



Presentation and
Discussion Item 6

MESA WATER EDUCATION CENTER GRAND OPENING

September 13, 2023



Mesa Water Education Center Grand Opening

The Mesa Water Education Center grand opening requires its own public relations plan and schedule of events, including:

- Board preview
- Employee preview
- Fifth grade teacher preview
- Media Day
- VIP ribbon-cutting event
- Community open house
- Neighborhood Chats
- Various communications:
 - Digital communications
 - Newsletter article
 - Advertising
 - Direct Mail



Mesa Water Education Center Opening Timeline

| Event | Estimated Date |
|-----------------------------|----------------------------------|
| Board Preview | Late October/early November 2023 |
| Employee Preview | Early/Mid-November 2023 |
| Fifth Grade Teacher Preview | November/December 2023 |
| Homeschool Groups | November/December 2023 |
| Fifth Grade Field Trips | Beginning January 2024 |
| Media Day | April 3, 2024 |
| VIP Ribbon Cutting | April 5, 2024 |
| Community Open House | Mid-April 2024 |
| Neighborhood Chats | Spring 2024 |

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MWEC Board Preview

Late Oct./Early Nov. 2023: Weekday (Time/Date TBD)



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MWEC Employee Preview

**Early/Mid-Nov. 2023:
Weekday Morning
(7:30 – 8:30 a.m.)**

- Breakfast event
- Self-guided tours
- Branded memento



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MWEC 5th Grade Teacher Preview Event

**November/ December 2023:
Weekday (Noon – 5 p.m.)**

- Sneak peek for teachers
- Presentation/remarks
 - Board President
- Self-guided tours with experts stationed throughout the education center
- Branded potted succulent
- Light refreshments



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MWEC Fieldtrip Program

**Homeschool Groups – Nov/Dec. 2023:
Weekdays**

**NMUSD 5th Grade Field Trip Program –
Beginning Jan. 2024**

- Official education program starts – Winter 2023
- A unique, interactive STEM experience; free to elementary schools in our service area; transportation stipends if needed



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MWEC Media Day

**Prior to VIP Event: Wednesday, April 3
(10 a.m. – Noon)**

- Local media
- Broadcast, including Spanish-speaking channels
- GM and Board President lead tour for the media
- Branded water bottle



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MWEC VIP Ribbon Cutting

Friday, April 5 (11 a.m - 1 p.m.)

- Networking and light lunch
- Formal program
- Parking plan (valet/shuttle)
- Ribbon cutting
- Self-guided tours with experts stationed throughout the MWEC
- Multiple photographers/videographers
- Celebrity emcee (TBD)
- Branded giveaway

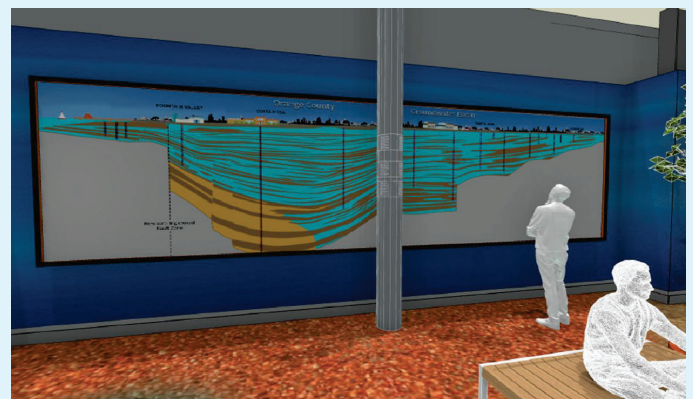


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VIP Ribbon Cutting Run of Show

- Presentation of the colors – Costa Mesa Police Department Color Guard
- National Anthem by local school choir
- Native blessing
- Formal program/remarks
 - Board President
 - General Manager
 - OCWD Board President
- State and Federal delegation remarks
- Blue ribbon cutting
- Live music (string quartet)
- Light lunch
- Self-guided tours with experts stationed throughout the education center
- Branded giveaway



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VIP Ribbon Cutting Invite List

- Mesa Water District Board of Directors
- Mesa Water District Managers
- Water Industry Leaders
- Elected Officials
- Business and Opinion Leaders
- Community Partners
- Project Partners/Contractors
- Consultants



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MWEC Community Open House

Mid April:
Saturday & Sunday (10 a.m. – 4 p.m.)
Neighbors Sneak Peek (Saturday A.M.)

- Family-friendly, open to the public and staff
- Self-guided tours with experts stationed throughout the education center
- Online reservation system on our website for the public
- Branded giveaway



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Thank you.

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