



**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**

August 8, 2019 Board Meeting

CHRISTOPHER J. GARNER, General Manager

**Subject:**

Authorization to attend and sponsor the Rancho Los Alamitos Foundation 3<sup>rd</sup> Annual "Farm Dinner at the Ranch", at the Rancho Los Alamitos in Long Beach, California, August 24, 2019.

**Executive Summary:**

The "Farm Dinner" is held to support the Rancho's educational mission, and particularly the Rancho's commitment to being open to the public and offering school tours and public educational experiences at no cost, or a minimal fee, so the site and its resources are accessible to all. It is a celebration and recognition of the Rancho's agricultural past, and will highlight local food producers, as well as highlighting issues of sustainability and choices that affect the future.

Rancho Los Alamitos Foundation is seeking a sponsorship in the amount of \$5,000 (Patron Sponsor). There are various levels of sponsorship available for this type of sponsorship (refer to attachments).

The Board has not previously sponsored this event.

**Staff Recommendation:**

Determine that an invitation to attend and sponsor Rancho Los Alamitos Foundation 3<sup>rd</sup> Annual "Farm Dinner at the Ranch", at the Rancho Los Alamitos in Long Beach, California, August 24, 2019 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

7/31/19  
Date

Attachments



# THE rancho

LOS ALAMITOS | a place for all time

26 July, 2019

Mr. Chris Garner  
General Manager  
Long Beach Water Department  
1800 East Wardlow  
Long Beach, California 90807

Dear Chris:

Rancho Los Alamitos will host the 3<sup>rd</sup> annual *Farm Dinner at the Ranch* on Saturday, August 24, 2019. The *Farm Dinner* is a fundraiser supporting the Rancho's educational mission. This farm-to-table feast under the stars reflects the traditions of California's agricultural past while recognizing and patronizing the local farmers, ranchers, and food producers of today. The gourmet farm menu will be freshly prepared onsite during the event by award-winning Chef Paul Buchanan of Primal Alchemy. Also featured are specialty wines from Seven Angels Cellars and local craft beers. The evening event features live music, as well as a silent and a live auction.

*Farm Dinner at the Ranch* sold out for the last two years. As friends and supporters of the Rancho, we want to make sure our friends at the Water Department don't miss out.

I am writing to request that the Long Beach Water Department and the Board of Water Commissions join in the celebration by sponsoring a table at the event. No payment is necessary until August 23, 2019. An event sponsorship at the \$5000 level includes a table for 10, onsite valet parking, and sponsor promotion in social media and onsite at the dinner.

Thank you in advance for your consideration. Your participation will help support the extraordinary learning experiences that Rancho Los Alamitos provides to children, families, and visitors to the site. Your generosity and support of this important cultural and historical resource is truly appreciated by all who are served by this regional gem.

Sincerely,



Pamela Young Lee  
Executive Director

## FOUNDATION BOARD OF DIRECTORS

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LONG BEACH

**EXECUTIVE DIRECTOR**  
PAMELA YOUNG LEE

6400 Bixby Hill Road  
Long Beach, CA 90815  
562 431 3541 T  
562 430 9694 F

**Long Beach Water Department Program Sponsorship Application**

**Cover Page**

Submitted (date) July 26, 2019 mail  electronic

Event Date August 24, 2019 Time 5:00 - 9:00pm

Location Rancho Los Alamitos Historic Ranch & Gardens

Title of Program/Event FARM DINNER AT THE RANCH

*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 Rd, 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 Pamela Young Lee Title Executive Director

Email PYL@RanchoLosAlamitos.org Cell 562.972.3032

Please answer the following questions/sections on a separate sheet of paper; attach additional sheets as needed.

**PROGRAM INFORMATION**

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

1. Target market for the program/event?
2. Purpose of program/event?
3. Sponsorship request?

**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 July 26, 2019

Please mail or deliver your completed application to  
Long Beach Water Department  
Attention: Executive Assistant to the Board, 4<sup>th</sup> Floor  
1800 E. Wardlow Rd.  
Long Beach, CA 90807

Additional inquiries or information needed? Please call: 562-570-2302

## LONG BEACH WATER DEPARTMENT

### Program Sponsorship Application

#### Rancho Los Alamitos

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#### PROGRAM INFORMATION

**1. Target market for the program/event?**

The target market for the *Farm Dinner at the Ranch* is the Long Beach community, especially the next generation of leaders, supporters, and visionaries. It is a relaxed evening under the stars designed to appeal to socially and environmentally conscious couples, individuals, and families who enjoy fresh, locally sourced food, fine wine, craft beers, and good friends. The target market for the *Farm Dinner* is the people who will be leading our community into the next decade and beyond.

**2. Purpose of program/event?**

The *Farm Dinner at the Ranch* is a celebration and recognition of the Rancho's agricultural past. It also shines a light on some of the region's local food producers, as well as highlighting issues of sustainability and choices that affect our future. When Rancho Los Alamitos was a working ranch, food for dinner was almost exclusively produced on the ranch or nearby farms. On Saturday, August 24, the Rancho returns to that tradition with its annual *Farm Dinner at the Ranch*. Chef Paul Buchanan of Primal Alchemy will prepare a multi-course dinner strictly from sustainably- and locally grown food. Funds raised at the *Farm Dinner* provide support for the Rancho's educational mission, and particularly our commitment to being open to the public and offering school tours and public educational experiences free of charge, so the site and its resources are accessible to all.

The *Farm Dinner at the Ranch* fundraiser will provide funds that will 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 the visitor. 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, in addition to visitors throughout Southern California and beyond.

**3. Sponsorship request?**

Rancho Los Alamitos respectfully requests that the Long Beach Water Department support the 2019 *Farm Dinner at the Ranch* at the Patron Sponsor level of \$5000. As a Patron Sponsor, the LBWD will receive a table for 10 and onsite Valet Parking at the event. LBWD will be recognized in event promotions via social media, including the RLA website, Facebook page, and email announcements to the Rancho's eMailing List, in addition to being conspicuously recognized at the Dinner by speakers and in printed materials.

## 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 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 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. Our *Farm Dinner* event is particularly suited to our messaging about sustainability, agriculture, and the arc of the past to the present.

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

Rancho Los Alamitos is a protected site with 12 historic gardens on the National Register of Historic Places. Rancho Los Alamitos regards these delicate gardens, and its expansive lawns and rugged barnyard area as a real opportunity to discuss with visitors the critical role that water played in the development of the Southern California region, to illustrate how decisions of the past affect our present and future, and to emphasize the importance of sustainable practices to protect the fragile environment in which all Southern Californians live, and that is exemplified at Rancho Los Alamitos. Guests to the *Farm Dinner* fundraiser will enter the site through the Rancho's two most sustainable gardens – our garden of native California plants and our desert garden.

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 departments in the City of Long Beach, with LA County, with the Long Beach Convention and Visitor's Bureau, with the Long Beach Unified School District, the Historical Society of Long Beach, and with our sister Rancho – Rancho Los Cerritos, and previously, with the Metropolitan Water District – to share our programs and educational tools. Perhaps most significantly, Rancho Los Alamitos is now a contracted partner with the Long Beach Water Department to share the story of water with our audience, 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 and that 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.



RANCHO LOS ALAMITOS PRESENTS  
**FARM DINNER**  
**AT THE RANCH**



**SATURDAY, AUGUST 24, 2019**

**5:00 PM TO 9:00 PM**

**\$1,500 table of 10 or \$150 per person (RLA Members: \$125)**

Join us under the stars for a farm-to-table feast  
in the style of California's ranching traditions,  
featuring a farm-fresh menu from Primal Alchemy.

Enjoy delicious appetizers on the tree-shaded front  
lawn, specialty wines and craft beers, live and  
silent auction and live music. This unique fundraiser  
happens only once a year!

Underwriting/sponsorship opportunities also available.

For reservations or more information, please call 562.431.3541  
or email: [info@ranchoalosalamitos.org](mailto:info@ranchoalosalamitos.org)

Farm Dinner is a fundraiser supporting the educational mission of Rancho Los Alamitos





**Farm Dinner at the Ranch**  
**Saturday, August 24, 2019**  
**5:00PM to 9:00PM**

- 
- |                |                           |   |
|----------------|---------------------------|---|
| _____ \$ 5,000 | <b>Patron Sponsor</b>     | Company or individual name on selected promotional materials.<br>Preferred seating for 10 and Valet Parking at the Rancho for 10 guests |
| _____ \$ 2,500 | <b>Supporting Sponsor</b> | Company or individual name on selected promotional materials.<br>Preferred seating for 10 and Valet Parking at the Rancho for 4 guests  |
| _____ \$ 1,500 | <b>Rancho Sponsor</b>     | Company or individual name on selected print materials at the Rancho level<br>Select Table for 10                                       |
| _____ \$ 150   | <b>Individual Ticket</b>  | (RLA Members: \$125)  |
| \$ _____       | <b>Contributor</b>        | I cannot attend but would like to help support the educational programs of<br>Rancho Los Alamitos by making a contribution              |

**Payment Information**

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

Name \_\_\_\_\_

Address, City, State, Zip \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

-OR- Please charge my  VISA  MasterCard  American Express  Discover

Card Number \_\_\_\_\_ Expiration \_\_\_\_\_ Sec Code \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

**Please send payment to Rancho Los Alamitos, 6400 East Bixby Hill Road, Long Beach, CA 90815  
 or remit on-line at [www.RanchoLosAlamitos.org](http://www.RanchoLosAlamitos.org)**

The benefit to the donor is estimated to be \$80 per person. All contributions exceeding the benefit will be considered as contributions to Rancho Los Alamitos Foundation according to IRS rules and will be recognized as such. Tax I.D. #33-0083942  
 For more information, email [cottonwood@ranchoalosalamitos.org](mailto:cottonwood@ranchoalosalamitos.org), call 562-431-3541 or visit our website at [www.RanchoLosAlamitos.org](http://www.RanchoLosAlamitos.org)



**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 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
\$ 16,128	<b>TOTAL CATEGORY 2: Community Outreach Events</b>	

**CATEGORY 3: Ads for Events**

<b>Actuals</b>	<b>Description</b>	<b>Vendor Name</b>
\$ 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
\$ 2,600	<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>
\$ -	<b>TOTAL CATEGORY 4: Ad &amp; individual Tickets for Events</b>	

\$ 33,728	<b>TOTAL SPONSORSHIPS YTD</b>
\$ 50,000	<b>FY 19 SPONSORSHIP BUDGET</b>

67.5% (as of July 11, 2019)

## Board of Water Commissioners

### FY 18 SPONSORSHIPS

#### CATEGORY 1: Interdepartmental Events

Actuals	Description	Vendor Name
\$ 15,000	WATER DEPT-STATE OF THE CITY 2018*6596-1*	L B CONVENTION & ENTERTNMNT CTR
\$ 5,000	MAYOR'S INAUGURATION	MAYOR'S FUND FOR EDUCATION
<b>\$ 20,000</b>	<b>TOTAL CATEGORY 1: Interdepartmental Events</b>	

#### CATEGORY 2: Community Outreach Events

Actuals	Description	Vendor Name
\$ 1,495	WATER DEPT-LUNCHEON 11/16/17 ACT 3870	LONG BEACH AREA CHAMBER OF COMMERCE
\$ 3,500	WATER DEPT-SPONSORSHIP GOODWILL POWER 2/28/18	GOODWILL SERVING THE PEOPLE OF
\$ 400	CHRISTMAS PARADE LBWD FLOAT ENTRY FEE	BELMONT SHORE BUS. ASSOC.
\$ 750	WATER DEPT-POLICE & FIRE LUNCHEON 3/27/18	LONG BEACH AREA CHAMBER OF COMMERCE
\$ 1,500	WATER DEPT-SPONSORSHIP FOR CA WTR POLICY CONF	SACRAMENTO RIVER WATERSHED PROGRAM
\$ 2,500	WATER DEPT-SPONSORSHIP MUD MANIA 7/8/18	RANCHO LOS CERRITOS FOUNDATION
\$ 1,800	WATER DEPT-SPONSORSHIP LUNCHEON 5/31/18	RANCHO LOS ALAMITOS FOUNDATION
\$ 2,000	SPONSORSHIP 2018 BLUE WHALE GALA AWARDS 06/09/18	AQUARIUM OF THE PACIFIC
\$ 1,000	WATER DEPT- MEALS ON WHEELS SPONSORSHIP 7/21/18	MEALS ON WHEELS OF LONG BEACH INC
<b>\$ 14,945</b>	<b>TOTAL CATEGORY 2: Community Outreach Events</b>	

#### CATEGORY 3: Ads for Events

Actuals	Description	Vendor Name
\$ 200	WATER DEPT-SPONSORSHIP LUNCHEON 4/14/18	LONG BEACH SECTION NATIONAL COUNCIL OF
\$ 1,500	SPONSORSHIP MUSICA ANJELICA GALA AD (INVOICED)	MUSICA ANJELICA
<b>\$ 1,700</b>	<b>TOTAL CATEGORY 3: Ads for Events</b>	

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

Actuals	Description	Vendor Name
\$ 1,000	WATER DEPT- SPONSORSHIP FOR APRIL 25TH EVENT	WOMENSHELTER OF LONG BEACH
\$ 1,375	LBCC 90TH ANNIVERSARY CELEBRATION GALA (INVOICED)	LONG BEACH CITY COLLEGE
\$ 720	ICT ENCORE 2018 EVENT	INTERNATIONAL CITY THEATRE
\$ 1,000	PARTNERS OF PARKS 9/29/2018 SOWING THE SEEDS OF SUM	PARTNERS OF PARKS

**Board of Water Commissioners**

\$ 4,095 TOTAL CATEGORY 4: Ad & Individual Tickets for Events

\$ 40,740 TOTAL SPONSORSHIPS YTD

\$ 30,000 FY 18 SPONSORSHIP BUDGET

135.8% (as of Sept 11th, 96% of the year)