

**CITY OF TEMECULA
AGENDA REPORT**

TO: City Council

FROM: Aaron Adams, City Manager

DATE: October 12, 2021

SUBJECT: Authorize a City Sponsorship to Support the Horsewomen of Temecula Wine Country and Temecula Valley Horsemen's Association at the January 1, 2022 Pasadena Tournament of Roses (Rose Parade) (At the Request of Subcommittee Members Mayor Edwards and Council Member Stewart)

PREPARED BY: Betsy Lowrey, Assistant to the City Manager

RECOMMENDATION: That the City Council:

1. Authorize the City Manager to provide a City Sponsorship that supports the Horsewomen of Temecula Wine Country and Temecula Valley Horsemen's Association in the amount of \$10,000 for expenses associated with the January 1, 2022 Pasadena Tournament of Roses (Rose Parade); and
2. Appropriate \$10,000 from the undesignated General Fund balance to the Economic Development line-item account within the Economic Development Department Budget.

BACKGROUND: The Horsewomen of Temecula Wine Country (HOT) received notice that their Rose Parade Application was accepted by the Equestrian Committee for the 2022 Pasadena Tournament of Roses, which will be held on January 1, 2022, in Pasadena, CA. Recently, HOT re-titled their Rose Parade entry application to be the Temecula Valley Horsemen's Association (TVHA). Collectively referred to herein as HOT-TVHA, the two groups are merging to collaborate at the Rose Parade and will represent the City of Temecula and Temecula Valley's Equestrian lifestyle. In addition to riding in the five and a half mile-long Rose Parade route on Saturday, January 1, HOT-TVHA is also invited to take part in Equestfest on Wednesday, December 29, 2021, at the Los Angeles Equestrian Center. Participating in the coveted Equestrian Category of the Pasadena Tournament of Roses is a very competitive process. HOT-TVHA is seeking a City sponsorship to provide funding assistance for parade expenses.

The Horsewomen of Temecula Wine Country previously participated in the January 1, 2020 Rose Parade for the first time, and commendably represented the City of Temecula and Temecula Valley's equestrian, agricultural/ranching, and wine country community. At the time, the City donated \$5,000 as an Economic Development Sponsorship. In turn, HOT included the City of Temecula in their promotional/marketing materials and adorned their horses with a custom saddled blanket embroidered with the City of Temecula logo. (See attachment of images reflecting the City's logo on horses.) HOT-TVHA will again commit to similar marketing and promotion of the

City of Temecula. The City will also advertise their presence at the Rose Parade.

HOT-TVHA are groups deeply rooted in a rural farming, ranching and equestrian lifestyle. Their love of country and pride of city compels them to preserve this rich heritage. Today's Temecula remains a special place where despite busy modern-day life, rural living continues to flourish within our valley's countryside framed with mountains, rolling hills and beautiful vineyards. HOT-TVHA promotes and preserves an attainable, safe lifestyle within the rural and agricultural region. Many members live an equestrian lifestyle and work with the community to keep trail easements secure and safe for public use.

The Economic Subcommittee met on September 28, 2021 and determined that HOT-TVHA would represent the City well, again, and that viewership and exposure at the coveted Rose Parade is beneficial to the City of Temecula. This is an economic benefit to the City of Temecula because millions of viewers will be watching the parade. The Rose Parade is America's iconic New Year's Day tradition viewed worldwide. This sophisticated group of equestrian leaders will represent Temecula on a premier stage that will impact our community by attracting new and returning visitors to explore, shop, dine and stay as well as promote filming and potential business expansion opportunities. Below is 2019 viewership data published by the Pasadena Tournament of Roses:

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|---------------------------------------|-------------|
| Individual Viewership- | 37 Million |
| Household Viewership- | 27 Million |
| Local Broadcast Household Viewership- | 1.9 Million |
| Twitter (@roseparade)- | 18,900 |
| Facebook (/roseparade)- | 77,900 |
| Instagram (@roseparade)- | 17,900 |
| Page Views (tournamentofroses.com)- | 2.2 Million |

The January 1, 2021 Rose Parade was canceled due to COVID-19 concerns, and it is anticipated the January 1, 2022 viewership may rise due to high demand by the public to enjoy this legendary and famously celebrated parade once again.

FISCAL IMPACT: A total of \$10,000 will be appropriated from available General Fund balance to the Economic Development Line-Item Account 001.111.999.5264 within the Economic Development Department Budget. Expenses will be paid directly to vendors.

ATTACHMENTS:

1. Press Release published by Tournament of Roses of Equestrians selected for the 2022 Rose Parade including Horsewomen of Temecula Wine Country
2. Images of City's logo on horses