

City Council Citizen Development and Enrichment Committee
West Annex Commission Meeting Room
Torrance, California

Members of the Committee:

SUBJECT: Community Services – Approve selection of conceptual float design for the 2019 Pasadena Tournament of Roses Parade. Expenditure None

RECOMMENDATION

Recommendation of the Community Services Director that the City Council Citizen Development and Enrichment Committee recommends the approval of the proposed float design as approved by the Torrance Rose Float Association as the City's float entry in the Pasadena Tournament of Rose Parade on January 1, 2019.

BACKGROUND/ANALYSIS

Last fall, the Torrance Rose Float Association opened their Conceptual Float Design competition with the four Torrance High Schools and Sherry Continuation School; 9 design concepts were submitted.

The objectives of the "Conceptual Float Design Contest" are;

- To broaden awareness and interest in the City of Torrance Rose Parade Float
- To engage youth in the parade and our city's float

This year is the third time that TRFA has held a design contest for Torrance High School students to come up with the conceptual idea underlining our float, and it has been a very successful process to date.

The theme for the 2019 Rose Parade is *The Melody of Life* and TRFA received many interesting float ideas relating to that idea. The Committee who reviewed the proposals, which included Mr. Tim Estes, President of Fiesta Parade Floats and members of Destination Art, unanimously selected a proposal from Justin Kim, a student at West High. The working title for Mr. Kim's float is *The Power of Music* and it depicts musical symbols. Also the float will have a live band playing on it as it rolls down Colorado Blvd. the day of the parade!

The TRFA Board approved the 2019 float design at their meeting on Tuesday, February 6, 2018.

Tim Estes and Beverly Findley, TRFA President, will present a more finished design concept for the committee to review. Upon direction, staff will take this rendering to the City Council for final approval.

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The Torrance Rose Float has been funded through the 2018-2019 fiscal year. In a letter dated February 27, 2017, Mr. Estes stated how much he valued his partnership with the City of Torrance, and he agreed to work with the same annual budget of \$150,000 for both the 2018 and 2019 floats.

The Community Services Director and the TRFA Board request that the City Council Citizen Development and Enrichment Committee recommend that the City Council approve the recommended conceptual float design at their meeting of February 27, 2018. With this approval, staff will develop a contract with Fiesta Parade Floats that will be brought forward with the design approval to the City Council for their approval and appropriation.

Respectfully submitted,

By 
Eve Rappoport
Cultural Services Manager

CONCUR:


John Jones
Community Services Director


LeRoy J. Jackson
City Manager

Attachment: A) Letter from Tim Estes, President of Fiesta Parade Floats, dated February 27, 2017.



FIESTA

PARADE FLOATS

February 27, 2017

To Eve Rappoport, Cultural Services Manager, City of Torrance
From Tim Estes, President, Fiesta Parade Floats
Re City of Torrance 2018 Rose Parade Float

Ms. Rappoport,

The 2017 Rose Parade is now complete and the City of Torrance float came out beautiful & dramatic, earning the *Tournament Volunteers' Trophy*, which is awarded to a float for – “Best floral design of parade theme for floats 35-feet and under in length”. I am sure that everyone with the city and the Torrance Rose Float Association is extremely proud of their prize-winning float.

Fiesta Parade Floats is extremely honored to create the City of Torrance floats every year since the 1997 Rose Parade. Over this 21-year span the City of Torrance float has been awarded a trophy 16 of those 21-years for an overall prize-winning rate of 76% - An incredible achievement.

The partnership Fiesta has with the City of Torrance is Fiesta's longest running client and is a partnership that Fiesta values greatly. Fiesta strongly desires to continue this partnership by creating the 2018 and 2019 Rose Parade floats for the City of Torrance, working with the same budget of \$150,000 that has been the float budget for the previous 5-Rose Parades for both the 2018 and 2019 Rose Parades.

Thank you for your time in this matter.

Respectfully,

A handwritten signature in cursive script that reads "Tim Estes".

Tim Estes
President
Fiesta Parade Floats

Cc John Jones, Community Services Director, City of Torrance
Bev Findley, President, TRFA