



Long Beach Water

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

Board of Water Commissioners

July 11, 2019 Board Meeting

CHRISTOPHER J. GARNER, General Manager

Subject:

Authorization to sponsor Arts Council for Long Beach, 2019 State of the Arts event, Friday, October 11, 2019.

Executive Summary:

In partnership with the Office of the Mayor, this occasion brings together residents, the creative community and city leaders to celebrate the arts in Long Beach. Outstanding members of the community who impact the arts and culture in Long Beach will be honored at the event, and updates for the new Percent for Arts Program will be announced.

The requested sponsorship request is for \$2,500 (Signature – see attachment). The Long Beach Water Department has not previously sponsored this event.

Staff Recommendation/Fiscal Impacts

Determine that a request for a sponsorship of the Arts Council for Long Beach, 2019 State of the Arts event, Friday, October 11, 2019, in an amount to be determined by the Board (sponsorship amount requested is \$2,500), complies with Board Policy Statement 1998-31, Expenditure of Water Department Funds for Board Approved Long Beach Related Community and Civic Activities.

Fiscal Impact: Funds for Long Beach related community activities are included in the annual budget.



Christopher J. Garner
General Manager

7/11/19
Date

Attachments



Long Beach Water Department Program Sponsorship Application

Cover Page

Submitted (date) June 20, 2019 mail electronic ✓

Event Date Oct. 11, 2019 Time 5:00 - 10:00 pm

Location TBD

Title of Program/Event State of the Arts

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

APPLICANT ORGANIZATION

Name of Organization Arts Council for Long Beach

Mailing Address 350 Elm Avenue, Long Beach, CA 90802

Phone 562-435-2787 Federal/Tax ID 95-3038398

Check one:

- ☒ Not-for-profit Organization
☐ Government Agency
☐ Public Organization
☐ Sole proprietor:

Owner's Full Name Ariselda Suarez, Executive Director

Address 350 Elm Ave., Long Beach, CA 90802

Tax EIN/SSN 95-3038398

Representative of Applicant Organization

Name Laura Nelson Title Development Manager

Email laura.nelson@ Cell 714-325-1256
artslb.org

Please answer the following questions/sections on a separate sheet of paper; attach additional sheets as needed.

PROGRAM INFORMATION

Please answer the following questions; attach additional sheets as needed.

1. Target market for the program/event?
2. Purpose of program/event?
3. Sponsorship request?

See attached document

Eligibility

Please explain how the program promotes one of the LBWD goals; attach additional sheets as needed.

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

See attached document

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 *Laura E. Nelson* Date *6/20/19*

Please mail or deliver your completed application to
Long Beach Water Department
Attention: Executive Assistant to the Board, 4th Floor
1800 E. Wardlow Rd.
Long Beach, CA 90807

Additional inquiries or information needed? Please call: 562-570-2302

LBWD Sponsorship Request Application

Project Information

Target market for the program/event?

There are two parts to State of the Arts: free and public event that is open to all community members. Geographically, the events serve the entire city of Long Beach. The timing of the event – early evening – is designed to attract top civic and business leaders and the media. Our outreach targets local and regional elected officials: City of Long Beach leadership – including the City Manager's Office; Los Angeles Board of Supervisor Janice Hahn; Los Angeles County Arts Commission; Business Improvement District and business associations directors; the heads of other important local institutions in the city such as the Convention and Visitors Bureau and the Aquarium of the Pacific; and local and regional media (print, TV and online).

Number of Attendees/People Served

Over 300 people attended State of the Arts 2018

We expect approximately 400 attendees for the 2019 State of the Arts (confirmed date: Oct 11, 2019).

Purpose of program/event?

The Annual State of the Arts event is Long Beach's premier arts and cultural event that, in partnership with the Office of the Mayor, gathers residents, the creative community and city leaders to celebrate the arts. This year we will announce significant updates for the new Percent for Arts Program, in addition to recognizing local arts excellence. Long Beach's arts awards include the James H. Ackerman Philanthropist Award presented by his daughter Nancy Gaines and the Incite/Insight Honors, recognizing artists who shine light on multifaceted arts and varied perspectives of culture in Long Beach - people who incite change and people who provide insight inspire the award. Our goal with the 2019 State of the Arts is to provide a showcase for the local arts scene, resources for residents and artists and educate attendees on current issues in the arts field, such as arts equity, cultural inclusion and arts education. Events will be presented during National Arts Month, locally celebrated as "October Is Arts Month"

2018 Awardees and Speaker

Mayor Robert Garcia

James A. Ackerman Arts Philanthropist Award Winner: Nominations pending

Incite/Insight Award Winners: Nominations pending

2019 – The following speakers and awardees are currently being considering for honors.

The information is confidential:

Gabriel Iglesias, Comedian, Long Beach resident

Amount Requested from LBWD:

\$ 2,500 Signature:

- 4 VIP Tickets to State of the Arts
- ArtsLB.org Home page and News page event advertisement
- Feature in our newsletter (incl. 4,000 subscribers)
- Facebook, Twitter, Instagram – monthly posts
- Inclusion in press release
- Half-page full color ad in program
- Event signage inclusion
- Event program guide logo inclusion

Total Impressions: 45,500

Eligibility:

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

Most significantly, State of the Arts 2019 provides a tremendous opportunity for LBWD promotion and recognition as a presenter of the community event and exhibition.

Contributing to a sustainable Long Beach by promoting conservation?

State of the Arts elevates the arts in Long Beach through heavy promotion and by engaging top City of Long Beach leaders as well as our residents that produce, support and engage in the arts throughout the city. The event also works as a vehicle to educate people how arts and culture impact the lives of residents- children and adults. A city with a healthy arts ecology and identity creates a healthier state of mind and allows people to reflect about issues that surround them, such as environmental conservation, homelessness, diversity, equity and inclusion.

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

Arts Council for Long Beach recently worked with artists Jose Loza and Ramon Rodriguez at LBWD's Lawn to Garden Festival where they created portable murals which can be featured at the State of the Arts event. We can offer space for LBWD to set up an information table and photo op in front of the murals.





350 ELM AVE., LONG BEACH, CA 90802 • 562) 435-ARTS (2787) • INFO@ARTSLB.ORG

June 14, 2019

Dear Friend of the Arts,

On behalf of the Board of Directors for The Arts Council for Long Beach, I'd like to invite you to join us as a sponsor for the 2019 State of the Arts event. It takes place on Friday, October 11, from 6:00 to 9:00 p.m.

Your 2019 contribution will help the Arts Council sustain and expand its initiatives to:

- Promote the arts through online tools like an interactive public art and venues map
- Triple the number of online artists to the registry
- Compile a master listing for the art events of the City of Long Beach

In partnership with the Office of the Mayor, this special occasion brings together residents, the creative community and city leaders to celebrate the arts in Long Beach:

- New projects will be announced
- Outstanding members of the community who impact the arts and culture of Long Beach will be honored
- The James H. Ackerman Philanthropist Award and other arts awards that identify people whose work changes minds and fills our hearts with hope for a better city will be given.

Please join us this year as a sponsor along with the Arts Council and Mayor Robert Garcia in celebrating artists, performers, educators and administrators who work every day to foster creativity, enliven communities and enable a thriving arts city.

If you have any questions or would like further information about the event, please contact Laura Nelson at 562-435-2787 ext. 106, or Laura.Nelson@artslb.org.

Thank you for your consideration, and we hope to see you at State of the Arts!

Sincerely,

A handwritten signature in black ink, appearing to read "Griselda".

Griselda Suárez
Executive Director



October 11, 2019

In Partnership with Mayor Robert Garcia

\$10,000 Premier Sponsor

Arts Council website

- Home page event advertisement (pre-event)
- E-blast from Executive Director to donors and funders

Arts Council social media:

- Facebook, Twitter, Instagram – minimum of weekly posts July–October
- Posts will also be shared by event partner City of Long Beach

Arts Council press releases:

- Pre-event release to our 250+ person media list (mostly local and regional, some state and national)
- Post-event release to our 250+ person media list

At events:

- 8 VIP tickets to State of the Arts
- Events Signage and Program
- Event Speaking Points: Thanked at the opening of the event by the Arts Council for Long Beach president.
- Thanked on slideshow
- Booth at community event
- Home page post-event news (news announced, awardees, etc.)
- News page event advertisement
- News page post-event news (news announced, awardees, etc.)
- Calendar of Events feature

Arts Council e-newsletters

- Included in a minimum of two weekly e-newsletters a month from July–October (event announcement, pre-event tantalizing news updates, post-event news, awardee spotlights)

Total Impressions: 140,500

\$5,000 Major

- 6 VIP tickets to State of the Arts
- ArtsLB.org Home page and News page event advertisement
- Monthly mention in our newsletter
- Facebook, Twitter, Instagram – monthly posts
- Inclusion in press release
- Half-page ad in program
- Event signage inclusion
- Event program guide logo inclusion
- Event thank you – delivered by the Arts Council for Long Beach board president

Total Impressions: 69,500

\$ 2,500 Signature

- 4 VIP Tickets to State of the Arts
- ArtsLB.org Home page and News page event advertisement
- Feature in our newsletter (incl. 4,000 subscribers)
- Facebook, Twitter, Instagram – monthly posts
- Inclusion in press release
- Half-page ad in program
- Event signage inclusion
- Event program guide logo inclusion

Total Impressions: 45,500

\$2,000 Supporting

- 2 VIP Tickets to State of the Arts
- ArtsLB.org News page event advertisement
- Facebook, Twitter, Instagram – minimum of two (2) posts in September (incl. 13,260 followers combined)
- Inclusion in press release
- Event signage inclusion (300 anticipated attendees)
- Event program guide logo inclusion

Total Impressions: 30,500

\$1,000 Contributor

- This level will be listed as a sponsor in program
- ArtsLB.org News page event advertisement
- Facebook, Twitter, Instagram – one (1) posts in September
- Event signage inclusion

Total Impressions: 15,000

ARTS COUNCIL FAN CLUB

\$500

VIP Professional Artists Fellows Reception and listing in event program

\$100

VIP Professional Artist Fellows Reception

\$50

Student and Artist Contribution



SPONSORSHIP COMMITMENT FORM

☐ **PREMIERE SPONSOR**
\$10,000
Full-page ad included

☐ **SIGNATURE SPONSOR**
\$2,500
1/2-page ad included

☐ **CONTRIBUTING SPONSOR**
\$1,000

☐ **MAJOR SPONSOR**
\$5,000
1/2-page ad included

☐ **SUPPORTING SPONSOR**
\$2,000

ARTS COUNCIL FAN CLUB

☐ \$500

☐ \$50

☐ \$100

☐ Other: _____

COMPANY: _____

NAME: _____

ADDRESS (billing): _____

CITY, STATE, ZIP: _____

PHONE: _____

EMAIL: _____

For maximum exposure during our State of the Arts marketing and social media campaign, please have your pledge in by August 1.

Please send this form and a check made payable to Arts Council for Long Beach to: Arts Council for Long Beach, 350 Elm Ave., Long Beach, CA 90802

OR, donate online at www.artslb.org

For credit card payments, please enter info below:

CREDIT CARD #: _____

EXPIRATION DATE: _____ SECURITY CODE/CVV: _____
(MM/YY)

BILLING ZIP CODE: _____

For more information about this or other sponsorship opportunities, please contact:

Laura Nelson, Office Manager
562) 435-ARTS (2787) ext. 106
laura.nelson@artslb.org

TOTAL AMOUNT
\$ _____

DEADLINE

September 13, 2019
5:00 p.m.

AD SIZES & PRICING

All ads printed in color.
See next page for image specifications.

☐ **Centerfold Ad**
\$1,000

☐ **Outside Back Cover**
\$1,000

☐ **Inside Front/Back Cover** 4 1/2 x 7 1/2"
\$800

☐ **Full Page** 4 1/2 x 7 1/2"
\$600

☐ **1/2 Page** 4 1/2 x 3 3/4"
\$400

☐ **1/4 Page** 2 1/4 x 3 3/4"
\$250

Mechanical Specifications

Finished program size: 5 ½" x 8 ½"

Ad sizes

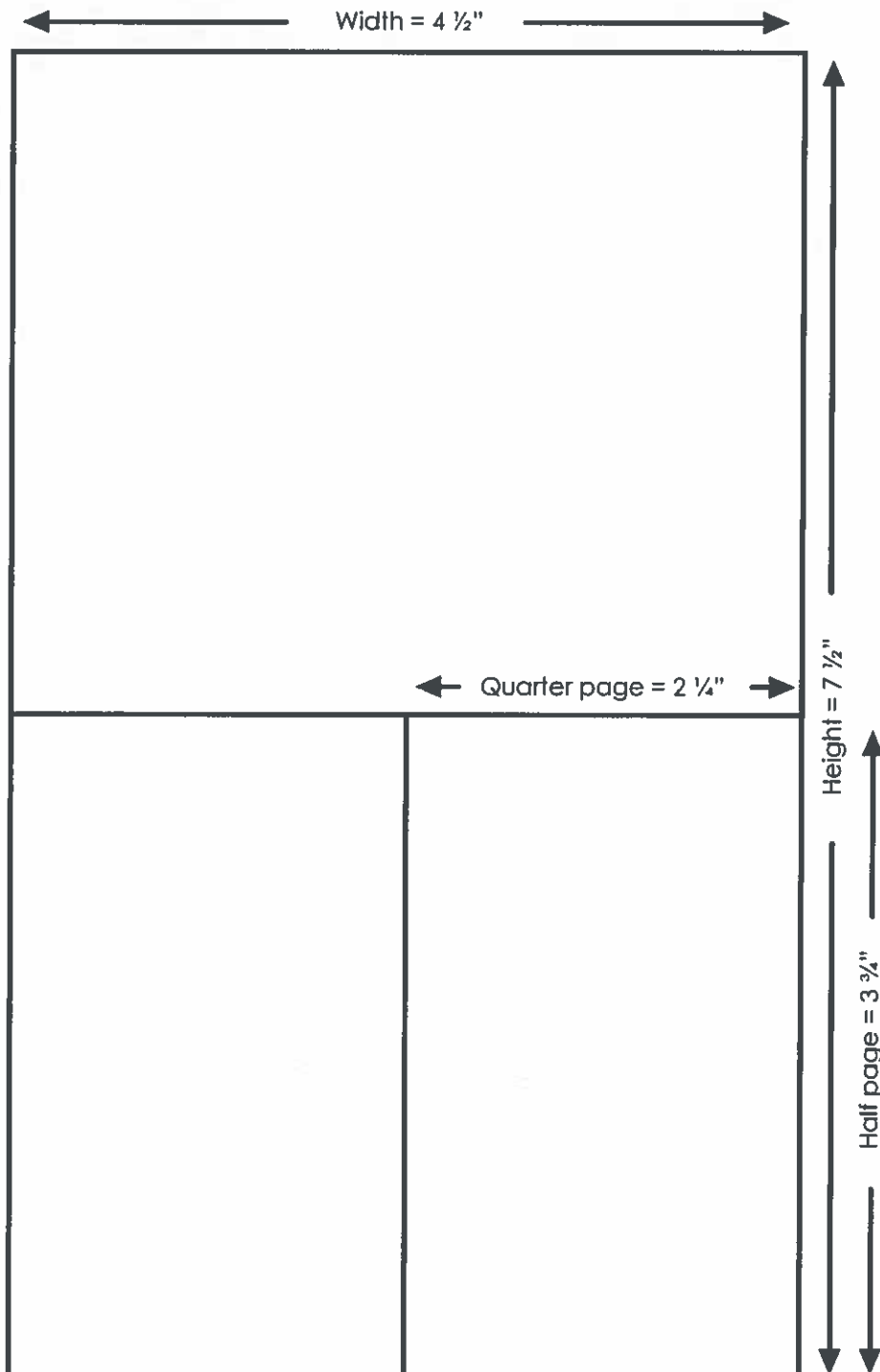
Full Page: 4 ½" x 7 ½"

Half Page: 4 ½" x 3 ¾"

Quarter Page: 2 ¼" x 3 ¾"

All ads will be printed in color, unless a black and white ad is preferred.

We accept ad files in tif, pdf, and jpg format as long as they are at least 300 dpi (camera ready, high resolution print quality). Deadline for submitting artwork is Friday, September 14, 2018



Board of Water Commissioners

FY 19 SPONSORSHIPS

CATEGORY 1: Interdepartmental Events

Actuals	Description	Vendor Name
\$ 15,000	Water Dept - State of the City 2019	Long Beach Convention & Entertainment Center
\$ 15,000	TOTAL CATEGORY 1: Interdepartmental Events	

CATEGORY 2: Community Outreach Events

Actuals	Description	Vendor Name
\$ 1,500	Water Dept-Sponsor Cemetery Tour Oct 28, 2018	Historical Society of Long Beach
\$ 400	Belmont Shore Xmas Parade Entrance Fee	Belmont Shore Business Assoc
\$ 1,495	State of the County Luncheon 11/29/2018	LB Chamber of Commerce
\$ 1,000	American Assoc of University Women	American Assoc of University Women
\$ 1,500	Water Dept Sponsorship Conf 2/27-3/1/19	Urban Water Institute Inc.
\$ 1,500	WomenShelter Gala 4/24/19 Table	WomenShelter of Long Beach
\$ 1,000	Water Dept Sponsorship Meals on Wheels 7/23/2019	Meals on Wheels Long Beach, Inc.
\$ 100	Water Dept Sponsorship Earth Day on Pine 4/27/2019	Partners of Parks
\$ 1,800	Water Dept Sponsorship Rancho Los Al Cottonwood	Rancho Los Alamitos Foundation
\$ 3,333	Water Dept Sponsorship Aquarium Pacific Visisions	Aquarium of the Pacific
\$ 1,500	Water Dept Sponsorship Conf 8/14 -8/16/19	Urban Water Institute Inc.
\$ 1,000	Water Dept Sponsorship Uptown Jazz Fest - 7/6/2019	Partners of Parks
\$ 16,128	TOTAL CATEGORY 2: Community Outreach Events	

CATEGORY 3: Ads for Events

Actuals	Description	Vendor Name
\$ 1,500	Ad in Musica Angelica Gala Program	Musica Angelca Baroque Orchestra
\$ 1,500	TOTAL CATEGORY 3: Ads for Events	

CATEGORY 4: Ad & Individual Tickets for Events

Actuals	Description	Vendor Name
\$ -	TOTAL CATEGORY 4: Ad & Individual Tickets for Events	

\$ 32,628 TOTAL SPONSORSHIPS YTD

\$ 50,000 FY 19 SPONSORSHIP BUDGET

65.3% (as of June 13, 2019)

Board of Water Commissioners

FY 18 SPONSORSHIPS

CATEGORY 1: Interdepartmental Events

Actuals	Description	Vendor Name
\$ 15,000	WATER DEPT-STATE OF THE CITY 2018*6596-1*	L B CONVENTION & ENTERTNMNT CTR
\$ 5,000	MAYOR'S INAUGURATION	MAYOR'S FUND FOR EDUCATION
\$ 20,000	TOTAL CATEGORY 1: Interdepartmental Events	

CATEGORY 2: Community Outreach Events

Actuals	Description	Vendor Name
\$ 1,495	WATER DEPT-LUNCHEON 11/16/17 ACT 3870	LONG BEACH AREA CHAMBER OF COMMERCE
\$ 3,500	WATER DEPT-SPONSORSHIP GOODWILL POWER 2/28/18	GOODWILL SERVING THE PEOPLE OF
\$ 400	CHRISTMAS PARADE LBWD FLOAT ENTRY FEE	BELMONT SHORE BUS. ASSOC.
\$ 750	WATER DEPT-POLICE & FIRE LUNCHEON 3/27/18	LONG BEACH AREA CHAMBER OF COMMERCE
\$ 1,500	WATER DEPT-SPONSORSHIP FOR CA WTR POLICY CONF	SACRAMENTO RIVER WATERSHED PROGRAM
\$ 2,500	WATER DEPT-SPONSORSHIP MUD MANIA 7/8/18	RANCHO LOS CERRITOS FOUNDATION
\$ 1,800	WATER DEPT-SPONSORSHIP LUNCHEON 5/31/18	RANCHO LOS ALAMITOS FOUNDATION
\$ 2,000	SPONSORSHIP 2018 BLUE WHALE GALA AWARDS 06/09/18	AQUARIUM OF THE PACIFIC
\$ 1,000	WATER DEPT- MEALS ON WHEELS SPONSORSHIP 7/21/18	MEALS ON WHEELS OF LONG BEACH INC
\$ 14,945	TOTAL CATEGORY 2: Community Outreach Events	

CATEGORY 3: Ads for Events

Actuals	Description	Vendor Name
\$ 200	WATER DEPT-SPONSORSHIP LUNCHEON 4/14/18	LONG BEACH SECTION NATIONAL COUNCIL OF
\$ 1,500	SPONSORSHIP MUSICA ANJELICA GALA AD (INVOICED)	MUSICA ANJELICA
\$ 1,700	TOTAL CATEGORY 3: Ads for Events	

CATEGORY 4: Ad & Individual Tickets for Events

Actuals	Description	Vendor Name
\$ 1,000	WATER DEPT- SPONSORSHIP FOR APRIL 25TH EVENT	WOMENSHelter OF LONG BEACH
\$ 1,375	LBCC 90TH ANNIVERSARY CELEBRATION GALA (INVOICED)	LONG BEACH CITY COLLEGE
\$ 720	ICT ENCORE 2018 EVENT	INTERNATIONAL CITY THEATRE
\$ 1,000	PARTNERS OF PARKS 9/29/2018 SOWING THE SEEDS OF SUM	PARTNERS OF PARKS

Board of Water Commissioners

\$ 4,095 TOTAL CATEGORY 4: Ad & Individual Tickets for Events

\$ 40,740 TOTAL SPONSORSHIPS YTD

\$ 30,000 FY 18 SPONSORSHIP BUDGET

135.8% (as of Sept 11th, 96% of the year)

Board of Water Commissioners

FY 17 SPONSORSHIPS

CATEGORY 1: Interdepartmental Events

Actuals	Description	Vendor Name
\$ 15,000	WATER DEPT-STATE OF THE CITY 2017*998317-0221*	L B CONVENTION&ENTERTNMNT CTR
\$ 15,000	TOTAL CATEGORY 1: Interdepartmental Events	

CATEGORY 2: Community Outreach Events

Actuals	Description	Vendor Name
\$ 500	CHRISTMAS PARADE LBWD FLOAT ENTRY FEE	BELMONT SHORE BUS. ASSOC.
\$ 1,000	WATER DEPT-SPONSORSHIP LEADERSHIP AWARDS DINNER 12/8/16	CENTRO C H A INC
\$ 1,000	WATER DEPT-SPONSORSHIP LUNCHEON 7/9/17	RANCHO LOS ALAMITOS FOUNDATION
\$ 1,000	WATER DEPT-SPONSORSHIP MUD MANIA 7/9/17	RANCHO LOS CERRITOS FOUNDATION
\$ 1,250	WATER DEPT-SPONSORSHIP CONF 7/17-6/30/18	URBAN WATER INSTITUTE INC
\$ 1,500	WATER DEPT-SPONSOR CEMETERY TOUR OCT 28, 2017	HISTORICAL SOCIETY OF LONG BEACH
\$ 1,500	WATER DEPT-SPONSORSHIP AWARDS EVENT 09/29/17	CENTRO C H A INC
\$ 1,500	WATER DEPT-SPONSORSHIP CONF 2/8-2/10/17	URBAN WATER INSTITUTE INC
\$ 1,500	WATER DEPT-SPONSORSHIP CONF 8/17/17	URBAN WATER INSTITUTE INC
\$ 2,500	WATER DEPT-SPONSORSHIP LUNCHEON 6/1/17	RANCHO LOS ALAMITOS FOUNDATION
\$ 3,000	WATER DEPT-SPONSORSHIP 5/8/17 ORCHESTRA GALA	MUSICA ANGELICA
\$ 5,000	WATER DEPT - SPONSORSHIP CONSERVATION AWARDS 2017	AQUARIUM OF THE PACIFIC
\$ 21,250	TOTAL CATEGORY 2: Community Outreach Events	

\$ 36,250 TOTAL SPONSORSHIPS YTD

\$ 30,000 FY 17 SPONSORSHIP BUDGET

120.8% (as of May 24, 67% of the year)

MOVED TO GOVT PUBLIC AFFAIRS

\$ 25,000 WATERSHED EXHIBIT SPONSORSHIP PAYMENT 1 OF 2

AQUARIUM OF THE PACIFIC



BOARD OF WATER COMMISSIONERS

Policy Statement 1998-31

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

As provided by the Long Beach City Charter, the Board of Water Commissioners may, in its discretion authorize the expenditure of Water Department funds for the promotion of community and civic activities. That discretion is limited, however, to those activities which have a clear water, water conservation or sewer related purpose.

Requests shall be considered on a case by case basis; special consideration will be given to those activities which promote the following goals:

1. Water education
2. Sound water policy
3. Water conservation
4. The role of the Department in the Long Beach community.

Consideration will also be given to those activities which educate and also advance the operations of the Sewer division.

At the beginning of each fiscal year, a budget shall be set for the expenditures of these funds. Each expenditure shall require the prior approval of the Board.

ADOPTED: September 24, 1998

AMENDED: August 26, 1999

AMENDED: May 24, 2001

AMENDED: April 17, 2003

AMENDED: March 18, 2004

AMENDED: November 17, 2016