



# 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

February 6, 2020 Board Meeting

CHRISTOPHER J. GARNER, General Manager

### **Subject:**

Authorization to attend and sponsor the 2020 Water Education for Latino Leaders (WELL) conference in San Jose, CA March 20 – 21, 2020.

### **Executive Summary:**

The WELL group has a track record of success in educating California's emerging elected officials regarding state water policy. To date, WELL has worked with more than 400 local elected officials who have attended their annual conference, regional roundtables, and regional water legislative workshops.

A WELL sponsorship will enable the department and Board to be on the front line of educating the state's local elected officials on vital water-related issues. This conference brings together various elected officials and regional partners to share resources and best practices regarding water management. Assistant General Manager Falagan is expecting to attend the event.


The WELL group has not requested a specific sponsorship level. Please refer to sponsorship level documents attached .

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

### **Possible Board Consideration:**

Determine that an invitation to attend and sponsor the 2020 Water Education for Latino Leaders (WELL) 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. This event will be held at the San Jose Marriott in San Jose, California, March 20 - 21, 2020 and will be attended by staff.

**Fiscal Impact:** The range of sponsorships is \$7,500 - \$100,000. Funds for Long Beach related community activities are included in the FY 2020-2021 annual budget.

  
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Christopher J. Garner  
General Manager

  
\_\_\_\_\_  
Date

Attachments

## Cover Page

Location San Jose, Ca

**Title of Program/Event** "Climate Change and Political Climate Impacting CA Water,"

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

**APPLICANT ORGANIZATION**

Name of Organization Water Education for Latino Leaders, (WELL)

Mailing Address 930 Colorado Blvd. Bldg 2 Los Angeles, CA 90041

Phone (323)349-0061 Federal/Tax ID 95-4302067

Check one:

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

Owner's Full Name Victor Griego

Address 930 Colorado Blvd. Bldg 2 Los Angeles, CA 90041

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

Representative of Applicant Organization

Name Alma Marquez Title Executive Director

Email [alama@latinosforwater.org](mailto:alama@latinosforwater.org) Cell (323)349-0061

## PROGRAM INFORMATION

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

1. Target market for the program/event?

Water Education for California's emerging elected officials on state water policy.

2. Purpose of program/event?

Educating elected officials on state water policy.

3. Sponsorship request?

See attachment

### 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?

See Attachment

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

See attachment

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

See attachment

### 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 1/23/2020

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





January 23, 2020

Chris Garner  
Assistant  
Long Beach Water Department  
1800 E Wardlow Rd  
Long Beach CA 90807

Subject: Sponsorship Opportunity for the 2020 WELL Conference in San Jose

Dear Mr. Garner,

It brings me great pleasure to invite you to co-sponsor the **WELL Annual Conference**, "*Climate Change and Political Climate Impacting CA Water*," **March 20–21, 2020**, at the **San Jose Marriott** in **San Jose, CA**. This year's theme will stimulate rich conversations about climate and political change throughout the state of California. We have a dynamic list of speakers scheduled to be a part of this year's conference including members from the state legislature.

Water Education for Latino Leaders (WELL) has a seven-year track record of success in educating California's emerging elected officials on state water policy. To date, WELL has worked with more than 400 local elected officials, who have attended our annual conferences, regional roundtables, regional water legislative workshops, and WELL UnTapped program events.

By sponsoring WELL, you will be on the front line of educating our state's local elected officials on vital water-related issues. The WELL annual conference brings together California's mayors, city council members, county supervisors, school board members, and water district directors to share resources and best practices on water management. We seek to educate the next generation of water leaders, knowing that many of WELL's graduates have ascended to the state legislature, including Senator Bob Archuleta and Assemblymember Eduardo Garcia. WELL continues to promote its mission to educate local Latino elected officials on California water policies in order to promote timely and equitable actions that strive to develop a robust economy, healthy communities, and a resilient environment for all Californians.

WELL considers any person who represents Latino communities to be a "Latino leader." We partner with the Latino Caucus of the League of Cities as well as the African-American and Asian-Pacific Islander caucuses. WELL's partners include the National Association of Latino Elected and Appointed Officials (NALEO), California Contract Cities Association, Independent Cities Association, and many others.

Please contact Alma Marquez, Executive Director of WELL, at [Alma@latinosforwater.org](mailto:Alma@latinosforwater.org) or via phone at (323) 349-0661 for more information or to discuss customized sponsorship opportunities.

Sincerely yours,

A handwritten signature in black ink, appearing to read "VG" or "Victor Griego", written in a cursive style.

Victor Griego  
Founder and President

**WELL Advisory Council Members:** Victor R. Griego, Jr. *Founder and President, WELL*, Miguel A. Luna, *Principal of DakeLuna*, Tony Estremera *Director of Valley Water*, Tonia Reyes Uranga, *Former Long Beach City Councilmember*, Diana Mahmud, *Councilmember, City of South Pasadena*, Carmen Ramirez, *Councilmember, City of Oxnard*, Irais Lopez-Ortega, *Councilmember, City of Calistoga*



## SPONSORSHIP LEVELS

<b>\$7,500</b> <b>Amigos</b>	<ul style="list-style-type: none"> <li>• 2 tickets to the annual conference</li> <li>• ¼ page color ad in event program</li> <li>• Logo placement in all media platforms</li> <li>• Banquet lunch for 2 VIP participants</li> </ul>
<b>\$12,500</b> <b>Partiadero</b>	<ul style="list-style-type: none"> <li>• 3 tickets to the annual conference</li> <li>• ¼ page color ad in event program</li> <li>• An acknowledgement in opening remarks</li> <li>• Logo placement in all media platforms</li> <li>• Recognition in e-newsletter</li> <li>• Banquet lunch for 3 VIP participants</li> <li>• Prominent logo placement at event</li> </ul>
<b>\$20,000</b> <b>Socios</b>	<ul style="list-style-type: none"> <li>• 5 tickets to the annual conference</li> <li>• Half page color ad in event program</li> <li>• An acknowledgement in opening remarks</li> <li>• Logo placement in all media platforms</li> <li>• Recognition in e-newsletter</li> <li>• Banquet lunch for 5 VIP participants</li> <li>• Prominent logo placement at event</li> </ul>
<b>\$25,000</b> <b>Campeones</b>	<ul style="list-style-type: none"> <li>• 7 tickets to the annual conference</li> <li>• Full page color ad in event program</li> <li>• An acknowledgement in opening remarks</li> <li>• Logo placement in all media platforms</li> <li>• Recognition in e-newsletter</li> <li>• Banquet lunch for 7 VIP participants</li> <li>• Promotional table in registration area</li> <li>• Invitation to be a part of the Conference planning partner with public acknowledgements</li> </ul>
<b>\$50,000</b> <b>Triunfador</b>	<ul style="list-style-type: none"> <li>• 9 tickets to the annual conference</li> <li>• Full page color ad in event program</li> <li>• An acknowledgement in opening remarks</li> <li>• Logo placement in all media platforms</li> <li>• Recognition in e-newsletter</li> <li>• Banquet lunch for 9 VIP participants</li> <li>• Promotional table in registration area</li> <li>• Invitation to be a part of the Conference planning partner with public acknowledgements</li> <li>• Season-long recognition and special opportunities to engage and network with board members, partners, and collaborators throughout the year</li> <li>• Photo opportunity with Keynote Speaker at annual conference</li> <li>• Half-year membership</li> </ul>
<b>\$100,000</b>	<ul style="list-style-type: none"> <li>• 12 tickets to the annual conference</li> </ul>



Water Education for Latino Leaders

<b>Fundadores</b>	<ul style="list-style-type: none"><li>• 2 full-pages color ad in event program</li><li>• An acknowledgement in opening remarks</li><li>• Logo placement in all media platforms</li><li>• Recognition in e-newsletter</li><li>• Banquet lunch for 12 VIP participants</li><li>• Two Promotional tables in registration area</li><li>• Invitation to be a part of the Conference planning partner with public acknowledgements</li><li>• Season-long recognition and special opportunities to engage and network with board members, partners, and collaborators throughout the year.</li><li>• Joining other partners in a strategic leadership role in developing a statewide California water policy. Other partners will include key statewide elected officials, along with regional and local Latino leaders.</li><li>• VIP Dinner reception with Keynote Speaker</li><li>• Photo Opportunity with Keynote Speaker at annual conference</li><li>• Annual WELL Membership</li></ul>
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## **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

**Board of Water Commissioners**

**FY 20 SPONSORSHIPS**

**CATEGORY 1: Interdepartmental Events**

Actuals	Description	Vendor Name
\$ 15,000	2020 State of the City Apprvd 12/19/19	LB Convention & Entertainment Center
\$ 15,000	<b>TOTAL CATEGORY 1: Interdepartmental Events</b>	

**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	WateReuse Spring 2020 Conf Sponsorship Aprvd 11/21	WateReuse
\$ 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)
\$ 500	CCEJ Breakfast Table Sponsorship Apprvd 1/9/20	CA Conf for Equality & Justice
\$ 1,500	CA Water Policy Conf Sponsorship Apprvd 1/9/20	SACTO River shed Water Program
\$ 12,595	<b>TOTAL CATEGORY 2: Community Outreach Events</b>	

**CATEGORY 3: Ads for Events**

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



## **Board of Water Commissioners**

### **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

\$ 27,595 TOTAL SPONSORSHIPS YTD

\$ 50,000 FY 20 SPONSORSHIP BUDGET

55.2% (as of January 9, 2020)

## **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
<b>\$ 15,000</b>	<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 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.
\$ 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
<b>\$ 23,628</b>	<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**

Actuals	Description	Vendor Name
\$	-	<b>TOTAL CATEGORY 4: Ad &amp; Individual Tickets for Events</b>

\$ 41,728 TOTAL SPONSORSHIPS YTD  
\$ 50,000 FY 19 SPONSORSHIP BUDGET

83.5% (as of September 19, 2019)