



Venture Strategic

Orange County Consulting Services
for Mesa Water District

ANNUAL PRESENTATION | AUGUST 2026

Firm Overview

Venture Strategic is a fully integrated public relations, public affairs, communications, and marketing agency headquartered in Irvine, California.

Deeply rooted in Orange County with a diverse portfolio spanning the United States, we craft and execute integrated strategies that build, enhance, and protect brand equity. We elevate client stories to strengthen reputation, shape public perception, and influence key audiences.



AWARD-WINNING
PUBLIC RELATIONS &
PUBLIC AFFAIRS

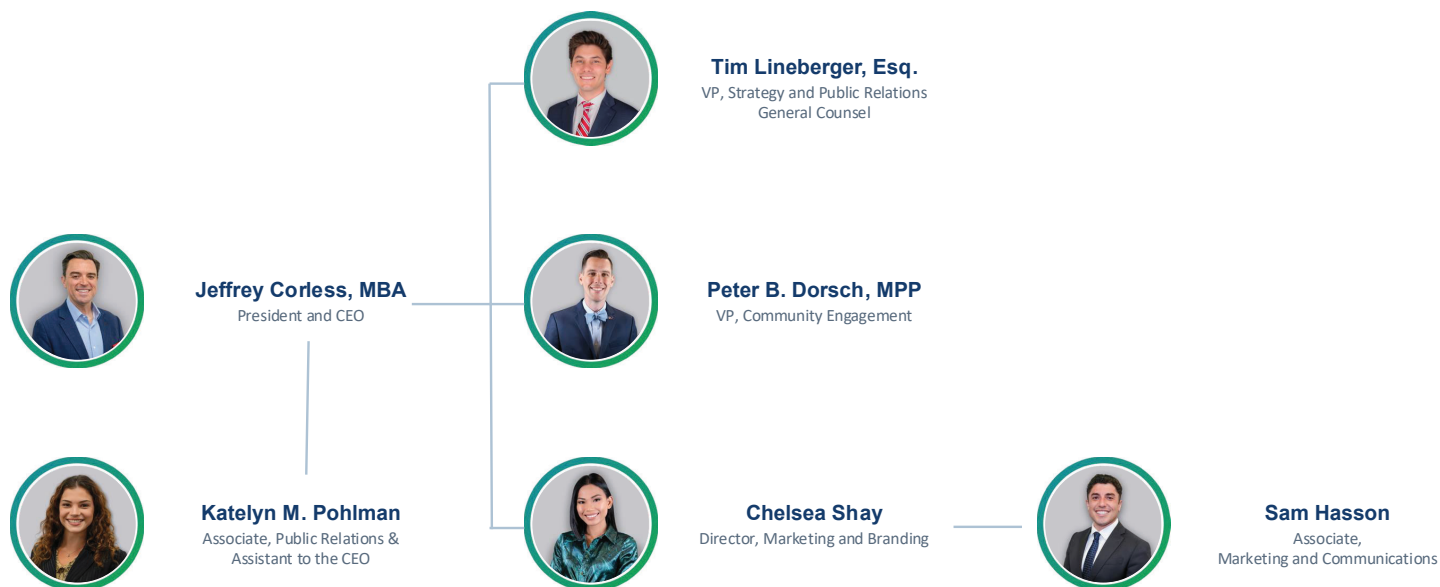
Strategy

Community Engagement

Media & Crisis Communications

Marketing & Branding

Mesa Water District Team



Scope of Work for Mesa Water

1

Team Meetings

Coordinate regularly with Mesa Water staff and participate in regional meetings to align on priorities and communications.

2

Orange County Board of Supervisors (OC BOS)

Monitor, report, and advocate for Mesa Water's interests before the OC Board of Supervisors and their staff.

3

OC Local Agency Formation Commission (OC LAFCO)

Engage with OC LAFCO Commissioners and staff, provide meeting insights, and support District visibility.

4

Orange County Governmental Relations

Facilitate engagement with Orange County officials and special districts to advance Mesa Water's priorities.

Scope of Work for Mesa Water *cont'd*

5

Project Updates

Provide monthly written reports and annual presentations summarizing advocacy activities and results.

6

Project Funding Support

Secure letters of support from key officials for Mesa Water's priority projects and funding efforts.

7

General OC Advocacy Consulting Services

Offer strategic counsel and support for ongoing Orange County policy and advocacy initiatives.

Accomplishments By the Numbers

November 2025 – July 2026

6

OC LAFCO meetings
monitored/attended

3

ISDOC Quarterly meetings
monitored/attended

16

Goodwill visits to special districts
attended

9

Monthly monitoring reports
delivered

=

34

ENGAGEMENTS

Enhancing Government & Regional Partnerships

November 2025 – July 2026



Expanded relationship with OC Board of Supervisors & 5th District Supervisor Katrina Foley



Earned Supervisor Foley's support for Mesa Water's federal infrastructure funding requests



Advanced Mesa Water directors and representatives into regional leadership positions

Advancing Key Customer & Strategic Relationships

November 2025 – July 2026



Reengaged **John Wayne Airport** leadership to renew discussions between Mesa Water and the airport on long-term strategic marketing partnerships.

Current Affairs and Ongoing Public Policy Issues

● PFAS in Orange County Drinking Water

● Local Groundwater Supply Improvement Project (Local SIP)

● Ongoing Cost and Water Rate Pressures

● Governor Newsom's Statewide Water Plan

● Garden Grove Chemical Tank Emergency

● County and City Budget Challenges

● Governance & Accountability

● Herbicide-Use Policy Discussion in Orange County

● Upcoming Elections

Thank You

Do you have any questions or comments?

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