



January 9th, 2024

Attention: Rebecca Forrest
Manager Cultural Development,
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Here are descriptions of the two designs that I am proposing for your new parade float,

White Rock, City by the Sea: Fantasy VS Reality !

Fantasy Float is based on a large Sandcastle where real participants can wave to passers by from the balcony of the castle.

In the foreground are three large Orca Whales that are moving up and down to simulate their jumping out of the water!

Mechanically animated figures are flying a kite and playing by the sandcastle.

Waves moving back and forth , not shown in the drawing, are the finishing touch on either side of the float.

For the night time parades, everything will be outlined in miniature LED lighting with additional spot lamps highlighting the Orcas!

Music, to be determined, would accompany the scene too!

Everything would be covered in a variety of bright colors of short fur material and sequins.

A generator, not included in the quote, would power the lighting, music, and mechanical effects.

Approximately 12 feet tall overall.

Reality float:

Based on actual details of activities on the White Rock beachfront!

Centrally located on the float is a representation of the famous White Rock pier,

Mechanical figures on the pier would include a fisherman and a woman and child walking, and jumping fish in the foreground.

On either side of the pier, a mechanical kayaker would bob in the simulated ocean while on the other side a wind border would appear to be sailing along!

At the very front of the float would be a simulation of the giant clock that appears on the sidewalk, with space for real people situated on either side of it!

At the far end of the pier would be simulated breakwater Rocks, covered in sparkling material, just in front of a giant sun, representing the rise and sunset of the sun on the white rock waters!

Moving waves would be on either side of the 24 foot long parade unit, and of course appropriate music would accompany the presentation.

For the nighttime parades, everything would be illuminated and outlined with miniature LED lighting, powered by a quiet generator, (not included in quote).

Approximately 12 feet tall overall.

David Rowland,

Creative Director

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