



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: October 15, 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

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.

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.

Cheryl Friedling
Approved By



Attachment 1

