

Item Laid over from 4/2/20 & 5/14/2020 Agenda



Long Beach Water

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1800 E. Wardlow Road, Long Beach, CA 90807-4931
562.579.2300 | lbwater.org**Board of Water Commissioners**

April 2, 2020 Board Meeting

CHRISTOPHER J. GARNER, General Manager

Subject:

Authorization to attend and sponsor the Rancho Los Alamitos Foundation 9th Annual Cottonwood Awards Luncheon, honoring Bonnie Lowenthal, President of the Port of Long Beach and honoring John Hancock with the Special Recognition Award at the Rancho Los Alamitos in Long Beach, California, ~~May 28, 2020~~ SEPTEMBER 17, 2020
NEW DATE.

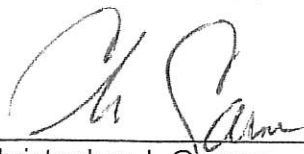
Executive Summary:

The stated mission of Rancho Los Alamitos is to use the site, its artifacts and cultural resources as well as its grounds and buildings, for public education. The story of Rancho Los Alamitos, just like the story of Southern California, is about the careful use of water to enhance and increase the bounty of the land. The Rancho incorporates into each of its visitor tours and site visits by school children studying California history the story of how water made ranching and farming a success of the site possible. Part of this story also includes the message that water is a precious resource that must be valued and protected.

Rancho Los Alamitos Foundation is seeking a sponsorship in the amount of \$5,000 (Gold Sponsor) for the Cottonwood Award Luncheon to support educational programs at Rancho Los Alamitos. (In 2018 and 2019, the Board authorized a sponsorship in the amount of \$1,800 for each of these events).

Staff Recommendation:

Determine that an invitation to attend and sponsor the Rancho Los Alamitos Foundation 9th Annual Cottonwood Award Program on ~~May 28, 2020~~ SEP 17, 2020, at Rancho Los Alamitos complies with Board Policy Statement 1998-31, Expenditure of Water Department Funds for Board Approved Long Beach Related Community and Civic Activities, at a sponsorship level approved by the Board of Water Commissioners.


Christopher J. Garner
General Manager

3/17/20
Date

BOARD APPROVED HOLDING
THIS SPONSORSHIP OVER TO
A NEW DATE (HAS NOT
BEEN PAID)

APPROVED 5/14/2020
BOARD OF WATER COMMISSIONERS

Attachments

July 28, 2020

Chris Garner
General Manager
Long Beach Water Department
1800 East Wardlow
Long Beach, CA 90807

Dear Chris:

This letter serves as an addendum to Rancho Los Alamitos' earlier Long Beach Water Department sponsorship application for our annual *Cottonwood Awards Luncheon*, which was submitted in February. This event, which was to be held in May, has been rescheduled for September 17th, 2020. We are committed to moving forward with this outdoor event and respectfully request your consideration for sponsorship.

Last week two of our Cottonwood event consultants attended an outdoor event held by a reputable special events company. The purpose was to model how to adapt outdoor events and run them safely in accordance with public health guidelines. We were inspired by what we learned and confident that we can make similar adaptations to present a safe event.

Should we be forced to cancel this event again, however, we are pleased to either refund the Water Department's sponsorship in full or hold the funds and direct them towards the event next year, whichever your board prefers.

Please know that the Rancho remains committed to operating in a manner that aligns with public safety advisories and protocols and continues to monitor news and information from the health department and local, county and state leadership. The health and safety of our visitors, sponsors, volunteers, and staff remains our biggest priority.

We value our relationship with the Long Beach Water Department and thank you for considering this request.

Sincerely,



Elena Arrojo
Director of Development

FOUNDATION BOARD
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Marlene Temple
LONG BEACH

EXECUTIVE DIRECTOR
PAMELA YOUNG LEE

6400 Bixby Hill Road
Long Beach, CA 90815
562.431.3541 T
562.430-9694 F



THE
rancho

LOS ALAMITOS | a place for all time

SPONSORSHIP OPPORTUNITIES

9th Annual
Cottonwood Award Luncheon
Thursday, September 17, 2020

HONORING

Bonnie Lowenthal, President
Port of Long Beach Harbor Commission

Special Recognition

John W. Hancock, Former President
Port of Long Beach Harbor Commission and
Principal & Founder, Bancap Investment Group



COTTONWOOD AWARD LUNCHEON

Event Overview

DATE: Thursday, September 17, 2020

TIME: 11:00 a.m. to 1:00 p.m.

LOCATION: Rancho Los Alamitos Historic Ranch and Gardens
6400 East Bixby Hill Road, Long Beach, CA 90815

Cottonwood Award for Leadership

The Cottonwood Award recognizes an individual or individuals who have shown significant leadership in enhancing, promoting and supporting the cultural communities of the Southern California Region.

Recipient: Bonnie Lowenthal, President, Port of Long Beach Harbor Commission

Presenter: Steve Goodling, President & CEO, Long Beach Area Convention & Visitors Bureau

Special Recognition for Service and Commitment

Recognizes the outstanding achievements of an individual or organization that has had a significant impact on the cultural development of Rancho Los Alamitos and the City of Long Beach.

Recipient: John W. Hancock, Former President, Port of Long Beach Harbor Commission
and Principal & Founder, Bancap Investment Group

Presenter: Walt Florie, former President & CEO, The Earl B. and Loraine H. Miller Foundation

Honorary Chair: Mayor Robert Garcia, City of Long Beach

Honorary Co-Chairs: Theresa Bixby, Jane Close-Conoley, Mario Cordero, Steve Goodling, Doug Otto, John Perez, Suzie Price, Jean Bixby Smith, Henry Walker

COST: \$10,000 Presenting Sponsor - 1 premier table of 10
\$7,500 Platinum Sponsor – 1 select table of 10
\$5,000 Gold Sponsor – 1 select table of 10
\$2,500 Silver Sponsor – 1 select table of 10
\$2,000 Bronze Sponsor – 1 table of 10
\$175 per person – limit 4 / \$150 RLA members – limit 4

Advertising opportunities also available.

Past Cottonwood Award Recipients

2012 The Honorable Don Knabe and Julie Knabe
2013 The Honorable Beverly O'Neill
2014 The Honorable George Deukmejian and Gloria Deukmejian
2015 The Honorable Doug Otto and Freda Hinsche Otto
2016 The Honorable Bob Foster and Nancy Foster
2017 Farmers and Merchants Bank and Four Generations of the Walker Family
2018 Mayor Robert Garcia
2019 Steve Goodling

Contact: Elena Arrojo, Director of Development, Rancho Los Alamitos
(562) 431-3541, ext. 1211; elena@rancholosalamitos.org

Rancho Los Alamitos
Cottonwood Awards Luncheon, September 17, 2020

ADVERTISING OPPORTUNITIES

Congratulatory ads in Souvenir Program:

_____ \$ 1,000 Full-page _____ \$ 400 Quarter-page
_____ \$ 600 Half-page _____ \$ 250 Business card

Payment Information

Name _____

Company/Organization (if applicable) _____

Street address: _____

City _____ State _____ Zip _____

Email _____ Phone _____

CHECK

Enclosed is my check for \$ _____ (Please make checks payable to *Rancho Los Alamitos Foundation*)

CREDIT CARD

Please charge my ☐ VISA ☐ MasterCard ☐ American Express ☐ Discover

Card Number _____ Expiration date _____

Security Code _____

Authorized Signature _____ Date _____

Please mail payment to Rancho Los Alamitos, 6400 East Bixby Hill Road, Long Beach, CA 90815
or pay online at www.RanchoLosAlamitos.org

The estimated benefit to donors is \$50 per person. All contributions exceeding the benefit amount are tax-deductible (Tax I.D. #33-0083942). For more information, contact: Elena Arrojo, Director of Development at elena@rancholosalamitos.org or 562-431-3541, x1211 or visit www.RanchoLosAlamitos.org.

9th Annual Cottonwood Award Luncheon

September 17, 2020 Rancho Los Alamitos Historic Ranch and Gardens

Advertisement Specifications for the Souvenir Program Book

Ad Deadline: August 21, 2020 - 5:00pm

The booklet will measure 7" by 8.5." Preferred format for art is JPG, PNG or PSD format.

Submit artwork by **August 21, 2020** to donna@rancholosalamitos.org. Ad sizes are approximate.

FULL PAGE 6.25" w x 7.5" h

Sponsor Levels

Presenting Sponsor . . \$10,000

Platinum Sponsor . . . \$ 7,500

Ad Only \$ 1,000

BUSINESS CARD 3.5" x 2.0" h

Ad Only \$ 250

HALF PAGE 6.25" w x 3.6" h

Sponsor Levels

Gold Sponsor \$5,000

Silver Sponsor \$2,500

Ad Only \$ 600

QTR PAGE 3.0" w x 3.6" h

Sponsor Levels

Bronze Sponsor \$2,000

Ad Only \$ 400

Proceeds support the educational mission at Rancho Los Alamitos. For more information, please contact Elena Arrojo, Director of Development at (562) 431-3541 ext 1211 or email elena@rancholosalamitos.org

Long Beach Water Department Program Sponsorship Application

Cover Page

Submitted (date) 2/29/2020 mail X electronic _____
09/17/2020
Event Date 05/28/2020 Time 11AM-1PM
Location Rancho Los Alamitos Historic Ranch and Gardens

Title of Program/Event 9th Annual Cottonwood Award Luncheon

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

APPLICANT ORGANIZATION

Name of Organization Rancho Los Alamitos Foundation
Mailing Address 6400 E. Bixby Hill Road, Long Beach, CA 90815
Phone 562.431.3541 Federal/Tax ID 33-0083942

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 Elena Arrojo Title Director of Development
Email elena@rancholosalamitos.org Cell 562.480.9169

PROGRAM INFORMATION

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

1. Target market for the program/event?

SEE ATTACHED

2. Purpose of program/event?

SEE ATTACHED

3. Sponsorship request?

\$5,000 - Gold Sponsor

Eligibility

Please explain how the program promotes one of the LBWD's 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 ATTACHED

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

SEE ATTACHED

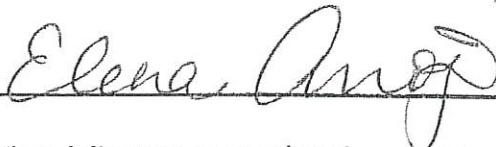
3. Promoting collaboration with regional partners as part of fulfilling the LBWD's vision?

SEE ATTACHED

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

2/29/2020

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

LONG BEACH WATER DEPARTMENT

Program Sponsorship Application

Rancho Los Alamitos

PROGRAM INFORMATION

1. Target market for the program/event?

The Cottonwood Award Luncheon is a premiere business networking event in Long Beach and is attended by more than 400 people. Attendees include City and County administrators, corporate leaders, higher education leaders, small business owners, nonprofit and arts and cultural leaders and many other visionaries and supporters.

2. Purpose of program/event?

Now in its 9th year, the Cottonwood Award Luncheon is a celebration of service, highlighting the contributions of key people or organizations in the community. Two awards are given: 1. *The Cottonwood Award for Leadership*, which recognizes a person who has shown significant leadership in enhancing, promoting and supporting the cultural communities of the Southern California Region, and 2. *Special Recognition for Service and Commitment*, which recognizes the outstanding achievement of a person or organization who has had a significant impact on the cultural development of Rancho Los Alamitos and the City of Long Beach.

This year the *Cottonwood Award for Leadership* will be presented to Bonnie Lowenthal President of the Port of Long Beach Harbor Commission. The presentation will be made by last year's honoree, Steve Goodling, President & CEO of the Long Beach Area Convention & Visitors Bureau. The *Special Recognition Award* will be presented to John Hanock, Former President of the Port of Long Beach Harbor Commission and Principal & Founder of Bancap Investment Group by Walt Florie, Former President & CEO of the Earl B. and Loraine H. Miller Foundation.

The Honorary Chairman of the 2020 *Cottonwood Award Luncheon* is Mayor Robert Garcia. Honorary Co-Chairs include: Theresa Bixby, Jane Close Conoley, Mario Cordero, Steve Goodling, Doug Otto, John Perez, Suzie Price, Jean Bixby-Smith, and Henry Walker.

The event also includes a *Cottonwood Scholars* component. Each year two deserving students from California State University, Long Beach are each awarded a paid, year-long internship at the Rancho.

Funds raised through this event support the Rancho's educational mission, particularly our commitment to offering free-of-charge admission to our site for the general public and school children. These funds allow the Rancho to share its story – including the story of water in Long Beach -- through a variety of engaging educational programs, tours, and events to a wide audience from adults to children at no or minimal cost to visitors.

Rancho Los Alamitos is open to the public free-of-charge Wednesday through Sunday afternoons, 1-5:00 pm; free school tours and children's workshops are presented weekday mornings. In addition to symposia, the site offers a wide range of public programs and activities. The Rancho serves the Long Beach community as well as visitors from throughout Southern California and beyond.

3. Sponsorship request?

Rancho Los Alamitos respectfully requests a Long Beach Water Department Gold Sponsorship in the amount of \$5,000. As a Gold Sponsor, the LBWD will receive:

- Company or individual name on select print and online materials as *Gold Sponsor*
- Half-page congratulatory ad in the Tribute Program
- Sponsorship announced in customized email blasts and in social media posts
- One select table for 10

ELIGIBILITY

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

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

The story of Rancho Los Alamitos, just like the story of Southern California, is about the careful use of resources to enhance and increase the bounty of the land. Incorporated into each of the visitor tours and site visits by school children studying California history is the story of how water made settlement of the region possible, not to mention the development of Long Beach from ranching and farming to the present urban metropolis. Incorporated into this story is the message that water is a precious resource that must be valued and protected.

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

Rancho Los Alamitos regards its delicate gardens, expansive lawns and barnyard area as prime educational opportunities for exploring the critical role that water played in the development of the Southern California region. In fact, the site itself is sacred Native American ground once prized for its natural springs. When oil was discovered and the land was mined to extract it, the springs were destroyed. A common thread in our school tours is the critical need to embrace sustainable practices in order to safeguard our fragile Southern California resources. The decisions made in the past impact us now, just as the decisions we make now will impact future generations. Rancho Los Alamitos is a protected living history site with 12 historic gardens on the National Register of Historic Places.

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

Rancho Los Alamitos is owned by the people and City of Long Beach and operated as a public/private partnership by the Rancho Los Alamitos Foundation. The history of the Rancho is the history of the entire region, from the original Spanish land grant of 300,000 acres to the current 7.5-acre site. The Rancho has developed unique partnerships with the City of Long Beach, LA County, the Long Beach Convention and Visitor's Bureau, the Long Beach Unified School District, CSULB, the Historical Society of Long Beach, the Metropolitan Water District and with our sister Rancho – Rancho Los Cerritos– to share our programs and educational tools. Perhaps most significantly, Rancho Los Alamitos is a partner with the Long Beach Water Department and is sharing the story of water with our visitors, both onsite and online. The story of water in Long Beach examines its history in the settlement and the development of the region, how water has been used in the past and today, and how choices about water affect our lives now and the futures of our children and grandchildren. The site's continuous occupation and long history make it a perfect metaphor for the Southern California experience. The Rancho is the ideal location to explore the significance of water and educate the public through engaging, inquiry-based exploration.

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	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 Apprvd 11/21	WaterReuse
\$ 3,000	UWI Spring 2020 Conf Spondorsrship Apprvd 11/21/19	Urban Water Institute
\$ 500	Newspapers in Education Sponrosrship 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
\$ 1,500	WomenShelter Gala 4/2/2020 Apprvd 2/6/2020	WomenShelter of Long Beach
\$ 14,095	TOTAL CATEGORY 2: Community Outreach Events	

CATEGORY 3: Ads for Events

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

Board of Water Commissioners

CATEGORY 4: Ad & Individual Tickets for Events

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

\$ 29,095 TOTAL SPONSORSHIPS YTD

\$ 50,000 FY 20 SPONSORSHIP BUDGET

58.2% (as of February 6, 2020)

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.
\$ 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)