

By: Senator(s) Jackson, Frazier, Hickman,
Thomas, Horhn, Norwood, Simmons (12th),
Sparks, Barnett

To: Rules

SENATE RESOLUTION NO. 12

1 A RESOLUTION COMMENDING AND CONGRATULATING "VISIT
2 MISSISSIPPI" AND THE MISSISSIPPI TOURISM ASSOCIATION UPON THE
3 OCCASION OF THEIR ROSE PARADE FLOAT WINNING THE "PAST PRESIDENTS
4 AWARD" AT THE 2025 ROSE PARADE IN PASADENA, CALIFORNIA.

5 WHEREAS, it is with great pride that we extend the
6 congratulations of the state to "Visit Mississippi" for winning
7 the "Past Presidents Award" at the 2025 Rose Parade in Pasadena,
8 California, on January 1, 2025. It was "Visit Mississippi's"
9 first-ever appearance in the parade; and

10 WHEREAS, the award recognizes the most outstanding innovation
11 and use of floral and nonfloral materials. The float celebrated
12 Mississippi's cultural legacy as the Birthplace of America's
13 Music, honoring two legendary artists: Elvis Presley and B.B.
14 King, who would have turned 90 and 100 years old in 2025; and

15 WHEREAS, Country music trio Chapel Hart and award-winning
16 Elvis tribute artist Brandon Bennett performed at the Rose Parade
17 as a crucial piece to the Rose Parade float. The Jackson State
18 University Sonic Boom of the South marching band preceded the
19 float along the parade route; and



20 WHEREAS, "The Rose Parade provided a unique opportunity to
21 share Mississippi's story with a global audience," said Rochelle
22 Hicks, Director of "Visit Mississippi." "This recognition honors
23 not only the creativity of the artists who brought the float to
24 life but also the profound impact Mississippi musicians have had
25 on the world"; and

26 WHEREAS, "Visit Mississippi" thanks sponsors "Visit Jackson,"
27 B.B. King Museum and Delta Interpretive Center, Coastal
28 Mississippi, and "Visit Tupelo"; and

29 WHEREAS, "Mississippi Tourism Association works hand in hand
30 with Visit Mississippi," said Jennie Guido of Natchez who works
31 for the Mississippi Tourism Association. There are several days
32 of activities leading up to the parade. It was the media's
33 opportunity to learn about Mississippi; and

34 WHEREAS, the JSU Sonic Boom of the South marching band was in
35 the 17th position in the Rose Parade, followed by the Mississippi
36 Float in the 19th position; and

37 WHEREAS, "We're thrilled to add this award to the long list
38 of recent wins for Mississippi," said Mississippi Governor Tate
39 Reeves. "From record-breaking tourism and economic development to
40 our nationally recognized advancements in education, something
41 special is happening in Mississippi. This award is yet another
42 example of that. Today we extended an invitation to the 850,000
43 parade attendees and millions of viewers around the country and



44 world to discover all of the awesome things our state has to
45 offer. It was a great day for Mississippi":

46 NOW, THEREFORE, BE IT RESOLVED BY THE SENATE OF THE STATE OF
47 MISSISSIPPI, That we do hereby commend and congratulate "Visit
48 Mississippi" and the Mississippi Tourism Association upon the
49 occasion of their Rose Parade float winning the "Past Presidents
50 Award" at the 2025 Rose Parade in Pasadena, California, and extend
51 our support for Mississippi's tourism program.

52 BE IT FURTHER RESOLVED, That this resolution be presented to
53 the director and staff of "Visit Mississippi" and the Mississippi
54 Tourism Association, forwarded to the Governor and made available
55 to the Capitol Press Corps.

