

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 2024  
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, 2024.

**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 2024 Rose Parade is "Celebrating a World of Music: The Universal Language." In a world of different cultures, beliefs, hopes, and dreams one language unites us all — music.

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 seventh 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 16 float design submissions relating to the 2024 Parade theme. On March 7, 2023 the TRFA Board and Mr. Tim Estes, President of Fiesta Parade Floats, reviewed the submissions and unanimously selected a proposal from Jodie Cheng of West High School. The drawing depicts baby birds calling for their mother constantly because they are blind when they are born. Their mother responds to their call, creating a beautiful song found in nature. (Attachment A). Also attached is the rendering from Fiesta Float artist, interpreting the original drawing into a cohesive float design. (Attachment B)

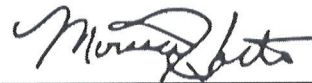
As part of the 2023 City Budget, City Council approved and allocated \$125,000 in funding for the 2023-2024 Tournament of Roses Float. If the conceptual design is approved, staff will develop an item that will be brought forward to the City Council to appropriate the funds to the Torrance Rose Float Association for the construction of the 2024 float entry in the Pasadena Tournament of Roses Parade.

COMMITTEE  
5B

The Community Services Director and the TRFA Board request that the City Council Citizen Development and Enrichment Committee approve the conceptual float design by Jodie Cheng and recommend that the City Council approve the recommended conceptual float design at a future meeting to be determined.

Respectfully submitted,

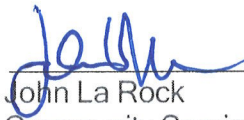
JOHN LA ROCK  
COMMUNITY SERVICES DIRECTOR



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Monica Harte  
Cultural Services Manager

CONCUR:



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John La Rock  
Community Services Director



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Aram Chaparyan  
City Manager

Attachment: A) 2024 Torrance Rose Parade float conceptual design  
B) 2024 Torrance Rose Parade float rendering from Fiesta Floats

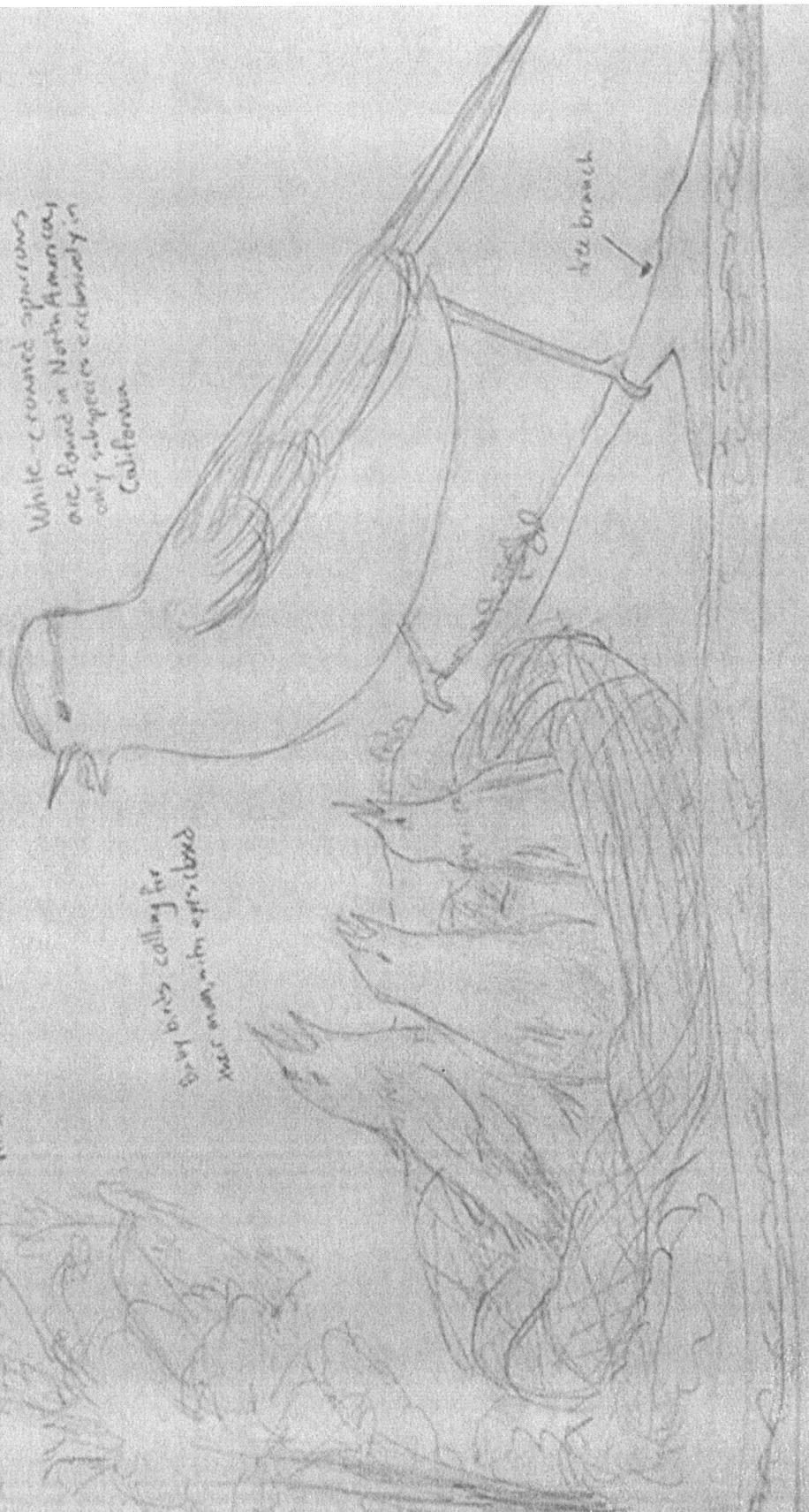
# The Lyrical Call and Response

Baby birds call for their mother usually because they are blind when they are born. Their mother responds to their call, creating a beneficial way to find a mother.

White-crowned sparrows are found in North America only, subspecies exclusively in California

Willow trees are used by these sparrows to nest in

Spent birds calling for their mother after a flight of 1000



tree branch



ATTACHMENT B