

Port Sponsorships January 2008 To August 2010

In calendar year 2008, harbor commissioners approved nearly \$675,000 in donations and sponsorships to support 117 community events – from children’s activities to police and hospital golf tournaments to tours of the harbor to luncheons and dinners to special events such as the Grand Prix, Sea Festival, Veterans Day Parade and the Martin Luther King, Jr. Unity Parade.

In calendar 2009, the contributions dropped significantly to \$505,715 for 83 events. The donation dollars are expected to fall again this year. Through August, the commissioners have approved \$390,955 for 76 events. With fewer requests occurring in the last four months of each year, and with the economy still struggling, port contributions may fall to as low as \$475,000 – still a generous contribution.

Harbor commissioners were unwilling to discuss what happens to the contributions if Proposition D is approved by Long Beach voters.

Interestingly, during the year, numerous funding requests come from the offices of Long Beach elected officials for projects in their districts. Here are a few of them:

- Los Angeles River Ride for Suja Lowenthal, 2009, \$5,000
- Martin Luther King Parade and Celebration, Dee Andrews, \$15,000 over three years
- Long Beach Gospel Fest 2009, Dee Andrews, \$3,000
- Latin American Parade and Festival, Robert Garcia, 2009 and 2010, \$5,000 for two years
- Good Neighbor Festival, Gerrie Schipske, \$6,250 for over three years
- Bixby Knolls Dragster Expo, 2009 and 2010, Rae Gabelich, \$10,000 for two years

Approved At January 2008 Meetings

Long Beach Reads One Book	\$3,000
Martin Luther King, Jr. Parade	\$2,500
CSULB International Human Rights Forum	\$7,500
California Conference for Equality Interfaith Breakfast	\$750
Long Beach Symphony POPS!	\$4,000
So Cal Assn of Govts Farewell Dinner for Mark Pisano	\$2,500
LB Arts Council Smithsonian Week/Mayor's Gala	\$10,000

Approved At February 2008 Meetings

LACES National Engineers Week	\$500
CSULB Regional Economic Forecast	\$7,500
Terminal Operations Events Conference	\$20,000
San Gabriel Valley Coalition of Chambers Harbor Tour	\$1,000
Grand Prix	\$115,000
Cesar Chavez Luncheon	\$1,000
"Prevention First" Cal State Lands Commission	\$2,500
UCLA Extension "Green" Conference Harbor Tour	\$1,500
Harry Bridges Cesar Chavez Luncheon	\$5,000
Calif. Air Pollution Control Officers Conference	\$10,000
Manny Aschemeyer Farewell Dinner	\$2,500

Approved At March 2008 Meetings

Friends of the Los Angeles River Annual Cleanup	\$5,000
Harbor Association Sacramento Annual Trip	\$1,000
South Bay Latino Community Development	\$2,500
Rancho Los Amigos Amistad Dinner	\$1,750
LA Area Chamber of Commerce World Trade Week	\$3,000
Footwear Traffic Distribution & Customs Conference	\$6,500
Propeller Club's Steamship Dinner Dance	\$10,000
LB Unified School District Science Fair	\$2,000
Long Beach Police Department Awards Ceremony	\$350
Downtown Long Beach Assoc Clean Air Car Showcase	\$5,000
ITEP Fundraiser and Dinner	\$1,500
Latino Managers Scholarship Program	\$5,000
Long Beach Museum of Art – Pinhole Exhibit	\$15,000

Approved At April 2008 Meetings

Security Council-American Trucking Association	\$700
League of California Cities–Latino Caucus Long Beach	\$1,000
ILWU – Propeller Club Seafood Feast	\$4,500
Congressional Cup Yacht Race	\$10,000
2008 Sea Festival	\$50,000
Latino Engineers Architects Developers Reception	\$2,500
Mayor's Trophy Golf Tournament	\$1,600
CCEJ Humanitarian Awards	\$5,000
FuturePorts Air Quality Forum	\$2,500
Long Beach Chamber World Trade Week	\$10,000
Long Beach Bar Assn Admiralty Section Harbor Tour	\$3,000
Long Beach BLAST Breakfast	\$3,000
Campfire USA Annual Dinner	\$3,000
The Coastal Society TCS21 Conference	\$7,500
Aquarium Ocean Conservation Awards Gala	\$10,000

Approved At May 2008 Meetings

Coalition for Clean Air Awards Luncheon	\$6,000
Long Beach Chamber Chairman's Circle	\$29,204
LBCC Gateway to Greatness Gala	\$5,000

Approved At June 2008 Meetings

Clean Cities Conference Boat Tour	\$1,000
Long Beach Public Library Grape Expectations	\$3,000
Long Beach Police Association Golf Tournament	\$2,500
California Construction Expo	\$7,500
Shakespeare by the Sea Festival	\$1,500
Conservation Corp of L.B. Dine on Pine	\$2,500
Signal Hill Chamber Golf Tournament	\$1,500
American Society of Civil Engineers Boat Tour	\$1,000
US VETS Luncheon	\$2,500
UCLA Extension Transportation, Land Use Symposium	\$5,000
Livingston Park Tot Lot Groundbreaking Event	\$7,500
L.A. County Office of Protocol Golf/Tennis Invitational	\$2,500
ICT Humanitarian Awards Dinner	\$2,500
Operation Teddy Bear	\$7,000

Approved At July 2008 Meetings

YMCA Annual Charity Golf Tournament	\$1,250
Rancho Los Amigos Golf Tournament	\$1,500
Maritime Industry Salute/Great Tug Boat Race	\$3,500
HAIC Harbor Cup Challenge	\$5,060
Boy Scouts of America Shipping/Transportation Dinner	\$10,000
Don Knabe Golf Tournament	\$1,800
LA Chamber of Commerce Mobility 21 Summit	\$5,000
Harbor Transportation Club Annual Harbor Tour	\$4,000

Approved At August 2008 Meetings

State of the Arts Luncheon	\$1,000
YWCA/Alan Lowenthal Young Women's Empowerment Conf.	\$2,500
South Bay Latino Development Corp. Golf Tournament	\$2,500
WESCCON Conference 2008	\$1,750
LA Customs Brokers/Freight Forwarders Boat Tour	\$1,875
NAACP Freedom Fund Banquet	\$5,000
Southwest Intermodal Conference	\$4,000
Regional Hispanic Institute-Awards Dinner & Conf.	\$1,500
Coast Guard Foundation Golf Tournament	\$1,250
Community Hospital Long Beach Condit Spirit Dinner	\$1,750
International Maglev Conference	\$2,500

Approved At September 2008 Meetings

Rotary Club Harbor Tour	\$1,500
Good Neighbor Festival – 5th District	\$1,750
LA Econ. Devel. Comm. Eddy Awards/Harbor Tour	\$8,700
League of California Cities Annual Conference	\$10,000
Calif. Conf. Equality Justice Human Relations Awards	\$1,000
Embracing Latina Leadership Conference	\$1,000
AQMD Clean Vehicles Expo	\$2,500
University by the Sea	\$10,000
Faster Freight Cleaner Air	\$25,000
Excellence in Leadership Luncheon	\$1,500
DLBA State of the Downtown Luncheon	\$10,000
Veterans Day Parade	\$3,000

Approved At October 2008 Meetings

Principal for a Day	\$1,500
Nuestra Imagen	\$2,000
Sustainable Shipping Conference	\$5,000
FuturePorts Job Fair	\$7,500
Harry Bridges Working Class Women's Luncheon	\$1,000
St. Mary Medical Center Annual Dinner/Auction	\$5,000
Children Today Holiday Cheer	\$7,500
Boat tour for US China Business Institute	\$1,000
Boat tour for CSULB Staff Council	\$3,000
American Chamber of Commerce Executives Boat Tour	\$1,000
WTS Awards Dinner	\$1,500

Approved At November 2008 Meetings

Academic UpRise Leadership Distinction Awards	\$1,250
Boys Scouts Council Golf Tournament	\$2,000
Harbor Association Salute to Industry	\$5,000
Asthma and Allergy Foundation Breath of Life Ball	\$5,000
Waterfront Coalition Workshops	\$3,000
California League of Conservation Voters Annual Gala	\$2,500

Approved At December 2008 Meetings

Belmont Shore Christmas Parade	\$1,500
VerdeXchange Green Marketmakers Conference	\$5,000
LNG Technician Training Program Dinner	\$3,500
Long Beach Bar Association Installation Dinner	\$2,000
CVB New Years Eve on Pine Event	\$5,000
USS Green Bay Commissioning	\$10,000

Approved At January 2009 Meetings

Long Beach Yacht Club Congressional Cup	\$5,000
Minnesota Soybean Boat Tour	\$1,000
MLK Parade and Celebration	\$10,000
WRD Groundwater Festival	\$500
CCEJ Interfaith Breakfast	\$500
Grand Prix	\$155,000

Approved At February 2009 Meetings

Rancho Los Amigos Foundation Amistad	\$2,000
LBUSD Science Fair	\$2,500
LA World Trade Week	\$5,000
CSULB CITT Town Hall	\$10,000
Long Beach Cancer League Annual Gala	\$10,000
"Prevention First" Cal State Lands Commission	\$2,500
CAPCOA Conference	\$10,000
Harry Bridges Cesar Chavez Luncheon	\$5,000
Manny Aschemeyer Farewell Dinner	\$2,500
UCLA Extension "Green" Conference Harbor Tour	\$1,500

Approved At March 2009 Meetings

HBI Cesar Chavez Luncheon	\$1,000
CSULB Economic Forecast	\$5,000

IBA Reception	\$2,000
MOLAA Annual Gala	\$5,000
Rosie the Riveter Luncheon	\$500
Long Beach Poly High Mural	\$1,600
GreenPacific Conference	\$2,000
CFFEE Roundtable on Goods Movement	\$3,000
Long Beach Sister Cities	\$15,000
ITEP Dinner	\$2,500
Mayor's Trophy Golf Tournament	\$1,600

Approved At April 2009 Meetings

L.B. Boy Scouts Distinguished Citizens Dinner	\$5,000
City of Cypress BRACE tour	\$1,000
LA Chamber Latin America Exports Conference	\$5,000
Seafood Feast	\$4,700
LA River Grand Clean-Up	\$2,500
Cal Con Expo	\$5,000

Approved At May 2009 Meetings

Conservation Corps Dine on Pine Event	\$2,500
CCEJ Humanitarian Awards Dinner Honoring Port	\$6,800
Sea Festival 2009	\$40,000
Long Beach Chamber Chairman's Circle	\$27,860
Latino Managers Scholarship Reception	\$2,000
Bixby Knolls Dragster Expo	\$5,000
Long Beach Bar Assn. Harbor Tour	\$3,000
Long Beach BLAST Annual Breakfast	\$550
Long Beach Library Grape Expectations	\$2,000
Long Beach Police Officers Assn. Golf Tournament	\$2,500
Aquarium's Ocean Conservation Awards Gala	\$6,000

Approved At June 2009 Meetings

Los Angeles River Ride-Suja Lowenthal	\$5,000
Connie Awards-Containerization Institute	\$5,000
Children Today Golf Tournament	\$1,000
America 2050 Forum	\$1,000
Consular Corps Golf/Tennis Invitational	\$2,500

Approved At July 2009 Meetings

Long Beach Gospel Fest	\$3,000
YMCA Golf Tournament	\$805
Maritime Industry Salute and Tug Boat Race	\$5,000
Rancho Los Alamitos Foundation Fundraiser	\$1,250
Shipping and Transportation Dinner	\$5,000

Approved At August 2009 Meetings

2009 Eddy Awards	\$5,000
Coast Guard Gold Tournament	\$1,000
Freedom Fund Banquet	\$5,000
Good Neighbor Festival	\$2,500
UCLA Transportation Symposium	\$1,500
Chamber Chairman's Circle 2010-2011	\$27,000
Honoring Those Who Serve Luncheon	\$750
Human Relations Award Dinner, 2009	\$750
Latin American Parade and Festival	\$2,500
Texas Hold 'Em Fundraiser	\$500

Approved At September 2009 Meetings

Sustainable Shipping Conference	\$2,500
CSULB Engineering Lecture Series	\$2,500
Children's Clinic 70th Anniversary Gala	\$1,200
8th Annual Working Class Women's Luncheon	\$1,000
Nuestra Imagen Awards, 2009	\$1,000

Approved At October 2009 Meetings

13th Annual Veterans Day Parade	\$3,000
ICT Encore 2009	\$2,100
US Green Building Council-5th Annual Green Gala	\$2,500

Approved At November 2009 Meetings

27th Annual Belmont Shore Christmas Parade	\$2,500
I-710 Corridor to the Nation-Building Sustainable Trans	\$750
St. Mary Medical Annual Gala Auction and Dinner	\$2,500
WTS Annual Scholarship & Awards Dinner	\$1,500
Young Women Empowerment Conference 2009	\$1,000
62nd Annual Naples Parade of Boats	\$1,000
Children Today 12th Annual Holiday Event	\$1,000
Meet the Industries Expo	\$1,000

Approved At December 2009 Meetings

22nd Annual Martin Luther King Jr. Parade	\$2,500
ILWU Retirement Celebration for James Spinosa	\$1,500
L.A. County Business Federation's 2nd Anniv. Celeb.	\$15,000

Approved At January 2010 Meetings

Long Beach Play House 80th Anniversary Gala	\$1,500
Transportation Workforce Development Summit 2010	\$1,000
Memorial Medical Center Foundation Gala	\$2,000
Partners of Parks – Snow Day 2010	\$2,500

Approved At February 2010 Meetings

20th Annual Flossie Lewis Luncheon	\$500
CCEJ Interfaith/Intercultural Breakfast	\$500
National Engineers Week Awards Celebration	\$500
15th Annual Catalina Conservancy Ball	\$1,500
California and World Ocean 2010 Conference	\$5,000
Los Angeles World Trade Week	\$10,000
2nd Annual Creating Jobs Through Exports Conf	\$3,000
CSULB Alumni Awards Banquet	\$2,500
LB Unified School District Science Fair	\$2,000

Approved At March 2010 Meetings

Grand Prix 2010	\$155,000
Cesar Chavez Banquet	\$1,000
Long Beach Cancer League's Long Beach Gala	\$2,000
Congressional Cup 2010	\$2,500
CSULB Regional Economic Forecast	\$5,000
2010 Sea Festival	\$40,000
Women Who Make a Difference Luncheon	\$750
DLBA 2nd Annual Long Beach Bicycle Festival	\$5,000
Memorial Medical Center Foundation–Gold Classic	\$4,000
100 Black Men of Long Beach Awards Gala	\$1,000

Approved At April 2010 Meetings

25th District Student Honors Luncheon	\$500
A Celebration of Miracles: The 24th Amistad Gala	\$2,500
LBAC Boy Scouts Distinguished Citizen Dinner	\$10,000
Friends of the LA River Great LA River Cleanup	\$2,500
ITEP 10th Anniversary Dinner	\$1,500
Cal State Lands Commission "Prevention First 2010"	\$1,000
Heal the Bay - Bring Back the Beach	\$5,000
Conservation Corps of Long Beach-Dine on Pine	\$1,000
Ellas Empowerment Conf. Dulcinea/Virtus Awards	\$1,500
L.B. Police Officers Assn Charity Golf Tournament	\$1,000
American Golf Found.-Mayor's Trophy Golf Tourney	\$1,600
Museum of Latin American Art's Gala Fundraiser	\$5,000
SCAG 2010 Regional Conference/General Assembly	\$2,500

Approved At May 2010 Meetings

28th US Coast Guard-Marine Industry Golf Tourn.	\$1,000
California Maritime Leadership Symposium	\$2,500
Grape Expectations Fundraising Dinner	\$2,000
L.B. Bar Assn. Maritime Section Harbor Tour	\$3,000
Annual International Night Benefit Ball	\$2,500
CCEJ Humanitarian Awards Dinner	\$5,000
Long Beach BLAST Annual Breakfast	\$1,000
Women In Green Forum	\$2,500
ILWU-Propeller Club Seafood Feast	\$3,500
Roundtable Conference on Goods Movement	\$3,000
Most Inspiring Students Awards Gala	\$1,500
FuturePorts "Clearing the Air Conference"	\$2,500
L.A. Consular Corps Golf/Tennis Invitational	\$2,500
Ninth Annual So. California Transportation Summit	\$3,000
Leadership LB Class of 2010/2011 Program	\$5,000

Approved At June 2010 Meetings

LB Police Dept. 42nd Annual Awards Ceremony	\$1,000
Aquarium Ocean Conservation Awards Gala	\$5,000
Legal Aid Foundation's Long Beach Grand Cru	\$1,800
Operation Teddy Bear Reception	\$2,500
YMCA of Greater Long Beach Golf Tournament	\$805
Rancho Los Alamitos Foundation's Ranch Roundup	\$2,500
Bixby Knolls Dragster Expo and Car Show	\$5,000
Sister Cities of Long Beach, Inc.	\$8,000

Approved At July 2010 Meetings

LAC Economic Development Corp	\$3,000
LB Museum of Art 60th Anniversary Bash	\$10,000
Naples Holiday Boat Parade	\$2,500
Children Today Golf Tourney	\$600
Assistance League of Long Beach-70th Anniversary	\$2,500

Approved At August 2010 Meetings

United Cambodian Community Anniversary	\$1,000
College of Engin., CSULB-Disting. Lecture Series	\$2,500
LBCC Community Studies Project's Conference	\$2,500
South Coast Air Quality Mgt. District's Luncheon	\$400
LB Centro (CHA)-Nuestra Imagen Awards	\$1,000
Children's Clinic Beach Walk	\$1,000
Southern California Relocation Council	\$1,000
Good Neighbor Festival	\$2,000
ILWU Annual Tri-Party Golf Tourney	\$2,000
Latin American Parade and Festival	\$2,500
UCLA Extension's Symposium	\$2,500
U.S. Environmental Protection Agency	\$2,500

About The Grand Prix Sponsorship

The largest sponsorship made by the Port of Long Beach in each of the past three years is for the annual running of the Toyota Grand Prix of Long Beach. In 2008, it was \$115,000. For 2009 and 2010, the sponsorship reached \$155,000 each year. According to Jim Michaelian, president of the Grand Prix Association of Long Beach, as an official sponsor, the port received the following:

- Two Pit Row Suites (\$85,000), which the port had purchased in the years prior to the sponsorship arrangement that began in 2008. Pit Row Suite purchase allows the port to conduct business with and entertain clients at Long Beach’s premier event. [This is customary at most major sporting events throughout the country, and is used as both a retention and attraction tool.]
- The port gets year-round use out of the promotional Green Port Prius, which is also used on race weekends to pace all the races and is designated the Official Green Power Pace Car. When not in use, the Port Prius is displayed in the Green Power Expo.
- The port receives 20 track signs at the event which will be seen on national and international television throughout the weekend. Last year, over 10 hours of first-run programming originated from the Grand Prix.
- The port has the right to use the Grand Prix name and logo in all of its media advertising and promotions, further associating it with Long Beach’s premier event.
- The port receives three commercial spots and three public address announcements per day on race weekend to get the Green Port message to the Grand Prix audience. The Port also receives advertising space in the official Souvenir Program (15,000 distribution) and Fan Guide (55,000 distribution), and, as a sponsor, its Web site is linked to the Grand Prix Web site.
- The port is incorporated into a number of Grand Prix pre-event promotions and activities, including the Long Beach student outreach program. This program features local school visits by professional racecar drivers, and the port sends their Green Port Prius and a representative to talk to the students about the port’s green initiatives. ■