CITY OF BEVERLY HILLS
STAFF REPORT

Meeting Date: November 4, 2010

To: Honorable Mayor & City Council

From: Cheryl Friedling, Deputy City Manager for Public Affairs

Subject: Status Report on the Tournament of Roses Parade Float

Attachments: 1. None

INTRODUCTION

The January 1, 2011 Tournament of Roses Parade will feature the theme 'Building Dreams, Friendships and Memories.' This annual event will be televised to over 200 countries to usher in the New Year.

Recognizing the opportunity to showcase the Beverly Hills brand and the potential to reach a global audience of visitors, the Beverly Hills City Council endorsed last fall the establishment of a non-profit organization – the Beverly Hills Tournament of Roses Committee.

The Committee was charged with submitting an application on behalf of the community to develop a float to appear in the January 1, 2011 Rose Parade. This committee was also charged with providing leadership in seeking donations and developing community participation. Committee members included Robert Anderson, Fred Hayman, Brian Rosenstein and Clif Smith.

DISCUSSION

The City Council Liaison Committee met on September 28 to review the Committee's progress in the areas of float design/construction, fundraising and community outreach efforts.

FISCAL IMPACT

Upon its appointment, the Beverly Hills Tournament of Roses Committee stated its commitment to fund and create a parade float totally supported by

organizational and financial contributions from community members. As such, no City funding was envisioned or offered.

RECOMMENDATION

That the City Council receive a status report on the Beverly Hills Tournament of Roses Parade float.

Cheryl Friedling
Approved By