



STAFF REPORT

Meeting Date: November 17, 2015
To: Honorable Mayor & City Council
From: Brad Meyerowitz, Recreation Services Manager *BM*
Subject: Jewish National Fund Request for Co-Sponsorship and Usage of the Wallis Annenberg Center for the Performing Arts

Attachments:

1. Letter from the Jewish National Fund
2. Water Summit Overview

INTRODUCTION

The Jewish National Fund (JNF) has requested the co-sponsorship of the City of Beverly Hills and usage of the Wallis Annenberg Center for the Performing Arts (WACPA) for a "Water Summit" on Wednesday, March 2, 2016. The summit will take place from 8:30am – 7pm. and be held in the Goldsmith Theatre, as well as other rooms in the venue. This request is coming through the City, since the City has a designated number of events per calendar year that can be scheduled at the WACPA as stated in the lease between the City, WACPA, and the Parking Authority.

DISCUSSION

Representatives from JNF are working with Public Works staff on details of the Summit. The Summit will be sponsored by the JNF, in conjunction with the Israel Consul General's office, and as way of this request, the City of Beverly Hills. The summit will feature individual and panel discussions on present day water issues and how current technology in Israel can help overcome some of these challenges. JNF is facilitating Water Summits throughout the United States, commencing this past October with a Summit in Chicago. Participants will include water industry professionals, as well as Government officials. There will be a panel discussion highlighting the City of Beverly Hills' efforts in water conservation. In addition, an expo featuring representatives from companies in the water technology and engineering fields will be open throughout the day. The Summit will also feature welcoming remarks from Mayor Gold, as well as the Israel Consul General and Event Chair David Nahai. Representatives from JNF are scheduled to present the Water Summit proposal to the Public Works Commission at the November 12 Commission meeting.

JNF will be selling tickets to the Summit at a price to-be-determined. Revenues raised from the sale of tickets will help JNF offset some of the costs incurred with holding the event at the WACPA. Free admission will be provided to students who would like to attend.

Meeting Date: November 17, 2015

The lease with WACPA allows the City to sponsor up to 15 events per calendar year in the Theatre, the Studio, as well as any other interior or exterior space. In addition, the City has access to the campus for up to 5 evenings per year for civic, charitable or public functions or events. It is not anticipated that the usage by JNF of one of the City's designated dates will have an impact on the number of future bookings for City events at the WACPA.

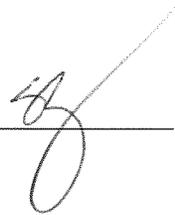
FISCAL IMPACT

Per the lease, the City shall reimburse WACPA for any out-of-pocket direct costs incurred by WACPA in connection with events held at the venue. These include janitorial, security and production costs. WACPA has not yet established the fees for these aforementioned services; a walkthrough with JNF and WACPA representatives will take place onsite and an estimate of fees will be established at that time. JNF is aware that there will be expenses that they will be incurring and have agreed to cover them on behalf of the City.

RECOMMENDATION

Staff seeks direction from City Council on the request from the Jewish National Fund for City co-sponsorship and usage of the Wallis Annenberg Center for the Performing Arts for a "Water Summit" on March 2, 2016.

Steven Zoet
Approved By



Attachment 1



JEWISH NATIONAL FUND

P 323.964.1400
F 323.964.1410

Greater Los Angeles

Administrative Center
7120 Hayvenhurst Ave., Suite 200
Van Nuys, CA 91406

Jnf.org

Chairman Of The Board
Ronald S. Lauder

President
Jeffrey E. Levine

Chief Executive Officer
Russell F. Robinson

Greater Los Angeles

Chairman of the Board
David Frank

President
Mark Egerman

Vice President
Matthew C. Fragner

Board of Directors
Alan Abramson
Alyse Golden Berkley
Sara Canon
David Chudnow
Samuel P. Delug
Andrew Gardner
Bud Levin
Judy Levin
Louis A. Lipofsky
Barak Lurie
Thomas S. Morgan
Mark Mower
Robin Nourmand
Allen Rishie
Evan Roklen
Tony Rubin
Larry C. Russ
Rob Shiller
Seth Staszower
Douglas C. Williams

Executive Director
Allison Krumholz

Associate Director
Louis Rosenberg

Senior Campaign Executives
Michal Frankei
Jodi Marcus
Carily Vazana

November 10, 2015

Dear Mayor Dr. Julian Gold, Vice Mayor John Mirisch and Council Members Nancy Krasner, Lili Bosse and Dr. William Brien,

On behalf of Jewish National Fund, we are presenting the attached paperwork for our JNF Water Summit for the event on March 2, 2016. As discussed, the event will be co-sponsored by The City of Beverly Hills and the Israel Consul General in Los Angeles. JNF understands that no rental fees will be charged by the Annenberg, but JNF will incur hard cost to cover labor and cleaning fees that is incurred by the Annenberg.

JNF has taken a leadership role in water conservation within Israel, helping to build more than 250 reservoirs across the country. With Seth Siegel and his new book, *Let There Be Water*, JNF is now working with the author to highlight & facilitate how Israel's technology can help a water starved world.

While JNF is undertaking 12 summits across the United States, our summit in Los Angeles given the drought will be our most important summit of all and I thank you in advance for your help.

Gina Raphael who serves on our Los Angeles Board of Directors (and owns Mickey Fine Pharmacy & Grill) will be chairing the Los Angeles Summit along with David Nahai (the former head of LADWP). We are honored to have Gina & David lead this key effort for Jewish National Fund.

Gina will be presenting to you on November 12th during the Public Works Commission meeting and at the City Council on November 17th. I will join her at the later meeting.

Thank you in advance for your assistance. If I can help in any way possible, please let me know.

Regards,

Lou Rosenberg
Executive Director, Greater Los Angeles JNF

Attachment 2



**JEWISH
NATIONAL
FUND**

Your Voice in Israel

JNF and Water | A Year Long Campaign

June 2015

JNF and Water: A Year Long Campaign



JEWISH
NATIONAL
FUND

Your Voice in Israel

Our Mission:

A global water crisis is upon us. Israel has been on the forefront of water solutions. Jewish National Fund (JNF) has played a central role in Israel's water achievements - and continues to do so. JNF's unique position provides an opportunity to expand awareness of and engagement with Israel's water leadership and the role it can play in a water-starved world.

Our Objectives:

- Raise awareness of JNF and its work with water in Israel
- Reinvigorate JNF's Water campaign and create a new National Water Task Force
- Host 20 water-related events in various states across the country
- Partner with Author Seth Siegel, using him as a speaker for our water events and capitalizing on his soon-to-launch book *Let There Be Water*
- Gives Jews across America a new reason to be proud of Israel and interested in its water accomplishments
- Secure new donors and new water-directed gifts from existing donors

Key Performance Indicators:

Donors

- \$10 million in donations for JNF's water projects as a result of the year long campaign
- 70% attendance of Major Donors
- Place a "Water Liaison" on every JNF board in each community visited to ensure continuity
- Sale of \$50,000 JNF Water Certificates throughout the year
- Raise \$100,000 in donations at each Water Summit

Key Performance Indicators:

Marketing and Communications

- Garner a total of 10 million impressions via media hits
- Increase JNF Facebook page likes by 25% with 50% of attendees using a designated hashtag or tagging JNF in social media status updates
- At least one pre-event feature in a secular paper and Jewish paper in each area
- At least one post-event feature in a secular paper and Jewish paper in each area
- At least one broadcast segment in each area

Key Performance Indicators:

Outreach

- 25,000 total new sign-ups for JNF's database
- Secure at least 10 follow-up meetings with either city officials, donors, or leaders in each state
- Attendance of 5,000 college students total at *Positively Israel* campus events across the country
- Attendance of 500 people over two days in each state
- Sale of 75 books at each event

Israel and Water in the News



JEWISH
NATIONAL
FUND

Your Voice in Israel

CALIFORNIA DROUGHT



A watering tray on the cracked bed of Lake Mendocino near Ukiah, Calif., on April 1. California Gov. Jerry Brown ordered statewide water shutoffs.

Israel's guide to water

Drought-stricken country reaches out to California

Shoshana Choshin
Illustration: Sara Yoniss

severe summer, Israeli. As California struggles with an unprecedented water shortage caused by a historic drought, they might look over to a solution — in the Middle East.

Israel, subject to international scrutiny for decades, has demonstrated a mastery of water-saving technologies. It long ago learned how to grow crops in the desert and has devised the advanced drip-irrigation system that has become a model for water conservation.

Now Israel is eager to share its latest know-how with drought-stricken states like California. There helped indigenous Israeli water systems, desalination plants and the reuse of household wastewater.

In recent years, Israel has been the gift of its own desalination, the government actively encouraged shipping its water from Turkey — more than 1,000 miles — to Israel, the country established as a strategic alliance of supplying fresh water, desalination and wastewater.

"Israel was never just a water importer," said Uri Shoval, a former Likud member and former director of the Israel Water Authority.

Israel and California have cooperated on water issues for years, but recently that is growing levels, said Uri Shoval, a professor of electrical and electronic engineering at UCLA, Los Angeles. "There is a growing interest in Israel's water-saving technologies, that can benefit both countries."

In 2011, the Israeli Water Authority, in developing a desalination plant in the Red Sea, that would produce 2,000 cubic meters with 60 million gallons per day, the plant will produce 100 million gallons annually, saving water and reducing energy consumption.

But to truly save water, Israel must first reduce its own water consumption. "We have to be more responsible and not waste water in a wasteful way and not be wasteful in our consumption."

Under the drought, the Israeli Water Authority has issued a series of measures for every individual and business. It has urged people to take shorter showers, to use less water in the kitchen and to take shorter showers.

It has also urged people to take shorter showers, to use less water in the kitchen and to take shorter showers.

It has also urged people to take shorter showers, to use less water in the kitchen and to take shorter showers.

It has also urged people to take shorter showers, to use less water in the kitchen and to take shorter showers.

It has also urged people to take shorter showers, to use less water in the kitchen and to take shorter showers.



As seen in

The New York Times

Aided by the Sea, Israel Overcomes an Old Foe: Drought

By ISABEL KERSHNER MAY 29, 2015

JERUSALEM — At the peak of the drought, Shabi Zviell, an Israeli gardener, turned to his

A hefty tax was placed on water consumption, penalizing lawns, swimming pools or Mr. Zviell's clients went out and swapped their seasonal indigenous plants more to suit the climate. "I worried about what was going," said Mr. Zviell, people's yards for about 25 years.

Across the country, Israeli with hoses was outlawed an enough to absorb the cost of were permitted to water it on

"We were in a situation where close to someone opening the country and no water was Dir Schor, the spokesman of the government's

But that was about six years is plenty of water in Israel, an old "Israel is drying up" dusted off to advertise baby gone back, said Mr. Zviell, we

As California and other United States grapple with a revolution has taken place by effort to desalinate. Mediterranean to recycle wastewater has plenty enough water for all its severe droughts. More than water for Israel households

industry is now artificially produced.

During the drought years, farmers at Ramat Rachel, a kibbutz on the southern outskirts of Jerusalem, took water-conservation measures

Water Authority representatives went house to house offering to fit free devices on shower heads and taps that inject air into the water stream, saving about a third of the water used while still giving the impression of a strong flow.

Officials say that wiser use of water has led to a reduction in household consumption of up to 18 percent in recent years.

And instead of the municipal authorities being responsible for the maintenance of city pipe networks, local corporations have been formed. The money collected for water is reinvested in the infrastructure.

Mekorot, the national water company, built the national water carrier 50 years ago, a system for transporting water from the Sea of Galilee in the north through the heavily populated center to the far south. Now it is building new infrastructure to carry water west to east, from the Mediterranean coast inland.

In the parched Middle East, water also has strategic implications. Struggles between Israel and its Arab neighbors over water rights in the Jordan River basin contributed to tensions leading to the 1967 Middle East war.

Israel, which shares the mountain aquifer with the West Bank, says it provides the Palestinians with more water than it is obliged to under the existing peace accords. The Palestinians say it is not enough and too expensive. A new era of water generosity could help foster relations with the Palestinians and with Jordan.



Druckman waded a sheep in the West Bank near the settlement of Mat'alo Mithman. A major national effort to desalinate Mediterranean seawater and to recycle wastewater has provided the country with enough water, even during severe droughts. — Photo Credit Uriel Szal

The turnaround came with a seven-year drought, one of the most severe to hit modern Israel, that began in 2005 and peaked in the winter of 2008 to 2009. The country's main natural water sources — the Sea of Galilee in the north and the mountain and coastal aquifers — were severely depleted, threatening a potentially irreversible deterioration of the water quality.

Measures to increase the supply and reduce the demand were accelerated, overseen by the Water Authority, a powerful interministerial agency established in 2007.

Desalination emerged as one focus of the government's efforts, with four major plants



A pool overlooking the Ramon Crater at the hotel Borshahot in the Negev desert. In the parched Middle East, water also has strategic implications. Struggles between Israel and its Arab neighbors over water rights in the Jordan River basin contributed to tensions leading to the 1967 Middle East war. — Photo Credit Uriel Szal

Desalination, long shunned by many as a costly energy guzzler with a heavy carbon footprint, is becoming cheaper, cleaner and more energy efficient as technologies advance. Sidney Loeb, the American scientist who invented the popular reverse osmosis method, came to live in Israel in 1967 and taught the water professionals here.

The Sorek desalination plant rises out of the sandy ground about nine miles south of Tel Aviv. Said to be the largest plant of its kind in the world, it produces 40 billion gallons of potable water a year, enough for about a sixth of Israel's roughly eight million citizens.

Miriam Faigon, the director of the solutions department at IDE Technologies, the Israeli company that built three of the plants along the Mediterranean, said that the company had cut energy levels and costs with new technologies and a variety of practical methods.

Under a complex arrangement, the plants will be transferred to state ownership after 25 years. For now, the state buys Sorek's desalinated water for a relatively cheap 58 cents a cubic meter — more than four times the cost of rainwater, Ms. Faigon acknowledged, "but that's only if you have it."

Israel's environmentalists say the rush to desalination has partly come at the expense of alternatives like treating natural water reserves that have become polluted by industry, particularly the military industries in the coastal plain.

"We definitely felt that Israel did need to move toward desalination," said Sari Caspi-Oron, a water expert at the nongovernment Israel Union for Environmental Defense. "But it is a question of how much, and of priorities. Our first priority

was conservation and treating and reclaiming our water sources."

Some environmentalists also say that the open-ocean intake method used by Israel's desalination plants, in line with local regulations, as opposed to subsurface intakes, has a potentially destructive effect on sea life, sucking in billions of fish eggs and larvae.

But Boaz Mayzel, a marine biologist at the Israel Union for Environmental Defense, said that the effects were not yet known and would have to be checked over time.

Some Israelis are cynical about the water revolution. Tsar Shezaf, an Israeli journalist and the owner of a farm that produces wine and olives in the southern Negev, argues that desalination is essentially a privatization of Israel's water supply that benefits a few tycoons, while recycling for agriculture allows the state to sell the same water twice.

Mr. Shezaf plants his vines in a way that maximizes the use of natural floodwaters in the area, as in ancient times, and irrigates the rest of the year with a mix of desalinated water and fresh water. He prefers to avoid the cheaper recycled water, he says, because, "You don't know exactly what you are getting."

But experts say that the wastewater from Israel's densely populated Tel Aviv area is treated to such a high level that no harm would come to anyone who accidentally drank it.

JNF and
*Let There Be
Water*
Partnership



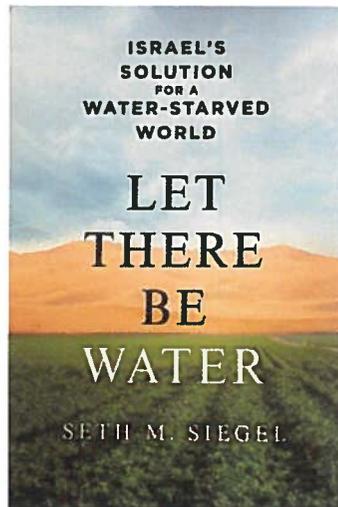
JEWISH
NATIONAL
FUND

Your Voice in Israel

Author Seth Siegel:

Seth M. Siegel is a businessman, activist and writer. His essays have appeared in *The New York Times*, *The Wall Street Journal*, the *Los Angeles Times* and other publications around the world on business, political and cultural issues. Siegel has often appeared on television and has been widely quoted in major print media. He is a member of the Council on Foreign Relations.

Let There Be Water:



Serving as a model for a water-stressed world, Israel has turned water from a burden into an opportunity. With sixty percent of the country in a desert and despite a rapidly growing population, Israel has been jumping ahead of the water-innovation curve for decades. Israel's national unity and economic vitality are, in part, the result of a culture and consciousness that understands the central role of water in building a dynamic, thriving society. With visionary leaders who—from the first days of the State—sought long-term solutions, the country's citizens have accepted the call for sometimes great sacrifice.

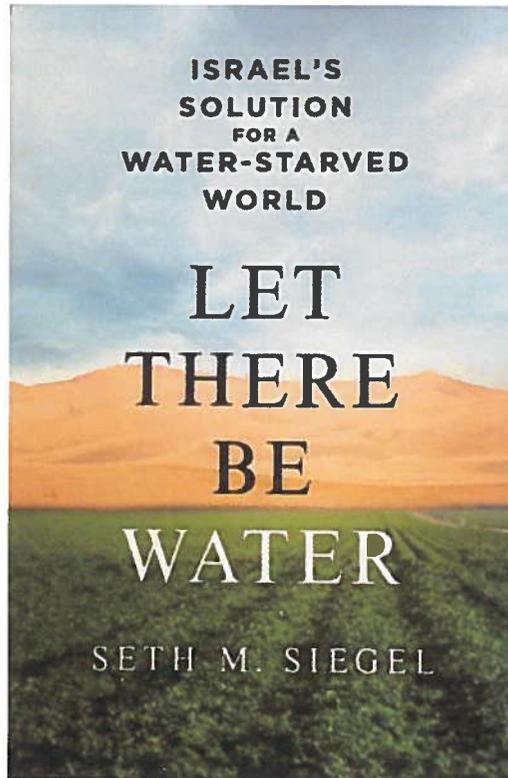
By boldly thinking about water, Israel has transformed the normally change-averse, water-greedy world of agriculture with innovations like drip irrigation, creation of smart seeds for drought-friendly plants and careful reuse of highly treated sewage. Israel has also played a leading role in the emerging desalination revolution.

Let There Be Water:

Beyond securing its own water supply, Israel has also created a high-export industry in water technology, a timely example of how countries can build their economies while making the world better. As Israel has removed water as a national security issue, its new surplus in water can also aid in developing deeper ties in the region, while being a water-smart model for countries and communities around the world.

Built on hundreds of interviews and meticulous research, *Let There Be Water* tells the inspiring story of how this all came to be.





***Let There Be Water* prominently highlights the work that JNF and KKL have done to ensure Israel's water success**



JNF and *Let There Be Water* Partnership:

- *Let There Be Water* focuses on Israel's water technology and efficiency
- JNF has played a major leadership role in Israel's water over the past 15 years, donating over \$100 million to water-related projects, and building over 250 reservoirs
- JNF will capitalize on the foreseen success of *Let There Be Water* through national events at which Seth will speak
- JNF will be included in the narrative during Seth's other speaking events with organizations such as AIPAC, ADL, and Ben Gurion University



JNF and *Let There Be Water* Partnership:

- Gives independent validation of Israel's technological advancement in water and the role JNF played in its success
- Highlights Israel's ability to help a water-starved world
- Provides JNF's *Positively Israel* initiative with a new resource
- Helps to change the conversation about Israel
- Brings attention to drought as an ongoing issue that reaches beyond the borders of the Middle East to the world

JNF Water Summits



JEWISH
NATIONAL
FUND

Your Voice in Israel

Water Summit Targeted Demographic:

- Current, major, and prospective donors
- Public officials (local, state, and federal)
- Public utilities and water centers
- Farmers and agricultural associations
- College students and faculty
- Local businesses
- Local high schools and Jewish day schools

Water Summit Day I:

- Morning, local news radio, and talk shows (To be set up by Seth Siegel's PR and Marketing Firm)
- Noon *Let There Be Water* book signing (To be set up by Seth Siegel's publisher at local bookstores)
- Afternoon meetings at local Jewish day schools, with faculty of local universities, and with high school students
- Late afternoon meetings with local Rabbis and community leaders
- Alexander Muss High School in Israel Alumni and recruitment reception
- Evening speaking engagement at a local community center or synagogue

Water Summit Day II:

- Keynotes | 30-45 minutes
- Questions | 30-45 minutes
- Sell books, autographs, chats | 1 hour
- VIP lunch
- The Israel Connection Panel | 30-45 minutes
 - Includes
 - Professor
 - User (utility, farmer, business)
 - Moderator (SMS?, Albert Cho?)
 - 2-3 discussion questions

Water Summit Day II:

- Optional breakout sessions
- Late afternoon press conference and meetings with members of the local media (both Jewish and secular)
- Presentation at local college campus for *Positively Israel*
- Evening reception and book signing for JNFuture

Water Summit Day III:

- Additional press opportunities including interviews as well as TV and radio segments
- Morning breakfast meeting recap
- Departure

Current Dates for Water Summits:

- October 22-24 | **Chicago, Illinois** | National Conference
- November 3-5 | **New York, New York** | Tree of Life™ Award Dinner
- November 17-19
- December 1-3 | **Austin, Texas** | Breakfast for Israel
- December 8-10
- January 12-15 | **California** (TBD)
- January 26-28
- February 2-4
- March 1-3
- March 25-28 | **Phoenix, Arizona** | Breakfast for Israel and Major Gift Weekend

JNF Will Visit:

- Arizona
- Arkansas
- California
- Colorado
- Florida
- Illinois
- Nevada
- New Mexico
- New York
- Ohio
- Oklahoma
- Pacific Northwest
- Texas
- Washington, D.C.

Projected Budget Per Event:

• PR and Marketing	\$5,000
• Location	\$10,000
• Staffing	\$5,000
• AV/Sound/Lights	\$5,000
• VIP Major Donor Lunch	\$5,000
• Travel	\$5,000
• Shipping, Misc.	\$5,000
• Food and Beverage	\$10,000
TOTAL	\$50,000

JNF Water Marketing



JEWISH
NATIONAL
FUND

Your Voice in Israel

Water Marketing:

- Donors and Prospective Donors
 - Major Donor letter on JNF Water Renewal, with a personalized copy of *Let There Be Water*, and holiday cards for Rosh Hashanah
 - Donor product email on Water Renewal, Water Certificates, and *Let There Be Water* for Rosh Hashanah and Sukkot
 - Water-themed issue of *B'Yachad* in October 2015
- Communities
 - #SaveWaterDrinkWine events across the country to raise awareness and money for Water Renewal
 - Summer 2015 rabbi mailing on Water Renewal with copies of *Let There Be Water* for sermon inspiration
 - Educational packets on Water Renewal for students from kindergarten through college

Water Marketing:

- Speakers
 - Train Makor members to act as experts on water and free speakers at events
 - Feature water-related speaker on the JNF Speakers Bureau website
- Web
 - Updated water pages on JNF's website
 - A page dedicated to the Water Summits and water-related speaking engagements
 - Water banners on the JNF website
 - Updated search words

Water Marketing:

- Public Relations

- Submit Op-Eds on JNF, Water Renewal, and Israel's water technology to targeted media outlets including *Times of Israel*, *The New York Times*, *The Wall Street Journal*, *TIME*, *eJewishPhilanthropy*, and more
- Pitch segments on JNF, Water Renewal, and Israel's water technology to broadcast and radio outlets including PBS, NPR, CBS's *60 Minutes*, CNN, FOX, and more

- Advertising

- Print, digital, broadcast, non-traditional, and more
 - 30-60 PSAs for radio stations local to Water Summit events
 - 30-60 seconds TV spots on stations local to Water Summit events
 - Facebook advertisements
 - Advertisements/advertorials in local and national print publications
 - Rosh Hashanah JNF advertisements on water
 - Out of home advertisements (i.e. billboards, phone kiosks, buses)



JNF Elected Officials Book Purchase



JEWISH
NATIONAL
FUND

Your Voice in Israel

Elected Officials Book Mailing:

With drought projected to affect most of the US, JNF will raise awareness of Israel's solutions to their water problems and the role JNF has played in making them a reality. This will help to support and promote JNF's *Positively Israel* message.

Mailings to local and state officials will include:

- A cover letter from JNF cover letter
- A copy of *Let There Be Water*
- A copy of the water edition of *B'Yachad*
- Information on water monitoring information
- JNF water certificates

Identified Elected Officials:

- | | |
|--------------------------------------------------|---------|
| • State Governors, Lt. Governors, Treasurers | 150 |
| • Fifty State Legislatures' Elected Officials | 7,383 |
| • Mayors of Cities with 30,000+ | 1,351 |
| • Water Service Providers | 4,000* |
| • Rural and Agricultural Water Service Providers | 50,000* |

Note: AIPAC will distribute copies of the book to all 100 Senators and 435 Representatives

* Source: US EPA, *Water Statistics for 2007*



Questions?



JEWISH
NATIONAL
FUND

Your Voice in Israel