



**ERIC  
GARCETTI** ✱  
President, Los Angeles City Council  
COUNCIL DISTRICT 13



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## **GARCETTI PUTS OUT THE CALL TO REVIVE HOLLYWOOD CHRISTMAS PARADE**

### **COUNCIL PRESIDENT TAKES FIRST STEP TO BRINGING BACK THE HOLIDAY CLASSIC**

Working to revive a long-time Los Angeles holiday tradition, Council President Eric Garcetti instructed city staff to issue a call for projects for a private firm to plan, finance, and produce the Hollywood Christmas Parade. Traditionally sponsored by the city, the parade was discontinued after its 75<sup>th</sup> anniversary in 2006. Amid calls from community stakeholders to bring the parade back, Garcetti's proposal would identify a private partner to assume the city's role.

"The Hollywood Christmas Parade is a fixture of the holiday season in Los Angeles," said Garcetti, who represents much of downtown Hollywood. "The vision for the future of Hollywood is one that must honor and celebrate its past, and reviving the Christmas parade will connect our promising future with our glamorous past."

Los Angeles has used private producers to put on cultural festivals in the past. Most notably, a private firm is selected each year to produce the city's El Grito celebration, put on to honor Mexico's Independence Day. In addition to asking staff to identify a production firm, Garcetti's measure asks city staff to channel volunteer efforts and establish a program for soliciting donations for costs associated with the parade.

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