

City Council Citizen Development and Enrichment Committee
City Hall
Torrance, California

Members of the Committee:

SUBJECT: Community Services – Contract with Fiesta Parade Floats for the 2017 Pasadena Tournament of Roses Parade entry.

RECOMMENDATION

The Community Services Director recommends that the City Council Citizen Development and Enrichment Committee recommend staff develop a contract with Fiesta Parade Floats of Irwindale, CA in the amount of \$150,000 for the design, construction, entry, display, and operation of Torrance's entry into the 2017 Rose Parade and forward to City Council for approval.

BACKGROUND/ANALYSIS

On May 19, 2015, the City Council approved one time funding for the Torrance Float in the amount of \$125,000 per year for the 2016 & 2017 Rose Parade, for a total of \$250,000. The Torrance Rose Float Association agreed to fund the difference of \$25,000 per year, and continue to engage in fund raising activities in order to try and increase their contribution in the future years. This was the model which was used successfully for the 2016 float entry into the parade.

This past January, the City of Torrance won the Princess Award, which is the most beautiful float in the parade that is not longer than 35-feet in length. With this award, the City of Torrance has been awarded a prize 15 times for an overall prize winning rate of 75%.

On February 2, 2016, staff received correspondence from Mr. Tim Estes, President of Fiesta Parade Floats stating that he was honored to create the City of Torrance's float in 2017, carrying on our 20 year partnership. Mr. Estes also stated that he would work with the established budget and hold the price at \$150,000 (Attachment A)

The Community Services Director recommends that the City Council Citizen Development and Enrichment Committee recommend staff develop a contract with Fiesta Parade Floats in the amount of \$150,000 for the Torrance entry into the 2017 Pasadena Tournament of Roses Parade.

With your recommendation, staff will develop a contract with Fiesta Parade Floats that will be brought forward to the City Council in March for final approval and appropriation.

Respectfully submitted,

By 

Eve Rappoport
Cultural Services Manager

CONCUR:



John Jones
Community Services Director



LeRoy J. Jackson
City Manager

Attachment: A) Letter from Tim Estes, President of Fiesta Parade Floats 02-02-16



FIESTA
PARADE FLOATS

February 2, 2016

To Carl Kaemerle, Senior R Supervisor, City of Torrance
From Tim Estes, President, Fiesta Parade Floats
Re City of Torrance 2017 Rose Parade Float

Mr. Kaemerle,

The 2016 Rose Parade is now complete and the City of Torrance float came out fantastic, earning the *Princess' Award*, which is awarded to the Most beautiful float in the parade that is not longer than 35-feet in length. I am sure that everyone with the city and the Torrance Rose Float Association is extremely proud of their float.

Fiesta Parade Floats is extremely honored to create the City of Torrance float every year since 1997. A 20-year span where the City of Torrance float has been awarded a prize 15-times for an overall prize-winning rate of 75% - An incredible achievement. The partnership Fiesta has with the City of Torrance is Fiesta's longest running client, a partnership that Fiesta does not take lightly. Fiesta strongly desires to continue this partnership by creating the 2017 Rose Parade float for the City of Torrance, working with the established budget that will be set for the 2017 Rose Parade. This being stated, Fiesta will hold the price to be the same as the past few years which is \$150,000.

Thank you for your time in this matter.

Respectfully,

Tim Estes
President
Fiesta Parade Floats

Cc John Jones, Community Services Director, City of Torrance
Bev Findley, Incoming President, TRFA