

# **Attachment 2**

Beverly Hills Rose Parade Float Committee

Tournament of Roses 2014  
Request for Information/Design Concepts  
125<sup>th</sup> Tournament of Roses Parade Float

Attachment 1. Cover Sheet

Phoenix Decorating Company  
835 S. Raymond Avenue  
Pasadena, CA 91105  
626-793-3174

Chuck Hayes  
626-793-3174  
[chuck@phxdeco.com](mailto:chuck@phxdeco.com)

Federal ID # or SS#-----95-4027084

Chris Lofthouse  
President, Phoenix Decorating Company  
March 28, 2013



THE ROSE PARADE FLOAT BUILDER OF CHOICE

March 28, 2013

Stacia Kopeikin  
Chair  
Beverly Hills Rose Parade Float Committee  
Telephone: (310) 550-4551  
Email: mauifour@aol.com

Dear Stacia:

Phoenix Decorating Company is proud to have the opportunity to formally submit this Request for Information/Design Concepts 125<sup>th</sup> Tournament of Roses Parade Float, to the Beverly Hills Rose Parade Float Committee.

All information provided for float design and construction is based on an all-inclusive budget of \$250,000. These designs are just a starting point to introduce you to our process. Since 1983 we have created 713 unique floats for 31 Rose Parades. We look forward to meeting with your committee to introduce you to the personal experience that our team at Phoenix Decorating Company provides.

The 2014, Pasadena Tournament of Roses, 125th Rose Parade will be a great event and we look forward to being your float builder for this event. We are excited about your participation in the parade.

We wish you much success in all your endeavors.

Sincerely,

Chris Lofthouse  
President











**1930—BEVERLY HILLS  
SWEEPSTAKES PRIZE WINNER**

**"THE END OF THE RAINBOW"**

This magnificent entry had as its central feature a huge rainbow of vari-colored flowers beneath which stood a huge heart of red carnations. As the float moved along the heart opened, revealing a beautiful chalice of lilies of the valley. Pots of gold spilled yellow chrysanthemum gold pieces along the broad steps of pink sweetpeas and yellow chrysanthemums. Seats models of homes of the city were placed along the sides, while masses of roses covered the sides, draping down to the pavement.



# PHOENIX DECORATING COMPANY

The Rose Parade Float Builder Of Choice

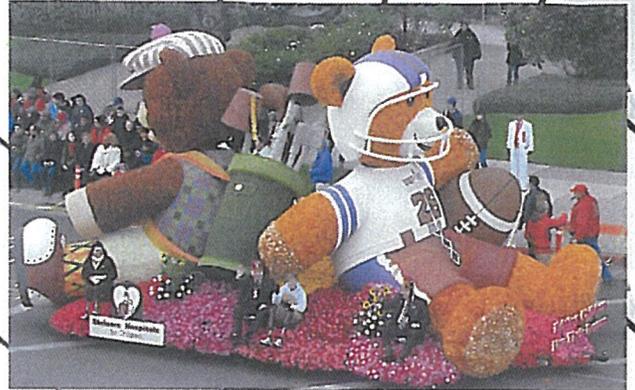


**\$75,000 +**

- 35 foot float
- Float does not exceed 16'6" in height

**\$100,000+**

- 35 foot float
- Minor Animation



**\$200,000+**

- 55 foot float
- Over 16'6" in height
- Possible animation



**\$350,000+**

- Over 55 foot float
- Animation guaranteed



## **2. Firm Qualifications and PM Experience**

### **Introduction of Phoenix Decorating Company**

#### **Phoenix Decorating Co. is the “Rose Parade Float Builder of Choice”**

More float sponsors choose Phoenix Decorating each year than any other commercial builder. The 2013 Rose Parade featured 20 floats designed and built by Phoenix Decorating Company. The Rose Parade is Phoenix Decorating Company’s complete focus.

#### **The greatest experience of any builder**

Company President Chris Lofthouse was born into the Rose Parade float business. He heads the firm founded by his late father, Bill Lofthouse, continuing a 55-year-long involvement with Rose Parade float construction. A year-round staff of 35 employees has worked as a highly successful team over a number of decades.

#### **Award-winning designs**

Phoenix Decorating Co. traditionally is the leading Rose Parade award winner. In 2013, ten banners were awarded to Phoenix Decorating Company out of eighteen judged float entries.



*The Rose Parade Float Builder Of Choice*

**Phoenix Decorating Company is the float builder of choice and offers much more than just an eye-catching float.**

- Innovative float design, animation, hydraulics, pyrotechnics and live performances.
- Cutting edge technology.
- Brand integration and support.
- Excellence through experience.
- Award winning floats that deliver.
- Around the clock media team to build exposure of the float from the start of construction to parade day.



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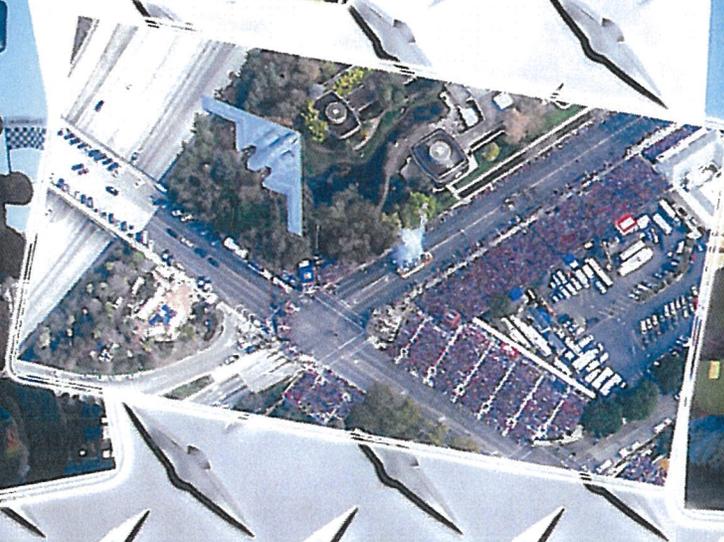
The Rose Parade Float Builder Of Choice

# MORE INNOVATIONS THAN EVER

Each year Phoenix Decorating Company's team delivers floats that capture top awards. From *Innovation* and *Animation* to *Extraordinaire* and *Fantasy*, our floats will command attention.

Innovative highlights include:

- partnering with American Honda and have the first and only hybrid-powered float engine
- the first self-contained hydraulic power units for animation on floats
- the latest in computer technology for animation systems
- the largest float pyrotechnic shows in the parade



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### **3. Team Organization**

Aside from a complete team of float designers, we have a full-time floral designer, art director, animation designer and construction coordinator, supported by the finest sculptors, construction crews and decorators guarantee that every completed float is precisely what the sponsor expects.

Chris Lofthouse, President/CEO

Lyn Lofthouse, Floral Director

Sean McMinimy, Production Manager

Cynthia McMinimy, Art Director

Chuck Hayes, Sponsor Relations

Brian Dancel, Media Relations

Eva Monroy, Office Manager/Human Resources

Melody Martinez, Administrative Assistant

#### **Float Designers**

Art Aguirre

Michelle Lofthouse

Dave Pittman

#### **Mechanic**

Mike Gillespie

Michael A. Gillespie

#### **Welder/Screeener**

Roly Agreda

Jamie Arrevillaga

Vicente Arriaga

Alex Gomez

Oscar Gomez

Mateo Martinez

Tony Olvera

Pedro Ramirez

#### **Art Department**

Sevag Baghbourdarian

Scott Bradshaw



The Rose Parade Float Builder Of Choice

# WE ARE PHOENIX



*experience (noun) - practical knowledge, skill, or practice derived from direct observation of or participation in events or in a particular activity*

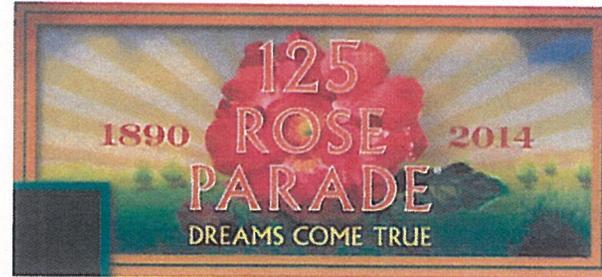
Experience. One of the many secrets of Phoenix Decorating Company's success. For over 30 years, Phoenix has become the leader in the field of float development, construction and presentation.

**EXPERIENCE PHOENIX DECORATING COMPANY**

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#### 4. Schedule



### 2013-14 Tentative Calendar

#### May/June/July 2013

Float construction begins one week after design approval  
(Construction process viewable on Phoenix Decorating Company webcams)

#### Saturday's in June/July/August/September-(Dates TBA-Tournament of Roses)

Tournament of Roses MI (mechanical inspection), (Tournament of Roses-(T-1) float road test  
Tournament of Roses-(T-2) float road test with riders

\*Float viewing/Vip receptions available to be scheduled (Rose Palace/Rosemont Pavilion)

#### December 2013-(vip tours & receptions/events available to be scheduled on Mon, Tue, Wed, Thur.)

7<sup>th</sup>-(Saturday) first dry decoration day-9a to 5p  
14<sup>th</sup>-(Saturday) second dry decoration day-9a to 5p  
21<sup>st</sup>-(Saturday) third dry decoration day-9a to 5p

#### Decoration Week-(vip tours & receptions available from the 26<sup>th</sup> to the 30<sup>th</sup>)

26<sup>th</sup>-(Thursday) (shift 1)-8a to 3p (shift 2) 3p-9p  
27<sup>th</sup>-(Friday) (shift 1)-8a to 4p (shift 2) 4p-11p  
28<sup>th</sup>-(Saturday) (shift 1)-8a to 4p (shift 2) 4p-11p  
29<sup>th</sup>-(Sunday) (shift 1)-8a to 4p (shift 2) 4p-11p  
30<sup>th</sup>-(Monday) (shift 1)-8a to 3p (shift 2) 4p-11p  
31<sup>st</sup> (Tuesday)-Float Judging {tba} (all float riders in attendance)

#### NEW YEARS DAY 2014

6a (all float riders at float on Orange Grove Blvd. site/cross street tba)  
{PHX will provide overnight parking passes at the closest cross street to float}  
8a: 125th Rose Parade begins-City of Beverly Hills float crosses TV corner {tba}  
11a to 12p {exact time tba}, riders depart float at conclusion of parade  
End of Parade route on Sierra Madre Blvd. (pickup provided/arranged by City of Hope)



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## WHAT OTHERS SAY ABOUT US

There is no better way to learn about a company than to talk with the people who do business with them. We invite you to talk with our clients and to hear about their experience with Phoenix Decorating Company. These are the people who have trusted our company with their float, their message and their brand image.

Below is a cross section of our clients. Some have experienced their first Rose Parade, while others are seasoned veterans who keep coming back year after year. The list includes corporations to cities to non-profits and service organizations.

Please feel free to contact any of these clients. And, if there is another Phoenix client you would like to talk with, we'll be happy to arrange that.

**City of Alhambra:** Mark Paulson, City Representative – 626.674.1351

**City of Glendale:** Jess Duran, Director of Community Services & Parks – 818.550.4303

**Department of Defense:** Kenda Enney, VP of Marketing (Whitney Stone, Inc.) – 303.920.2508

**Donate Life:** Bryan Stewart, Vice President of Communications – 213.229.5650

**HGTV:** Bill Myers, Director, Original Programming and Production – 865.560.4820

**Kiwanis International:** Dave Wallach, Committee Chairman – 714.328.2410

**Microsoft (epm3 Solutions):** Roush Vance, Partner – 770.919.1426

**Nurses Float:** Suzanne Ward, Treasurer – Bare Root, Inc. – 760.742.3144

**RFD-TV:** Patrick Gottsch, Founder and President – 402.779.8105

**Rotary Rose Parade Float Committee:** Gene Hernandez, Chairman – 714.777.2622

**Trader Joe's Markets:** Jon Basalone, Senior Vice-President – 626.599.3756



The Rose Parade Float Builder Of Choice

"Location, location, location..."



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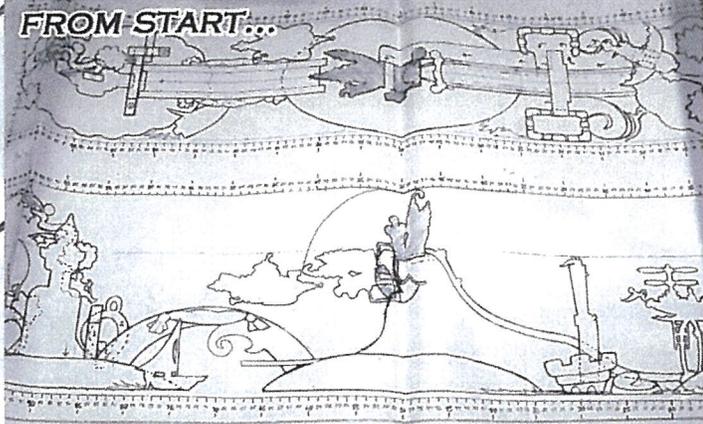
PhoenixDecoratingCo



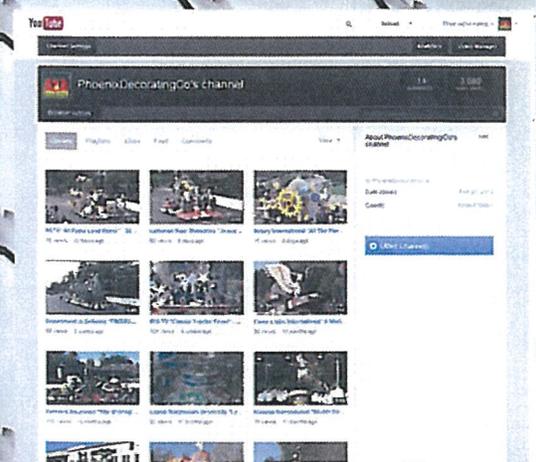
The Rose Parade Float Builder Of Choice

# THE ULTIMATE FLOAT EXPERIENCE

FROM START...



TO FINISH.



Join our award-winning float building company for a year-long experience. We provide real-time float updates to share on all of your social media and marketing campaigns.

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