

**BOARD OF UTILITIES COMMISSIONERS**

1800 E. Wardlow Road, Long Beach, CA 90807-4931  
562.570.2300 | lbwater.org

CHRISTOPHER J. GARNER, General Manager

January 5, 2023

**Subject**

Invitation for a Board sponsorship of the City of Long Beach State of the City Address to be held on January 10, 2023.

**Executive Summary**

This event will mark the ninth annual State of the City Address which will be given by Mayor Rex Richardson. This is a free and public event traditionally attended by approximately 2,000 guests. The Mayor will provide a recap of the City's major accomplishments over the past year, the City's existing struggles, and actions to address the needs of the Long Beach residents.

The Office of the Mayor is requesting a sponsorship in the amount of \$15,000. This event will allow the Long Beach Utilities Department to be recognized formally in all advertisements of the event, as well as have an information booth at the event to promote water conservation awareness in the community.

The Board sponsored this event in 2017, 2018, 2019, and 2021 in the amount of \$15,000 each year and \$10,000 in 2020.

**Recommendation**

Determine if the sponsorship request complies with Board Policy Statement 1998-31 and, if the Board so desires, approve a sponsorship in the amount chosen by the Board.

**Fiscal Impact:** Funds for Long Beach-related community activities have not been budgeted in the Fiscal Year 2023 Budget; however, it is expected that these costs can be absorbed within the Water Fund using projected savings within the Fund.

Christopher J. Garner  
General Manager

Attachment



Submitted (Date): \_\_\_\_\_ Mail  Electronic

## PROGRAM/EVENT INFORMATION

Event Date: \_\_\_\_\_ Event Time: \_\_\_\_\_

Location: \_\_\_\_\_

**Title of Program/Event:** \_\_\_\_\_

*Please attach previous or current promotional and sponsorship materials to this application.*

## APPLICANT ORGANIZATION

Name of Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Federal/Tax ID: \_\_\_\_\_

Check One:  Not-for-Profit Organization

Government Agency

Public Organization

Sole Proprietor:      Owner's Full Name: \_\_\_\_\_

Address: \_\_\_\_\_

Tax EIN/SSN: \_\_\_\_\_

### Representative of Applicant Organization

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Cell: \_\_\_\_\_

**PROGRAM INFORMATION**

Please answer the following questions.

1. Target market for the program/event?

2. Purpose of program/event?

3. Sponsorship request?

**Eligibility** - Please explain how the program promotes one of the LBWD goals.

1. Raising public awareness on issues related to the LBWD's mission and core business of the department?

2. Contributing to a sustainable Long Beach by promoting conservations?

3. Promoting collaboration with regional partners as part of fulfilling the LBWD's vision?

**Applicant Signature**

The person signing this application certifies that the information presented on this application is correct and complete. This signature is also an affirmative statement that the program or event is not a political fundraising event and is non-partisan.

Signature



Date

Please email completed application to [Lisa.Squires@lbwater.org](mailto:Lisa.Squires@lbwater.org) or [Dynna.Long@lbwater.org](mailto:Dynna.Long@lbwater.org).

Additional inquiries or information needed? Please call (562) 570-2300.



## BOARD OF WATER COMMISSIONERS

### Policy Statement 1998-31

#### EXPENDITURE OF WATER DEPARTMENT FUNDS FOR BOARD APPROVED LONG BEACH RELATED COMMUNITY AND CIVIC ACTIVITIES

---

The source of the Water Department's revenues come predominantly from our customers' monthly payments for water and sewer services. The Board of Water Commissioners has a fiduciary responsibility to see that this money is spent to support the primary mission of the Department - providing the highest quality of water and sewer services to Long Beach residents and businesses.

Consistent with that mission, it is important for the Water Department to be an integral part of our Long Beach community. This includes educating and engaging Long Beach residents by supporting and participating in various activities and events of civic and non-profit organizations within our community and region.

Consistent with these goals, the Board of Water Commissioners has instituted the following guidelines for sponsoring and participating in community events:

- A. For events or activities that provide a clear educational component focused largely on water or sewer services, including water conservation, or provides the Water Department with an observable presence within the water or sewer industry, or involve a broad-based civic involvement, the Board will consider financial sponsorships of \$1,000 or more, as deemed appropriate.
- B. For events that do not have a primary focus on water/sewer issues but do provide the Water Department with an observable presence within the community, a financial contribution of \$1,000 or less will be considered by the Board. This contribution can include the purchase of individual event tickets and/or table participation and/or visible branding opportunities such as program advertisements. Consideration of more significant financial support will be given in those cases in which the Water Department partners with another City department(s).
- C. Beyond the level of focus the activity may or may not have on water/sewer services, the Board will also take into consideration other factors such as: a) past financial contributions from the Water Department, b) other financial support that may already be provided from the City of Long Beach, c) the make-up of the audience participating in the event in terms of size and free public access as compared with a limited, paying audience, and d) non-profit designation as compared with for-profit entity.

ADOPTED: September 24, 1998  
AMENDED: August 26, 1999  
AMENDED: May 24, 2001  
AMENDED: April 17, 2003  
AMENDED: March 18, 2004  
AMENDED: November 17, 2016  
AMENDED: August 22, 2019