



AltaSea at the Port of Los Angeles

Preparing a local powerhouse for global impact

ISSUE The ocean covers over 70% of our planet, but only 5% of it has been explored. Growth in the world's population, increasing pollution, overfishing, and global warming have led to an array of problems threatening the ocean and society's welfare. As one of the most populated coastlines in the U.S. and an epicenter of innovation, Los Angeles is poised to be the global center of solutions for these pressing issues.

OPPORTUNITY AltaSea at the Port of Los Angeles is a 35-acre innovation campus that is dedicated to accelerating scientific collaboration, advancing an emerging blue economy through business innovation and job creation, and inspiring the next generation – all for a more sustainable and equitable world.

The organization is committed to tapping into the power of the ocean to develop solutions related to energy, climate change, and food shortages. AltaSea engaged Cause Communications to develop and implement complex, multi-year strategies as it moved from its inception and start-up/incubation phases to its current position as a highly visible organization-in-action.

STRATEGY Cause Communications developed a comprehensive communications program – delivering a plan, implementation support, and executive-level 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, a robust social media presence, and a new website. Cause's guidance helped AltaSea establish a strong identity independent from the Annenberg Foundation, its seed funder, and solidify the organization's reputation as a model for public-private partnerships and an LA County success story.

OUTCOMES & IMPACT Cause's support and counsel enabled AltaSea to make significant achievements in all areas. AltaSea was 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's leadership continues to utilize our multi-year 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.

TACTICS

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



Campaign Logo

LA2050

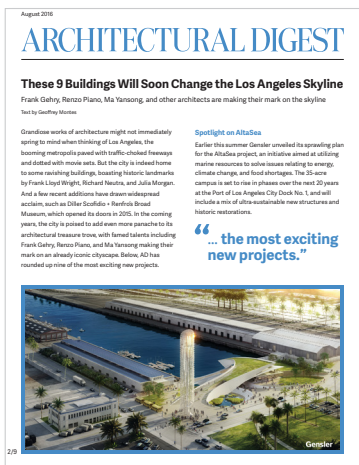
Grants Challenge Winner

“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.”

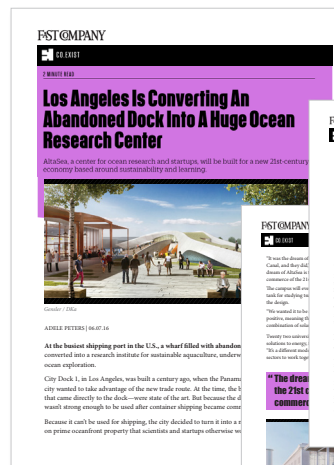
Jenny Krusoe, Founding Executive Director



AltaSea's award-winning campus



Architectural Digest



Fast Company



Sky Magazine