CITY OF BEVERLY HILLS
STAFF REPORT

Meeting Date: February 18, 2014

To: Honorable Mayor & City Council

From: Cheryl Friedling, Deputy City Manager, Public Affairs

Subject: Request from Councilmember Julian Gold for a Review of the City's 2014 Tournament of Roses Float

Attachments:
1. Feedback from Volunteer Participants
2. Rose Float Expenditures

INTRODUCTION

This year the City of Beverly Hills celebrates its 100-year anniversary. The City Council approved several Centennial events and initiatives, one of which was the City's participation in the annual Tournament of Roses Parade (Tournament) on January 1, 2014.

In response to a request from Councilmember Gold, this report provides an overview of the City's Rose Parade float including community participation and return on investment.

DISCUSSION

In August 2013, the Council approved Centennial programming intended to engage all segments of the community by offering events and initiatives that appeal to residents, businesses and tourists.

The portfolio of events and initiatives included funding for a Tournament of Roses parade float. Phoenix Design firm was selected by the Centennial Committee to design, construct and operate the float in the Tournament. It should be noted that another float (Pets 90210) also represented Beverly Hills in the parade.

In addition, a volunteer committee was established to support float efforts. Promotions were developed to engage the community (residents and families) in the floral application process which occurred in December 2013.

The City also held a drawing for seven Beverly Hills residents to ride on the float with Mayor John Mirisch. The City would like to thank both BHUSD Supt. Dr. Gary Woods and BHPD Officer Kevin Burger for escorting the float throughout the parade.

It is very difficult to quantify the tourism or marketing/ROI for a Rose Parade float. Clearly, over 84 million global viewers watched the parade and were impressed with the elegance of the City's float. However, it is difficult to know if (or how) this translated into direct tourism, goodwill or brand cachet.

Participation Results

Resident volunteers enjoyed the opportunity to participate in the float process:

- "Decorating the Beverly Hills float was a highlight of my living here." – Linda Robbins
- "It makes you realize there is still a lot of emotional and marketing status in our name that we take for granted as residents." – Anne Laureano
- "Before the parade started, hundreds of people took photos standing in front of the floral sign, just like they do with the actual sign in Beverly Gardens Park!" - Kathi Rothner

Areas of Improvement

- Develop a more proactive relationship with the float design company and Tournament of Roses to ensure that marketing and public relations opportunities are aligned with tourism goals.
- Review options to ensure that the float design is highly competitive for an award.
- Develop quantitative metrics to gauge success.

Return on Investment

- A total of 285 Beverly Hills residents volunteered their time to help decorate the City's float, providing extensive volunteer hours.
- The City's social media pages saw an increase in traffic by over 50%.
- The BHCVB and City's social media platforms were engaged with fans' 'tweets' before and during the parade.
- The BHCVB reported 143,827 accounts reached and 242,369 impressions on their social media account.

FISCAL IMPACT

The $275,000 budget for the Beverly Hills float and related activities was funded through the Centennial budget, (in the Tourism and Marketing budget), as approved by the City Council. An itemized cost expenditures list has been attached for review.

RECOMMENDATION

Staff recommends the City Council receive and file the overview of the City's 2014 Tournament of Roses Float.

Cheryl Friedling
Approved By

Attachment 1

Centennial Rose Float
Volunteer Feedback

1. **Kathi Rothner** – "Elegant and regal is how I would describe the City of Beverly Hills Centennial Float and how appropriate as the City steps into a 100-year celebration. The floral depiction of the "Beverly Hills" sign was an image instantly recognized by the spectators. Before the parade started, hundreds of people took photos standing in front of the floral sign, just like they do with the actual sign in Beverly Gardens Park! "

2. **Linda Robbins** – "Decorating the Beverly Hills float was a highlight of my living here. The volunteers were so kind and generous in giving their time and talents, working together for a common goal of proving that our city is a spectacular one! The Centennial float was so beautiful; I really enjoyed learning how to place the flowers to make a beautiful display. The whole experience was very uplifting--and we were served a delicious lunch, and given a shirt and pin to boot! Giving back to Beverly Hills has been my pleasure."

3. **John Millan** – "I went with my whole family and a few friends to do the "dry" decorating in early December. We had a great time with the other volunteers and learned a lot about how those amazing, perfect-looking floats end up on Colorado Boulevard. To think that on New Year's Day a billion people around the globe were appreciating the seed placement on the third urn from the front makes me proud!"

4. **Tanaz Akhlaghi** – "What an incredible honor it was for me to have worked on the Centennial float. It was beautiful to see our community members from all walks of life coming together to do something fun and rewarding. I never truly realized how much hard work and patience goes into building these magnificent pieces until I had the opportunity to volunteer. My appreciation grew with each bean and flower petal I glued on...it was without a doubt a labor of love. I can now cross this off my bucket list!"

5. **Anne Laureano** – "Decorating our float is always a fun and interesting experience because you meet and interact with different residents, some long time, so you always learn something new and see opportunities to become more involved in improving or helping our community. Riding the float was not only special but an epiphany. What was unexpected and amazing was how the viewers actually sincerely wished you a happy new year and you're enthusiastically and sincerely wishing it right back. They really wanted to have and for you to have a great and special good time. Their enthusiasm is so warm that you get caught up wanting to give back that feeling too. What really surprised me is how people reacted to seeing the name of our city. People are still very much in "awe" of "Beverly Hills" and still see it as a fantasy place to visit or live. It makes you realize there is still a lot of emotional and marketing status in our name that we take for granted as residents."

Attachment 2

Beverly Hills Rose Float Expenditures
Centennial - 2014

Item		Cost					
Rose Float Budget		**$ 275,000.00**					
Phoenix Decorating (Float Design/Construction)		$ 250,000.00					
Consultant Fee - Julie Steinberg (Volunteer Coordinator)		$ 10,000.00					
Float Volunteer T-Shirts		$ 1,748.00					
Float Rider Fleece Pullovers		$ 597.17					
Float Decoration Volunteer Meals		$ 3,953.00					
Float Volunteer ID Labels		$ 55.90					
Float Music for Parade		$ 9.46					
Float Rider Meals - Jan. 1		$ 36.58					
Parade Program Books		$ 200.00					
Shuttle(s) for Volunteers/Riders		$ 3,409.00					
Beverly Hills Courier (half page ad, b/w)		$ 1,010.00					
Beverly Hills Weekly (half page ad, b/w)		$ 656.50					
TOTAL EXPENDITURES		**$ 271,675.61**					
COST SAVINGS			**$ 3,324.39**				