



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** October 3, 2013  
**To:** Honorable Mayor & City Council  
**From:** Cheryl Friedling, Deputy City Manager for Public Affairs  
**Subject:** 2014 Tournament of Roses Parade Float  
**Attachments:** 1. Float Design Rendering

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### **INTRODUCTION**

The City of Beverly Hills will celebrate its 100th anniversary of incorporation through several Centennial initiatives, including a float on January 1, 2014 in the Tournament of Roses Parade.

This report provides information on activities to-date regarding this signature event commemorating the City's Centennial.

### **DISCUSSION**

The Centennial Ad Hoc Committee (Chair Dick Rosenzweig, Mayor Mirisch, Vice Mayor Bosse and BHCVB representative Offer Nissenbaum) has met regularly to discuss the City's float entry and other Centennial initiatives. Additionally, a volunteer committee has been established to support the float efforts, particularly programs which engage the community (residents and families) in the floral application process which occurs during December of 2013.

The City is working closely with the Tournament of Roses enterprise to ensure that the requirements are adhered to, and to coordinate on such critical issues as marketing and promotion, float design and Parade tickets, among others.

The City's partner organizations – including the Beverly Hills Conference & Visitors Bureau, the Beverly Hills Chamber of Commerce and the Rodeo Drive Committee, among others – have been kept apprised of the float initiative. City staff is also working in close cooperation with the Beverly Hills-based organization 'Pets 90210' which is entering a float in the Parade, as they have in past years.

Phoenix Design firm was selected through a competitive Request for Proposal process to design, construct and operate the City's Centennial float in the Tournament of Roses Parade. With over 37 years of experience as float builders for many of the most prestigious corporations and organizations represented in the Parade, Phoenix will do an outstanding job on the City's entry into the Parade.

Several float designs were submitted for review by Phoenix in an effort to capture the unique iconic imagery of the City and showcase it through an elegant and inspiring float. The attached design was reviewed and approved by the Centennial Ad Hoc Committee on September 17, 2013 at its most recent meeting.

Additional discussion has centered around the process and criteria to be used in selecting the individuals who will ride on the float on Parade day. (The Tournament of Roses allows 10 riders, however the float builder recommends 8 based on the float design.) These individuals will have a once-in-a-lifetime opportunity to represent the City and be seen by millions of viewers around the globe as part of this unique event.

While the Mayor and members of the City Council typically represent the City at ceremonial events, several options are offered for review and discussion:

- 1) Noted leaders: A process can be established to select key individuals from the community who have made significant contributions or accomplishments in such areas as historic, civic, cultural or charitable arenas.
- 2) Multi-Generational Representatives of the City: To showcase the Centennial (100 years), one approach is to locate a family or families composed of several generations of long-standing Beverly Hills residents, and to showcase them on the float.
- 3) Students: An art, essay or poetry contest can be developed to select a small group of Beverly Hills students to represent the City on the float. These students must reside in Beverly Hills, however, they do not need to attend a BHUSD school.
- 4) Lottery: The City can distribute tickets (free or \$1.00 per person) and a random drawing of interested residents can be utilized to determine who rides on the City's float.

### **FISCAL IMPACT**

The Beverly Hills float is fully funded through the Centennial budget, in the Tourism and Marketing Budget, as approved by the City Council.

### **RECOMMENDATION**

Staff seeks direction from the City Council on the float design so that the float builder can continue to achieve progress, as well as on related issues regarding the City's entry in the Tournament of Roses Parade.

Cheryl Friedling  
Approved By



# **Attachment 1**



Centennial

BEVERLY HILLS

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City of Beverly Hills Centennial