CITY OF BEVERLY HILLS
STAFF REPORT

Meeting Date: July 8, 2010

To: Honorable Mayor & City Council

From: Cheryl Friedling, Deputy City Manager for Public Affairs

Subject: Rose Bowl Parade Float

Attachments: 1. City's Letter to Pasadena Tournament of Roses

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INTRODUCTION

The 'Rose Bowl Parade Float Committee' will be providing the City Council with an update on its efforts to enter the City of Beverly Hills in the 2011 Pasadena Tournament of Roses parade.

DISCUSSION

The City Council authorized a 'Rose Bowl Parade Float Committee' composed of Robert Anderson, Brian Rosenstein and Clif Smith. This Committee was charged with managing float design and operational issues as well as securing all necessary funding to promote a City of Beverly Hills parade float in the 2011 Tournament of Roses parade.

FISCAL IMPACT

The Rose Bowl Parade Float Committee has committed to raising all funding associated with entering a float in the Tournament of Roses 2011 parade.

RECOMMENDATION

It is recommended that the City Council receive a status report of efforts to date.

Cheryl Friedling
Approved By

Attachment 1

CITY OF BEVERLY HILLS

455 NORTH REXFORD DRIVE • BEVERLY HILLS, CALIFORNIA 90210

NANCY KRASNE
MAYOR

February 25, 2010

Ms. Pam McNeely
Director, Committee Chair
Pasadena Tournament of Roses
391 South Orange Grove Boulevard
Pasadena, California 91184

Re: Beverly Hills Application to Participate in 2011 Tournament of Roses

Dear Ms. McNeely:

This letter is to convey to the Pasadena Tournament of Roses that the City Council of the City of Beverly Hills unanimously supports the efforts of our committee to enter a float in the 2011 Pasadena Tournament of Roses Parade. The matter was brought before our City Council in a public session and received our endorsement and our promise of full assistance.

The possibility of our city returning to the Tournament on New Years Day has excited our entire community, especially including our entertainment industry residents as well as active community volunteers.

On a related note, as you have discussed with our committee, should we be invited to participate this year, we would gladly assist the Pasadena Tournament of Roses in any way we can in promoting the event and extending our encouragement to those whom you wish to have participate as well.

Sincerely,

Nancy Krasne

Nancy Krasne
Mayor, City of Beverly Hills

Sincerely,

John A. Mirisch
Councilmember, City of Beverly Hills