



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
September 5, 2019 Board Meeting

CHRISTOPHER J. GARNER, General Manager

Subject:

Authorization to sponsor Partners of Parks "Sowing the Seeds of Summer 2019" event, Thursday, September 14, 2019.

Executive Summary:

Partners of Parks supports the City of Long Beach Parks, Recreation and Marine (PRM) programs by managing strategic partnerships, and seeks development of opportunities that support PRM activities, especially benefiting Long Beach teens, seniors, and economically disadvantaged children.

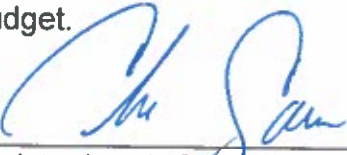
Partners of Parks notes that the El Dorado Nature Center is an ideal location to discuss conservation and sustainability issues being led by the Long Beach Water Department. They also work with neighborhood associations who collaborate with their organization

Partners of Parks requests a sponsorship of \$1,000 (Silver Sponsor). The Long Beach Water Department previously sponsored this event in 2018 with a \$1,000 sponsorship. There are various levels of sponsorship available for this type of sponsorship (refer to attachments).

Staff Recommendation/Fiscal Impacts

Determine that a request for a sponsorship of the Partners of Parks "Sowing the Seeds of Summer 2019" event, Thursday, September 14, 2019, in an amount to be determined by the Board, 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


Date

Attachments



Dropped SF 8/14/19

Long Beach Water Department Program Sponsorship Application

Cover Page

Submitted (date) 8/15/19 mail X electronic

Event Date ⁹10/14/19 Time 5:30-7:30pm

Location El Dorado Nature Center

Title of Program/Event Sowing the Seeds

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

APPLICANT ORGANIZATION

Name of Organization Partners of Parks

Mailing Address 1150 E 4th St

Phone 5625703209 Federal/Tax ID 33-0104238

Check one:

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

Owner's Full Name Partners of Parks

Address 1150 E. 4th St

Long Beach, CA 90802

Tax EIN/SSN 33-0104238

Representative of Applicant Organization

Name Trinka Rowsell Title Executive Director

Email executivedirector@partnersofparks.org Cell 714-925-4133

PROGRAM INFORMATION

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

1. Target market for the program/event?

200 decision-makers within the community.

2. Purpose of program/event?

Raise funds for general operations of Partners of Parks

3. Sponsorship request?

\$1,000

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?

As a sponsor, information is disseminated about your business to the attending.

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

Conservation is promoted by holding the event at the Nature Center.

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

Many regional business and government officials will be attending.

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 Trinka Rowsell Date 8/15/19

Please mail or deliver your completed application to
Long Beach Water Department
Attention: Government and Public Affairs Bureau, 4th Floor
1800 E. Wardlow Rd.
Long Beach, CA 90807

Additional inquiries or information needed? Please call: 562-570-2300



PARTNERS OF PARKS **Sowing The Seeds Fundraiser**

- and -

Celebration of the Nature Center's 50th Anniversary
September 14, 2019 • 5:30 - 7:30 PM
El Dorado Nature Center

HONORING:



Special Recognition:
Phil Peterson

1st Director of El Dorado Nature Center



Marcelle Epley

Long Beach Community Foundation



Justin Rudd

Community Action Team



Leadership Long Beach

Ticket price: \$75 per person

Beer & Wine - Hors D'Oeuvres - Silent Auction - Entertainment

All proceeds benefit Partners of Parks and our affiliated partners. Please purchase tickets at
www.partnersofparks.org -Scroll down and click the "Sowing the Seeds" flyer.

SPONSORED BY



Port of
LONG BEACH
The Green Port



El Dorado
Nature Center





Sowing the Seeds Sponsorship Level Opportunities

September 14th, 2019 - El Dorado Nature Center - 5:30-7:30 p.m.



\$7,500 - Mighty Coastal Redwood - Title Sponsor - *only one title sponsor*

Sponsor Name Recognition as event Title Sponsor in all media releases, social media, banner at event entrance; listed as a sponsor in official event program; two reserved cocktail tables; with 3 premium bottles of wine; Partners of Parks website for one year and spotlight article in the POP newsletter; 6 tickets to event with 4 VIP parking passes.



\$5,000 - Giant Sequoia - (Diamond)

Sponsor Name Recognition as event Giant Sequoia Sponsor level in all media releases, social media, banner at event entrance; listed as a sponsor in official event program; one reserved cocktail table; Partners of Parks website for one year and spotlight article in the POP newsletter; 4 tickets to event with 3 VIP parking passes.



\$2,500 - California Oak - (Gold Sponsor)

Sponsor Name Recognition as event California Oak Sponsor level in all media releases, social media, banner at event entrance; listed as a sponsor in official event program; Partners of Parks website for one year and spotlight article in the POP newsletter; 3 tickets to event with 2 VIP parking passes.



\$1,000 - Ponderosa Pine - (Silver Sponsor)

Sponsor Name Recognition as event Ponderosa Pine Sponsor level in all media releases, social media, banner at event entrance; listed as a sponsor in official event program; Partners of Parks website for one year and spotlight article in the POP newsletter; 2 tickets to event with 1 VIP parking pass.



\$500 - Seedling - (Bronze Sponsor)

Sponsor Name Recognition as event Seedling Sponsor level in all media releases, social media, banner at event entrance; listed as a sponsor in official event program; Partners of Parks website for one year and spotlight article in the POP newsletter; 2 tickets to event.



SPONSORSHIP OPPORTUNITIES
Sowing the Seeds
September 14, 2019 – 5:30 – 7:30 p.m.
El Dorado Park Nature Center

Send completed form to:

Partners of Parks
1150 East 4th Street, Suite 104
Long Beach, CA 90802

I would like to sponsor ***Sowing the Seeds*** at the following level:

___ *Mighty Coastal Redwood* ___ *Giant Sequoia* ___ *California Oak*

___ *Ponderosa Pine* ___ *Seedling*

☐ Enclosed is a check

☐ Send me an invoice

☐ Charge the card below

I authorize the charging of _____ for this event on my credit card
(Amount)

Company/Individual _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

☐ Mastercard ☐ Visa ☐ American Express

Card Number _____ Security Code _____

Expiration Date _____

Signature _____

I/We cannot attend but would like to make a donation of _____ to
(Amount)
Partners of Parks.

I will donate the following silent auction item:

Questions? Call 562-570-3209

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 Visions	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
\$ 1,500	Water Dept Sponsorship Farm Dinner 8/24/2019	Rancho Los Alamitos Foundation
\$ 1,000	Water Dept Sponsorship Meals on Wheels 9/19/2019	Meals on Wheels Long Beach, Inc.
\$ 18,628	TOTAL CATEGORY 2: Community Outreach Events	

CATEGORY 3: Ads for Events

Actuals	Description	Vendor Name
\$ 1,500	Ad in Musica Angelica Gala Program	Musica Angelica Baroque Orchestra
\$ 600	Ad in Arts Council "State of the Arts" 2019 Program	Arts Council of Long Beach
\$ 500	Ad in "A Few Good Men" Event Program	Ronald McDonald House
\$ 2,600	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	

\$ 36,228 TOTAL SPONSORSHIPS YTD
\$ 50,000 FY 19 SPONSORSHIP BUDGET
72.5% (as of August 22, 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 SUMMER	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

Policy Statement 1998-31

RE: 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