

# AltaSea at the Port of Los Angeles

## Building the First Urban “Blue Economy” Center



*“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*

### 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. AltaSea engaged Cause 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 developed a comprehensive communications program – delivering a plan, implementation support, and executive-level strategic counsel – to shape strategy and strengthen impact as the organization evolved over time. Cause 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 program launches and 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.

### Outcomes and 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 segment. AltaSea’s leadership continues to utilize our multi-year plan as its communications blueprint to support vital fundraising and programmatic objectives. Today, AltaSea stands as a model for public-private collaboration and environmental innovation.