

Honorable Chair and Members
of the Citizen Development and Enrichment Committee
City Hall
Torrance, California

Members of Committee:

SUBJECT: Community Services - Approve conceptual float design for the 2023 Pasadena Tournament of Roses Parade. Expenditure: None

RECOMMENDATION

Recommendation of the Community Services Director that the City Council Citizen Development and Enrichment Committee approve the conceptual float design for the City's float entry in the Pasadena Tournament of Roses Parade on January 1, 2023.

BACKGROUND/ANALYSIS

Last fall, the Torrance Rose Float Association (TRFA) opened their Conceptual Float Design competition with the four Torrance Public High Schools and Sherry Continuation School. The theme for the 2023 Rose Parade, "Turning the Corner" celebrates the unlimited potential that each new year brings. To rise above — alone, or with family, friends and community, as we turn the corner together and share in the hope, beauty and joy of what 2023 will bring.

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 is the sixth time TRFA has held a design contest for Torrance High School students to present a conceptual design for the float; it has been a very successful process to date.

TRFA received 14 float design submissions relating to the 2023 Parade theme. On March 1, 2022 the TRFA Board and Mr. Tim Estes, President of Fiesta Parade Floats, reviewed the submissions and unanimously selected a proposal from West Torrance High School student, Ruth Pinchaent. The working title for Ms. Pinchaent's float is *Float Like A Butterfly* and depicts the four stages in the metamorphosis of a butterfly: egg, caterpillar, chrysalis, and finally the beautiful transformation into a butterfly. (Attachment A).

As part of the 2021 City Budget, City Council approved and allocated \$125,000 in funding for the 2022-2023 Tournament of Roses Float. If the conceptual design is approved, staff will develop an item that will be brought forward to the City Council to appropriate the funds to the Torrance Rose Float Association for the construction of the 2023 float entry in the Pasadena Tournament of Roses Parade.

The Community Services Director and the TRFA Board request that the City Council Citizen Development and Enrichment Committee approve the conceptual float design by Ruth Pinchaent

and recommend that the City Council approve the recommended conceptual float design at a future meeting to be determined.

Respectfully submitted,


Michael Field
Acting Cultural Services Manager

CONCUR:


John La Rock
Community Services Director


Aram Chaparyan
City Manager

Attachment: A) 2023 Torrance Rose Parade float conceptual design



Each change
is an opportunity
to explore your self
image in a new way.

FLOAT LIKE A
BUTTERFLY