

Agenda Report

June 20, 2005

TO: CITY COUNCIL

FROM: CITY MANAGER

SUBJECT: AUTHORIZATION TO ENTER INTO A CONTRACT WITH THE PHOENIX DECORATING COMPANY FOR AN AMOUNT NOT TO EXCEED \$100,000 FOR DESIGN AND CONSTRUCTION OF A ROSE PARADE FLOAT CELEBRATING THE 100 YEAR ANNIVERSARY OF CITY'S POWER DEPARTMENT

RECOMMENDATION:

It is recommended that the City Council authorize the issuance of a purchase order contract to the Phoenix Decorating Company (Phoenix) to design and build a Rose Parade float in celebration of the 100-year anniversary of the City's Power Department (PWP) for an amount not to exceed \$100,000. Competitive Bidding is not required pursuant to City Charter Section 1002(F) contracts for professional or unique services.

It is further recommended that the City Council grant the proposed contract an exemption from the Competitive Selection Process, pursuant to Pasadena Municipal Code Section 4.08.049(B), contract for which the City's best interests are served.

BACKGROUND:

On May 3, 2006, the City will celebrate the 100th anniversary of the creation of its Power Department. In celebration of this significant milestone, staff recommends highlighting this achievement by participating in the Tournament of Roses (ToR) Parade on January 2, 2006. On March 18, 2005, the ToR accepted the City's application to enter the parade. On a historical note, PWP participated in the Rose Parade between 1916 and 1957 and entered 46 floats.

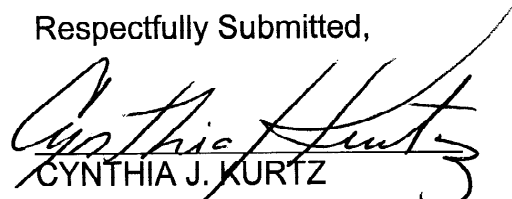
It takes approximately 6 months to design and build a Rose Parade Float. Given this, rather than undertake a competitive selection process that would have consumed 30-45 days, staff interviewed three Rose Parade Float designers and builders, Phoenix Decorating Company, Festival Artists Worldwide, and Charisma Floats.

Of the three, Phoenix, founded in 1984, was determined to be most qualified and is the only float builder who builds and decorates floats in Pasadena. Phoenix principals reside in Pasadena and have been designing and building floats in Pasadena for more than 35 years; Phoenix founder and CEO will be participating in his 50th Rose Parade in 2006. Phoenix built floats for the cities of Alhambra, Glendale, Long Beach and Los Angeles for the 2005 parade; all four cities have again contracted with Phoenix for the 2006 parade. For these reasons it is in the best interest of the City to contract with Phoenix.

FISCAL IMPACT:

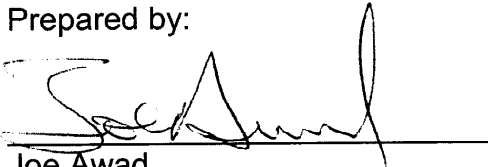
Sufficient funds to cover the cost of this project have been requested in the FY 2006 recommended operating budget. However, to offset the cost of the float, PWP will seek approximately 100 donations of \$1,000 in exchange for some form of recognition.

Respectfully Submitted,



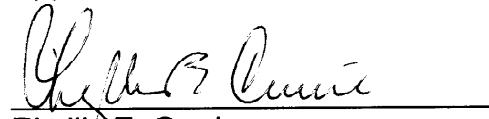
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