



CITY OF BEVERLY HILLS

PUBLIC WORKS SERVICES DEPARTMENT

MEMORANDUM

TO: PUBLIC WORKS COMMISSION

FROM: Chad Lynn, Assistant Director of Public Works Services, Parking and Facilities
Lyn Dedmon, Senior Management Analyst J.D.

DATE: November 12, 2015

SUBJECT: JEWISH NATIONAL FUND REQUEST FOR CO-SPONSORSHIP AND USAGE OF THE WALLIS ANNEBERG CENTER FOR THE PERFORMING ARTS

ATTACHMENTS: Letter from the Jewish National Fund

The Jewish National Fund (JNF) has requested co-sponsorship of the City of Beverly Hills and usage of the Wallis Annenberg Center for the Performing Arts (WACPA) for a "Water Summit" event on Wednesday, March 2, 2016. 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.

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.

Representatives from the JNF are working with Public Works staff on details of the Summit and will present the Water Summit proposal at the November 12, 2015, Commission meeting to provide additional information. This item is also scheduled for the November 17, 2015, City Council Study Session.

Jewish National Fund Water Summit



JNF Water Summits

A global water crisis is upon us. Israel has been at the forefront of water solutions for several decades. Jewish National Fund has played a central role in Israel's water achievements, and continues to do so today. To share Israel's technological advancements and amazing accomplishments in water resources with the U.S., JNF is launching a series of Water Summits. At each Water Summit:

Learn about global water issues and Israel's successes in water technology from keynote speaker Seth M. Siegel, author of *Let There Be Water: Israel's Solution for a Water-Starved World*, see below for more information on the author and book.

- Participate in an interactive panel on both Israeli and local water technology and solutions
- Hear from today's key influencers in water reuse and development
- Learn how Israel has mitigated its water crisis and how the US can do the same
- Network with urban planners, environmentalists, water industry leaders and more

JNF Water Solutions

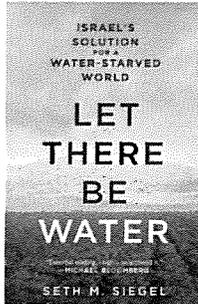
For many years, JNF has been working to bolster Israel's water economy by developing alternative water sources, saving the economy millions every year, advancing Israeli agriculture, and improving the environmental water quality. JNF's work with water:

- Increased Israel's water economy by 12% through the treatment, recycling, and collection of both waste and run off water, responsible aquifer drilling, and river rehabilitation
- Helped build over 250 reservoirs, raising the amount of recycled and runoff water in Israel from 4%, three decades ago, to 80% today
- Over half of agricultural water in Israel comes from recycled and reused wastewater—31% of that water is supplied by JNF reservoirs

Let There Be Water: Israel's Solution For A Water-Starved World

“*Let There Be Water* is the remarkable story of Israel, an account of how a lonely desert was transformed into a blooming, welcoming home by virtue of creativity, innovation, and revolutionary technology.”

— Shimon Peres, Winner of the Nobel Peace Prize, Former President of the State of Israel



After learning of a global water crisis and hearing that Israel had a world-leading approach to water, author Seth M. Siegel decided that it was an important lesson to share. *Let There Be Water: Israel's Solution for a Water-Starved World* is culmination of his meticulous research and hundreds of interviews (including with world leaders). This book tells how Israel turned its scarcity of water into an opportunity to avoid its inevitable water crisis and become an innovative pioneer in the global quest for a new water paradigm. It is the inspiring true story that can help make a difference in our economy—and the world.

About Seth M. Siegel

Author 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. While writing the book, interviewing and visiting Israel's water developments, Siegel has developed deep appreciation for JNF's huge impact on Israel's water economy. Siegel writes and tweets about water issues on Twitter @sethmsiegel. Visit his water website at www.sethmsiegel.com.

Summit Overview

- March 2, 2016 at the Annenberg
- Address to the Community by Mayor Gold
- Industry Professionals & Government Officials on a crucial topic to our State and local community.
- There will be a Beverly Hills specific panel highlighting our City's work in this area.
- The City of Beverly Hills will be listed as a sponsor on all materials.
- The summit will cover California's water issues and highlight opportunities for Israel to help solve problems.
- The event will feature an Expo with water technology & engineering Companies
- Sponsored by Jewish National Fund in conjunction with The Israel Consul General's Office and The City of Beverly Hills
- Attendance Cost will be minimal @ \$50 per person (TBD) to cover the costs of the event and will include breakfast & lunch (kosher) and cocktail event by invitation.
- Free Admission will be provided to students.

Working Agenda- March 2nd

8:30am- Registration and Welcome Breakfast (Company Pavilion Open this would be Israeli Companies)

9:30am- David Nahai- Event Chair and Introduction to the Day, Our Problems and How Israel can help, welcome by Consul General, Welcome by Mayor of Beverly Hills, Welcome by Talia Tzour

10:15 Seth Siegel- "Let There Be Water "-

11:00-11:15am - Break- Company Pavilion Open

11:15- 12pm: History of Water in California and How the California Water System Operates

12:00pm- 12:45pm - Water Engineering

12:45pm- 2:00pm- Lunch and Company Pavilions Open

2:00pm- 2:45pm: Water Investors- Venture Capitalists

2:45- 3:00pm Break

3:00- 3:45pm Israeli Technology

3:45pm- 4:30pm Case Study: The Beverly Hills Model

4:45pm Water Summit Closes and Cocktail Reception (by invitation)