



WEST BASIN MUNICIPAL WATER DISTRICT
17140 S. Avalon Blvd. , Suite 210
Carson, CA 90746

AGENDA NO. 19.

MAY 19, 2010 – Communications

Gray (Chair), Kwan

JUNE 1, 2010 – Board Meeting

Prepared by: Noelle Collins

Submitted by: Ron Wildermuth

Approved by: Rich Nagel

ACTION CALENDAR

WATER HARVEST EVENT PLANNER CONTRACT

SUMMARY:

Each year in October, West Basin Municipal Water District (West Basin) hosts the Water Harvest Festival to engage the community, educate the public about water issues, including sources of our water supply, water conservation and recycling, showcase the Water Reliability 2020 (WR 2020) program, and provide tours of the Edward C. Little Water Recycling Facility to the public.

The 2010 Water Harvest will be West Basin's 12th Annual Event. Last year's attendance was roughly 2,200 adults and children. Due to the proximity of last year's event to Halloween, West Basin experienced competition from several other fall festivals. It has been recommended by various event planners and equipment rental companies that two weeks prior to Halloween will have less competition and will be more likely to draw a larger crowd. The date for the 2010 Water Harvest has been set for Saturday, October 16, 2010 from 10:00 a.m. to 2:00 p.m.

At the April 2010 Communications Committee meeting, staff presented options to the Committee regarding the hiring process for an event planner for this year's festival. The consensus from the Committee was to hire Haute Life PR to coordinate the 2010 Water Harvest Festival. This decision was ratified at the Board meeting on April 26, 2010. The Board's decision was based on Haute Life's status as a local business enterprise within West Basin's service area, the success of the past two years of festivals, the full value of services received from Haute Life, and Haute Life's creativity in fulfilling the contract through the use of donated items and services.

The "Scope of Services" for the Water Harvest Event Planner contract includes equipment rentals for 45 booths with canopies, a stage with a canopy, food and beverages for 2,500 people, staffing for game, food and beverage booths and parking attendants, seating areas for 200 people, disc jockey, restroom rentals for 2,500 visitors, permits, petting zoo and pony ride, four carnival game booths, a bounce house/blow up slide and additional activity, first aid station and EMT, décor, photo area, and trash and recycle bins.

Haute Life has been creative in working with the previous \$35,000 budget to meet West Basin's needs for the event by recruiting volunteer staff, negotiating discounted pricing or donations for food, and absorbing some of the equipment rental costs. Last year, staff incurred some difficulties in recruiting volunteers to help with parking, shuttle buses, and handing out goodie bags. As a result, staff has requested that Haute Life hire additional event staff to help meet this need. Haute Life has agreed to add 6-8 staff members to help with the day of the event. Staff additionally ran short on equipment last year and Haute Life absorbed the cost of the extra equipment

At the April 2010 Committee meeting, staff requested an increase in the budget to ensure that we cover the additional expenses incurred from the extra booths, canopies and staff. Staff has requested a 10% increase to cover additional expenses, bringing the Event Planner contract amount to \$38,500. This remains an incredible value for West Basin.

STRATEGIC BUSINESS PLAN IMPLEMENTATION:

Goal 3: Customer Service – West Basin is committed to providing value by understanding and meeting the needs of our customers and the communities we serve.

FISCAL IMPACTS:

Funds will be included in the Fiscal Year 2010-11 Public and Government Affairs Budget.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Communications Committee on May 19, 2010 and recommended for approval at the June 1, 2010 Board meeting.

RECOMMENDED MOTION:

That the Board authorizes the General Manager to enter into an agreement with Haute Life PR for Event Planning Services for Water Harvest 2010 in a total contract amount not-to-exceed amount of \$38,500.

LIST OF EXHIBITS:

Exhibit "A" – Draft Itinerary for 2010 Water Harvest

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