

Honorable Mayor and Members
of the City Council
City Hall
Torrance, California

Members of the Council:

**SUBJECT: RECOMMENDATION OF THE CITY COUNCIL AD HOC ROSE FLOAT
COMMITTEE TO APPROPRIATE AN ADDITIONAL \$45,000 TO COVER
THE COST OF 2007 CITY'S FLOAT**

Expenditure: \$45,000

RECOMMENDATION

The City Council Ad Hoc Rose Float Committee recommends that the City Council appropriate an additional \$45,000 to cover the cost of the City's Float in the 2007 Pasadena Tournament of Roses Parade.

Funding

Funding is available from the Program Contingency reserve. The Reserve currently has a balance of \$170,897.

BACKGROUND

The City of Torrance was first represented in the Pasadena Tournament of Roses Parade in 1914, touting a flower covered derrick truck titled "Industry." The City then participated in 1947 and 1948 and since 1958 has had consecutive entries in the last 48 years.

The Torrance float provides our City with national and international recognition. The Rose Parade is seen by millions of viewers in over 90 countries. The Torrance float also provides hundreds of volunteers with an opportunity to participate in decorating the float. This serves as an important source of community participation and civic pride.

On January 17, 2006, members of the Torrance City Council Ad Hoc Rose Float Committee met with members of the Torrance Rose Float Association Board of Directors to discuss funding for the City's float in the 2007 Tournament of Roses Parade.

ANALYSIS

In the past, the City of Torrance has funded the City's annual entry, while the Torrance Rose Float Association, a non-profit organization made up of community volunteers, was entrusted with selecting and decorating the float. The Torrance Rose Float Association coordinates the efforts of hundreds of volunteers who come to Pasadena

annually to decorate the Torrance entry. People from all parts of Torrance unite and work together as a team. Young and old alike share in this rewarding experience. The annual value calculated for this volunteer service is estimated to be \$95,200. (6,800 hrs. x \$14.00 hr.)

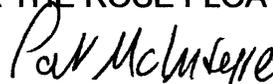
Over the past few years, costs associated with producing a float have increased. These cost increases have come in the form of increased rent for the facilities; increases in worker's compensation insurance; increases in the cost of flowers and other decorating materials; rising fuel costs; and finally, there has been a 90% increase in the cost of steel. While Fiesta Parade Floats has done an incredible job in keeping the price down for the City, they can no longer afford to do so. Consequently, Fiesta notified the President of the Torrance Rose Float Association that the cost of the 2007 float would be \$135,000, a ten thousand dollar increase over last year.

Currently, the City budgets \$80,000 annually for the Rose Float. The T.R.F.A. will commit to funding \$10,000, leaving a gap of \$45,000 to pay for the City's entry in the 2007 parade. The Ad Hoc Committee discussed funding the gap through corporate fundraising, but such a program has yet to be formally implemented. Committee members also discussed increasing the City's annual contribution that would include an annual CPI adjustment.

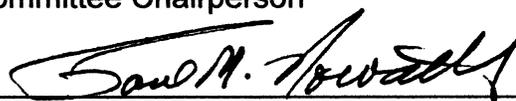
Since there is a deadline of mid-February to commit to participate in the 2007 Parade, the City Council Ad Hoc Rose Float Committee is recommending additional funding in the amount of \$45,000 for the City's 2007 float. It remains the hope of the committee that this additional funding can be offset through private contributions. (Attachment A)

Respectfully submitted,

CITY COUNCIL AD HOC COMMITTEE
FOR THE ROSE FLOAT



Pat McIntyre
Committee Chairperson



Paul M. Nowatka
Committee Member



Michael H. Mauno
Committee Member

Attachment: A) Minutes of Ad Hoc Rose Float Committee meeting of January 17, 2005.
B) Letter from Fiesta Parade Floats- February 2, 2004

**TORRANCE CITY COUNCIL
AD HOC ROSE FLOAT COMMITTEE
Tuesday, January 17, 2006**

4:30 p.m.

**Torrance City Hall
Third Floor Assembly Room**

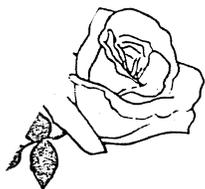
1. **CALL TO ORDER**
Councilwoman, Pat McIntyre, called the meeting to order at 4:30 p.m.
2. **ACCEPT AND FILE AFFIDAVIT OF AGENDA POSTING**
M/S Councilman Paul Nowatka/Councilwoman Pat McIntyre
3. **INTRODUCTION OF GUESTS**
No guests were present.
4. **REVIEW AND UPDATE OF THE 2006 TORRANCE ROSE FLOAT**
Mary Hoffman, TRFA President, told of the wonderful publicity the City received from the various stations' television coverage and the articles in the DAILY BREEZE. While it rained for the actual Parade, the City's float looked beautiful on television and because there was a problem with the Parade moving forward just when our float was in front of the television cameras, we received more air time than usual on several of the channels. TRFA Vice President, Jack Williams, commented that we had almost 600 decorators working on the float.
5. **FUNDING FOR THE TORRANCE ROSE FLOAT IN THE 2007 ROSE FLOAT PARADE**
Mary had been asked to obtain a projected cost for the 2007 float. She stated that due to the rising costs on many materials involved in the building and decorating of the float, the cost for 2007 was projected to be \$135,000.00. She said that TRFA would be able to fund \$10,000.00 of that cost and also pay the Parade entry fee, which was \$3,700.00 for the 2006 Parade. It was suggested if the Council wants to continue to fund the floats that a potential increase in costs for future floats might be included in future budgets. There was discussion about fund raising efforts from the business community. Councilwoman McIntyre will check with Council members to determine if commitments have been made to assist in the cost of the floats. There is a deadline from the Tournament of Roses to let them know if we will be participating in the 2007 Parade. The Ad Hoc Committee recommended an agenda item be prepared by the Staff of Community Services requesting the City Council address appropriating an additional \$45,000.00 to fund the 2007 City of Torrance Rose Parade float be brought forward at the February 7, 2006 Council meeting.
6. **ORALS**
There were no orals.
7. **ADJOURNMENT**

A motion was made and seconded that the meeting adjourn at 4:55 p.m.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "Joyce Miles".

Joyce Miles
Secretary



FIESTA

PARADE FLOATS

February 2, 2004

Mayor Dan Walker &
City Council
City of Torrance
3031 Torrance Blvd.
Torrance, CA 90509-2970

Dear Mayor Walker & City Council members:

Another year and Rose Parade has come to an end. This year's Torrance float, to me, will always be remembered as a float that made the crowd stand up and cheer and be proud of the patriotic feeling that is strong across this great country of ours. The salute to our war veterans and the added talent of Daniel Rodriguez made this a very special float with a great deal of media exposure.

Over an 8 year period of time, Fiesta and the citizens of Torrance have worked together in producing 8 memorable floats, 5 of which were awarded a banner. A great record for any float, especially a float of a smaller size and budget in scale to floats from some of the major corporations that participate in the annual Rose Parade.

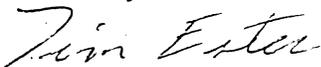
Over the years, I have always stressed that money is not a single factor in producing a quality float, but it is an important factor. I have had a few discussions with Mary Hoffman, President of the Torrance Rose Float Association (TRFA) regarding both the past as well as the future. As I am sure you all realize, costs in all areas for a business, as well as cities, have been severely impacted by the state of our regional and national economies. Fiesta strives as much as possible to gain the best materials at the best possible price, by sourcing out to all parts of the world, including flowers and other raw materials, yet the costs continue to rise. On top of this, 5 of the last 7 years Fiesta has incurred a rent increase for its facility and has incurred an increase of its Workmen's Compensation Insurance cost in an amount of over 100%, yet has not had any additional claims. This is a common problem for all businesses in California.

Fiesta's average float budget is about \$200,000, yet I have strived as best as I can in continuing to work within the established Torrance budget for its float. I am not suggesting that Torrance has to greatly increase its budget, but I would like to establish a dialogue with the city and the TRFA in perhaps working towards a budget goal in the range of \$135,000 to \$155,000.

I fully realize that every city dollar, for any city, is harder to explain in going towards something like a parade float, but when you factor in the national and international exposure that all floats receive and the internal pride of the Torrance community, then the last 50 Torrance floats has been a terrific investment, an investment that I'm sure will continue. One idea, in discussions with Mary, is that perhaps the city can take the lead in getting businesses to donate to an overall float endowment fund that, along with the TRFA's and city's continuing monetary participation, can allow future floats to have a larger budget. The participating businesses could be called "Friends of the Torrance Float" and receive community recognition and some sort of VIP perks, such as parade seats, game tickets, inclusion in literature and/or invites to a special reception. Just an idea, but one that could assist in this endeavor.

Thank you for your time in this matter and I look forward to any dialogue so that I can further assist Torrance in this annual project.

Sincerely,



Tim Estes
President

Cc Mary Hoffman, President, TRFA