



# CITY OF HUNTINGTON BEACH

---

## City Council Meeting – Council Member Items Report

To: City Council  
From: Tony Strickland, City Council Member  
Gracey Van Der Mark, Mayor  
Date: October 15, 2024  
Subject: **Symphony of Flowers Debut in Huntington Beach**

### ISSUE STATEMENT

The Symphony of Flowers (Symphony) is a completely new form of interactive, immersive entertainment, created by Normand Latourelle. Mr. Latourelle is the co-founder of Cirque de Soleil and the creator and artistic director of two touring shows, Cavalia and Odyseo, which are two of the largest productions of their kind in the world. Symphony completed a successful opening run in Montreal, Canada, in early Fall of 2023, and is seeking to debut the show for the first time in the United States in Huntington Central Park East.

Symphony features over 100,000 luminous flowers and over 500,000 low-emitting LED lights that are choreographed to captivating classical music. Up to 2,000 spectators will begin the experience in bleacher seating, where the audience can enjoy the flowers coming to life with an elevated view of the field. Following the conclusion of the 30-minute show, spectators are invited for a walk along the pathways within the fields of flowers, providing an immersive experience and allowing the audience to engage with the installation at their own pace. Shows may run seven days per week, occurring in the evening hours after sunset, with multiple shows anticipated on Fridays, Saturdays, and Sundays.

Given the popularity of the Montreal Symphony event, and the success of Mr. Latourelle's other events, it is expected that this event will bring a significant number of visitors to our City. This influx of visitors will provide economic incentives to our hotels, restaurants, retail stores, and other businesses. This increased revenue will provide a positive economic impact and offer additional revenue generation opportunities.

Due to the location and complexities of the show, additional analysis and review will be required to ensure the protection of surrounding resources and the overall success of the event.

### RECOMMENDED ACTION

Direct City staff to work with the Symphony of Flowers operator on the feasibility of an agreement to debut the event in Huntington Beach at Central Park East.

### ENVIRONMENTAL STATUS

Not Applicable – Administrative Item

**STRATEGIC PLAN GOAL**

Goal 2 - Fiscal Stability, Strategy A - Consider new revenue sources and opportunities to support the City's priority initiatives and projects.

**ATTACHMENTS**

Not applicable.