



Long Beach Water

Exceptional Water • Exceptional Service

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

Board of Water Commissioners
December 5, 2019 Board Meeting

CHRISTOPHER J. GARNER, General Manager

Subject:

Request for Sponsorship of the Centro C.H.A. Inc. 22nd Annual Nuestra Imagen Leadership Awards Celebration to be held on December 11, 2019.

Executive Summary:

Centro C.H.A. is a community-based nonprofit organization that provides services and advocacy to more than 5,000 Hispanic families from underserved, low-income neighborhoods in Long Beach.

The 22nd Nuestra Imagen Leadership Awards Celebration is being held on December 11, 2019 at the The Grand in Long Beach. This year Centro C.H.A. will be celebrating the work of community leaders who:

- exemplify excellence in education; public service; corporate responsibility; public safety; community service; public health; arts and culture
- impact the lives of children and youth, and
- contribute to revitalizing neighborhoods and businesses in the City of Long Beach.

The keynote speaker is the Honorable Senator Lena Gonzalez, 33rd Senate District.

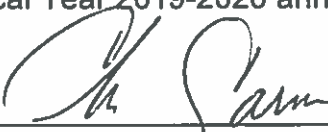
Centro C.H.A requests Board consideration of a Silver level sponsorship at \$3,000

The Board previously sponsored this Centro CHA event in 2016 and 2017 at the \$1,000 level.

Recommendation/Fiscal Impacts

Determine that an invitation to participate in the Centro C.H.A. Inc. 22nd Nuestra Imagen Annual Leadership Awards Celebration, December 11, 2019, at The Grand in Long Beach, complies with current Board Policy Statement 1998-31 and approve a sponsorship in the amount chosen by the Board.

Fiscal Impact: Funds for water-related community and civic activities are included in the Fiscal Year 2019-2020 annual budget.



Christopher J. Garner
General Manager

11/26/19

Date

Attachments



Sandy Fox

From: Jessica Quintana <jessica@centrocha.org>
Sent: Friday, November 22, 2019 2:11 PM
To: Chris Garner
Cc: Sandy Fox
Subject: LBWD Sponsorship Request for Centro CHA 22nd Anniversary Nuestra Imagen Gala
Attachments: Centro CHA Sponsorship Request for 2019 Nuestra Imagen Gala 11.22.19.pdf

Importance: High

Dear Chris,

On behalf of Centro CHA and it's Board of Directors I would like to provide you our sponsorship request for LBWD Board Approval.

As a valued supporter and partner of Centro CHA, we are asking for LBWD sponsorship in the amount of \$3,000 for our upcoming 22nd Annual Nuestra Imagen Gala as we celebrate the distinguished Leadership and Excellence in Public Service in Long Beach, and throughout the County of Los Angeles and the State of California.

At this event, we will honor and celebrate Leaders; whom exemplify excellence, contribute to improving the lives of children, youth, and families through community service, socio-economic development, arts and culture; and that improves the safety of neighborhoods, access to higher education, and revitalize businesses in Long Beach.

Our 22nd Year Leadership Gala and festivities will feature Musica Latina, delicious Latin Cuisine Buffet, Latino Cultural Arts & Gift Boutique hosted at the beautiful Grand Long Beach.

Wednesday, December 11th, 2019 at 6:00PM to 9:00PM

The Grand Long Beach

4101 E Willow St, Long Beach, CA 90815

Please find attached to this email our completed sponsorship request form and Invitation and sponsorship package that include various sponsorship levels. Thank you for your assistance with this special request and I look forward to your favorable response. If you have questions or require further information please feel free to contact me at 562-612-4162 or via email at jessica@centrocha.org

Sincerely,

Jessica Quintana

Executive Director

1633 Long Beach Boulevard

Long Beach, CA 90813

Direct Line. (562) 612-4162

Main Office. (562) 612-4180

Fax. (562) 612-4164

Cell: 900-2409

Long Beach Water Department Program Sponsorship Application

Cover Page

Submitted (date) 11/22/2019 mail X electronic X

Event Date 12/11/2019 Time 6-9PM

Location The Grand Long Beach 4101 E. Willow Street LB, CA 90815

Title of Program/Event 22nd Annual 2019 Nuestra Imagen Leadership Awards Celebration

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

APPLICANT ORGANIZATION

Name of Organization Centro C.H.A. Inc.

Mailing Address 1633 Long Beach Blvd.

Phone 562-612-4162 Federal/Tax ID 33-0703131

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 Jessica@centrocha.org Title Execuitve Director

Email jessica@centrocha.org Cell 562-900-2409

PROGRAM INFORMATION

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

1. Target market for the program/event?

Event is expected to draw 400 business, organizations, stakeholders and community

2. Purpose of program/event?

Celebrate and honor leaders whom exemplify leadership excellence in Long Beach

3. Sponsorship request?

3,000

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?
2. Contributing to a sustainable Long Beach by promoting conservation?
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 11/22/2019

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

Eligibility

Please explain how the program promotes one of the LBWD goals:

1) *Raising Public Awareness on issues related to the LBWD mission and core business of the department*

Sponsorship from the LBWD will go to increase public awareness and education through advertisement in our event program and promotion materials including social media (Instagram & Facebook). Our event is expected to draw nearly 400 businesses, organizations, stakeholders, and community throughout the Greater Long Beach Harbor area and Los Angeles County.

Our annual Nuestra Imagen Gala will take place Wednesday, December 11, 2019 (6-9PM) at the beautiful Grand Long Beach (4101 E. Willow Street LB, CA 90815) and will celebrate and honor Leaders in the local community whom exemplify excellence. Please see attached invitation for list of Honorees and event festivities.

2) *Contributing to a sustainable Long Beach by promoting conservation?*

Centro CHA Staff will work with LBWD to develop a full page advertisement in our event program (Specs: 5 ½" Wide X 8 ½") in order to promote the LBWD goals focused on Water Education, Water Conservation and the LBWD role in the community. Centro CHA will also provide LBWD reserved seating for 10 at our event and will receive recognition in our event program, video, and media. Funding supports 3 youth (16-24 years old) in workforce development training and paid internship opportunities.

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

LBWD Sponsorship will go to further increase the organizations mission and goals to increase the quality source of programs and sustain vital social and health services that are dedicated to improve the social and economic development of low-income youth and families in Long Beach.

Since our establishment in 1992, Centro CHA strives to create a record of service that advances and advocates extensively for the well-being of underrepresented, low-income children youth, and families in the City of Long Beach. A recognized leader at the local, county, state, and federal level our award winning programs and services has proven to increase the career and education pipeline for individuals seeking assistance and overall improving the safety, health, and social economic status of disadvantage youth living in neighborhoods most affected by poverty, crime, and violence.

22nd Annual Leadership Awards 2019 Honorees



Dr. Seiji Steimetz
*Professor & Chair of Economics,
CA State University, Long Beach*
NUESTRA IMAGEN
EXCELLENCE AWARD



Dr. Reagan F. Romali
*Superintendent-President,
Long Beach City College*
EXCELLENCE IN
EDUCATION AWARD



Bonnie Lowenthal
*Harbor Commission President,
Port of Long Beach*
JENNY OROPEZA EXCELLENCE
IN PUBLIC SERVICE AWARD



**California Resources
Corporation**
EXCELLENCE IN
CORPORATE RESPONSIBILITY AWARD



Tracy Colunga, MSW
*Director, Office of Civic Innovation
City of Long Beach*
EXCELLENCE IN
PUBLIC SAFETY AWARD



EPSON America, Inc.
Corporate Community Giving
EXCELLENCE IN
COMMUNITY SERVICE AWARD



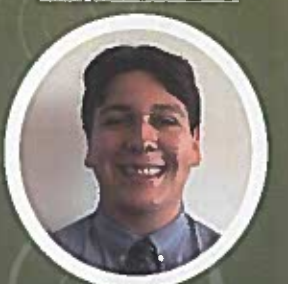
Patricia Costales
CEO, The Guidance Center
EXCELLENCE IN
PUBLIC HEALTH AWARD



Jose M. Loza
Illustrator & Muralist, Long Beach
EXCELLENCE IN
ARTS & CULTURE AWARD



Megan Anaya
Student Economist at CSULB
Javier Gutierrez & Paul Griego Jr. Youth Leadership Award Excellence



Eduardo Herrera Jr.
*Be SAFE Youth Ambassador/
CSULB Engineering Major*

CENTRO C.H.A., INC.

The Long Beach Community Hispanic Association
cordially invites you to join us in celebrating the extraordinary work of community leaders who
exemplify excellence, impact the lives of children and youth, and contribute to revitalizing
neighborhoods and businesses in the great City of Long Beach.



Keynote Speaker:
Senator Lena A. Gonzalez
Senate District 33

Wednesday, December 11, 2019

6:00 PM—9:00PM

The Grand Long Beach

4101 E. Willow Street

Long Beach, CA 90815

Festivities of the Event:

Social Networking

Delicious Latin inspired Buffet Dinner by Choura Venue Services

Latin Cultural Arts & Gifts Boutique

Awards Recognition





Our Mission

Centro CHA CHA exists with the mission to improve the quality source of programs and services that are dedicated to improve the social and economic development of low-income youth and families in the City of Long Beach

Honorary Board & Planning Committee

Jessica Quintana,
Executive Director

Mario E. Gonzalez
Board Chairman

Leticia Mata,
Board Vice-Chairwoman

Henry Taboada,
Chief Financial Officer

David Salazar,
Board Secretary

Gerald Avila
Board Member

Susana Gonzalez-Edmond
Board Member

Gonzalo Medina
Board Member

Luis Navaro
Board Member

Adriana Falcon
Financial Data Specialist

Office of California State
Senator's 33rd District:
Lena Gonzalez

Office of Mayor:
Robert Garcia

Dear Friends of Centro CHA,

Please join us, as a corporate / community sponsor as we celebrate 22 years of distinguished Latino Leadership and Excellence in Public Service in Long Beach, the County of Los Angeles and The State of California.

At this event, we will honor and celebrate Latino Leadership; whom exemplify excellence, contribute to improving the lives of children, youth, families through higher education socio-economic development, arts and culture revitalizing neighborhoods and businesses that make Long Beach a safer, healthier and more vibrant place to live, work and play.

Our 22nd Year Leadership Gala and festivities will be celebrated during our Fiestas Navideñas featuring mariachi and delicious Latin Cuisine at the Beautiful Grand Long Beach.

Wednesday, December 11, 2019 at 6:00PM to 9:00PM
The Grand Long Beach
4101 E Willow St, Long Beach, CA 90815

Hear Leaders share their inspiration that guided them to achieve greatness in civic leadership and public-service and future possibilities for economic growth and achievement for Latinos in Long Beach and across the state of California.

Please find the enclosed sponsorship package with sponsorship levels. If you have any questions, please contact Adriana Falcon, Reservation Chair at (562) 612-4158 or email: Adriana@centrocha.org.

Thank you in advance for your support.

Mario E. Gonzalez
Event Co-Chair, Centro C.H.A.

Jessica Quintana
Executive Director, Centro C.H.A. Inc.

Centro C.H.A. Inc. is a 501(c)3 nonprofit | Federal tax identification number 33-0703131
1633 Long Beach Blvd., Long Beach, CA 90813
Phone: (562) 612-4158 | Fax: (562) 612-4164
Like and follow us on Facebook: Centro CHA Inc. | www.centrocha.org



Nuestra Imagen Awards, 2019

Centro C.H.A. Inc. is a 501(c) 3 nonprofit | Federal tax identification number 33-0703131

Please mail, fax or email sponsorship agreement, and attention to: Adriana Falcon

1633 Long Beach Blvd., Long Beach, CA 90813

E: adriana@centrocha.org | P: (562) 612-4158 | Fax: (562) 612-4164



Company/Sponsor Name: _____

Company Contact: _____ Email: _____

Mailing Address: _____

Phone: _____ Fax: _____

Sponsorship Opportunities

☐ **Diamond Sponsor: \$10,000**

- Preferred seating for 10
- Full page advertisement
- Acknowledgement pre and post event publicly
- Recognition in event program, video, and media
- Funding supports 10 youth (16-24 years old) in workforce development and paid internships.

☐ **Platinum Sponsor: \$ 7,500**

- Preferred seating for 10
- Full page advertisement
- Acknowledgement pre and post event publicly
- Recognition in event program, video, and media
- Funding supports 7 youth (16-24 years old) in workforce development and paid internships.

☐ **Gold Sponsor: \$5,000**

- Seating for 10
- 1/2 page advertisement
- Recognition in event program, video, and media
- Funding supports 5 youth (16-24 years old) in workforce development and paid internships.

☐ **Silver Sponsor \$3,000**

- Seating for 10
- ¼ page advertisement
- Recognition in event program, video, and media
- Funding supports 3 youth (16-24 years old) in workforce development and paid internships.

☐ **Ticket Purchase \$150 each**

Program / Business Advertisement Opportunity, Full Color (high resolution, .pdf)

☐ Full Page (5 ½ x 8 ½) \$750

☐ Half Page (4 ¾ x 5 ½) \$500

☐ ¼ Page (2 ¾ x 2 ¾) \$250

Payment Information **Deadline to receive Advertising Specifications November 25, 2019**

☐ Enclosed check for \$ _____ made payable to Centro CHA, Inc.

☐ Please Invoice me

☐ Debit/Credit Card

☐ American Express

☐ Master Card

☐ Visa

Name of Card Holder: _____

Address of Cardholder: _____

Card Number: _____ Expiration Date: _____ CSC #: _____

Signature: _____



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

Board of Water Commissioners

FY 20 SPONSORSHIPS

CATEGORY 1: Interdepartmental Events

Actuals	Description	Vendor Name
\$ -	TOTAL CATEGORY 1: Interdepartmental Events	

CATEGORY 2: Community Outreach Events

Actuals	Description	Vendor Name
\$ 1,000	AAUW STEM Conference 2/28/20 Apprvd 10/24/19	AAUW Long Beach Branch, Inc.
\$ 1,595	LB Chamber St of the County 12/4/19 Apprvd 10/24/19	Long Beach Chamber of Commerce
\$ 1,100	Co-Sponsorship NAACP Dinner Apprvd 10/24/19	Long Beach Branch NAACP
\$ 2,900	Goodwill Awards Dinner Sponsorship Apprvd 11/7/19	Goodwill
\$ 500	WaterReuse Spring 2020 Conf Sponsorship Aprvd 11/21	WaterReuse
\$ 3,000	UWI Spring 2020 Conf Spondosrship Apprvd 11/21/19	Urban Water Institute
\$ 500	Newspapers in Education SponrosHIP Apprvd 11/21/19	Newspapers in Edcation (Press Telegram)
\$ 10,595	TOTAL CATEGORY 2: Community Outreach Events	

CATEGORY 3: Ads for Events

Actuals	Description	Vendor Name
\$ -	TOTAL CATEGORY 3: Ads for Events	

CATEGORY 4: Ad & Individual Tickets for Events

Actuals	Description	Vendor Name
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Board of Water Commissioners

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

\$ 10,595 TOTAL SPONSORSHIPS YTD

\$ 50,000 FY 20 SPONSORSHIP BUDGET

21.2% (as of November 21, 2019)

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
\$ 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.
\$ 1,000	Sowing the Seeds 9/14/2019	Partners of Parks
\$ 1,500	2019 AWWEE Conf 11/13-15/2019 Assoc. of Women in Water, Energy and Environment (AWWEE)	
\$ 2,500	175th Anniversary Gala Event 10/20/2019	Rancho Los Cerritos Foundation
\$ 23,628	TOTAL CATEGORY 2: Community Outreach Events	

CATEGORY 3: Ads for Events

Actuals	Description	Vendor Name
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Board of Water Commissioners

\$ 1,500	Ad in Musica Angelica Gala Program	Musica Angelca 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
\$ 500	Ad in ICT Encore 2019 Event Program, 10/30/2019	International City Theatre (ICT)
\$ 3,100	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	

\$ 41,728 TOTAL SPONSORSHIPS YTD

\$ 50,000 FY 19 SPONSORSHIP BUDGET

83.5% (as of September 19, 2019)