

AltaSea at the Port of Los Angeles

BACKGROUND AltaSea at the Port of Los Angeles is a 35-acre innovation campus that brings people together at the intersection of science, business, and education. AltaSea engaged Hershey Cause Communications to develop and implement strategies as it moved from its inception and start-up/incubation phases to its current position as a highly visible organization-in-action.

STRATEGY Hershey Cause Communications developed a comprehensive communications program – including a plan, implementation, and strategic counsel – to articulate AltaSea’s unique value and help the organization proactively tell its story to key audiences. We guided AltaSea through leadership changes, recommended and supported shifts in development strategy to a more diverse mix of funding sources, and led a series of strategically sequenced program launches and high-profile partner announcements. We also served as AltaSea’s partner in creating and building a core set of steady communications – including two distinct newsletters, social media presence, and a new website.

OUTCOME Our support and counsel enabled AltaSea to make significant achievements in all areas. AltaSea was recently selected as a #MyLA2050 \$100,000 Grants Challenge winner – one of only 12 organizations in all of Los Angeles to be awarded this honor. We also secured nearly 100 local and national media placements, including Fast Company, LA Observed, Time Out, The Chronicle of Philanthropy, and a KCRW “Which way LA” segment.

AltaSea leadership continues to utilize our plan as its communications blueprint to support vital fundraising and programmatic objectives. As a result of one milestone announcement we led – the public unveiling of the campus’s design renderings – Architectural Digest named AltaSea one of the most exciting projects in all of Los Angeles. Other recent achievements include: broad public support from elected officials, community members, foundations, individual donors, and issue experts, as well as attracting more than 20 local and national partners.

“*Hershey Cause Communications has been our rock. We know we can count on them no matter what opportunity or challenge arises, and their counsel has been invaluable to our success in fundraising, media coverage, community relations, and partner development.*”

Jenny Krusoe, Executive Director



AltaSea’s award-winning campus



Grants Challenge Winner



Campaign Logo

TACTICS

- Branding guidance
- Communications lead: strategy and implementation
- Communications project management
- Fundraising strategy and implementation
- Materials development
- Media relations
- Positioning and message development
- Social media and e-newsletters
- Strategic partnerships