coordination

Promotional Timeframe • Ongoing

Partners • Opportunity to highlight at board level and include tenants in partnership, not required for vetting.

Promotional Plan

PAID MEDIA

Digital ads • adapt campaign art into animated gifs and online banner ads

Print ads • adapt campaign art into half or full page ads in visitor guides, event programs, and community media

Social Media Advertising • Pay-per-click campaign promoting posts, digital ads and videos

EARNED

Local Publication pitches • pitch listings and stories in visitor guides, community papers, local online publications and trade specific options (recreation, event, or outdoor specific media)

SHARED

Social Media Posts • Series of posts featuring pictures and fun opportunities to enjoy a splash of fun on the waterfront; #waterfrontwednesda

OWNED

Website Landing Page • Update the page to feature campaign art, showcase tenants and all public amenities in map form

Posters • Poster/Flyer image that can be adapted for 11×17" printing and posting; 8.5×11" printing and distributing; or transit shelters advertising 48×69"

Banners • Event banners 5×3' or 6×4' and chain link signage 6×35' or 8×35' to capitalize on display space on-site throughout the year and during events on and off the waterfront

Currents Newsletter • Series of articles featuring tenants and amenities each month

Trifold Brochure • Invitation to enjoy waterfront amenities and encourage permitted events

Video • short video(s) showcasing waterfront



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Development Timeline

- **February 2020** • concept creation, framework finalization
- **March 2020** • creative development with FPO and existing images
- **March or April 2020** • photoshoot
- **April or May 2020** • final art and deliverables for campaign implementation
- **Long-term goal** • add on video



Creative Assets



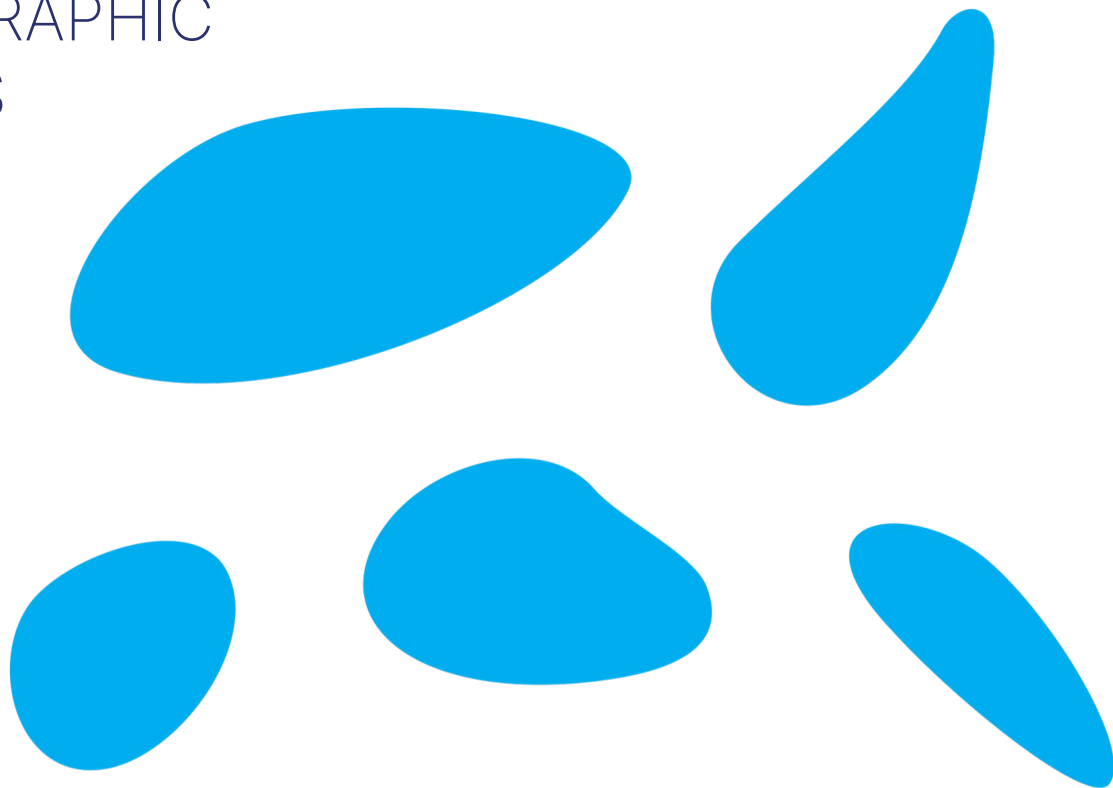
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CAMPAIGN LOGOS



[Click to Download Campaign Logo](#)

SPLASH GRAPHIC ELEMENTS



[Click to Download Graphic Elements](#)



Flyer Template

[Click to Download Flyer Template](#)

Social Graphic Templates



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[Click to Download Social Media Templates](#)

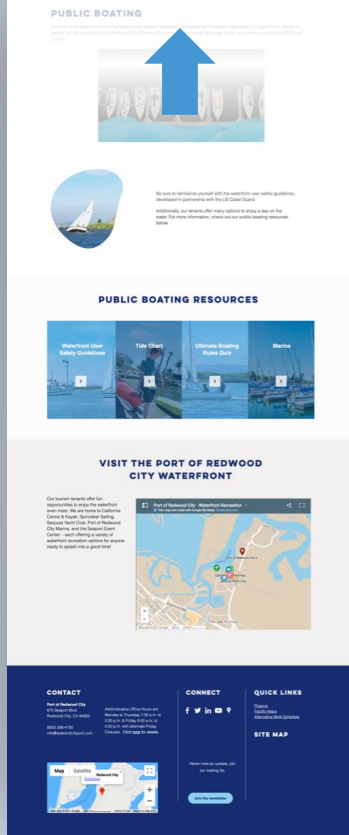
Website



[Link to Website](#)



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Website

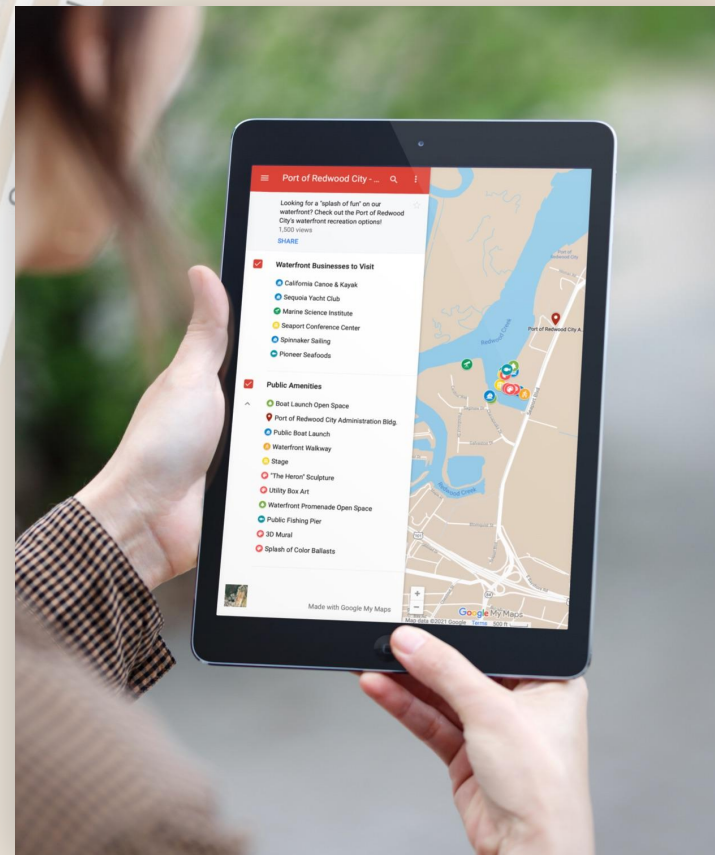


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**PORT OF
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[Link to Map](#)



SIGNATURE COMBO ONE

Video

Recreation

CLICK TO PLAY

#SplashofFUN



PORT OF
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SIGNATURE COMBO TWO

Video

Amenities

CLICK TO PLAY



Splash of Fun!
on Port of Redwood City's waterfront



PORT OF
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SIGNATURE COMBO
THREE

Video

Boating

CLICK TO PLAY

on the water.

Splash of Fun!

on Port of Redwood City's waterfront



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Social Videos 1-3

CLICK TO PLAY

Canoeing



Kayaking



Paddle Boarding



Social Videos 4-6

CLICK TO PLAY

Boating



California Canoe & Kayak



Dog in Open Space



Social Videos 7-9

CLICK TO PLAY

Sea Scouts



Marina



On The Water



Social Videos 10-12

CLICK TO PLAY

Open Space



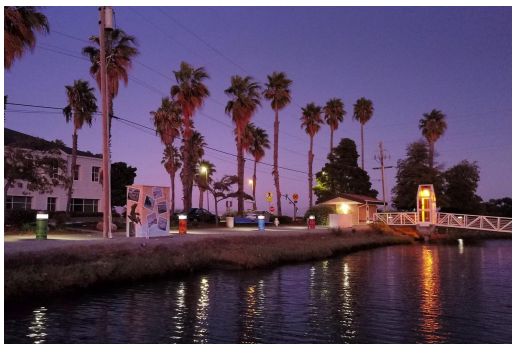
Public Art



Your Waterfront



Custom Photography



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CONTINUED

Custom Photography



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Social Banner

Splash of Fun!

on Port of Redwood City's waterfront

Our waterfront is open for you and the whole family to enjoy! Any day is a great day to make a splash with us.



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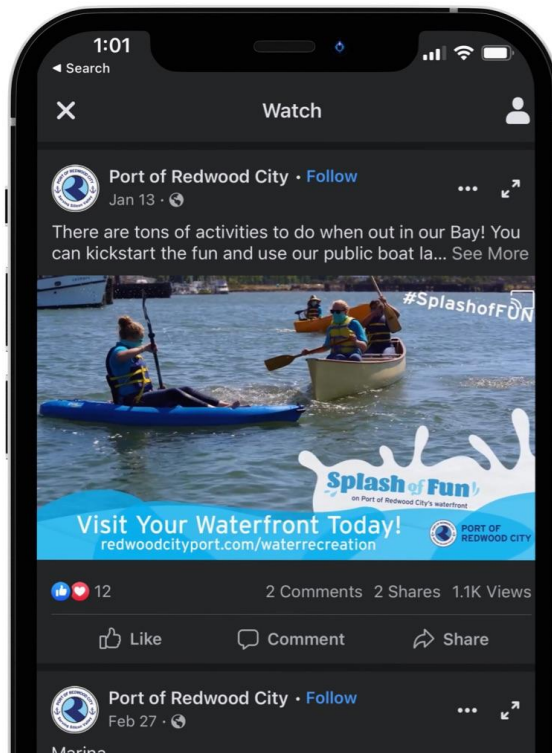
Social Media Graphics



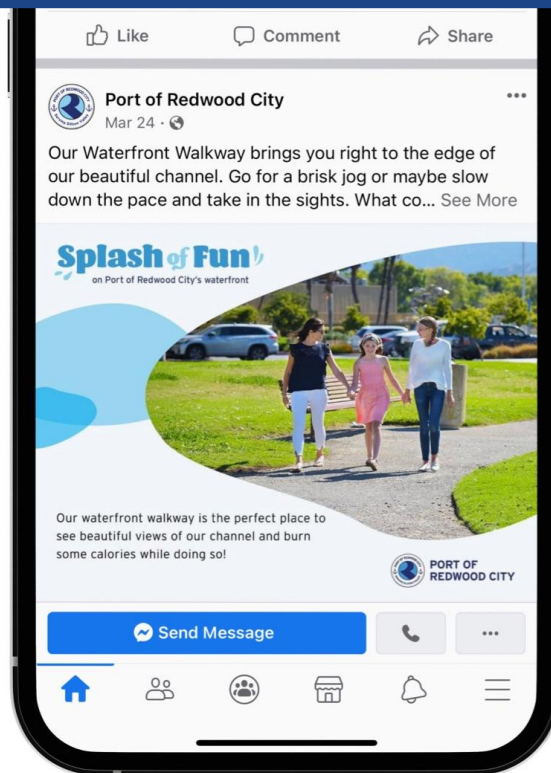
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Social Media Posts



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[Link to Twitter](#)

[Link to Facebook](#)

Thank you!

Contact:

Questions regarding art, files, ads or other creative production needs can be directed to:



JPWCOMMUNICATIONS
FROM GOVERNMENT. FOR GOVERNMENT.®

JPW Communications

2710 Loker Ave. W., Suite 300, Carlsbad, CA 92010
(760) 683-8395 | info@jpwcommunications.com