

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

Members of the City Council:

**SUBJECT: Community Services – Approval of the 2011 Rose Float design “Afternoon Tea With Friends” and award agreement for design, construction, entry, display and operation of the float in the 2011 Tournament of Roses Parade.**

**Expenditure: \$142,000 (City contribution \$142,000 with a reimbursement of \$10,000 from the Torrance Rose Float Association)**

### **RECOMMENDATION**

Recommendation of the *City Council Citizen Development and Enrichment Committee* that *City Council*:

1. Approve the design tentatively entitled “Afternoon Tea With Friends” for the City’s float entry in the Pasadena *Tournament of Roses Parade* on January 1, 2011;
2. Approve an agreement between the City of Torrance and Fiesta Parade Floats for the design, construction, entry, display and operation of the Torrance Float in the 2011 Pasadena *Tournament of Roses Parade*, and
3. Approve the expenditure of \$142,000 for costs related to the float.

### **Funding**

\$142,000 is budgeted within the General Fund Community Promotion Program Budget and a \$10,000 contribution from the Torrance Rose Float Association is reimbursed to the City.

### **BACKGROUND**

The City of Torrance first participated in the Pasadena *Tournament of Roses Parade* in 1914, then again in 1947 and 1948, and finally has initiated in an unbroken string of participation within the Rose Float Parade since 1958.

In preparation for the upcoming 2011 parade, on March 23, 2010, the Torrance Rose Float Association’s (TRFA) Float Design Committee met with representatives of Fiesta Parade Floats for a presentation on potential designs for Torrance’s 2011 float entry into the Pasadena *Tournament of Roses Parade*. The theme for this year’s parade is “*Building Dreams, Friendships and Memories*” (Attachment C). Fiesta Parade Floats has been hired to create the City of Torrance’s floats for the past 14 years. The Association and City has a good working relationship with Fiesta resulting in early review and selection from amongst their best designs. Following the presentation of nine possible designs, the Float Design Committee selected a design by Raul Rodriguez of Raul Rodriguez Designs Company with the working title of “Afternoon Tea With Friends”.

At their April 6, 2010 meeting, the Torrance Rose Float Association's (TRFA) Board of Directors reviewed and unanimously approved this design as recommended by the Design Committee entitled "Afternoon Tea With Friends", to be built by Tim Estes and Jim Hynd of Fiesta Parade Floats (Attachment A). Also at this meeting the Board recommended this design be submitted to the *City's Council Citizen Development and Enrichment Committee* for review and a recommendation to the *City Council*.

On April 13, 2010, members of the *Torrance Rose Float Association Board of Directors* and *City Community Services Department* met with the *City Council Citizen Development and Enrichment Committee* (Attachment E). The float design "Afternoon Tea With Friends" was presented and unanimously approved as a recommendation from the Committee to City Council (Attachment F).

## **ANALYSIS**

Excerpts from the Tournament of Roses Parade Media Coverage Summary (Attachment G) provides a lot of information pertaining to visibility both locally and internationally provided to parade participants with floats such as the City of Torrance. A few of these pieces of information include the *Parade* is viewed by approximately 51 million people in the United States and is also aired in 220 international territories and countries. Approximately 700,000 people line the parade route each year. After the parade is over, in a 2 ½ day period over 100,000 people will visit the *Post-Parade Float Viewing* event.

The event and creation of the float also provides an opportunity to bring hundreds of Torrance community volunteers together who work all year long toward their goal, especially in the weeks and days immediately preceding the parade decorating the float.

To design the float, the *Torrance Rose Float Association* sends bid letters to all professional float builders approved by the Pasadena Tournament of Roses. After receiving a presentation from Fiesta Parade Floats, the TRFA Design Committee and Board as well as the *City Council Citizen Development and Enrichment Committee* recommended unanimous approval to City Council for the Raul Rodriguez design "Afternoon Tea With Friends" and Fiesta Parade Floats as the float builder for the City of Torrance's entry in the 2011 Tournament of Roses Parade.

In order to maintain the quality and sophistication of float design and construction for the City of Torrance's 2011 Rose Parade float, Fiesta Parade Floats has stated though costs to them have increased, they understand current economic issues and in a desire to continue providing a quality float to the City of Torrance they will provide the 2011 float for \$142,000 without a cost increase from last year's float.

Funds in the amount of \$142,000 are budgeted in the General Fund Community Promotion Program Budget. The Torrance Rose Float Association Board of Directors has committed to contribute \$10,000 to reimburse the City.

With approval from City Council, Fiesta Parade Floats will enter into an agreement with the City of Torrance for the design, construction, entry, display and operation of the City's float entry for an amount of \$142,000 to be paid, upon invoice in three separate installments of \$47,500 due June 1, 2010; \$47,500 due August 1, 2010; and \$47,000 due January 15, 2011.

As the proposed float design is in keeping with the 2011 Rose Parade theme "Dreams, Friendships and Memories", and considering the City's positive relationship with Fiesta Parade Floats and designer Raul Rodriguez, the *Torrance Rose Float Association* Board of Directors. The *City Council Citizen Development and Enrichment Committee* recommends that the *City Council* approve the City of Torrance's 2011 Pasadena Tournament of Roses Parade float "Afternoon Tea With Friends" and the hiring of Fiesta Parade Floats for the amount of \$142,000 (City contribution \$142,000 with a reimbursement of \$10,000 from the Torrance Rose Float Association) for the design, construction, entry, display and operation of the float in the parade.

Respectfully submitted,

CITY COUNCIL CITIZEN DEVELOPMENT  
AND ENRICHMENT COMMITTEE



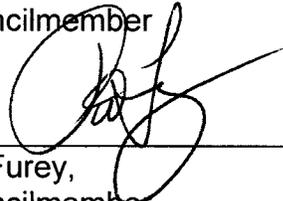

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Tom Brewer,  
Councilmember, Chairperson




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Gene Barnett,  
Councilmember




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Pat Furey,  
Councilmember

- Attachments:
- A) Artists rendering of the 2011 Float Design "Afternoon Tea With Friends"
  - B) 2011 Float Construction Agreement w/ Fiesta Parade Floats
  - C) TRFA Float Design Committee March 23, 2010 Meeting Minutes
  - D) TRFA Board of Directors April 6, 2010 Meeting Minutes
  - E) City Council Citizen Development and Enrichment Committee minutes dated April 13, 2010 (including Attachments A and B)
  - F) City Council Citizen Development and Enrichment Committee Meeting minutes dated April 13, 2010
  - G) Excerpts from Pasadena Tournament of Roses Media Coverage Summary



**ARTISTS RENDERING OF THE 2011 FLOAT DESIGN  
"AFTERNOON TEA WITH FRIENDS"**





## FLOAT CONSTRUCTION AGREEMENT

THIS FLOAT CONSTRUCTION AGREEMENT, made this 27th day of April, 2010 between FIESTA PARADE FLOATS, a California corporation, hereinafter called **FIESTA**, and the CITY OF TORRANCE, hereinafter called **TORRANCE**.

THAT FOR, valuable consideration the receipt of which is hereby acknowledged, IT IS AGREED AS FOLLOWS:

### I. SERVICES TO BE PROVIDED BY **FIESTA**

A. **FIESTA** shall create, construct and decorate a float for **TORRANCE**.

1. To be entered in the 2011 Tournament of Roses Parade ("**PARADE**") to be held in the City of Pasadena, California on January 1, 2011.

2. In accordance with;

a. The designs, sketches and specifications heretofore submitted to and approved by **TORRANCE** and,

b. The instructions of the Pasadena Tournament of Roses Association for floats to be entered in the **PARADE**.

B. **FIESTA** shall furnish and provide.

1. All equipment, material and labor required to construct said float;

2. A float decoration supervisor to oversee the decoration of the float by a decoration crew supplied by the Torrance Rose Float Association.

3. Two capable and qualified drivers for said float on the day of the **PARADE**.

4. Any personnel required to guide the float to and in the **PARADE**.

## C. Materials used in the float.

1. Materials used in the construction of the float shall be supplied by and shall remain the property of **FIESTA**.
2. Any materials and decorations supplied by **TORRANCE** shall remain the property of and shall be returned to **TORRANCE** unless other arrangements are made.

D. Operation of the float during and after the **PARADE**.

1. **FIESTA** shall place the completed float in the **PARADE**, operate it in the **PARADE** and maintain it during the Post Parade exhibition period at the locations set aside for this purpose.
2. **FIESTA** shall abide by all rules, regulations, requirements and instructions of the Pasadena Tournament of Roses Association for floats entered in the **PARADE**.
3. **FIESTA** shall assume full responsibility for and control of the operation of said float during and after **PARADE**.

II. SPECIFICATIONS FOR THE FLOAT

- A. The design, sketches, specifications and the dimensions of the subject float have been submitted to **TORRANCE** by **FIESTA** and same are hereby incorporated herein by this reference as though set forth in full.
- B. The title, "Afternoon Tea With Friends" shall appear in letters at least six inches high so as to be clearly legible to the viewing audience and television. The name "CITY OF TORRANCE" shall appear on the float in letters approximately six inches high so as to be clearly legible to the viewing audience and television.

III. FLOAT DESIGN RELEASE

With respect to the selected design, by virtue of this signed **AGREEMENT**, **TORRANCE** understands that the right to reproduce the selected final float design shall belong to **FIESTA** and that any reproduction of the design has to be cleared by **FIESTA**, except for the following:

- A. For any nonprofit advertisement of the float that promotes **TORRANCE**, **FIESTA** or the **PARADE**.
- B. For any novelty item, in which the novelty item sales are used to promote **TORRANCE** and/or to assist **TORRANCE** in raising monies to pay for the float, related costs for the float, or as a donation to any nonprofit organization.

#### IV. PERFORMANCE BY SPONSOR

- A. **TORRANCE** shall pay **FIESTA** the total sum of \$142,000.00, which shall be payable as follows:
  - 1. \$47,500.00 on or before June 1, 2010 at which time all major steel work shall be completed;
  - 2. \$47,500.00 on or before August 1, 2010 at which time all art work shall be completed;
  - 3. \$47,000.00 prior to January 15, 2011.
- B. Proper costuming of personnel and/or float riders supplied by **TORRANCE**, shall be the responsibility of **TORRANCE**.

#### V. FAILURE OF PERFORMANCE

- A. In the event that completion and/or participation of the float is prevented by an act of God, war, fire not attributable to failure to employ reasonable precautions by **FIESTA**, or any other unforeseen cause beyond the control of **FIESTA**, **FIESTA** shall immediately cease work on the float and shall be entitled to reimbursement of ten percent (10%) of the contract price plus actual expense incurred prior to the notice to cease or the cessation of the work.
- B. "Actual Expense" shall include the amount shown on invoices for the cost of materials, sub-contract parts, designer fee and/or labor. In the event that such actual expenses are less than the amount paid to **FIESTA** on the date of cessation of work, **FIESTA** hereby agrees to refund the difference to **TORRANCE**.
- C. Difficulties experienced by **FIESTA** in obtaining material, equipment and labor shall not be considered as valid excuses for non-performance.

VI. WITHDRAWAL BY SPONSOR

In the event that **TORRANCE** should instruct or cause **FIESTA** not to complete the float or not to drive it in the **PARADE**, it is recognized that **FIESTA** can only construct a certain number of floats and in agreeing to construct the float for **TORRANCE**, it must reject the opportunity to construct other floats, and further that it is important to **FIESTA's** business to have the opportunity to display it's work in the **PARADE**, the exact amount of which would be extremely difficult and impractical to fix. It is therefore agreed that if such instruction or causing be given after July 1, 2010 **FIESTA** is entitled to be paid its full contract price.

VII. TIME OF THE ESSENCE

It is stipulated by the parties hereto that time is of the essence and that the completed float shall be ready to be placed in the **PARADE** and shall participate therein.

VIII. INSURANCE

- A. FIRE; **FIESTA** shall obtain and maintain a policy of insurance covering loss or damage to the float by fire and so-called all risks, in an amount of no less than \$142,000.00, with loss payable to **TORRANCE** or **FIESTA** as their interest may appear.
- B. WORKMEN'S COMPENSATION; **FIESTA** shall carry said insurance in an amount adequate to cover all employees supplied by **FIESTA**, concerned with the construction and the operation of said float. Any personnel, decorators and/or float riders supplied by **TORRANCE** shall be the responsibility of **TORRANCE**.
- C. PUBLIC LIABILITY & PROPERTY DAMAGE; **FIESTA** agrees to carry said insurance during entire period of creation, operation and exhibition of said float as follows:
1. General Liability coverage not less than \$1,000,000.00 combined single limit per occurrence and in the aggregate for bodily injury and property damage.
  2. Excess following form General Liability coverage of \$4,000,000.00 per occurrence and in the aggregate for bodily injury and property damage.

3. **TORRANCE** named as additional insured under said policies along with the Pasadena Tournament of Roses Association and the City of Pasadena

D. **FIESTA:** agrees to have the insurance company writing such insurance's as listed above issue certificates of insurance to **TORRANCE**.

IX. RELATIONSHIPS

The performance of **FIESTA's** service herein under shall be in the capacity of an independent contractor and not as an officer, agent, or employee of **TORRANCE**.

X. EFFECTIVE DATE

The effective date of this **AGREEMENT** shall be the date of execution by **TORRANCE**.

IN WITNESS THEREOF, the parties hereto have caused this **AGREEMENT** to be executed this 27th day of April, 2010.

APPROVED AS TO FORM  
JOHN L. FELLOWS III  
CITY ATTORNEY

**FIESTA PARADE FLOATS**

BY: \_\_\_\_\_

BY: \_\_\_\_\_

Timothy W. Estes  
President

**CITY OF TORRANCE**

BY: \_\_\_\_\_

Frank Scotto  
MAYOR

**ATTEST**

By: \_\_\_\_\_

Sue Herbers  
CITY CLERK



**TRFA FLOAT DESIGN COMMITTEE  
MARCH 23, 2010 MEETING MINUTES**

MINUTES  
TORRANCE ROSE FLOAT ASSOCIATION  
FLOAT DESIGN COMMITTEE

TUESDAY, 23 MARCH 2010  
KATY GEISSERT CIVIC CENTER LIBRARY MEETING ROOM

REFRESHMENTS: BOB HABEL and MARY HOFFMAN

**1. CALL MEETING TO ORDER**

The meeting was called to order at 7:10 p.m. by President, Mary Hoffman.

**2. ROLL CALL**

Anne & Roy Atherton, Pam Barrett, Mary Barta, Bob Habel, Carolyn Hannas, Barbara Hill, Jim Hill, Mary Hoffman, Linda Huthmaker, Mary Jo Kohlmiller, Shanya McGee, Joyce Miles, Mary Helen Montgomery, Jan Staws, Kathy Thompson, and Cindy and Grant Wells. Also attending were TRFA Liaison, Suzie Wand and former Board members Ann & Jack Williams.

**3. FLAG SALUTE**

The flag salute was led by Vice President, Cindy Wells.

**4. FIESTA PARADE FLOATS**

Float Design Chairperson, Kathy Thompson, introduced Tim Estes, President of Fiesta Parade Floats. Fiesta has designed and constructed our floats for the past fourteen years. Tim Estes spoke of the organization's good leadership and good work. Floral Designer, Jim Hynd. Fiesta Designer, Raul Rodriguez, was also present.

**5. THEME**

The theme of the 2011 Rose Parade is:

“BUILDING DREAMS, FRIENDSHIPS & MEMORIES”

**6. PRESENTATION OF DESIGNS**

1. “Remembering the Laughter”  
3 large size clown heads
2. “Fiesta”  
Large guitar with serape

3. "Hearts and Flowers?"  
"Alice in Wonderland"
4. "Special Delivery"  
Stork with oversize baby carriage
5. "Happily Ever After"  
Cinderella in a carriage
6. "Drive-In Theater"  
Monster on screen with oversized heads in car
7. "Jester"  
Oversize jester lying on garden
8. "Sprites"  
3 large sprites in a garden
9. "Afternoon Tea with Friends"  
Oversize dragon having tea

## **7. GENERAL DISCUSSION**

There was a general discussion by Board members about the designs presented. Design 9 received eleven votes, Design 1 two votes, Design 5 two votes and Design 8 two votes. "Afternoon Tea with Friends" was selected to recommend to the Citizen Development and Enrichment Committee.

## **8. RECOMMENDATION**

It was decided to recommend FIESTA PARADE FLOATS as the float builder and selection of the design, "Afternoon Tea with Friends" designed by Raul Rodriguez.

## **9. CITIZEN DEVELOPMENT AND ENRICHMENT COMMITTEE DESIGN PRESENTATION**

The design will be presented to the Committee tentatively on April 13<sup>th</sup> at 4:30 p.m.

Torrance Rose Float Association  
Float Design Committee Meeting, 23 March 2010  
Page 3

**10. CITY COUNCIL PRESENTATION**

No date has been announced.

**11. ADJOURNMENT**

A motion and made and seconded to adjourn at 8:00 p.m.

M/S Bob Habel/Roy Atherton

Respectfully submitted by,  
Joyce Miles, Secretary



**TRFA Board of Directors  
April 6, 2010 Meeting Minutes**

MINUTES  
TORRANCE ROSE FLOAT ASSOCIATION  
BOARD OF DIRECTORS

TUESDAY, 6 APRIL 2010  
WEST ANNEX COMMISSION ROOM (1<sup>st</sup> FLOOR)

REFRESHMENTS: ANNE & ROY ATHERTON

**10. CALL MEETING TO ORDER**

The meeting was called to order at 7:00 p.m. by President, Mary Hoffman.

**11. ROLL CALL**

All Board members were present with the exception of the following excused absences: Dana Cortez, Carolyn Hannas, Shayna McGee, Joyce Miles, Kathy Thompson and Melanie White.

**12. FLAG SALUTE**

The flag salute was led by Vice President, Cindy Wells.

**13. INFORMAL BUSINESS**

**13.1 INTRODUCTION OF GUESTS**

Janet Johnson was introduced.

**13.2 CORRESPONDENCE**

General correspondence was circulated.

**14. APPROVAL OF MINUTES**

**14.1 BOARD MEETING (2 March 2010)**

A motion was made and seconded to approve the 2 March 2010 Board minutes.  
M/S Roy Atherton/Grant Wells

**5.2 FLOAT DESIGN MEETING (23 March 2010)**

A motion was made and seconded to approve the 23 March 2010 Float Design Committee meeting minutes.  
M/S Roy Atherton/Cindy Wells

## **6. TREASURER'S REPORT**

### **6.1 TREASURER'S REPORT (March 2010)**

A motion was made and seconded to approve the March 2010 Treasurer's report as submitted.

M/S Sharon Tate/Lori Rayor

### **6.2 PAYMENT OF OUTSTANDING BILLS**

No bills were presented for payment.

## **7. STAFF LIAISON COMMENTS (Suzie Wand)**

Suzie advised everyone of next Tuesday's meeting with the City Council Citizen Development and Enrichment Committee at 4:30 p.m. on the 3<sup>rd</sup> floor. She said there are new security measures in place and people need to sign in and receive a badge.

## **8. OLD BUSINESS**

### **8.1 CELEBRATION DINNER REPORT**

Thanks to Mary Barta for the report on the dinner. We had a total profit of \$2,038.65.

### **8.2 FLOAT DESIGN COMMITTEE REPORT**

Following discussion, the Board voted to accept the design selected by the Float Design Committee as the recommendation to the Citizen Development and Enrichment Committee.

M/S Roy Atherton/Sharon Tate

### **8.3 SPRING BOUTIQUE REPORT**

Thanks to: Carolyn Hannas, Barbara Hill, Mary Jo Kohlmiller, Mary Helen Montgomery, Jan Staws, Kathy Thompson, and Cindy Wells for staffing our booth at the Spring Boutique. We sold \$124.50 in promo items and See's candy.

### **8.4 BOARD MEMBER EMAIL ADDRESSES**

Thanks to Jan Staws for providing the Board with updated email addresses.

Torrance Rose Float Association  
 Board of Directors' Meeting, 6 April 2010  
 Page 3

## **9. NEW BUSINESS**

### **9.1 2009-2010 PRESIDENT'S ANNUAL REPORT**

A motion was made and seconded to accept the President's annual report.

M/S Grant Wells/Sharon Tate

### **9.2 2009-2010 TREASURER'S ANNUAL REPORT**

A motion was made and seconded to accept the Treasurer's annual report.

M/S Anne Atherton/Roy Atherton

### **9.3 PRESENTATION OF FLOAT DESIGN TO CITY COUNCIL CITIZEN DEVELOPMENT AND ENRICHMENT COMMITTEE**

All Board members are invited to attend the meeting on Tuesday, April 13 at 4:30 p.m. in the 3<sup>rd</sup> floor Assembly Room.

### **9.4 PRESENTATION OF FLOAT DESIGN TO CITY COUNCIL**

All Board members are invited to attend the City Council meeting on April 27<sup>th</sup> at 7:00 p.m. where the color rendering will be presented to City Council, assuming the design is approved by the Citizen Development and Enrichment Committee.

### **9.5 INVENTORY**

Tabled until next meeting.

### **9.6 TRFA CONTRIBUTION TO 2011 FLOAT**

The Board voted to contribute \$10,000.00 to the cost of the 2011 City of Torrance float.

M/S Roy Atherton/Mary Barta

### **9.7 TABLES IN STORAGE SHED**

Mary Hoffman asked if TRFA had any need for the three tables we had in the storage shed. She shared that the Torrance Education Foundation (TEF) could use them. The Board agreed to donate the 3 tables to TEF.

M/S Jan Staws/Roy Atherton

Torrance Rose Float Association  
Board of Directors' Meeting, 6 April 2010  
Page 4

**10. OFFICERS' AND DIRECTORS' REPORTS**

**10.1 MEMBERSHIP**

Mary Jo reported no new members due to our dues structure.

**10.2 PUBLICITY**

Pam Barrett and Jim Hill shared that El Paso Cantina will host a fund raiser for us. They will see if Wednesday, July 21<sup>st</sup> is available. They will also check to see if the California Pizza Kitchen will host another fund raiser in October.

**10.3 WAYS AND MEANS**

General comments.

**11. ONCE AROUND**

TRFA member, Janet Johnson, shared some ideas concerning the upcoming float for the Torrance Centennial.

**12. ADJOURNMENT**

A motion was made and seconded to adjourn at 7:54 p.m.

M/S Bob Habel/Roy Atherton

Respectfully submitted by,  
Mary Hoffman, Acting Secretary

NEXT MEETING  
TUESDAY, 4 MAY 2010 – 7:00 P.M.  
WEST ANNEX COMMISSION ROOM (1<sup>ST</sup> FLOOR)  
Refreshments: Mary Jo Kohlmiller signed up to bring treats in May.

**City Council Citizen Development and Enrichment  
Committee Item 3 dated April 13, 2010**

Committee Meeting of  
April 13, 2010

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

Members of the Committee:

**SUBJECT: Community Services – Selection of the float design for the City of  
Torrance entry in the 2011 Pasadena Tournament of Roses Parade  
to recommend to City Council for approval**

**RECOMMENDATION**

The Community Services Director recommends the City Council Citizen Development and Enrichment Committee recommend approval to City Council of the proposed design entitled "Afternoon Tea with Friends" as approved by Torrance Rose Float Association Board of Directors as the City's float entry in the Pasadena Tournament of Roses Parade on January 1, 2011.

**Funding**

Funding for the Rose Float is available within the City Manager's Community Promotion Program Budget

**BACKGROUND**

Historically, the City has funded Torrance's float entry in the Pasadena *Tournament of Roses Parade*.

For many years the City's contribution toward Torrance's Rose Parade float was \$80,000. The Torrance Rose Float Association has assisted with an additional annual contribution toward the float of \$10,000.

In 2006, to offset increased costs incurred by the float builder, City Council approved an additional \$45,000 toward the float. In 2007, Council approved an additional \$3,000. And in 2008, Council approved an additional \$4,000 toward cost of the 2009 float. This brought the City's contribution toward the float to \$132,000. Coupled with the \$10,000 Rose Float Association's contribution, the total cost for the float was \$142,000.

**ANALYSIS**

For the past several years, the City of Torrance has contracted with Fiesta Parade Floats to build Torrance's award winning Rose Parade floats.

On February 24, 2010, staff received correspondence from Mr. Tim Estes, President of Fiesta Parade Floats, indicating once again he would not be seeking an increase in costs for Torrance's float (Attachment A). Although the costs to Fiesta Parade Floats

have increased, Mr. Estes understands the current economic issues impacting everyone and wishes to continue supporting Torrance's efforts toward a spectacular float. He will therefore not be requesting a Consumer Price Index (CPI)-related fee increase from the City for the second year in a row, bringing the proposed total costs for the 2011 float once again to \$142,000 with \$132,000 as the City's contribution and \$10,000 as the Torrance Rose Float Association's contribution.

Staff has provided the Torrance Rose Float Association (TRFA) Board meeting minutes of April 6, 2010 (Attachment B) that approves the proposed "Afternoon Tea with Friends" design and recommends that it be forwarded to the City Council Citizen Development and Enrichment Committee for their review and recommendation to the City Council.

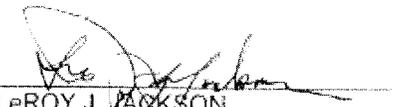
The Community Services Director and the TRFA Board request the City Council Citizen Development and Enrichment Committee recommend that the City Council approve the selected float design at their meeting of April 27, 2010.

Respectfully submitted,

By   
 RICHARD BRUNETTE  
 Recreation Services Manager

CONCUR:

  
 JOHN JONES  
 Community Services Director

  
 LeROY J. JACKSON  
 City Manager

Attachments: A) Letter from Tim Estes, President of Fiesta Parade Floats 2-24-10  
 B) Torrance Rose Float Assoc. Board of Directors meeting minutes of 4-06-10



February 24, 2010

To: John Jones, City of Torrance  
 From: Tim Estes, Fiesta Parade Floats  
 Re: City of Torrance Rose Parade Float

John,

Regarding the float budget for the 2011 Rose Parade float for the City of Torrance, each year I strive to work within the set established budget for the float. Certainly my desire is to continue to strive and create a similar caliber float from year to year. The float budget for the 2009 and 2010 Rose Parade was \$142,000.

Each year, I work with the assigned budget for each client, but I need to take into account the increases that all business incurs each year. On an annual basis, Fiesta has a rent increase. Fiesta also incurs increases in material, flowers, insurance and labor. Some of the materials used in the parade business are very unique, such as flowers, special formulated glues and a variety of like materials.

The above being stated, I greatly recognize the economic status that is impacting all of us in today's time and Fiesta strongly desires to create another spectacular float for the City of Torrance, thus I propose to again hold to the same budget of the past two years, being \$142,000.

The City of Torrance is a long term client of Fiesta's and Fiesta is proud to be the selected builder for the float over so many award winning years. All of us at Fiesta Parade Floats appreciate all the support from the City Council, the Torrance Rose Float Association and the citizens of Torrance. Fiesta is looking forward to creating another spectacular float for the City of Torrance.

Thank you for your time in this matter.

Respectfully,

*Tim Estes*  
 Tim Estes  
 President  
 Fiesta Parade Floats

Cc: Mary Hoffman

Unofficial until approved

**MINUTES  
TORRANCE ROSE FLOAT ASSOCIATION  
BOARD OF DIRECTORS**

TUESDAY, 6 APRIL 2010  
WEST ANNEX COMMISSION ROOM (1<sup>st</sup> FLOOR)

REFRESHMENTS: ANNE & ROY ATHERTON

**15. CALL MEETING TO ORDER**

The meeting was called to order at 7:00 p.m. by President, Mary Hoffman.

**16. ROLL CALL**

All Board members were present with the exception of the following excused absences: Dana Cortez, Carolyn Hannas, Shayna McGee, Joyce Miles, Kathy Thompson and Melanie White.

**17. FLAG SALUTE**

The flag salute was led by Vice President, Cindy Wells.

**18. INFORMAL BUSINESS**

**18.1 INTRODUCTION OF GUESTS**

Janet Johnson was introduced.

**18.2 CORRESPONDENCE**

General correspondence was circulated.

**19. APPROVAL OF MINUTES**

**19.1 BOARD MEETING (2 March 2010)**

A motion was made and seconded to approve the 2 March 2010 Board minutes.  
M/S Roy Atherton/Grant Wells

**5.2 FLOAT DESIGN MEETING (23 March 2010)**

A motion was made and seconded to approve the 23 March 2010 Float Design Committee meeting minutes.  
M/S Roy Atherton/Cindy Wells

## **6. TREASURER'S REPORT**

### **6.1 TREASURER'S REPORT (March 2010)**

A motion was made and seconded to approve the March 2010 Treasurer's report as submitted.

M/S Sharon Tate/Lori Rayor

### **6.2 PAYMENT OF OUTSTANDING BILLS**

No bills were presented for payment.

## **7. STAFF LIAISON COMMENTS (Suzie Wand)**

Suzie advised everyone of next Tuesday's meeting with the City Council Citizen Development and Enrichment Committee at 4:30 p.m. on the 3<sup>rd</sup> floor. She said there are new security measures in place and people need to sign in and receive a badge.

## **8. OLD BUSINESS**

### **8.1 CELEBRATION DINNER REPORT**

Thanks to Mary Barta for the report on the dinner. We had a total profit of \$2,038.65.

### **8.2 FLOAT DESIGN COMMITTEE REPORT**

Following discussion, the Board voted to accept the design selected by the Float Design Committee as the recommendation to the Citizen Development and Enrichment Committee.

M/S Roy Atherton/Sharon Tate

### **8.3 SPRING BOUTIQUE REPORT**

Thanks to: Carolyn Hannas, Barbara Hill, Mary Jo Kohlmiller, Mary Helen Montgomery, Jan Staws, Kathy Thompson, and Cindy Wells for staffing our booth at the Spring Boutique. We sold \$124.50 in promo items and See's candy.

### **8.4 BOARD MEMBER EMAIL ADDRESSES**

Thanks to Jan Staws for providing the Board with updated email addresses.

## **9. NEW BUSINESS**

### **9.1 2009-2010 PRESIDENT'S ANNUAL REPORT**

A motion was made and seconded to accept the President's annual report.

M/S Grant Wells/Sharon Tate

### **9.2 2009-2010 TREASURER'S ANNUAL REPORT**

A motion was made and seconded to accept the Treasurer's annual report.

M/S Anne Atherton/Roy Atherton

### **9.3 PRESENTATION OF FLOAT DESIGN TO CITY COUNCIL CITIZEN DEVELOPMENT AND ENRICHMENT COMMITTEE**

All Board members are invited to attend the meeting on Tuesday, April 13 at 4:30 p.m. in the 3<sup>rd</sup> floor Assembly Room.

### **9.4 PRESENTATION OF FLOAT DESIGN TO CITY COUNCIL**

All Board members are invited to attend the City Council meeting on April 27<sup>th</sup> at 7:00 p.m. where the color rendering will be presented to City Council, assuming the design is approved by the Citizen Development and Enrichment Committee.

### **9.5 INVENTORY**

Tabled until next meeting.

### **9.6 TRFA CONTRIBUTION TO 2011 FLOAT**

The Board voted to contribute \$10,000.00 to the cost of the 2011 City of Torrance float.

M/S Roy Atherton/Mary Barta

### **9.7 TABLES IN STORAGE SHED**

Mary Hoffman asked if TRFA had any need for the three tables we had in the storage shed. She shared that the Torrance Education Foundation (TEF) could use them. The Board agreed to donate the 3 tables to TEF.

M/S Jan Staws/Roy Atherton

## **10. OFFICERS' AND DIRECTORS' REPORTS**

### **10.1 MEMBERSHIP**

Mary Jo reported no new members due to our dues structure.

### **10.2 PUBLICITY**

Pam Barrett and Jim Hill shared that El Paso Cantina will host a fund raiser for us. They will see if Wednesday, July 21<sup>st</sup> is available. They will also check to see if the California Pizza Kitchen will host another fund raiser in October.

### **10.3 WAYS AND MEANS**

General comments.

## **11. ONCE AROUND**

TRFA member, Janet Johnson, shared some ideas concerning the upcoming float for the Torrance Centennial.

## **12. ADJOURNMENT**

A motion was made and seconded to adjourn at 7:54 p.m.

M/S Bob Habel/Roy Atherton

Respectfully submitted by,  
*Mary Hoffman*, Acting Secretary

NEXT MEETING  
TUESDAY, 4 MAY 2010 – 7:00 P.M.  
WEST ANNEX COMMISSION ROOM (1<sup>st</sup> FLOOR)  
Refreshments: Mary Jo Kohlmiller signed up to bring treats in May.



**CITY COUNCIL CITIZEN DEVELOPMENT AND ENRICHMENT  
COMMITTEE**

**Tuesday, April 13, 2010**

COMMITTEE MEMBERS: Councilman Tom Brewer, Chair  
Councilman Gene Barnett  
Councilman Pat Furey

STAFF: Viet Hoang, Management Associate  
John Jones, Community Services Director  
Richard Brunette, Recreation Services Manager  
Suzie Wand, Senior Recreation Supervisor

**CALL MEETING TO ORDER**

The City Council Citizen Development and Enrichment Committee convened in a regular meeting on Tuesday, April 13<sup>th</sup>, 2010 at 4:30 p.m. in the City Manager's Assembly Room.

**INTRODUCTION OF GUESTS**

Committee and Staff introduce the Torrance Rose Float Association including Mary Hoffman, President of the Association and members of the Board of Directors in attendance.

**SELECTION OF THE FLOAT DESIGN FOR THE CITY'S FLOAT ENTRY IN THE 2011 PASADENA TOURNAMENT OF ROSES PARADE**

**Background**

Mary Hoffman provided the Committee and City Staff with some background information regarding the Association's involvement with the Tournament of Roses Parade.

2011 will be the 57<sup>th</sup> year that the City of Torrance will have a float in the parade. For the past 14 years, the City has contracted with Fiesta Parade Floats, and have won 11 design awards during that time. Fiesta Parade Floats will again be the designer for this year's float.

600 to 700 volunteers will help decorate the float and immense publicity will be brought to the City. Each float receives about 2 minutes of airtime on 9 different national television channels, with 9-10 additional channels broadcasting the parade internationally. The Tournament of Roses reports that there are 350 million viewers worldwide, along with one million people lining the parade route.

The cost of the float is \$142,000, with \$10,000 being provided by the Torrance Rose Float Association. It is estimated that the value of the television coverage averages over \$323,000 for the approximately 2 minutes of televised airtime that the float will receive.

**Discussion**

Association members introduce "Building Dreams, Friendships, and Memories" as the theme of the 2011 Parade. John Jones requests that the design be displayed for the Committee and Staff to review.

Mary Hoffman explains that there were nine initial designs to choose from. Ms. Hoffman explains that the design chosen was the overwhelming favorite, receiving 11 of the 17 total first ballot votes. The design that the Rose Float Association chose has a working title of "Afternoon Tea with Friends." The centerpiece of the float is a 21 foot tall dragon that will not only have a rotating head but spray carbon dioxide from its nostrils.

Committee members inquire about the dimensions of the float. Mary Hoffman informs the Committee that the proposed float is 35 ft long by 18 ft wide. Ms. Hoffman also explains that although the dragon will be 21 ft tall, it has the ability to fold down to 17 ft so that the float has enough clearance to go under freeway overpasses.

On the day of the parade, there will be 8 riders on the float. Chairman Brewer stated that this is one of the best looking float designs he has ever seen.

**MOTION**

Councilman Pat Furey moved to concur with Staff and the Torrance Rose Float Association that the selected float design "Afternoon Tea with Friends" be recommended for approval by the City Council. Councilman Gene Barnett seconded the motion.

**ORALS**

Community Services Director John Jones anticipates that the request for approval of this float can be brought forth to the full body of the Council at their meeting on April 27<sup>th</sup>, 2010.

**ADJOURNMENT**

At 5 p.m. the meeting was adjourned.

## Pasadena Tournament of Roses Excerpts from the Media Coverage Summary



PASADENA TOURNAMENT OF ROSES

### MEDIA COVERAGE SUMMARY

121<sup>st</sup> Rose Parade themed "2010: A Cut Above the Rest" - Friday, January 1, 2010  
96<sup>th</sup> Rose Bowl Game Presented by Citi, Oregon 17 - Ohio State 26, Friday, January 1, 2010  
2010 Citi BCS National Championship Game, Alabama - 37, Texas - 21, Thursday, January 7, 2010

#### *AUDIENCE*

The 2010 Rose Parade had a total average audience of approximately **51 million** in the U.S. In addition, the Rose Parade was televised in **220 international territories and countries**. (Due to a lack of an international ratings system, an exact number of international viewers is not available.)

It is estimated that more than **700,000** individuals are present along the parade route on January 1 for the festivities. Approximately **135,000** visitors attended the Post Parade Float Viewing Area where the floats were on display for 2 ½ days following the 2010 Rose Parade.

The 2010 Rose Bowl Game presented by Citi had a television audience of approximately **24 million** in the U.S. and the live game attendance was **93,963**.

The 2010 Citi BCS National Championship Game had a television audience of approximately **30.9 million** in the U.S. and the live game attendance was **94,906**.

#### *NETWORK TELEVISION COVERAGE*

The 121<sup>st</sup> Rose Parade was broadcast live by **ten networks/stations**: ABC, NBC, Hallmark Channel, HGTV (Home and Garden Channel), KTLA (Tribune), Univision, TLC (The Learning Channel), Travel Channel, Sky Link TV and RFD-TV.

The Rose Bowl Game presented by Citi and the Citi BCS National Championship Game were broadcast live by **ESPN on ABC**.

#### *PARADE AND GAMES RATINGS*

The average household rating points total reported for the 2010 Tournament of Roses Parade for the live broadcasts by ABC, NBC, Hallmark Channel (cable), HGTV (cable), TLC (cable), Travel Channel (cable), Tribune (KTLA-Los Angeles), RFD-TV (cable) and Univision (Spanish language) amounted to **13.0 U.S. national Nielsen rating points**, or approximately **14.9 million households**.

The Rose Bowl Game, broadcast by ABC, received an average rating of **13.2 U.S. national Nielsen rating points**, or approximately **15.1 million households**.

The 2010 Citi BCS National Championship Game, broadcast by ABC, received an average rating of **17.2 U.S. national Nielsen rating points**, or approximately **19.8 million households**.

-more-

Prepared 2/23/2010

**2010 MEDIA COVERAGE SUMMARY**

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***WEBSITE***

The official Tournament of Roses website, [www.tournamentofroses.com](http://www.tournamentofroses.com), had approximately 7.6 million page views between October 2009 and January 2010. Between December 31, 2009 and January 1, 2010, there were approximately 1.5 million page views. The official Tournament of Roses mobile website had approximately 71,020 unique visitors.

***VIEWERS' CHOICE AWARD***

For the second time, the Tournament of Roses, together with KTLA, hosted the *Viewers' Choice Award* providing Rose Parade fans the opportunity to cast an online vote for their favorite float. Cal Poly Universities took the title with 20,788 votes out of 50,535 total votes.

***POST PARADE FLOAT AUDIO TOUR***

For the third year, the Tournament of Roses produced and distributed a podcast providing detailed of all floats in the 2010 Rose Parade. Fans were able to download the podcast via iTunes or to call in to service from a personal phone and select a designated audio track to listen to the information on the floats.

12,812 listeners tuned in to listen to a portion of the audio tour. 9,324 listeners opted to download the tour via iTunes and 3,488 called in via personal phones.

***ROSE PARADE MEDIA COVERAGE*****ROSE PARADE MEDIA COVERAGE**

Approximately 137 media organizations received credentials to cover the Rose Parade as a news event. This list does not include pre-Parade coverage, coverage produced by media not officially credentialed for the event, or coverage using content from press releases and/or wire services.

-ROSE-