



AGENDA REPORT

Meeting Date: August 6, 2013

Item Number: F-8

To: Honorable Mayor & City Council

From: Cheryl Friedling, Deputy City Manager

Subject: APPROVAL OF AN AGREEMENT BETWEEN THE CITY OF BEVERLY HILLS AND PHOENIX DECORATING COMPANY, INC. FOR 2014 PASADENA TOURNAMENT OF ROSES PARADE FLOAT; AND APPROVAL OF A PURCHASE ORDER IN A NOT-TO-EXCEED AMOUNT OF \$250,000 TO PHOENIX DECORATING COMPANY, INC. FOR THESE SERVICES.

Attachments:

1. Agreement
2. Proposal from Phoenix Decorating Company

RECOMMENDATION

It is recommended that the City Council approve an agreement between the City of Beverly Hills and Phoenix Decorating Company, Inc. for 2014 Pasadena Tournament of Roses Parade Float. In addition, Council is requested to authorize a purchase order in the amount of \$250,000 to Phoenix Decorating Company, Inc. for these services.

INTRODUCTION

One of the City's signature Centennial initiatives will be a float to be featured in the 2014 Pasadena Tournament of Roses Parade. This float will represent Beverly Hills in a visually rich manner that epitomizes the City's historic charm, elegance and beauty, and will promote the City to a global audience.

To select the City's Centennial float firm, four float building firm referrals were provided to the City by the Pasadena Tournament of Roses Parade, as the Tournament authorizes float design/construction firms. The theme for the 2014 Parade is 'Live the Dream.'

DISCUSSION

The City's Centennial volunteer committee reviewed several proposals and conducted preliminary conversations with the firms in June; a formal interview process was conducted on July 25. The interviewers were Richard Rosenzweig (Centennial Committee Chairman), Vice Mayor Bosse, Bill Crowe and Nancy McCreedy. The four firms were invited to present their qualifications; only three participated as one firm (Fiesta Floats) withdrew before the interview.

Phoenix Decorating Company was unanimously selected as the most qualified firm to design and construct the City's Tournament of Roses Parade float. Phoenix Decorating Company is one of the most experienced float design firms, having built 713 unique floats for 31 Rose Parades. Many of the firm's floats receive prestigious awards. Additionally, the firm has extensive experience in design innovation and technology, publicity and promotions, and community involvement.

FISCAL IMPACT

Funding for Centennial programming is budgeted in the FY 2013 – 2014 Tourism and Marketing budget. The City's Centennial Committee has recommended a total of \$275,000 for the Tournament of Roses Parade float initiative. Of this amount, \$250,000 is recommended for float design and construction, with the remaining \$25,000 for community outreach, advertising and transportation (shuttles) to bring Beverly Hills families and volunteers to Pasadena for floral presentation prior to the parade.

Don Rhoads 
Finance Approval

Cheryl Friedling 
Approved By