

**SANTA MONICA MOUNTAINS CONSERVANCY
GRANT APPLICATION**

Project Name: VerdeXchange 2016	Amount of Request: \$15,000		
Applicant Name: Community Partners (on behalf of VerdeXchange Institute)	Total Project Cost:		\$288,000
	Matching Funds:		\$200,000
Applicant Address: 1000 N. Alameda St. Suite 240 Los Angeles, California 90012	Lat/Long: (34.059401/ -118.236005)		
	Project Address:		
	County	Senate District	Assembly District
	Los Angeles	CA State Senate District: 35	CA State Assembly: 64
Phone: 213-346-3201	Tax ID:		
Email: paulv@communitypartners.org	954302067		
Grantee's Authorized Representative:			
Paul Vandeventer, President and CEO of Community Partners		213-346-3201	
<i>Name and Title</i>		<i>Phone</i>	
Overhead Allocation Notice:			
<ul style="list-style-type: none"> ✓ Any overhead costs will be identified as a separate line item in the budget and invoices. ✓ The Conservancy encourages grantees to reduce overhead costs including vehicle and phone expenses. ✓ The overhead allocation policy has been submitted prior to or with the grant application. 			
<i>All check boxes must be checked</i>			
Project Description:			
-See attached conference flyer for a project description.			
-Also see attached Sponsorship Packages sheet for a description of benefits to SMMC—note that VX is offering SMMC the benefits of what would usually constitute an \$18,000 sponsorship level for this \$15,000 grant, with an additional item added in red.			
*attach additional pages as necessary			
Tasks / Milestones:	Budget:	Completion Date	

Conference dates:
January 24-26, 2016

January 26, 2016

All preparatory tasks to be completed by January 24, 2016, which include:

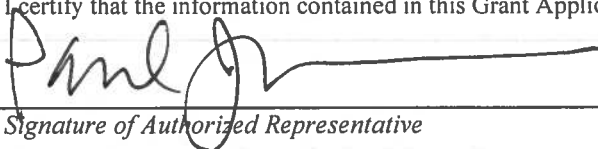
√ Venue logistics finalized—by November 20, 2015

√ Program Live—by December 30, 2015

- Signage printed and program produced—by Jan. 22, 2016

<i>Title</i>	<i>Amounts</i>
Conference Hotel	\$120,000
Audio Visual	\$25,000
Videography	\$20,000
Marketing and Outreach	\$18,000
Documentation and Printed Materials	\$14,000
Online Support and Storage	\$9,000
Travel Expenses	\$7,000
Overhead: Staff Support	\$75,000
Total	\$288,000

The Santa Monica Mountains Conservancy grant of \$15,000 would provide a contribution toward the audio-visual recording of the sessions, which VerdeXchange makes available online following the conference so that further partnerships can arise, and to serve educational purposes.

For Acquisition Projects:	APN(s): N/A
	Acreage: N/A
I certify that the information contained in this Grant Application form, including required attachments, is accurate.	
	12-21-15
<i>Signature of Authorized Representative</i>	<i>Date</i>
STATE OF CALIFORNIA ♦ THE NATURAL RESOURCES AGENCY	



VERDEXCHANGE

CONFERENCE

JANUARY 24-26, 2016



What is the VERDEXCHANGE Conference?

It's a B2B, global, clean and green energy and technology event that, for the past eight years in Los Angeles, California, has brought together "under one roof" the leading private and public marketmakers who buy, manufacture, sell, finance, endorse and legislate green technologies, products, innovations, and sustainable services.

Over 50 Expert Panels and 130 Panelists

The event includes cross-platform plenaries, expert panels, and select breakouts covering: carbon trading and pricing, energy efficiency, project integration of solar, wind & water technologies, alternative powered transport, sustainable built environment case studies, waste to energy, utility and emission regulations, cleantech finance & investment, smart grid and distributed power, ports and resilient infrastructure, and commercialization of innovation, and **MUCH MORE**.

What is the VERDEXCHANGE Conference?

Approximately 750 global energy and sustainable marketmakers will attend VX2016, including leading technology, regulatory, and financial decision-makers involved in driving and shaping the already trillion-dollar green economy.

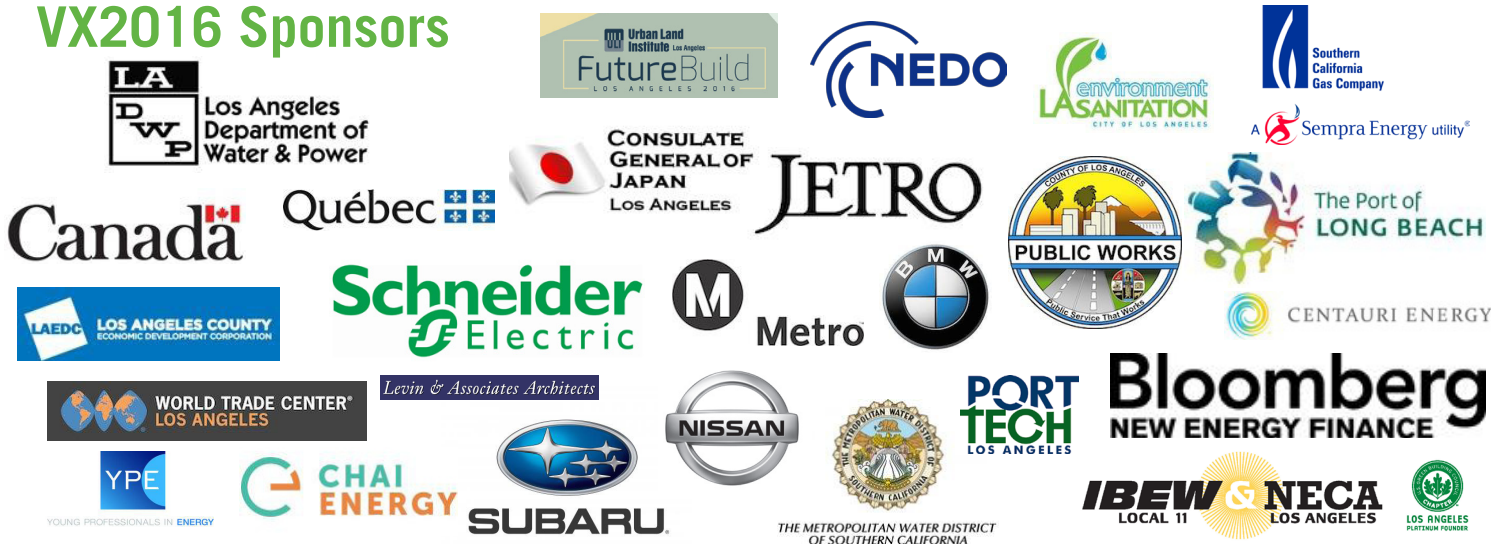
Connecting Metro Los Angeles, California, and the World

VerdeXchange brings together state, national, and global private and public sector leaders, along with environmental stewards around the maturing business of sustainability. A strong international presence makes VerdeXchange an opportunity for businesses in search of new markets, with representation from Canada, Japan, Brazil, Korea, China, the United Kingdom, Belgium, and the Netherlands. VerdeXchange Conferences have also taken place in Phoenix, Arizona and Toronto, Canada.

"VerdeXchange has become the preeminent gathering place for the intersection of green jobs, green technology, green business." —LA Mayor Eric Garcetti

"Cleaning up the air and addressing global climate is good for the economy, and this is a chance to actually meet the people who are proving that is true." —Mary Nichols, CARB Chair

VX2016 Sponsors



VX 2016

VERDEXCHANGE

VX2016 Speakers

SAVE THE DATE VERDEXCHANGE
LOS ANGELES VX
JANUARY 24-26th 2016

www.verdexchange.org



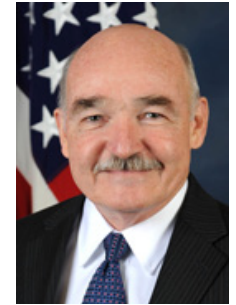
Carla Peterman
Commissioner,
CPUC



Kathleen Brown
Manatt, Phelps,
and Phillips LLP



Mary Nichols
California Air
Resources Board



Dennis McGinn
US Navy Assistant
Secretary



Pedro Pizarro
President, SCE



Jonathan Weisgall
Berkshire Hathaway



Felicia Marcus
CA Water Board



Mark Ridley-Thomas
LA County Supervisor



Jeff Kightlinger
General Manager
MWD



Robert Weisenmiller
Chair, California
Energy Commission



Bob Foster
EPCOR Board and
Former CallSO Chair



Nancy Sutley
LADWP
Sustainability



Deborah Flint
Executive Director
LA World Airports



Dean Wiberg
Manager
NASA JPL



Ken Alex
OPR Director



Steve Westly
TheWestly Group



Martha Welborne
Metro



Jim Kelly
(Former) SCE



Adel Hagekhalil
LA City Sanitation



George Minter
SoCalGas



Mike Wallace
Managing Director
BrownFlynn



Catherine Reheis-Boyd
President, WSPA



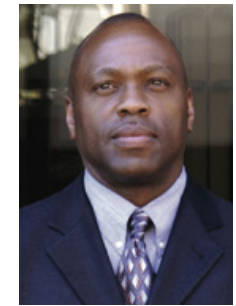
Kazuo Furukawa
Chairman
NEDO



Lew Horne
President, LA-OC
Region, CBRE, Inc.



Bill Allen
President & CEO
LAEDC



Phil Washington
CEO
Metro

Sponsorship Packages

VERDEXCHANGE 2016 Green Marketmakers Conference & Expo

	Lead	Marketmaker	Stakeholder	Roundtable	Green
	\$65,000	\$45,000	\$30,000	\$25,000	\$18,000*
Print and Email Marketing					
Prominent logo placement in print & email marketing	X	X	X		
Logo placement in print and email marketing	X	X	X	X	X
Logo placement in conference guide	X	X	X	x	x
Event Website					
Prominent logo placement on event website	X	X	X		
Logo placement on event website	X	X	X	X	X
Public Relations					
Name recognition in sponsor press release & pre-event press releases	X	X	X	X	
Event Attendance					
VIP Conference passes	10	8	6	4	2
Reserved luncheon table with logo	X	X	X		
Event Presence					
Exhibitor Space	X	X	X		
Materials distributed with conference guide	X	X	X	X	X
Space for materials at resource center	X	X	X	X	X
Plenary Sessions & Luncheon					
Introduction of luncheon	X				
Introduction of selected plenary session		X			
Participation in selected plenary panel	X	X			
Panel Sponsorship					
Introduction of selected panel	X	X			
Participation in selected panel	X	X	X		X
Easel display at entrance to selected panel	X	X	X	X	
Panel sponsorship noted in conference guide	X	X	X	X	
Roundtable Sessions					
Sponsorship of a small VIP roundtable session (signage, introduction, & participation)			X	X	
Online Panel Video Opportunities					
30 second ad opportunity placed before videos of select plenary / panel sessions	X				
Pre-Event Consulate VIP Receptions					
Invitations to VIP receptions	10	8	6	4	2
Speaking Opportunities at VIP receptions	X	X	X		
Post Reception/Dinner invitations	X	X	X		
VIP Reception					
VIP dinner reception host	X				
VIP dinner reception co-host		X			

*For SMMC, \$15,000