



# Long Beach Water

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## **Board of Water Commissioners**

October 15, 2020 Board Meeting

**CHRISTOPHER J. GARNER, General Manager**

### **Subject:**

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Authorize the General Manager to revise the scope of work for the Agreement with the Beach Sports Properties Marketing and Advertising Program final payment of \$7,600.

### **Executive Summary:**

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On September 19, 2019, the Board entered into a partnership with Beach Sports Properties for a marketing and advertising program for a total of \$50,000. The agreement outlined a scope of work to partner with CSULB Athletics on marketing and advertising efforts, including a variety of deliverables such as tabling at high-profile sports games, social media efforts, digital and print advertising, and a video partnership with the CSULB athletes to promote water conservation messaging.

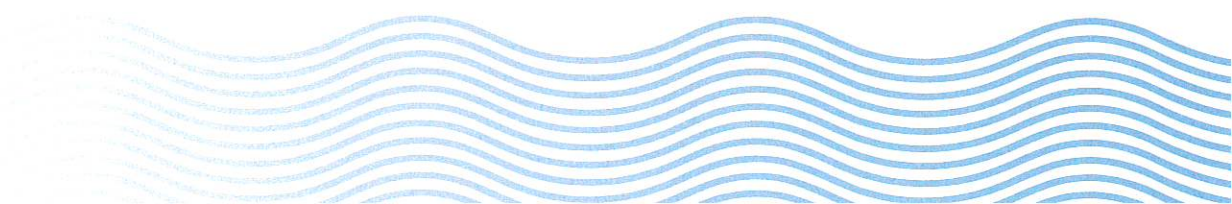
The campaign was stalled in the spring when COVID-19 hit, and the sports season was canceled for the remainder of the year. With that, many of the promotional efforts were also delayed. The contract ended in the spring; however, the vendor was not able to complete some of the spring-time deliverables due to the canceled athletic season.

This fall, the athletic season is starting back up, but in a new, spectator-free way. Even though the sports games will not have spectators, the games will be live-streamed and broadcast, which provides an opportunity to complete the missed deliverables. Beach Sports Properties would like to make-good on the deliverables that were missed in the spring by carrying them over to the fall/winter athletic season for a final payment amount of \$7,600 to complete the contract.

The remainder of the deliverables will include advertising exposure on the games that were missed in the fall, one social campaign, digital web impressions and an invitation to attend the next Career Night when able to be in-person again. The vendor is also providing bonus advertising exposure at no additional cost.

The Purchase Order Agreement terms and agreement also include the ability to cancel the contract if the Board does not wish to move forward with the make-good deliverables in the fall/winter athletic season and not complete the final payment.

The Attachment specifies the revised deliverables of the contract.



**Recommendations:**

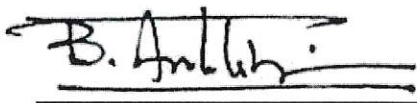
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**Option 1:** Authorize the General Manager to revise the scope of work for the Agreement with the Beach Sports Properties Marketing and Advertising Program final payment of \$7,600.

Fiscal Impact: The total FY 20-21 cost of the remaining payment will be \$7,600 to the Water Fund.

**Option 2:** Terminate the Beach Sports Properties Marketing and Advertising Program and not complete the final payment of \$7,600.

Fiscal Impact: No impact to the Water Fund.

  
B. Anatole Falagan  
Assistant General Manager  
10/8/20  
Date

  
Christopher J. Garner  
General Manager  
10/8/20  
Date

Attachment

## **Beach Sports Properties – CSULB Beach Athletics Partnership**

### Completed:

- Signage exposure at 70 games
  - o 45 men's volleyball games (4 missed)
  - o 14 baseball games (19 missed)
  - o 11 women's soccer games (all completed)
- 1 of 2 social engagement campaigns
- 170,000 web banner impressions (out of 250,000)
- Social media posts and e-newsletters
- Print ads in basketball, baseball and men's volleyball games
- Ran 30 second commercials on all games that were played
- Game partnerships at Men's basketball, Men's volleyball and Homecoming game (tabling)
- Digital campaign #LBAtHome; 12 weekly emails that went out to 230,000 people each time newsletter was sent out

Payments fulfilled: \$42,400

### Deliverables During Fall/Winter Athletic Seasons:

- Broadcast exposure: On average between 750 and 1,000 viewers for each broadcast.
  - o Signage exposure at 23 games - All games and matches will be live-streamed, spectator-free
    - 4 men's volleyball games
    - 19 baseball games
  - o Run two 30 second commercials on streamed broadcasts in 20-21 season
  - o Anticipation to have 75 games streamed in 20-21. 23 games would make up for what was missed; 52 games would be bonused to us.
- Digital and social media exposure:
  - o 1 social engagement campaign providing 50,000 impressions
  - o 80,000 web banner impressions
- In-person promotion
  - o Invitation to Career Night tabling event in 2021

Payment to be fulfilled: \$7,600