

COMMUNITY TRADITION *in Full Bloom*

Over the past 20 years, as the Mission Viejo community has grown in size, our “hometown” spirit and community pride continue to thrive because of continuing traditions like the Rose Parade.

The Rose Parade is just one of the special events chosen to bring our community together. Building a float helps build our community, by providing opportunities for residents, families, civic organizations and businesses to work together.

The Mission Viejo Activities Committee was formed in 1967 to create and organize special events throughout the year that would instill hometown spirit and community pride.

Throughout the year, the City hosts a series of special events which bring the Mission Viejo community together, including summer concerts, cultural arts festivals and holiday celebrations. Residents have indicated a preference for fewer and larger events with the greatest level of interest in art and cultural events, holiday celebrations that celebrate holidays, and recreation and sporting events.

Participation in the Rose Parade is an inter-generational, community-collaboration opportunity to unify the residents, HOAs, non-profit organizations, schools, sports



Parade Exhibit. Fiesta Parade Floats provided samples of various float materials on display at the “Prelude to a Parade” exhibit.



Continuing Tradition. Mission Viejo's next generation was introduced to Mission Viejo's Rose Parade heritage at the Target Symphony in the Cities “Prelude to a Parade” exhibit.

groups, service clubs, faith organizations and businesses. The City's goal is to get every single member of the community personally involved in this exciting event.

Mission Viejo residents value living in Mission Viejo because of its “strong orientation toward family and community” and believe that this is what makes Mission Viejo distinct. Communities that are successful at building strong relationships are safer and more desirable, so the City is committed to providing the appropriate mechanisms to preserve these values.

World-class special events like this promote community pride, maximize participation, reinforce key community values and encourage volunteerism.

Like the Nadadores, the worldwide recognition the City receives through participation in the Tournament of Rose Parade® (and awards won) contributes to Mission Viejo's reputation as an attractive community in which to live, work, play and operate a business.

The City is also offering a direct “benefit to others” by creating additional fundraising opportunities for Mission Viejo civic organizations and service clubs, and promotional opportunities for local businesses.

Our 20th Anniversary of Cityhood provided the perfect time to revive a cherished Mission Viejo community tradition. This is a celebration of the events that have brought our community together and the values we continue to share.

Did You Know?

The official City flower is the rose.

After its incorporation in 1988, the community selected certain symbols to represent the city. Roses are a significant part of the Mission Viejo landscape, and the Rose Society of Saddleback Mountain maintains a rose garden at the Mission Viejo Library.

COMMUNITY PRIDE



2009 "Making A Splash". The Mission Viejo Rose Parade ad hoc committee oversaw the float's design. The community participated in selecting the name of the float and determining who will ride the float on New Year's Day.

Official Parade themes were established in 1927. "Hats Off to Entertainment" is the theme for 2009. All floats must relate to the annual theme and the Tournament Review Committee must approve the final design and construction of each float.

The City's Rose Parade Float ad hoc committee provided critical insight, visual reference and on-going feedback to the designer in order to develop a float design that represents life in Mission Viejo while effectively

relating to the official parade theme. After several concepts were considered by the committee, the final float design concept was presented and approved by the City Council on September 2. The community was asked to select the name of the float and "Making A Splash" was chosen on September 15.

Float-Building Process

The Tournament of Roses® selects up to 50 floats from corporations and communities. Constraints stemming from television broadcasting of the parade and start time of the Rose Bowl game make limitation of parade participants necessary. Organizations must be invited to participate and each year there is a waiting list of applicants. Mission Viejo submitted its application in July 2007 and was notified of our acceptance in March 2008.

Although a few floats (6 of 50) are "self-built", most are built by professional float-building companies. All 9 of Mission Viejo's previous float entries were professionally built by world-renowned Fiesta Parade Floats.

Floats are considered to be messages of goodwill. By long-standing custom, the Rose Parade promotes floral creativity and design ingenuity in its floats, while downplaying overt commercialism.

The Tournament of Roses® Parade was established in 1890 when members of Pasadena's Valley Hunt Club covered their horse-drawn carriages with fresh-cut flowers from their gardens in celebration of California's mild winter weather. Today, the Rose Parade features spirited marching bands majestic floral floats and high-stepping equestrian units.

Did You Know?

Mission Viejo has a proud Rose Parade heritage, with 9 prior float entries that garnered 9 awards.

All 9 of the Mission Viejo's previous award-winning floats were built by the world-renowned Fiesta Parade Floats.

Fun Float Facts

- The average float uses over 160,000 flowers, and 110 gallons of glue, and weighs over 6,000 pounds once it is decorated.
- A float can only travel about 3 miles per hour. It will take 9 hours to drive the float from the Irwindale build site to the Pasadena parade route.
- Each float has a portable generator large enough to provide energy for an average home.
- All floats must be designed to fit (or collapse) under the bridge dimensions on Sierra Madre Boulevard and the 210 Fwy.



1977
"Dream Come True"
First Place, Community Floats



1978
"Day of the Fiesta"
Sweepstakes, Most Beautiful



1979
"The Water Babies"
First Place, Community Floats



1980
"Baubles, Bangles & Beads"
Sweepstakes, Most Beautiful



1981
"Summertime"
Sweepstakes, Most Beautiful

COMMUNITY SPIRIT

Support Opportunities

We need your time, talents and enthusiasm. This is a great way to become involved in the community and a fun way for students to fulfill community service requirements. Get to know your neighbor, develop new friends and be a part of this historic tradition.

Fiesta Parade Floats will build the float chassis and frame. Renowned designer, Raul Rodriguez, and floral director, Jim Hynd, will develop the float design, but bringing the vision to life will require hundreds of Mission Viejo volunteers, thousands of donated hours and support from the entire Mission Viejo Community.

Decorating. It takes over 10,000 volunteer hours to assemble the intricate floral displays for each float, with the most delicate flowers placed in individual vials of water, then set into the float one at a time. We start in October/November with 4 days and 13 shifts of dry flower preparation in Mission Viejo, and the decorating process begins at the Irwindale build site in November.



Volunteerism. This inter-generational community-building project introduces our youth to the arts and the spirit of giving. It's also great way to get to know your neighbor.

Sponsorship. Civic organizations, schools and business partners can engage through various merchandise sales and special events which will generate enthusiasm and proceeds to support local causes. Promotional opportunities are available for business contributions (donations or gifts in-kind), which are needed to offset the cost of volunteer meals and travel.

Education. The City can assist local schools and organizations with fun and informative trips that introduce City heritage through the float design and construction process.

Personal Pride. Purchase a pin, program, hat or t-shirt and wear it throughout the holiday season. Follow the progress of our float's construction on the City's website. Watch the parade on New Years Day and go behind the scenes with HGTV's "Making the Rose Float".

Did You Know?

It will take over 10,000 volunteer hours to assemble the intricate floral displays.

- Float Title: Making A Splash
- Size: 18'W x 55'L x 24'H
- "Lake" Size: 7'W x 20'L x 12'D
- The "Lake" feature will be a Rose Parade first. A specially engineered chassis had to be designed to hold the 14,000 gallons of fresh water and over 10 tons of weight.
- Floral reproductions of mosaics will be another Rose Parade first.
- This is the first time Jacaranda trees have been depicted on a Rose Parade float. Special testing was required to achieve this stunning floral effect.
- The Jacaranda trees will be created with 7,000 agapanthus blossoms.
- Roses will be used in abundance. Varieties include Osianna, Versilia, Donna, Movie Star, Marjan and Hot Princess.
- Many of the materials that will be used on the float are indigenous to Mission Viejo and can be found along the Oso Creek Trail, including eucalyptus pods, acorns and pinecones.
- Every square inch of the float is required to be covered in natural materials. Some unusual elements of the palette include natural oats, cinnamon, paprika and black chive seeds.



1982
"Versailles"
First Place, Community Floats

1983
"Sweet Days of Love"
Sweepstakes, Most Beautiful

1984
"Springtime Magic"
Governor's Trophy

1985
"Sunday at the Lake"
First Place, Community Floats

Most Beautiful

COMMUNITY NOTES



FAQs

Who is designing the float?

Fiesta Parade Floats, with renowned designer, Raul Rodriguez, and floral director, Jim Hynd, will design and build the City's 2009 float entry.

Why was Fiesta selected to build the float?

Fiesta Parade Floats was selected by the City's parade float ad hoc committee after interviewing all five local float design and construction companies. The world-renowned firm has won countless awards throughout the Tournament of Roses® Parade history, however, it was their commitment to involve the community in the float project that stood out and gave them the edge over the other highly qualified firms.

What is the float budget?

The City has approved a not-to-exceed \$300,000 contract to Fiesta Parade Floats for a turnkey product from design through final construction and delivery.

The City budgeted for this expenditure and it is not at the expense of other community projects.

Why does the float cost so much?

Both professionally built and "self-built" float design and construction costs typically start at \$200,000. Budgets vary according to size, design sophistication and varieties of floral materials. The City budgeted for a professionally built float that is comparable to the size and quality of the nine prior entries and is an appropriate reflection of the Mission Viejo community.

How will the float represent the City of Mission Viejo?

The float will feature recreational activities as entertainment in Mission Viejo, to reflect the 2009 Rose Parade's "Hats Off To Entertainment" theme. The float's design is based on Mission Viejo's iconic landmark, Lake Mission Viejo – a man-made lake nestled near the City's northern tip – while illustrating creative elements of community-based artwork along the Oso Creek Trail.

How can I participate?

Volunteer your time, talents and enthusiasm. This is a great way to become involved in the community and is a fun way for students to fulfill community service requirements. Get to know your neighbor, develop new friends and be a part of this historic tradition.

How can my business or civic group participate?

Everyone is encouraged to become a float decorating volunteer. Civic organizations can become a merchandise reseller, with proceeds to support their own organization. Businesses who sponsor the cost of volunteer meals and travel can benefit from promotional opportunities. The City can assist local schools and organizations with fun and educational trips that introduce City heritage through the float design and construction process. Show your community pride by purchasing and wearing official merchandise throughout the holiday season.

Do I need to live or work in Mission Viejo to participate?

No, anyone can get involved and participate in the decorating events. Some events will require volunteers to utilize City designated bus transportation.

Did You Know?

Mission Viejo is consistently recognized as one of America's safest communities.

- Established in 1968 by the Mission Viejo Company.
- One of the first and most successful master-planned communities in the United States.
- Incorporated as a City in 1988.
- Current population of 98,483.
- Designated "Safest City in the U.S." 2007.
- Included as one of Money Magazine's "Best Places to Live" 2008.
- Named as one of four "Top Places to Buy" in Entrepreneur Magazine 2008.
- A true "hometown" with family-oriented traditions, community events and organized sports.
- The City encompasses 17.4 square miles and features a mature evergreen landscape with over 1,400 acres of open space, 47 parks, 7 recreational facilities and Lake Mission Viejo.
- Home of the prestigious Nadadores aquatics organization.

For more information about this community-building event.

949-470-3061

www.CityOfMissionViejo.org

Sign up for the City's eNews on our website or visit its news blog at <http://missionviejolife.org/> for current information about float decorating activities and community involvement.

Visit the parade display at the Mission Viejo Library.



MISSION VIEJO
1988 • 20th Anniversary • 2008