

City Council Citizen Development and Enrichment Committee
City Manager's Office Assembly Room
Torrance, California

Members of the Committee:

SUBJECT: Community Services – Approve Conceptual Float Design for City's Entry in the 2020 Pasadena Tournament of Roses Parade and Review the Torrance Rose Float Association (TRFA) Request for Funding.

RECOMMENDATION

Recommendation of the Community Services Director that the City Council Citizen Development and Enrichment Committee:

1. Approve the proposed float design for entry in the Pasadena Tournament of Roses Parade on January 1, 2020; and
2. Consider the Torrance Rose Float Association (TRFA) request for funding for 2019-2020 and 2020-2021.

BACKGROUND

For many years the City's contribution toward Torrance's Rose Parade float was in the range of \$80,000 - \$132,000, with the TRFA contributing approximately \$10,000 - \$20,000 for a total float cost of \$150,000. Additionally the TRFA has covered all of the costs for decorating week, bus transportation, lunches, etc. in addition to paying the parade entry fee—totaling about \$25,000 each year. Fiesta Parade Floats has been contracted for the past several years to build Torrance's award winning Rose Parade floats.

Due to City budgetary constraints, within the 2012 budget workshops the City Council eliminated funding for the 2013 Rose Float. Fortunately, the 2013 Rose Float was subsequently funded by Ace Clearwater Enterprises (Gary and Kelly Johnson) in the amount of \$85,000, the TRFA contributed \$47,500 and the City of Torrance contributed \$17,500 totaling \$150,000. Since that year, the TRFA has asked the Torrance City Council every one or two years for a commitment of \$125,000 to fund the float and they have committed to contributing \$25,000 annually.

On May 19, 2015, the City Council approved one time funding for the Torrance Rose Float in the amount of \$125,000 per year for the 2016 & 2017 Rose Parades, for a total of \$250,000. The Torrance Rose Float Association agreed to fund the difference of \$25,000 per year.

Since then, every two years, corresponding to the City's two-year budget cycle, TRFA has asked the City to fund the float in the amount of \$125,000 and they have agreed to contribute \$25,000 each year to make up the difference. Mr. Tim Estes, President of Fiesta Parade Floats, has indicated each year that he would not be seeking an increase for Torrance's float, and would hold his fee in the amount at \$150,000.

On February 19, 2019, staff received correspondence from Mr. Estes, indicating again that he would not be seeking an increase for Torrance's float, and would hold his fee in the amount at \$150,000 per year for 2020 and 2021. Mr. Estes wishes to maintain his long standing relationship with the City of Torrance and TRFA and continue supporting Torrance's efforts toward a spectacular float. (Attachment A).

TRFA continues to engage in fund raising activities with a goal of providing greater contributions in future years. For the last 3 years, TRFA held a signature luau event which netted a profit of \$6,704 in 2018. This year, TRFA is planning a new event called Run for the Roses Gala at Santa Anita Racetrack Park on May 4, and they are projecting to raise more than they have previously producing the luau.

Additionally, in 2017 TRFA raised the cost to ride on the float from \$1,000 to \$1,500, and have continued to sell all available six seats.

ANALYSIS

Pending City Council consideration of the TRFA's funding request, the TRFA initiated a conceptual design contest for the 2020 float, to which all Torrance high school students were invited to participate. This is the fourth year the TRFA has held a design competition, and they received thirty-two submissions, the highest number of entries to date. The previous three years received nine (2018), fifteen (2017), and two (2016). The parade theme this year is "The Power of Hope."

A jury comprised of Tim Estes and a Destination Art community member reviewed the submissions. They unanimously selected a proposal from Eleah Kang, a student at West High. The conceptual design depicts the Pine Wind Japanese Garden located at the Cultural Arts Center. Mr. Estes will bring the design recommended by the TRFA to the Citizen Development and Enrichment Committee for review and comment.

As in past years, TRFA is also submitting a letter to the Committee requesting funding for 2019-2020 and 2020-2021 for the City of Torrance float in the Rose Parade. (Attachment B). TRFA has committed to contributing \$25,000 each year.

RECOMMENDATION

The Community Services Director requests the City Council Citizen Development and Enrichment Committee recommend approval to the City Council for the conceptual float design and funding for TRFA for the next two fiscal years. With this approval, staff will develop two items: one for conceptual design approval for the float, and a second to contract with Fiesta Parade Floats to build and operate the float, that will be brought forward to the City Council during the budget process 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
B) Letter from TRFA Requesting Funding



FIESTA
PARADE FLOATS

February 21, 2019

To Eve Rappoport, Cultural Services Manager, City of Torrance
From Tim Estes, President, Fiesta Parade Floats
Re City of Torrance 2020 and 2021 Rose Parade Float

Ms. Rappoport,

The 2019 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 22-year span the City of Torrance float has been awarded a trophy 17 of those 22-years for an overall prize-winning rate of 77% - 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 2020 and 2021 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 7-Rose Parades.

Thank you for your time in this matter.

Respectfully,

Tim Estes
President
Fiesta Parade Floats

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



Torrance Rose Float Association

Attachment B

The Torrance Rose Float Association
is a non profit organization,
Federal Tax I.D.: 37-1647454

To: Citizens Development and Enrichment Committee:

Subject: Request for \$125,000.00 per Year for City of Torrance Tournament of Roses Parade Float for 2019-2020 and 2020-2021

The Torrance Rose Float Association is making this request for two specific reasons:

- Maintaining the tradition of participation in the parade
- Helping to promote the City of Torrance locally, nationally and internationally.

Maintaining the Tradition

Torrance has participated in 64 Rose Parades starting in 1914 when Sydney Torrance entered our first float to promote the city. We have a track record of receiving awards 75% of the time. Because of our long relationship with Fiesta Floats, owner/president, Tim Estes considers us his first customer. The value of this type of long-standing relationship is significant. He is aware of our budget issues and continues to work with us to keep our costs low and still produce award winning floats.

Also, starting from the Valley Hunt Club and Sidney Torrance (a two-time president), the Pasadena Tournament of Roses has been a major event for Southern California and its communities. For the Torrance community, generations of families—from age 13 to 97—look forward annually to the civic engagement of decorating “their” float. It is a rewarding experience for the decorators while inspiring civic pride in all who see it. Torrance should continue to be part of that tradition.

Torrance Rose Float Association actively engages new generations as well, from the Youth Council and Rotary interact groups to the entire Torrance school district to get local youth involved in this city tradition. Each year Channel 5 interviews our student winner of the design competition, which had a record number of entries this year. Plus this past year we had more than forty students help with decorating our float as well as volunteering at various other events.

Helping Promote the City of Torrance

This year 37 million individuals in the U.S. viewed the parade. An estimated 700,000 people attended in person, and the parade was broadcast to millions more in 150+ countries. This represents enormous visibility for Torrance worldwide at very little cost. By comparison, a 30 second commercial during the rerun of the parade on KTLA is more than \$75K. What's more, Torrance enjoys additional press and coverage through a variety of outlets, including pre-parade segments on KTLA, and featured mentions in post-parade

stories in *Los Angeles Times*, and local papers. According to Tim Estes in an interview with Michael Newberg of CNBC, a number of corporate sponsors have said they've received anywhere from four to six dollars in returns for every dollar invested in a float. "It's a great ROI for anyone...trying to give a message about who you are and what you do."

From an economic development perspective, marketing Torrance and creating more name recognition is a benefit. The continued participation of the City of Torrance in the Tournament of Roses Parade will be an ongoing benefit in demonstrating that Torrance is a great place to live, to work, and to base a business.

For these reasons, we are requesting that \$125,000 be budgeted annually for the float design and construction costs. The Torrance Rose Float Association is committed to our partnership with the City. We recognize the need to contribute toward the cost of the float and are working to develop new fundraising efforts. We have already received donation pledges totaling \$6,000 for four seats on the 2020 float. We are looking forward to our Run for the Roses Gala in May which has the potential to generate more than our fundraising events have in recent years.

Thank you for the consideration.

Sincerely,



Bev Findley
President