



# 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

CHRISTOPHER J. GARNER, General Manager

January 9, 2020 Board Meeting

### Subject:

Authorization to attend and sponsor the California Conference for Equality and Justice (CCEJ)'s annual Interfaith Intercultural Breakfast on February 6, 2020.

### Executive Summary:

The California Conference for Equality and Justice (CCEJ)'s annual Interfaith Intercultural Breakfast brings hundreds of people together to share in the vision of a truly inclusive community. The event features co-chairs, invocation speakers, and entertainment that represents all identities. CCEJ is a 501c3 nonprofit organization with the mission to eliminate bias, bigotry and racism through education, conflict resolution and advocacy. For more than 56 years, CCEJ has been transforming individuals and communities, healing conflict and building real unity in Southern California.

The breakfast features a keynote speech with a theme connected to CCEJ's work. The event sponsorship represents an opportunity to build relationships with the organization to foster Long Beach Water's equity work and programs in underserved communities.

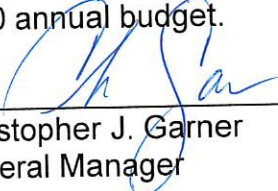
The CCEJ requests the Board of Water Commissioners to sponsor the event at a level of \$500. The "Harmony Table" sponsorship for \$500 will provide a table for 10 guests. Individual tickets are priced at \$50 each.

The Board of Water Commissioners has not sponsored this event in the past.

### Staff Recommendation/Fiscal Impact:

Determine that an invitation to attend and sponsor the California Conference for Equality and Justice (CCEJ)'s annual Interfaith Intercultural Breakfast at a sponsorship level to be determined by the Board of Water Commissioners Complies with Board Policy Statement 1998-31, Expenditure of Water Department Funds for Board Approved Long Beach Related Community and Civic Activities and, approve a sponsorship in the amount chosen by the Board (range of sponsorship is \$50 to \$1,300). This event will be held at the Long Beach Convention and Entertainment Center in Long Beach, California, February 6, 2020.

**Fiscal Impact:** Funds for Long Beach related community activities are included in the FY 2019-2020 annual budget.

  
Christopher J. Garner  
General Manager

  
Date

Attachments



## Cover Page

Email [kmcilquham@cacej.org](mailto:kmcilquham@cacej.org) Cell 560 606 8641

## PROGRAM INFORMATION

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

1. Target market for the program/event?

Long Beach Community members 1000 guests

2. Purpose of program/event?

To celebrate diversity & create inclusive communities and promote social justice

3. Sponsorship request?

\$500- Harmony Table

### 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?

CCEJ values are aligned with LBWD's , working with under served communities

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

CCEJ & LBWD both promote environmental social justice

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 Katherine McIlquham Date 12/17/19

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

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



**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



# UnderOneSky

California Conference for Equality and Justice  
29th Annual Interfaith Intercultural Breakfast Sponsorship  
Thursday, February 6, 2020

## TABLE REGISTRATION

\_\_\_\_\_ **Jubilee Table** **\$1,300**

*Preferential Seating for 10 guests, sponsors 2 additional seats for students or formerly incarcerated persons, and allocates an \$800 tax-deductible donation to CCEJ programs.*

\_\_\_\_\_ **Celebration Table** **\$800**

*Preferential Seating for 10 guests, sponsors 2 additional seats for students or formerly incarcerated persons, and allocates a \$300 tax-deductible donation to CCEJ programs.*

\_\_\_\_\_ **Peace Table** **\$550**

*Preferential Seating for 10 guests. Sponsors 1 additional seat for a student or a formerly incarcerated person as a \$50 tax-deductible donation.*

\_\_\_\_\_ **Harmony Table** **\$500**

*Seating for 10 guests.*

\_\_\_\_\_ **Individual Ticket** **\$50**

\_\_\_\_\_ **Sponsor a seat for a student or formerly  
incarcerated person** **\$50**

**Board of Water Commissioners**

**FY 20 SPONSORSHIPS**

**CATEGORY 1: Interdepartmental Events**

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

**CATEGORY 2: Community Outreach Events**

Actuals	Description	Vendor Name
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\$ 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 Apprvd 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
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**\$ - 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

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\$ - 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**

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

#### **CATEGORY 2: Community Outreach Events**

<b>Actuals</b>	<b>Description</b>	<b>Vendor Name</b>
\$ 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 Sponsorshp 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	<b>TOTAL CATEGORY 2: Community Outreach Events</b>	

#### **CATEGORY 3: Ads for Events**

<b>Actuals</b>	<b>Description</b>	<b>Vendor Name</b>
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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	<b>TOTAL CATEGORY 3: Ads for Events</b>	

#### **CATEGORY 4: Ad & Individual Tickets for Events**

<b>Actuals</b>	<b>Description</b>	<b>Vendor Name</b>
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\$ - **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)