



November 28, 2012

The Rose Festival is one of the world's most enduring events, an annual celebration encompassing three-to-five weekends of activities in May and June designed to attract both locals and visitors from across the country and around the world. The majority of the activities are produced by the Portland Rose Festival Foundation, a 501(c)3 nonprofit organization. The festival's calendar also includes events produced by other entities, mostly nonprofits, from around the greater Portland region.

More than a hundred years ago, business leaders in Portland started the Rose Festival to both brand and enhance the growing city. The iconic rose was used to emphasize something other than Portland's capricious spring weather. With far fewer leisure activities available in the early 20th Century, the Rose Festival was immediately embraced by locals and promoted to guests as a prime time for celebrating whatever deserved celebrating, including cultural heritage, national pride, individual accomplishment and positive perseverance. The latter was most prominent during times of economic deprivation, national tragedies, natural disasters and war, all of which have peppered the 100-plus years of Rose Festival history.

Today's major Rose Festival events continue to offer myriad opportunities to congregate and celebrate. They include Rose Festival CityFair, an urban entertainment fair and carnival and three distinctive parades; the Starlight Parade, a fun and funky nighttime event; the Junior Parade, a kid-centric procession; and the Rose Festival's cornerstone, the Grand Floral Parade, which brings 400,000 to the streets of Portland, many of whom camp overnight to await the annual extravaganza. In 2012, a new world-class running event was added to the festival's calendar: The Rock 'n' Roll Portland Half Marathon. 14,000 people participated in the inaugural half marathon.

When the festival was started by those visionary leaders a hundred-plus years ago, economic enhancement was one of their most important goals. And it has been a goal realized, year after year, as the Rose Festival has attracted visitor spending in and around its core events.

Overall attendance at Rose Festival events exceeds one million people, and this report will quantify the economic benefits from both the attending guests and the production of those events.

In two of the past five years, the Rose Festival was named the Best Festival in the World by its trade organization, the International Festivals & Events Association. The prominence of the Rose Festival has far exceeded the expectations of its origins, heaping benefits—both economic and intrinsic—as well as considerable praise on a place that more than a century ago became internationally known as the Rose City, ostensibly because of its annual rose-themed celebration.

Todd Johnston  
President, Rose Festival Foundation

Jeff Curtis  
CEO, Rose Festival Foundation

# Portland Rose Festival Foundation



## 2012 Economic Impact Report



The Portland Rose Festival Foundation is a non-profit that serves families and individuals with programs and events that promote the arts, education and volunteerism. We value environmental responsibility, diversity, patriotism and our historic and floral heritage.

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# Portland Rose Festival Foundation Board of Directors

The Portland Rose Festival Foundation Board of Directors is the governing body of Portland's Official Festival, the Best Festival in the World. This is a year-round commitment that peaks each Spring as all of the parades, events and programs of the Portland Rose Festival are produced under the leadership of these volunteers. The Portland Rose Festival Foundation Board of Directors is made up of local leaders who implement the Foundation's mission, work on committees for Rose Festival events, and fulfill assigned roles at these events. Many of these hard-working volunteers even use their own vacation time to work on their assigned events. The Rose Festival truly could not happen without their dedication and commitment.



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Kitzhaber  
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Janet Luëddemann  
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Police Chief  
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Bill Wyatt



## PRELUDE EVENTS

### April 7

#### Rose Festival Open House

1 - 4 pm  
1020 SW Naito Pkwy  
Portland Oregon  
Info: 503.227.2681  
RoseFestival.org

### April 7 - June 10

#### History & Roses Tour "History Takes Flight"

Portland Rose Festival Office &  
various tour venues  
Info: 503.227.2681  
RoseFestival.org

### April 28

#### 82nd Avenue of Roses Parade

10 am  
Eastport Plaza  
4000 SE 82nd Ave.  
Portland Oregon  
Info: 503.774.2832  
82ndavenue.org

### May 18

#### Rock 'n' Roses Dance Baby Boomers Social Club

7 pm  
Red Lion Convention Center  
1021 NE Grand 6th floor  
Portland Oregon  
Info: 503.282.5909  
babyboomerssocialclub.com

### May 18-19

#### Rock 'n' Roll Portland Health & Fitness Expo

Friday: 12pm - 6pm  
Saturday: 9am - 5pm  
Oregon Convention Center  
777 NE MLK Jr. Blvd.  
Portland Oregon  
runrocknroll.competitor.com/  
portland/expo

### May 20

#### Rock 'n' Roll Portland Half Marathon

8 am  
Naito Parkway through SE Portland  
Portland Oregon  
Info: 503.227.2681  
RoseFestival.org

### May 22 - 24

#### International Youth Silent Film Festival

7 pm - 9 pm  
Hollywood Theatre  
4122 NE Sandy Blvd.  
Portland Oregon  
Info: 503.493.1128  
makesilentfilm.com

### May 25

#### Opening Celebration & RoZone Fireworks Experience presented by Pacific Power

9:45 pm  
Tom McCall Waterfront Park  
Portland Oregon  
Info: 503.227.2681  
RoseFestival.org

### May 25 - 28

#### Rose Festival CityFair - Opening Weekend presented by Les Schwab Tire Centers

Friday open 5 pm  
Saturday - Sunday open 11 am  
Tom McCall Waterfront Park  
Portland Oregon  
Info: 503.227.2681  
RoseFestival.org

#### Weekend Features:

- Danner Tribute Wall
  - RoZone Concert Series presented by 101.9 KINK
- CityFair admission included with your concert ticket purchase*
- May 27 - 101.9 KINK presents Everest on OneMain Financial Main Stage

#### Always Featuring:

- Funtastic Traveling shows
- Rogue CityFair Pub
- Dex Grand Wheel Stage

## CELEBRATION EVENTS



### May 28

#### Memorial Day Celebration Featuring the Danner Memorial Day March

Parade 1:30 pm  
Commemoration Ceremony 2 pm  
Moment of Remembrance 3 pm  
Live Music in the RoZone  
Rose Festival CityFair  
Waterfront Park  
Portland Oregon  
Info: 503.227.2681  
RoseFestival.org

### May 31 - June 3

#### Rose Festival CityFair presented by 1800 TEQUILA

Thursday - Friday open 3 pm  
Saturday - Sunday open 11 am  
Tom McCall Waterfront Park  
Portland Oregon  
Info: 503.227.2681  
RoseFestival.org

#### Weekend Features:

- RoZone concert Series presented by 98.7 KUPL
- CityFair admission included with your concert ticket purchase*
- June 3 - 98.7 KUPL CountryFest featuring Chris Cagle on OneMain Financial Main Stage

#### Always Featuring:

- Funtastic Traveling shows
- Rogue CityFair Pub
- Dex Grand Wheel Stage

### June 1 - 3

#### 2012 Canby Wine, Food & Brew Fest

Friday 5 pm - 9 pm  
Saturday 11 am - 8 pm  
Sunday 11 am - 5 pm  
Clackamas County Fair and Event Center  
694 NE 4th Ave.  
Canby Oregon  
Info: 503.266.1136  
clackamascountyeventcenter.com

### June 1 - 24

#### Mock's Crest Productions presents Gondolier's

Thursday - Saturday 7:30 pm  
Sunday 2 pm  
Mago Hunt Theater  
University of Portland  
5000 N. Willamette Blvd.  
Portland Oregon  
Info: 503.943.7228  
college.up.edu/pfa

### June 2

#### Rose City Sing-Off

12:30 - 5 pm  
Imago Dei Community Church  
1302 SE Ankeny  
Portland Oregon  
Info: 971-230-8255  
Rosecitysingoff.org

#### Rose Festival Dirt Cup

4 - 10 pm  
Sunset Speedway, 285 S. Main  
Banks Oregon  
Info: 503.324.3040  
sunsetsspeedwaypark.com

#### Legacy Health Starlight Run

7:45 pm  
Start/Finish at Lincoln High School  
SW 16th & Jefferson  
Portland Oregon  
Info: 503.638.1305  
starlightrun.com

#### Portland General Electric/ SOLVE Starlight Parade

8:30 pm  
Downtown Portland  
Portland Oregon  
Info: 503.227.2681  
RoseFestival.org

# CITYFAIR



CELEBRATION EVENTS

CELEBRATION EVENTS



**June 2 - 3**

**Oregon State Championship Feis**

8 am - 5 pm  
Sheraton Portland Airport  
8235 NE Airport Way  
Portland Oregon  
Info: 503.249.9009  
yeatesacademy.com

**Sogetsu Ikebana Exhibition**

10 am - 6 pm  
Japanese Garden Pavilion  
611 SW Kingston  
Portland Oregon  
Info: 503.223.1321  
japanesegarden.com

**Wilsonville Festival of Arts 2012**

10 am - 6 pm Saturday  
10 am - 5 pm Sunday  
Wilsonville Visitor Information Center  
Town Center Park  
29600 SW Park Place  
Wilsonville Oregon  
Info: 503.638.6933  
wilsonvillearts.org

**June 3**

**National Cancer Survivor's Day Celebration**

2 - 4 pm  
One Center Court  
The Rose Quarter  
Portland Oregon  
Info: 503.333.23500  
legacyhealth.org

**June 3 - 10**

**The Suzhou Traditional Chinese Painting Exhibition**

10 am - 5 pm  
Portland Center for the Performing Arts  
1111 SW Broadway  
Portland Oregon  
Info: 593.746.7384  
portlandsuzhou.org

**June 6**

**Fred Meyer Junior Parade**

1 pm  
52nd & Sandy Blvd. Hollywood District  
Portland Oregon  
Info: 503.227.2681  
RoseFestival.org

**Portland Sister City Reception**

4 - 5:30 pm  
Portland City Hall  
1221 SW 4th Ave.  
Portland Oregon  
royalrosarians.org

**Evening Under the Stars Gala**

6:30 pm  
Lan Su Chinese Garden  
239 NW Everett Street  
Portland Oregon  
Info: 503.746.7384  
portlandsuzhou.org

**Ulsan Philharmonic Orchestra**

Special Free Concert  
8 pm - 9:30 pm  
Arlene Schnitzer Concert Hall  
Portland Oregon  
Info: 503.341.1340



**Tune In!**  
Live parade telecast:

**Junior Parade**  
**June 6 - NEW!**

**Starlight Parade**  
**June 2**

**Grand Floral Parade**  
**June 9**

**June 6 - 10**

**Rose Festival Fleet Week**

Tom McCall Waterfront Park Seawall  
Portland Oregon  
Info: 503.227.2681  
RoseFestival.org

**June 7**

**Rose Festival Creative Youth Awards**

6 pm - 8 pm  
Hollywood Theatre  
Portland Oregon  
Info: 503.227.2681  
RoseFestival.org  
makesilentfilm.com  
rosecitysingoff.org

**Community of Coaches Golf Challenge**

1:30 - 8 pm  
The Reserve Vineyards & Golf Club  
4805 SW 229th Ave.  
Aloha Oregon  
Info: 503.381.3215  
innercityplayers.org

**June 7 - 8**

**Lloyd Center/Portland Rose Society 124th Annual Spring Rose Show**

Thursday 1 - 9 pm  
Friday 10 am - 5 pm  
2201 Lloyd Center  
Portland Oregon  
info: 503.246.3087  
portlandrosesociety.org

**June 7 - 10**

**Rose Festival CityFair**

Thursday - Friday open 3 pm  
Saturday - Sunday open 11 am  
Tom McCall Waterfront Park  
Portland Oregon  
Info: 503.227.2681  
RoseFestival.org

**Weekend Features:**

- RoZone Concert Series presented by Live 95.5
- *CityFair admission included with your concert ticket purchase*
- June 9 - Live 95.5 Birthday Bash featuring **Andy Grammer** on OneMain Financial Main Stage

**Always Featuring:**

- Funtastic Traveling shows
- Rogue CityFair Pub
- Dex Grand Wheel Stage

**June 7 - July 13**

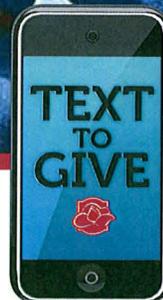
**Rose Festival Art Show**

6 - 8 pm Thursday June 7  
1 - 4 pm Tuesday - Sunday  
June 10- Awards Presentation  
Oregon Society of Artist  
2185 SW Park Place  
Portland Oregon  
Info: 503.228.0706  
oregonsocietyofartist.com

**June 8**

**Royal Rosarians Honorary Knighting Ceremony**

10 a.m.  
Rose Garden Amphitheatre  
Washington Park  
Portland Oregon  
Info: 503.685.8333  
royalrosarians.org



**Text ROSE to 501501**  
to make a \$10 donation to the  
Rose Festival  
**GIVING FEELS GOOD!**

Msg & Data rates may apply



## CELEBRATION EVENTS

## CELEBRATION EVENTS



### June 8

**Rose Festival Special Concert featuring the Conchords Chorale: "Royal Rosarian Radio Show"**

7:30 pm  
Hollywood Theatre  
4122 NE Sandy Blvd.  
Portland Oregon  
Info: 503.227.2681  
RoseFestival.org

### June 8 - 9

**Portland Chamber Orchestra 65th Anniversary Celebration**

7:30 pm  
Friday - St. Matthew Church  
Hillsboro Oregon  
Saturday - Schnitzer Concert Hall  
Portland Oregon  
Info: 503.771.3250  
portlandchamberorchestra.org

### June 8 - 10

**Rose City Showcase**

Friday 5 - 10 pm  
Saturday & Sunday 8 am - 9 pm  
Lewis & Clark College  
0615 SW Palatine Hill Road  
Portland Oregon  
Info: 503.381.3215  
rosecityshowcase.com

### June 9

**Queen's Coronation presented by Pacific Power**

8:30 am  
Veterans Memorial Coliseum  
Portland Oregon  
Info: 503.227.2681  
RoseFestival.org

**Regence Grand Floral Walk**

9:30 am  
Grand Floral Parade route  
Portland Oregon  
Info: 503.227.2681  
RoseFestival.org

### June 9

**Spirit Mountain Casino Grand Floral Parade**

10 am  
Veterans Memorial Coliseum to  
Downtown  
Portland Oregon  
Info: 503.227.2681  
RoseFestival.org

**"From One Rose" Motion Picture Screening presented by The Oregonian**

7 pm  
Hollywood Theatre  
4122 NE Sandy Blvd.  
Portland Oregon  
Info: 503.227.2681  
RoseFestival.org

**Royal Rosarian Centennial Grand Floral Ball**

6 - 11 pm  
Hilton Portland & Executive Tower  
921 Southwest 6th Avenue  
Portland Oregon  
Info: 503.705.5800  
royalrosarians.org

### June 9 - 10

**Portland Rose Festival Dragon Boat Race**

8 am - 5 pm  
Tom McCall Waterfront Park  
Riverplace (south end) sec.E  
Portland Oregon  
Info: 503.658.0510  
pkzca.com



Join Portland's Fitness Parade!

Register Now at:

[www.GrandFloralWalk.org](http://www.GrandFloralWalk.org)

**Saturday, June 9, 2012**

**9:30 am**



**Rose Festival Rifle Matches**

8 am  
Estacada Rod & Gun Club  
23400 SE Eagle Creek Rd.  
Eagle Creek Oregon  
Info: 503.241.4214

**Rose Festival Drags**

9 am - 5 pm  
Woodburn Drag Strip  
7730 Highway 219 NE  
Woodburn Oregon  
Info: 503.982.4461  
woodburndragstrip.com

**Grand Floral Float Showcase**

Saturday 3 - 10 pm  
Sunday 11 am - 4 pm  
Naito Parkway adjacent to CityFair  
Portland Oregon  
Info: 503.227.2681  
RoseFestival.org

### June 10

**Dairy Farmers of Oregon Milk Carton Boat Races**

11 am - 3 pm  
Westmoreland Park Casting Pond  
Sellwood Neighborhood  
Portland Oregon  
Info: 503.229.5033  
dairyfarmersor.com

**Portland's Best Rose Trials**

10 am - 2 pm  
Washington Park Test Gardens & Amphitheater  
Portland Oregon  
Info: 503.246.3087  
portlandrosesociety.org

**Rose Festival Special Concert featuring the Conchords Chorale: "Royal Rosarian Radio Show"**

2 pm  
Hollywood Theatre  
4122 NE Sandy Blvd.  
Portland Oregon  
Info: 503.227.2681  
RoseFestival.org

### June 13

**Oregon Ethics in Business Awards Banquet**

6 pm  
The Governor Hotel  
614 SW 11th Ave.  
Portland Oregon  
Info: 503.228.1542  
oregonethicsinbusiness.org

**One More Time Around Again Marching Band**

Everyone's favorite big band will perform at:

- Rose Festival CityFair - Saturday, June 2, 3 pm
- PGE/SOLVE Starlight Parade - Saturday, June 2
- Spirit Mountain Casino Grand Floral Parade - Saturday, June 9





## CELEBRATION EVENTS

## ENCORE EVENTS



### June 15 - 17

#### Rose Cup Races

8 am - 6 pm daily  
Portland International Raceway  
West Delta Park, I-5 exit 306b  
Portland Oregon  
Info: 503.227.2681  
RoseFestival.org

#### Rockaway Beach Pirate Festival

Friday 4 pm - 10 pm,  
Saturday 11 am - 10 pm  
Sunday 11 am - 6 pm  
1 South Pacific (Hwy 101) Wayside  
parking lot  
Rockaway Beach Oregon  
Info: 503.355.8108  
rockawaybeach.net

### June 16

#### Rosé in the Rose City

1 - 4 pm  
Location TBD  
Portland Oregon  
Info: 503.941.0609  
nwvintners.org

#### Oregon Voices: Change and Challenge in Modern Oregon History

10 am - 5 pm  
Oregon History Museum  
1200 SW Park Ave.  
Portland, Oregon  
Info 503.222.1741  
ohs.org

### June 17

#### Father's Day at the Farm

11 am - 4 pm  
Philip Foster Farm  
29912 SE Hwy 211  
Eagle Creek Oregon  
Info: 503.637.6324  
philipfosterfarm.com

### June 22 - 24

#### Good in the Hood Music & Food Festival

Friday 6 pm - 10 pm  
Saturday 12 noon - 9:30 pm  
Sunday 12 noon - 7:30 pm  
Lillis - Albina Park, N. Flint & Russell  
Streets  
Portland Oregon  
Info: 503.282.1288  
goodinthehood.org

### June 23

#### River Heritage Day

10 am - 3 pm  
Willamette Park  
1100 12th Street  
West Linn Oregon  
Info: 503.655.0649  
willamettefalls.org

### June 23 - 24

#### Recycled Arts Festival

Saturday 9 am - 6 pm  
Sunday 10 am - 4 pm  
Esther Short Park, 8th & Columbia  
Vancouver Washington  
Info: 360.397.2121  
recycledartsfestival.org

### June 26

#### Royal Rosarian Rose Garden Contest Awards Ceremony

6:30 pm  
Washington Park International Test  
Garden  
Portland Oregon  
Info: 503.735.3443  
royalrosarianfoundation.org

### June 30 - July 1

#### World Beat Festival

Saturday 10 am - 11 pm  
Sunday 10 am - 6 pm  
Salem Riverfront Park  
101 Front Street  
Salem Oregon  
Info: 503.281.2004  
worldbeatfestival.org

### August 3

#### Portland Rose Festival Foundation Golf Tournament

Stone Creek Golf Club  
Oregon City Oregon  
Info: 503.227.2681  
RoseFestival.org

### October 12

#### Rock 'n' Roses Dinner & Auction

6 pm  
Montgomery Park  
2701 NW Vaughn  
Portland Oregon  
Info: 503.227.2681  
RoseFestival.org



**Elmer's**  
breakfast • lunch • dinner

### Official Rose Meal

Visit one of 10 Portland area Elmer's locations April 23 - July 1 to enjoy a delicious Rose Meal and support the Rose Festival - \$1 from each Rose Meal sold is donated to the Rose Festival Foundation!

[www.EatAtElmers.com](http://www.EatAtElmers.com)

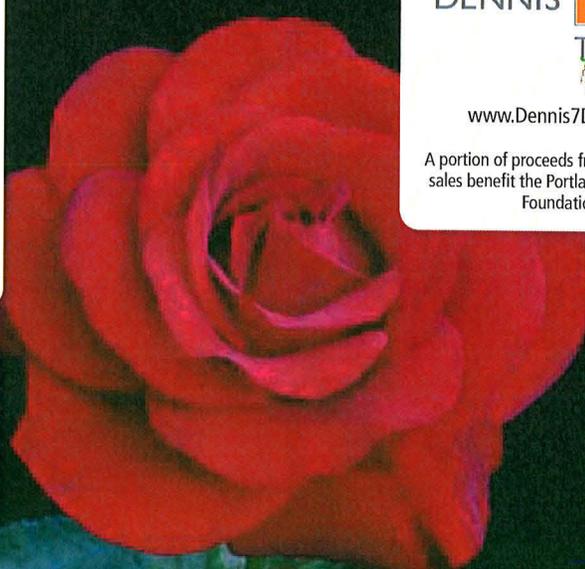
Official Rose of the  
2012 Portland Rose Festival  
**"Royal Rosarian"**

Available exclusively at

**DENNIS' 7 DEES**  
Take root.

[www.Dennis7Dees.com](http://www.Dennis7Dees.com)

A portion of proceeds from Official Rose sales benefit the Portland Rose Festival Foundation.





**International Festivals & Events Association**

## **IFEA Overview**

PRINT

## Organization Overview

Founded in 1956 as the Festival Manager's Association, the International Festivals & Events Association (IFEA) today is *The Premiere Association Supporting and Enabling Festival & Event Professionals Worldwide*. In partnership with global affiliates under the umbrellas of IFEA Africa, IFEA Asia, IFEA Australia & New Zealand, IFEA Europe, IFEA Latin America, IFEA Middle East, and IFEA North America the organization's common vision is for "*A Globally United Industry that Touches Lives in a Positive Way through Celebration*"

With a target audience that includes *all those who produce and support quality celebrations for the benefit of their respective "communities"*, the IFEA's primary focus is identifying and providing access to the professional resources and networks that will, as stated in our mission, *inspire and enable those in our industry to realize their dreams, build community and sustain success through celebration*.

The IFEA exists to serve the needs of our entire industry, all those who share our core values of excellence & quality; *the sharing of experience, knowledge, creativity and best practices; and the importance of "community" building both locally and globally*. Our success lies in the success of those we serve through professional education, programming, products and resources, networking and representation.

The IFEA enjoys the active support of over 2000 *Premiere Members*, a self-selected group of industry leading professionals and organizations who continue to set and raise the bar for themselves and everyone in our industry with regard to creativity, quality, professionalism, experience, and success. These members (including all event categories, budget and attendance levels), while representing only a part of the festivals and events industry as a whole, have learned the value of active and continued involvement with their professional peers at the highest levels and have set themselves apart from the pack. They represent the very best of our industry brand and through their involvement the IFEA is able to build a stronger foundation for our common industry.

The IFEA is headquartered in Boise, Idaho, in the northwestern United States and in 2005 celebrated its 50th Anniversary. The organization's offices are located in the historic Boise Train Depot. The following historical information was written for that occasion:

## Who We Are



Behind the scenes of the IFEA is a dedicated, creative and event-experienced staff, ready to help provide the answers, guidance, information, resources, contacts, programming, benefits, and support that you need to be successful.

The IFEA is a 501(c) 6 not-for-profit organization that is overseen by an independent, international Board of Directors. Globally, we are represented by affiliate regional organizations, each with their own boards and staff representatives. Global regions are then often further broken down by affiliated partners and/or ambassadors in individual regions, countries, states, provinces and territories. IFEA World is supported and advised in its efforts by the IFEA Global Roundtable Council, a body of industry leaders from all parts of the world. The IFEA President & CEO also enjoys the support and advice of the IFEA President's Council, who represent a broad cross-section of experts from within and outside of our industry. We invite you to meet these people through the links under "About IFEA" in the navigator bar.

If you are interested in getting more actively involved with the IFEA in your area, please contact any member of our staff or affiliates and they will be pleased to answer your questions.

PRINT

## **IFEA Vision**

A globally united industry that touches lives in a positive way through celebration.

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## **IFEA Mission**

To inspire and enable those in our industry to realize their dreams, build community and sustain success through celebration.

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## **Who We Serve**

The IFEA exists to serve the needs of our entire industry, who produce and support quality celebrations for the benefit of their respective 'communities' and all those who share our core values of excellence & quality; the sharing of experience, knowledge, creativity and best practices; and the importance of 'community' building both locally and globally. Our success lies in the success of those we serve through professional education, programming, products and resources, networking and representation.

- [The John Stewart Memorial Scholarship](#)
- [The Tennessee Festival & Event Professionals Scholarship](#)
- [The Pete Van de Putte Scholarship](#)
- [The Joe & Gloria Vera Memorial Scholarship](#)
- [The Don E. Whiteley Memorial Scholarship](#)
- [The Kay Wolf Scholarship](#)
- [The George Zambelli, Sr. Memorial Scholarship](#)
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**IFEA Global Affiliates**

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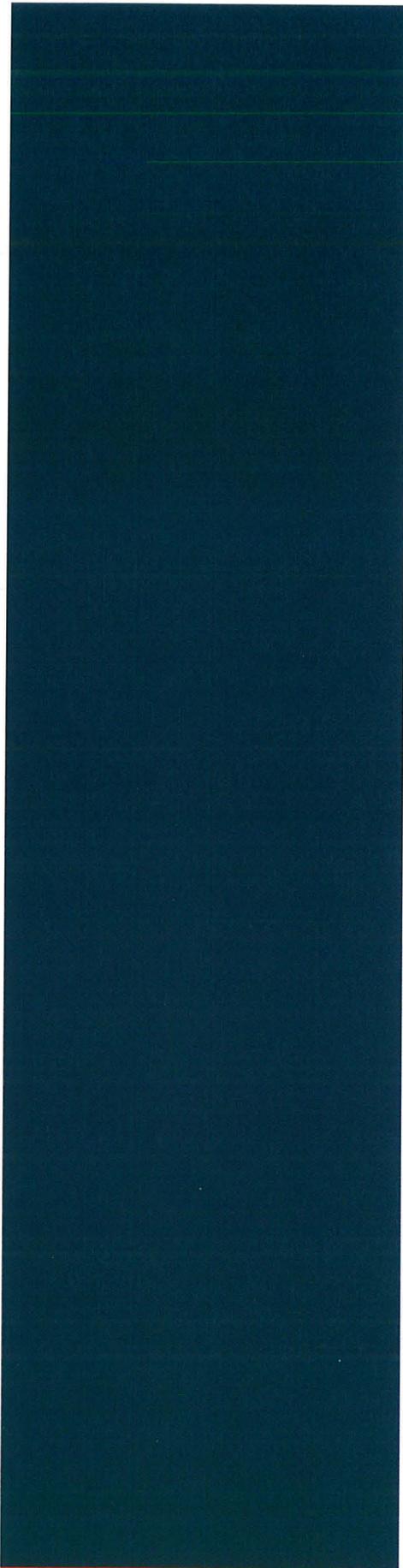
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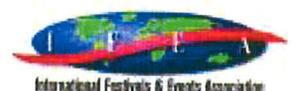


# 2012 Portland Rose Festival

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## Overall Economic Impact Assessment

International Festivals & Events Association  
2603 W. Eastover Terrace | Boise, ID 83706  
208.433.0950 | [www.ifea.com](http://www.ifea.com)



**INTRODUCTION**

The International Festivals & Events Association, the premier association supporting and enabling festival and event professionals worldwide, was contracted by the Portland Rose Festival to conduct an economic impact assessment for its 2012 event held May 20-June 17, using IFEA’s assessment model.

**METHODOLOGY**

More than 400 intercept surveys were collected over three key weekends of the festival at its City Fair, Starlight Parade, Grand Floral Parade and Rose Cup venues. On-site data collection volunteers were positioned in various areas of the respective venues to avoid duplicity. The number of surveys collected was based on research industry-accepted sampling standards to achieve a range of accuracy of within five percent. Following validation, the raw data was compiled to present this summary report.

IFEA also assimilated additional impact data that was conducted by San Diego State University for the Rock n’ Roll Portland 1/2 Marathon and data received from the Portland Rose Festival Foundation relating to event production expenditures made with local vendors and related expenditures made by those vendors including temporary labor payroll.

**SUMMARY**

Attendee Loyalty

- 76% of 2012 attendees have attended the event before
- 84% said they would attend again in the future
- 80% reported the event was the primary reason for their trip

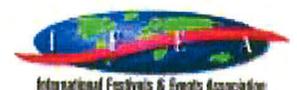
Demographics

Average Travel Party Size	3.6 people
Average Age	43 years old
Average Household Income	\$54,319
Median Household Income	\$60,000

Overnight Visitors

CATEGORY	LOCAL ATTENDEES	VISITING ATTENDEES	ALL ATTENDEES
Lodging	\$0	\$23.93	\$14.71
Transportation	\$3.90	\$23.86*	\$15.57
Food	\$7.88	\$23.79	\$17.19
Shopping	\$2.73	\$13.17	\$8.83
Entertainment	\$6.36	\$12.50	\$9.95
<b>TOTAL</b>	<b>\$20.87</b>	<b>\$97.25</b>	<b>\$66.25</b>

*\*See assumptions on page 2.*



Point of Origin

**75% OREGON**

- 56% Portland
- 6% Beaverton
- 5% Hillsboro
- 4% Salem
- 3% Oregon City/Redland
- 2% Cornelius
- 2% Progress
- 1% Clackamas
- 1% Springdale/Troutdale
- 1% Gresham/Damascas
- 19% Other Oregon Cities

**25% OTHER U.S. STATES**

- 66% Washington
  - 62% Vancouver, WA
  - 8% Battle Ground, WA
  - 30% Other WA cities
- 8% California
- 4% Illinois
- 3% Nevada
- 5% Arizona
- 2% Colorado
- 2% Idaho
- 2% Wisconsin
- 8% Other U.S. states

How Attendees Heard About Portland Rose Festival

Have attended the event before	46%
Family/Friend	27%
Television	15%
Newspaper	10%
Website	6%
Radio	6%
Social Media	4%
Brochure	2%
Banners/Signs	1%
Other	11%

## ASSUMPTIONS

The data collected for this survey represents actual direct spending as reported by the attendees to IFEA survey staff on behalf of Portland Rose Festival. No multipliers have been used in the compilation of the data.

Transportation expenditures are typically shared among the point of origin, the destination, and points in between.

Making an estimate of the total attendance to Portland Rose Festival was not within the scope of this project.

## CONCLUSIONS

In the most basic of terms, an economic impact analysis examines the effect of an activity or event on the economy of a given area. Economic impact is usually measured in terms of changes in economic growth—output or value added — that would not have existed without the event taking place.

While local attendance is important to the long-term success and viability of any event, the expenditures of local attendees do not infuse new dollars into the community, and therefore do not increase or expand the value of the local economy.

This study indicates that 58% of the event's attendees traveled from outside Portland, which brings new dollars to the community to create economic impact that would not have occurred without the event. It is the opinion of IFEA that the event generated \$97.25 in direct spending for each visitor that attended Portland Rose Festival in 2012. It should be noted that the direct spending per visitor varies widely by festival venue. Venue specific reports have been included for the respective venues at which IFEA collected data.

**Based on the data collected, it is the opinion of IFEA that the 2012 Portland Rose Festival generated an economic impact of \$69,923,297.** However, it is noted that the Portland Rose Festival also includes an additional sanctioned 36 events that are attended by 1,000 to 30,000 people per event, for an additional overall attendance of 100,000. Assuming these additional sanctioned events experienced a similar percentage of visiting attendees with similar spending habits to the events that were surveyed, they generated an **additional \$5,640,500 economic impact.**

## CONTACT

International Festivals & Events Association

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Penny C. Reeh, Director of Business Development  
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## 2012 Portland Rose Festival

### Economic Impact Summary

Grand Floral Parade	\$29,459,830
Rock n Roll Half Marathon	\$14,672,900
Rose Festival CityFair	\$10,850,320
Starlight Parade	\$8,535,150
Sanctioned Events	\$5,640,500
PRFF Direct Local Spending	\$2,800,000
Rose Cup Races	\$1,505,097
Local In-Kind Commerce	\$1,200,000
PRFF Vendor Direct Expenditure	<u>\$900,000</u>
Total Economic Impact	\$75,563,797*

#### Sources:

- International Festival and Events Association
- Texas A&M University
- Competitor Group
- San Diego State University
- Portland Rose Festival Foundation

\* Does not include direct and indirect expenditures associated with Fleet Week

# 2012 Rock 'n' Roll Portland Half Marathon Economic Impact Report



Prepared by:

Scott Minto, Director, Sports MBA Program  
San Diego State University

## Executive Summary

<b>TOTAL ECONOMIC IMPACT</b>	<b>\$14,672,900</b>
<b>DIRECT SPENDING</b>	<b>\$7,205,402</b>
<b>INDIRECT/INDUCED IMPACT</b>	<b>\$7,467,498</b>
<b>TAXES &amp; FEES GENERATED</b>	<b>\$202,967</b>
<b>HOTEL ROOM NIGHTS</b>	<b>9,532</b>
<b>OUT-OF-TOWN VISITORS</b>	<b>11,277</b>



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# 1. Introduction

## 1.1 Background of the Project

On Sunday, May 20, 2012, the city of Portland hosted the inaugural Rock 'n' Roll Portland Half Marathon. The event was organized by the San Diego based Competitor Group, Inc., and was the first half marathon in the popular Rock 'n' Roll series to be held in the city of Portland. The race will be followed next year by the second annual Rock 'n' Roll Portland Half Marathon on May 19, 2013.

In total, over 11,000 runners enjoyed the day's festivities along with thousands of spectators, fans, and well-wishers lining the course route.

## 1.2 Objectives

This report aims to provide an accurate assessment of the financial gain realized by the greater Portland region (Multnomah County) as a result of hosting the 2012 version of this event. The following pages outline the overall economic impact of the Rock 'n' Roll Portland Half Marathon on the city of Portland and Multnomah County from the race on May 20, 2012 and the associated Health & Fitness Expo, which took place on May 18 and 19, 2012.

The primary sources of economic impact are funds spent by tourists who live outside of Multnomah County and visited the region specifically for the event. The money these visitors spent within Multnomah County is totaled, including accommodation expenses, daily expenditures, and other purchases. Of the money spent by local residents of Multnomah County, only race-related purchases from local vendors at the Health & Fitness Expo count toward the total impact. This report aims to quantify the total amount of these stimuli and estimate the total direct spending in the economy, associated lodging tax-related benefits, and the indirect and induced impact generated by marathon participants and spectators.

## 1.3 Scope

This report examines the economic impact to the various stakeholders associated with Competitor Group, Inc. including local and state government, sponsors, investors, and the general public.



## 2. Methodology

### 2.1 Survey methodology

To obtain the data necessary to generate figures for total economic impact, SDSU Sports MBA and Competitor Group, Inc. developed a comprehensive post-race survey for race participants. The survey asked respondents to provide demographic information, quantify race weekend spending, list motivating factors for participation in the race, and rate their satisfaction with the event.

Competitor Group, Inc. sent out the survey via surveygizmo.com, notified participants via email, and collected responses after the race. Once the response window was closed, all data was provided to SDSU Sports MBA for analysis. In total, survey information was collected from 2,570 total respondents.

The survey was divided into four categories, as follows:

- 1) Questions related to Travel, Accommodation, and Expenses
- 2) Questions related to Health & Fitness Expo
- 3) Questions related to Personal Motivation
- 4) Questions related to Demographic Information

For the purposes of this report, accommodation and travel costs were thoroughly examined along with spending habits to provide the data necessary to calculate the event's economic impact on the region.

The sample utilized for the data consisted of the responses from 2,570 individuals. The entire sample size used for calculating the economic impact of this event is not the 13,600 total registrants, as a percentage of those individuals fail to show up for the race. The total number of race bibs picked up before the race ("pickups") of 11,896 is a more accurate assessment of the number of race participants.

### 2.2 Analysis method

Once the data from the sample size of 2,570 respondents was collected in Excel (.XLS) format, various quantitative and qualitative categories were analyzed within the sample. These results were then extrapolated to the entire population of runners using the total "pickup" number of 11,896 provided by Competitor Group, Inc.



By comparing the trends and percentages within the sample size of 2,570, SDSU Sports MBA was able to generate accurate and reliable estimates for the results for the entire population. For percentage estimates of categories listed in the tables in sections 3, 4, and 5, these estimates are deemed to be accurate to within  $\pm 0.5\%$  with 95% confidence. For any dollar estimates related to the total economic impact of the race, these estimates are deemed to be accurate to within approximately  $\pm 3\%$  with 95% confidence.

All estimates are dependent on the reliability of the self-reported data from the respondents in the survey. Past experience with this type of survey has resulted in errors from individual overreporting and underreporting information to approximately cancel out.



### 3. Economic impact Findings

The findings reported below are based on the sample data collected from 2,570 respondents and applied to the entire runner population of 11,896 individuals.

#### 3.1 Total Economic Impact

The total economic impact of the 2012 Rock 'n' Roll Portland Half Marathon is estimated to be:

**\$14,672,900**

This figure includes:

- Accommodation Expenses (hotel and other lodging)
- Daily Expenditures by Out-of-Town Visitors
- Rental car expenditures
- Total Spending at Health & Fitness Expo Going to Local Vendors
- In-Town Spending by Competitor Group, Inc. and Visiting Media, Sponsors, and Vendors
- Indirect and Induced Economic Impact

#### 3.2 Total Accommodation Contribution

**Total Amount Spent on Accommodation by Out-of-Town Visitors: \$1,488,016**

**(This amount does not include hotel taxes. Spending with lodging taxes was \$1,659,433.)**

Calculation: The Total Accommodation Contribution is calculated by multiplying the total number of hotel room nights (9,532) by the average reported cost per room per night of \$171.76 (including lodging taxes), then adding that sum to the amount spent on other lodging (rental homes, campgrounds, etc.). Further information on hotel and accommodation spending and other lodging details can be found in section 4 of this report.

- **Hotel Spending from Out-of-Town Participants:**  
\$1,468,278
- **Rental House/Apartment Spending from Out-of-Town Participants:**  
\$19,738



### 3.3 Day-to-day Expenditures by Out-of-Town Visitors

#### Total Day-to-day Expenditures by Out-of-Town Visitors:

**\$4,626,414**

For an event like the 2012 Rock 'n' Roll Portland Half Marathon, the expenditures of out-of-town visitors to the Portland region were explored in detail to determine the amount of funds contributed to the local economy from elsewhere.

#### Calculation:

The \$4,626,414 figure was calculated by adding the pre-tax amount spent on day-to-day expenses by both overnight visitors and visitors who did not stay overnight. The figure for overnight visitors is calculated by multiplying the total amount spent per visitor/per day on the above categories (\$156.97) by the total number of overnight visitors (10,509) and by the average number of days stayed in Multnomah County (2.78). The spending by one-day visitors is simply the amount they reported spending on these items during race day in Portland.

#### Average spending per day per person: \$156.97

The categories of spending included the following (all including taxes):

- Dining, Groceries, and Beverage (including alcohol): Average per person per day: **\$53.69**
- Ground Transportation: Average per person per day: **\$22.93**  
*Ground transportation is defined as money spent on taxis, gasoline, public transit, parking, etc.*
- Entertainment and Attractions: Average per person per day: **\$14.47**  
*Entertainment is defined as live shows, exhibits, tours, events, clubs, nightlife, and adult entertainment*
- Shopping and Souvenirs: Average per person per day: **\$65.88**  
*Shopping is defined as purchases of souvenirs, clothing, jewelry, electronics etc.*

#### Average spending per day per one-day visitor: \$53.70 (including taxes)

The categories of spending included the following (all including taxes):

- Dining, Groceries, and Beverage (including alcohol): Average per person per day: **\$14.51**
- Ground Transportation: Average per person per day: **\$23.14**  
*Ground transportation is defined as money spent on taxis, gasoline, public transit, parking, etc.*
- Entertainment and Attractions: Average per person per day: **\$8.58**



*Entertainment is defined as live shows, exhibits, tours, events, clubs, nightlife, and adult entertainment*

- Shopping and Souvenirs: Average per person per day: **\$7.48**

*Shopping is defined as purchases of souvenirs, clothing, jewelry, electronics etc.*

### 3.4 Rental Car Expenditures

**\$47,297**

**(not including rental car taxes and other fees)**

Calculation:

With 14.8% of visitors renting cars, the total rental car spend was calculated by multiplying the reported total spend on car rental (\$135.19) by the total number of parties renting a car (451).

### 3.5 Health & Fitness Expo

**Total Spending at Expo:**

**\$537,998**

**Expo Spending with Local Vendors (23.81% of all vendors):**

**\$128,095**

**Total Economic Impact of Health & Fitness Expo:**

**\$128,095 (local spending)**

This report assumes that daily expenditures for food, transportation, entertainment, etc., are spent entirely with local businesses, thus contributing to the Multnomah County economy.

However, spending at the Health & Fitness Expo includes purchases from businesses such as Competitor Group, Inc. and other vendors whose business operations are based outside of Multnomah County. This spending cannot count toward the total local economic impact of this event.

The amount of Health & Fitness Expo spending that can be included in the total economic impact of the event must exclude Rock 'n' Roll Marathon merchandise (for which CGI, Inc.



retains profits) and merchandise sold by visiting vendors, whose sales do not impact the local economy.

For the 2012 Rock 'n' Roll Portland Half Marathon Health & Fitness Expo, the total amount of spending attributed to locally based vendors amounted to **\$128,095**.

### 3.6 Taxes Generated by Event-Related Spending

#### Total Taxes and Fees Collected for Event-Related Spending:

**\$202,967**

- **Sales tax collected from out-of-town visitors (from daily spending, hotel and other lodging, and Expo):**  
**\$0 – The State of Oregon has no sales tax**
- **Lodging tax collected from out-of-town visitors:**  
**\$171,122** (This amount is based on a county hotel tax rate of 11.5% applied to hotels, motels, resorts, and other rental properties.)
- **Taxes and fees collected from rental car transactions:**  
**\$11,777** (This amount is based on a rental car tax rate (17%), a concession fee (10%), property tax/title/license reimbursement (1.2%), an energy surcharge (0.8%).)
- **Airport Fees (Passenger Facility Charge) of \$4.50 per air traveler:**  
**\$18,162**

### 3.7 In town spending by Competitor Group, Inc., Media, Sponsors and Visiting Vendors

#### Total local expenditures by Competitor Group, Inc., Media, Sponsors and Visiting Vendors:

**\$712,613**

#### Total expenditures by Competitor Group, Inc.:

**\$575,546**

This number includes:

- Bands on course
- Licensing & Permits
- Health & Fitness Expo



- Operations (truck rentals, manpower etc.)
- VIP Expenses (hotel, restaurants etc.)
- Merchandise
- Travel expenses (car rental, hotel etc.)

**Total expenditures by Sponsors and Visiting Vendors:**

\$137,067

This number includes:

- Local COGS
- Local printing
- Local advertising
- Local Exhibit Costs
- Drayage
- Local Temporary Staff Hires
- Miscellaneous Local Spending

**3.8 Indirect and Induced Economic Impact**

**Total Indirect and Induced Economic Impact:**

\$7,467,498

**Indirect Economic Impact:**

\$2,463,319

- The indirect economic impact is an estimate of the total value of services and supplies necessary to support the tourism-related businesses that served out-of-town visitors for the event. For example, restaurants must purchase additional food from local suppliers to replace inventory used by visitors.

**Induced Economic Impact:**

\$5,004,179

- The induced economic impact is an estimate of the labor income generated by event-related spending. It is the amount spent by people employed at all levels



affected by the direct and indirect spending on goods and services within the local region.

These figures were calculated using the IMPLAN Professional 3.0 economic impact assessment software system. The IMPLAN Input-Output model measures the impact of spending generated by the 2012 Rock 'n' Roll Portland Half Marathon on inter-industry relationships in the Portland area. This model uses multipliers to measure the ripple-effect of marathon visitor spending as it cycles through various industries in the economy.

The following direct economic spending figures were input into the multiplier model using the IMPLAN Data File for Multnomah County, Oregon. Visitor and Competitor Group, Inc. spending in the region were categorized into various input sectors of the Multnomah County economy to produce these results.

<b>Direct Spending</b>	<b>Industry Spending Pattern</b>
\$1,579,356	Food Services & Drinking Places
\$1,930,238	Retail Stores
\$429,338	Entertainment & Recreation
\$687,482	Transit & Ground Passenger Transportation
\$60,980	Automotive Equipment Rental & Leasing
\$1,637,130	Hotels & Motels
\$22,303	Other Lodging
\$712,613	Business Support Services
\$18,162	State & Local Transit Fees



## 4. Detailed Hotel Information

### 4.1 Average Hotel Costs

The following table represents the reported costs per hotel, motel, or resort (per room, per night), excluding taxes and fees. Among the runners surveyed who stayed in a hotel, motel, or resort, the average cost of lodging for per night was \$171.76 (including lodging taxes), at an average of 3.56 room nights per visiting travel party.

### 4.2 Hotel Room Nights

**Total Room Nights Generated by Event:  
9,532**

One of the major economic drivers for any event is the number of hotel Room Nights generated for a city/county by a specific event. The 2012 Rock 'n' Roll Portland participant survey specifically asked out-of-town visitors for the number of Room Nights they stayed in the Portland region.

To determine the total number of room nights, both the average number of rooms per party/per night and the average length of a party's stay in Portland are needed. The survey results showed that runners utilized 1.37 rooms per night for their travel parties, and that each party stayed for an average of 2.60 nights in the Portland area. The length of stay was calculated by asking each participant to specifically state when his/her travel party arrived (e.g., Friday evening) and as well as when the party departed Portland.

The steps taken to calculate the total number of Room Nights is outlined in the final rows of the table below:



Table 4.1 Explanation of Room Night Calculation

Calculation	Total
Total out-of-town (visiting) runners	5,995
% of runners staying in hotels	71.17%
Total runners in hotels	4,266
Total travel party spectators in hotels	1,680
Total non-travel party visiting spectators in hotels	1,130
Total hotel visitors	7,365
Average number of rooms per night per travel party	1.37
Average number of nights stayed per travel party	2.60
Average room nights per travel party	3.56
Average nights per person	1.29
Total Room Nights (Room nights per person* 7,365 total hotel visitors)	9,532

\*Numbers in this table are rounded to two decimal places. Calculations are made using the more precise original data from the participant survey, which contain multiple decimal places and represent an exact figure from the survey results.

#### 4.3 Arrival / Departure Dates

Table 4.2 Arrival and Departure Times

Arrival Day	Percent	Number of Visitors	Departure Day	Percent	Number of Visitors
Sun., 5/20 (race day)	7.11%	801	Sun., 5/20 (race day)	55.26%	6,232
Sat., 5/19	46.58%	5,253	Mon., 5/21	29.34%	3,309
Fri., 5/18	34.21%	3,858	Tues., 5/22	5.66%	638
Thurs., 5/17	7.76%	875	Wed., 5/23	2.50%	282
Wed., 5/16	2.24%	252	Thurs., 5/24	0.13%	15
Tues., 5/15 & before	2.11%	237	After Fri., 5/25	7.11%	801



## 5. Other Relevant Findings

### 5.1 Time Switching

Respondents were also asked if this particular trip to Portland replaced another trip to Portland they would have taken in May, regardless of the event. **93.26%** of respondents said that the event was the reason for their trip to Portland in May, and that the event did not replace another planned trip.

### 5.2 Survey Demographic Information

The post-event survey also asked participants to provide specific demographic information. For the 2012 Rock 'n' Roll Portland Half Marathon, based on the results of the surveyed sample of runners, 74% of the participants are female, 64.5% are married, and 69.1% have a bachelor's degree or higher. 84.7% of the participants are Caucasian, with an average age of 41.7.

The average household income for the event participants is \$115,797, and over 50.6% of runners reported a household income of over \$100,000.



## Appendix

### 6.1 Sample Survey Form

=====  
EI Visitor  
=====

1. What is your residential zip code?

\_\_\_\_\_

2. Where did you stay while you were in the Portland Metro Area?

- Hotel, Motel or Resort
- Vacation Rental Apartment. Condo or Home
- My home, I live in Multnomah County
- In a family or friend's home
- Other

3. When did you arrive in Portland?

\_\_\_\_\_

4. When did you depart Portland?

\_\_\_\_\_

5. How many people (including yourself) were in your personal travel party to the Rock 'n' Roll Portland event?

\_\_\_\_\_

6. How many members of your personal travel party did NOT run or walk the Rock 'n' Roll Portland Half Marathon?

\_\_\_\_\_

7. Not including your personal travel party, how many non-participating friends & family traveled to Portland to watch you run/walk? Please do not include residents of Multnomah County.



\_\_\_\_\_

8. What was the approximate cost of your vacation rental (per night)?

\_\_\_\_\_

9. What hotel, motel, or resort did you stay at during your visit to Portland?

\_\_\_\_\_

10. What was the approximate cost of each room booked in the hotel, motel, or resort (per room, per night) excluding taxes and fees?

- \_\_\_\_\_
11. How was your hotel, motel or resort booked?
- Through the Rock 'n' Roll Portland website
  - Through a travel website (expedia.com, hotels.com, etc)
  - Through the hotel/motel/resort website
  - Called the hotel/motel/resort directly
  - Through a travel agency
  - I do not know
  - Other

12. How many rooms did your travel party book each night during your stay?

- \_\_\_\_\_
13. Did you purchase any items at the Health & Fitness Expo?
- Yes
  - No

14. What did you purchase at the Health & Fitness Expo? Select all that apply.
- Rock 'n' Roll Marathon Official Souvenirs
  - Other Souvenirs
  - Rock 'n' Roll Marathon Official Clothing
  - Other Clothing
  - Shoes
  - Race Day Necessities (gel, single use clothing, etc)



- Sunglasses
- Nutritional Supplements
- Other

15. How much did you spend at the expo?

\_\_\_\_\_

16. How many people who live outside of Multnomah County came to watch you run the Rock 'n' Roll Portland Half Marathon?

\_\_\_\_\_

17. Where did your out of town spectators stay while they were in the Portland Metro Area?

- Hotel, Motel or Resort
- Vacation Rental Apartment. Condo or Home
- My home
- In a family or friend's home
- Other

18. When did your out of town spectators arrive in Portland?

\_\_\_\_\_

19. When did your out of town spectators depart Portland?

\_\_\_\_\_

=====

El: Spending

=====

20. How many times per calendar year do you typically visit Portland?

\_\_\_\_\_

21. Would you have traveled to Portland for this trip if the 2012 Rock 'n' Roll Portland Half Marathon had not taken place?

\_\_\_\_\_



22. On Average, how much did each person in your personal party spend daily on food and beverage items including tips during your trip to the Portland Metro Area?

Daily Breakfast per person \_\_\_\_\_

Daily Lunch per person \_\_\_\_\_

Daily Dinner per person \_\_\_\_\_

Daily Snacks per person \_\_\_\_\_

Daily Alcohol per person \_\_\_\_\_

23. On Average, how much did your personal party spend daily on ground transportation during your trip to the Portland Metro Area?

Daily Parking \_\_\_\_\_

Daily Cabfare \_\_\_\_\_

Daily Gasoline \_\_\_\_\_

Daily Public Transportation \_\_\_\_\_

24. On Average, how much did each person in your personal party spend on entertainment during your trip to the Portland Metro Area?

Sporting Events, Shows and Exhibits per person \_\_\_\_\_

Adult Entertainment per person \_\_\_\_\_

Clubs and Nightlife per person \_\_\_\_\_

Tours per person \_\_\_\_\_

25. On Average, how much did each person in your personal party spend on shopping items OUTSIDE THE EXPO during your trip to the Portland Metro Area?

Clothing per person \_\_\_\_\_

Electronics per person \_\_\_\_\_

Jewelry per person \_\_\_\_\_

Souvenirs per person \_\_\_\_\_

Other per person \_\_\_\_\_

26. Did you fly to Portland for the event?

\_\_\_\_\_

27. Which airline did you fly?

\_\_\_\_\_



28. How many tickets were purchased by your immediate travel party?

\_\_\_\_\_

29. What was the average cost per ticket for members of your party?

\_\_\_\_\_

30. Did you rent a car during your stay?

\_\_\_\_\_

31. Which rental car company did you use?

\_\_\_\_\_

32. What was the total cost of your rental car, excluding gas, for the duration of your stay?

\_\_\_\_\_

=====  
Feedback  
=====

33. How did you participate in the event?

- Ran the Half Marathon
- Walked the Half Marathon

34. Do you plan to participate in the 2013 Rock 'n' Roll Portland?

- Yes
- Undecided
- No

35. What factors influenced your decision to register specifically for the Rock 'n' Roll Portland Half Marathon? Select all that apply.

- Course
- Weather



- Course Bands
- Destination City
- Friends and/or Family
- Rock 'n' Roll Marathon Series Reputation
- Trying to Qualify for Boston
- Charity Group
- Time of Year
- Other

36. Please rate your overall satisfaction with the following event venues:

Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Does Not Apply
Health & Fitness Expo	_____	_____	_____	_____	_____
Start Line	_____	_____	_____	_____	_____
Course	_____	_____	_____	_____	_____
Finish Line	_____	_____	_____	_____	_____
Headliner Concert	_____	_____	_____	_____	_____

37. Please rate your overall satisfaction with the following event characteristics:

Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Does Not Apply
Race Day Parking & Shuttles	_____	_____	_____	_____	_____
Course Bands	_____	_____	_____	_____	_____
Event Staff	_____	_____	_____	_____	_____
Event Atmosphere	_____	_____	_____	_____	_____

38. How did you hear about the 2012 Rock 'n' Roll Portland? Select all that apply.

- Active.com
- Brochure
- Charity Training Program
- Email
- Expo- Other Race
- Family/Friend
- Goodie Bag - Other Race
- Magazine Ad
- MarathonGuide.com
- Newspaper- Ad
- Online- Search/Ad
- Past Participant



- Radio Advertisement
- Rock 'n' Roll Marathon Event- Other
- Running Club
- Television
- Other

39. Which other Rock 'n' Roll Marathon events have you participated or will you participate?  
Select all that apply.

=====  
Demographic Information  
=====

40. In what year were you born?

\_\_\_\_\_

41. What is your marital status?

\_\_\_\_\_

42. How many children (age 18 and under) are currently living in your household?

\_\_\_\_\_

43. What is your highest level of education attained?

\_\_\_\_\_

44. Please indicate your annual household income:

\_\_\_\_\_

45. What is your ethnicity?

\_\_\_\_\_

46. Please leave any additional feedback about your race experience.

\_\_\_\_\_  
\_\_\_\_\_



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=====  
Thank You!  
=====



Participant Feedback Wanted [View Online](#)

REGISTER

TRAINING

ENTERTAINMENT

CHARITY

TRAVEL

EXPO

SHOP



MAY 19, 2013

## Your Feedback is Important to Us!

Thank you for being a part of the inaugural Rock 'n' Roll Portland Half Marathon! Competitor Group would like your feedback so that we can make your experience at future events even more successful.

The survey takes just a few minutes, so please visit the following link while the race is fresh in your mind.

In appreciation, you will be rewarded with \$10 off one Rock 'n' Roll Marathon Series, Columbia Muddy Buddy Series, or Land Rover TriRock Series event.\* Coupon expires 8/21/12.

Please respond before **June 2nd**.

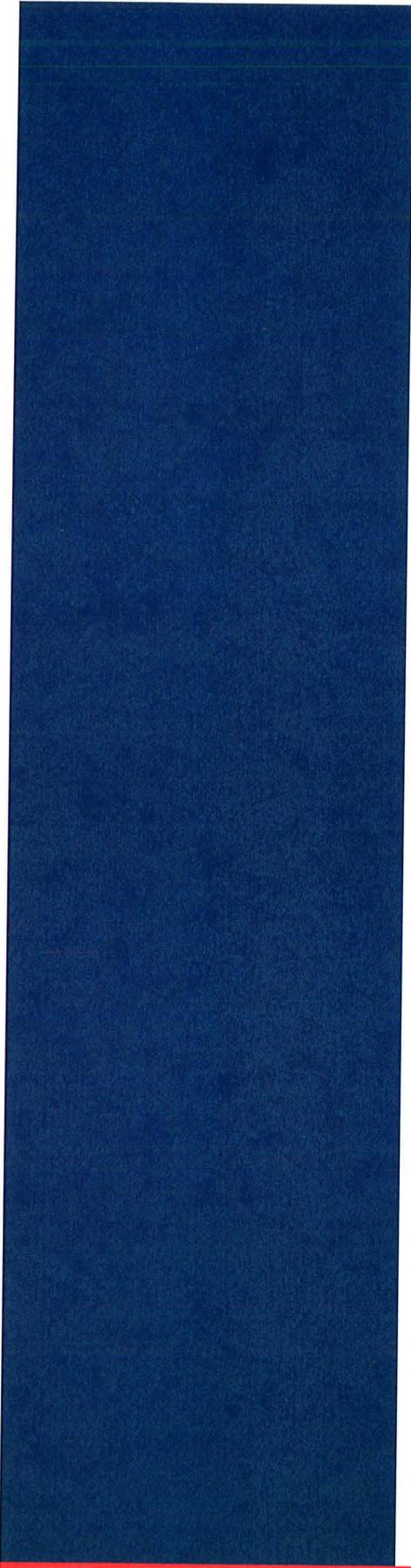
 [TAKE THE SURVEY](#)

\*excludes Zappos.com Rock 'n' Roll Las Vegas Marathon & ½ Marathon, Bike Tours, Relays, Mini Marathon, 10K, 5K, and European events.



[Privacy Policy](#) | [Unsubscribe](#)

Competitor Group, Inc. | 9477 Waples St., Suite 150 | San Diego, CA 92121 | 1.800.311.1255



# 2012 Portland Rose Festival

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## Grand Floral Parade Economic Impact Assessment

International Festivals & Events Association  
2603 W. Eastover Terrace | Boise, ID 83706  
208.433.0950 | [www.ifea.com](http://www.ifea.com)

**INTRODUCTION**

The International Festivals & Events Association, the premier association supporting and enabling festival and event professionals worldwide, was contracted by the Portland Rose Festival to conduct an economic impact assessment for its 2012 event held May 20-June 17, using IFEA's assessment model. This section of the report relates to data collected specifically at the Grand Floral Parade venue.

**METHODOLOGY**

More than 400 intercept surveys were collected over three key weekends of the festival at its City Fair, Starlight Parade, Grand Floral Parade and Rose Cup venues. On-site data collection volunteers were positioned in various areas of the respective venues to avoid duplicity. The number of surveys collected was based on research industry-accepted sampling standards to achieve a range of accuracy of within five percent. Following validation, the raw data was compiled to present this summary report.

**SUMMARY**Attendee Loyalty

- 71% of 2012 attendees have attended the event before
- 80% said they would attend again in the future
- 87% reported the event was the primary reason for their trip

Demographics

Average Travel Party Size	3.8 people
Average Age	44 years old
Average Household Income	\$52,700
Median Household Income	\$60,000

Overnight Visitors

16 percent of attendees stayed overnight at a local hotel/motel with the average length of stay being 4 nights. The average nightly room rate reported by overnight guests was \$108.29.

Average Direct Spending per Person

CATEGORY	LOCAL ATTENDEES	VISITING ATTENDEES	ALL ATTENDEES
Lodging	\$0	\$28.00	\$19.00
Transportation	\$6.78	\$30.31*	\$21.54
Food	\$9.76	\$24.52	\$19.02
Shopping	\$4.42	\$11.44	\$8.83
Entertainment	\$7.93	\$13.69	\$11.55
<b>TOTAL</b>	<b>\$28.89</b>	<b>\$107.97</b>	<b>\$79.94</b>

\*See assumptions on page 2.

Point of Origin

**70% OREGON**

- 56% Portland
- 6% Beaverton
- 4% Salem
- 3% Hillsboro
- 2% Cornelius
- 2% Progress
- 1% Fairview
- 1% Damascas
- 1% Oregon/Redland
- 1% Springdale/Troutdale
- 1% Corvallis
- 1% Ashland
- 21% Other Oregon cities

**30% OTHER U.S. STATES**

- 70% Washington
- 9% California
- 5% Illinois
- 4% Idaho
- 4% Nevada
- 8% Other U.S. states

How Attendees Heard About Portland Rose Festival

Have attended the event before	51%
Family/Friend	23%
Television	19%
Newspaper	11%
Social Media	7%
Website	6%
Radio	5%
Brochure	1%
Banners/Signs	1%
Other	11%

Percentage That Attended City Fair, Plus the Following Festival Venues

Starlight Parade	16%
City Fair	33%
Dragon Boat Race	16%
Junior Parade	3%
Rock n' Roll Half Marathon	0%
Grand Floral Walk	0%
Fireworks	5%
RoZone Concerts	4%
Rose Cup Races	0%
Other	6%

**ASSUMPTIONS**

The data collected for this survey represents actual direct spending as reported by the attendees to IFEA survey staff on behalf of Portland Rose Festival. No multipliers have been used in the compilation of the data.

Transportation expenditures are typically shared among the point of origin, the destination, and points in between.

Making an estimate of the total attendance to Portland Rose Festival was not within the scope of this project.

**CONCLUSIONS**

In the most basic of terms, an economic impact analysis examines the effect of an activity or event on the economy of a given area. Economic impact is usually measured in terms of changes in economic growth—output or value added — that would not have existed without the event taking place.

While local attendance is important to the long-term success and viability of any event, the expenditures of local attendees do not infuse new dollars into the community, and therefore do not increase or expand the value of the local economy.

This study indicates that 61% of the event's attendees traveled from outside Portland, which brings new dollars to the community to create economic impact that would not have occurred without the event. It is the opinion of IFEA that the event generated \$107.97 in direct spending for each visitor that attended the Grand Floral Parade in 2012.

This report will leave the application of direct spending data in relation to the event's attendance to the reader. However, using even the most conservative estimate of attendance, the economic impact of Portland Rose Festival on the region is substantial. Considering also the long-running history of the event and high level of attendee loyalty, the impact of the event, both economic and social, would be difficult to replicate or replace in the marketplace.

**CONTACT**

International Festivals & Events Association

Steven Wood Schmader, President & CEO  
208.433.0950 | [schmader@ifea.com](mailto:schmader@ifea.com)

Penny C. Reeh, Director of Business Development  
830.456.3829 | [pennyreeh@ktc.com](mailto:pennyreeh@ktc.com)



# 2012 Portland Rose Festival

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## City Fair Economic Impact Assessment

International Festivals & Events Association  
2603 W. Eastover Terrace | Boise, ID 83706  
208.433.0950 | [www.ifea.com](http://www.ifea.com)

**INTRODUCTION**

The International Festivals & Events Association, the premier association supporting and enabling festival and event professionals worldwide, was contracted by the Portland Rose Festival to conduct an economic impact assessment for its 2012 event held May 20-June 17, using IFEA's assessment model. This section of the report relates to data collected specifically at the City Fair venue.

**METHODOLOGY**

More than 400 intercept surveys were collected over three key weekends of the festival at its City Fair, Starlight Parade, Grand Floral Parade and Rose Cup venues. On-site data collection volunteers were positioned in various areas of the respective venues to avoid duplicity. The number of surveys collected was based on research industry-accepted sampling standards to achieve a range of accuracy of within five percent. Following validation, the raw data was compiled to present this summary report.

**SUMMARY**Attendee Loyalty

- 80% of 2012 attendees have attended the event before
- 80% said they would attend again in the future
- 79% reported the event was the primary reason for their trip

Demographics

Average Travel Party Size	3.2 people
Average Age	38 years old
Average Household Income	\$51,510
Median Household Income	\$50,000

Overnight Visitors

14 percent of attendees stayed overnight at a local hotel/motel with the average length of stay being 3.4 nights. The average nightly room rate reported by overnight guests was \$96.79.

Average Direct Spending per Person

CATEGORY	LOCAL ATTENDEES	VISITING ATTENDEES	ALL ATTENDEES
Lodging	\$0	\$27.42	\$14.16
Transportation	\$1.90	\$17.84*	\$9.92
Food	\$8.19	\$24.09	\$16.19
Shopping	\$1.50	\$19.51	\$10.56
Entertainment	\$9.75	\$15.45	\$12.62
<b>TOTAL</b>	<b>\$21.34</b>	<b>\$104.33</b>	<b>\$63.45</b>

\*See assumptions on page 2.

Point of Origin**84% OREGON**

61% Portland
6% Beaverton
5% Hillsboro
5% Clackamas
2% Progress
2% Oregon/Redland
2% Gresham/Damascas
2% Salem
2% Albany
13% Other Oregon cities

**16% OTHER U.S. STATES**

59% Washington
12% California
29% Other U.S. states

How Attendees Heard About Portland Rose Festival

Have attended the event before	41%
Family/Friend	22%
Television	15%
Newspaper	15%
Website	6%
Radio	5%
Social Media	3%
Brochure	3%
Banners/Signs	2%
Other	12%

Percentage That Attended City Fair, Plus the Following Festival Venues

Starlight Parade	38%
Grand Floral Parade	48%
Dragon Boat Race	15%
Junior Parade	12%
Rock n' Roll Half Marathon	0%
Grand Floral Walk	2%
Fireworks	9%
RoZone Concerts	10%
Rose Cup Races	5%
Other	2%

## ASSUMPTIONS

The data collected for this survey represents actual direct spending as reported by the attendees to IFEA survey staff on behalf of Portland Rose Festival. No multipliers have been used in the compilation of the data.

Transportation expenditures are typically shared among the point of origin, the destination, and points in between.

Making an estimate of the total attendance to Portland Rose Festival was not within the scope of this project.

## CONCLUSIONS

In the most basic of terms, an economic impact analysis examines the effect of an activity or event on the economy of a given area. Economic impact is usually measured in terms of changes in economic growth—output or value added — that would not have existed without the event taking place.

While local attendance is important to the long-term success and viability of any event, the expenditures of local attendees do not infuse new dollars into the community, and therefore do not increase or expand the value of the local economy.

This study indicates that 49% of the event's attendees traveled from outside Portland, which brings new dollars to the community to create economic impact that would not have occurred without the event. It is the opinion of IFEA that the event generated \$104.33 in direct spending for each visitor that attended City Fair in 2012.

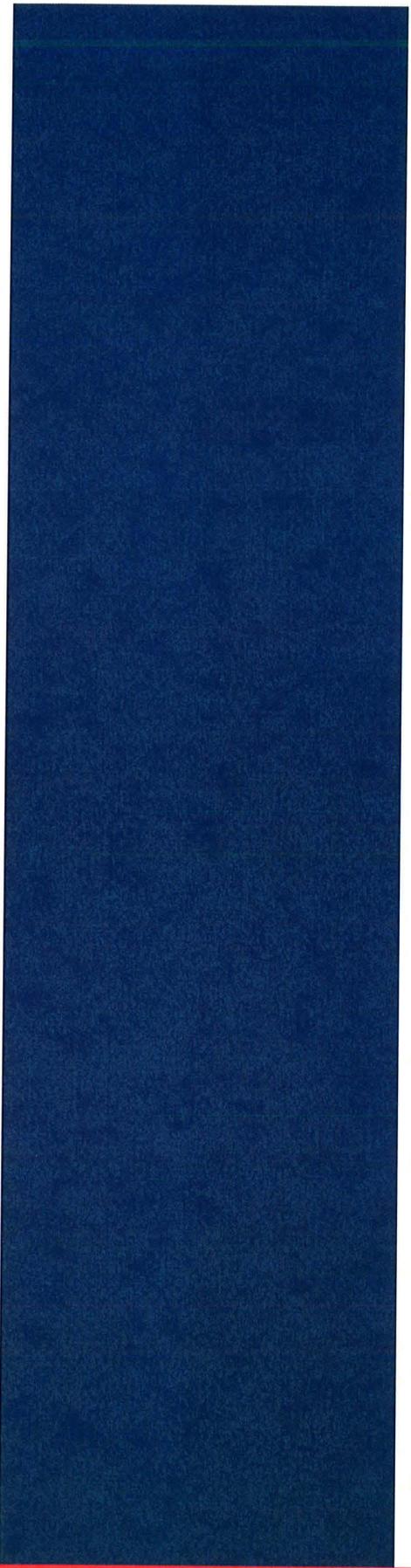
This report will leave the application of direct spending data in relation to the event's attendance to the reader. However, using even the most conservative estimate of attendance, the economic impact of Portland Rose Festival on the region is substantial. Considering also the long-running history of the event and high level of attendee loyalty, the impact of the event, both economic and social, would be difficult to replicate or replace in the marketplace.

## CONTACT

International Festivals & Events Association

Steven Wood Schmader, President & CEO  
208.433.0950 | [schmader@ifea.com](mailto:schmader@ifea.com)

Penny C. Reeh, Director of Business Development  
830.456.3829 | [pennyreeh@ktc.com](mailto:pennyreeh@ktc.com)



# 2012 Portland Rose Festival

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## Starlight Parade Economic Impact Assessment

International Festivals & Events Association  
2603 W. Eastover Terrace | Boise, ID 83706  
208.433.0950 | [www.ifea.com](http://www.ifea.com)

**INTRODUCTION**

The International Festivals & Events Association, the premier association supporting and enabling festival and event professionals worldwide, was contracted by the Portland Rose Festival to conduct an economic impact assessment for its 2012 event held May 20-June 17, using IFEA's assessment model. This section of the report relates to data collected specifically at the Starlight Parade venue.

**METHODOLOGY**

More than 400 intercept surveys were collected over three key weekends of the festival at its City Fair, Starlight Parade, Grand Floral Parade and Rose Cup venues. On-site data collection volunteers were positioned in various areas of the respective venues to avoid duplicity. The number of surveys collected was based on research industry-accepted sampling standards to achieve a range of accuracy of within five percent. Following validation, the raw data was compiled to present this summary report.

**SUMMARY**Attendee Loyalty

- 88% of 2012 attendees have attended the event before
- 91% said they would attend again in the future
- 90% reported the event was the primary reason for their trip

Demographics

Average Travel Party Size	4.5 people
Average Age	43 years old
Average Household Income	\$58,435
Median Household Income	\$62,000

Overnight Visitors

9 percent of attendees stayed overnight at a local hotel/motel with the average length of stay being 1.8 nights. The average nightly room rate reported by overnight guests was \$146.66.

Average Direct Spending per Person

CATEGORY	LOCAL ATTENDEES	VISITING ATTENDEES	ALL ATTENDEES
Lodging	\$0	\$12.50	\$5.70
Transportation	\$1.56	\$8.91*	\$4.68
Food	\$2.91	\$12.28	\$6.89
Shopping	\$.54	\$6.51	\$3.08
Entertainment	\$1.01	\$3.57	\$2.09
<b>TOTAL</b>	<b>\$6.02</b>	<b>\$43.77</b>	<b>\$22.44</b>

\*See assumptions on page 2.

Point of Origin

**80% OREGON**

- 57% Portland
- 7% Hillsboro
- 4% Oregon City/Redland
- 3% Beaverton
- 3% Wilsonville
- 3% Salem
- 23% Other Oregon cities

**20% OTHER U.S. STATES**

- 82% Washington
- 18% Other U.S. states

How Attendees Heard About Portland Rose Festival

Have attended the event before	61%
Family/Friend	32%
Television	8%
Newspaper	8%
Social Media	2%
Website	2%
Radio	1%
Brochure	1%
Banners/Signs	0%
Other	7%

Percentage That Attended City Fair, Plus the Following Festival Venues

Grand Floral Parade	35%
City Fair	32%
Dragon Boat Race	11%
Junior Parade	8%
Rock n' Roll Half Marathon	4%
Grand Floral Walk	1%
Fireworks	11%
RoZone Concerts	4%
Rose Cup Races	4%
Other	2%

## ASSUMPTIONS

The data collected for this survey represents actual direct spending as reported by the attendees to IFEA survey staff on behalf of Portland Rose Festival. No multipliers have been used in the compilation of the data.

Transportation expenditures are typically shared among the point of origin, the destination, and points in between.

Making an estimate of the total attendance to Portland Rose Festival was not within the scope of this project.

## CONCLUSIONS

In the most basic of terms, an economic impact analysis examines the effect of an activity or event on the economy of a given area. Economic impact is usually measured in terms of changes in economic growth—output or value added — that would not have existed without the event taking place.

While local attendance is important to the long-term success and viability of any event, the expenditures of local attendees do not infuse new dollars into the community, and therefore do not increase or expand the value of the local economy.

This study indicates that 54% of the event's attendees traveled from outside Portland, which brings new dollars to the community to create economic impact that would not have occurred without the event. It is the opinion of IFEA that the event generated \$43.77 in direct spending for each visitor that attended the Starlight Parade in 2012.

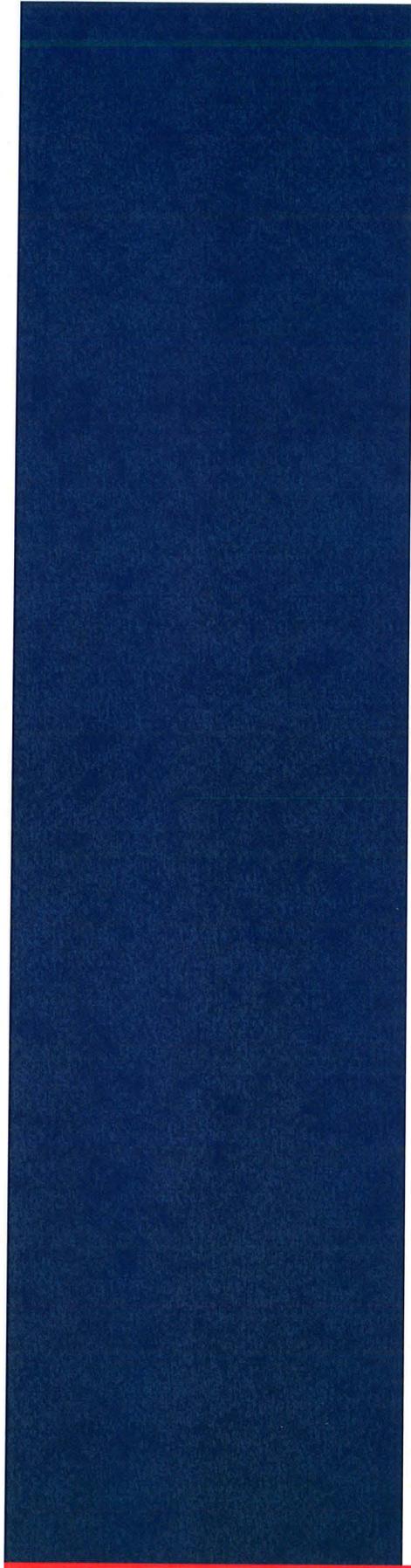
This report will leave the application of direct spending data in relation to the event's attendance to the reader. However, using even the most conservative estimate of attendance, the economic impact of Portland Rose Festival on the region is substantial. Considering also the long-running history of the event and high level of attendee loyalty, the impact of the event, both economic and social, would be difficult to replicate or replace in the marketplace.

## CONTACT

International Festivals & Events Association

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Penny C. Reeh, Director of Business Development  
830.456.3829 | [pennyreeh@kfc.com](mailto:pennyreeh@kfc.com)



# 2012 Portland Rose Festival

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## Rose Cup Races Economic Impact Assessment

International Festivals & Events Association  
2603 W. Eastover Terrace | Boise, ID 83706  
208.433.0950 | [www.ifea.com](http://www.ifea.com)

**INTRODUCTION**

The International Festivals & Events Association, the premier association supporting and enabling festival and event professionals worldwide, was contracted by the Portland Rose Festival to conduct an economic impact assessment for its 2012 event held May 20-June 17, using IFEA's assessment model. This section of the report relates to data collected specifically at the Rose Cup Races venue.

**METHODOLOGY**

More than 400 intercept surveys were collected over three key weekends of the festival at its City Fair, Starlight Parade, Grand Floral Parade and Rose Cup venues. On-site data collection volunteers were positioned in various areas of the respective venues to avoid duplicity. The number of surveys collected was based on research industry-accepted sampling standards to achieve a range of accuracy of within five percent. Following validation, the raw data was compiled to present this summary report.

**SUMMARY**Attendee Loyalty

- 68% of 2012 attendees have attended the event before
- 96% said they would attend again in the future
- 39% reported the event was the primary reason for their trip

Demographics

Average Travel Party Size	2.5 people
Average Age	46 years old
Average Household Income	\$58,592
Median Household Income	\$91,000

Overnight Visitors

13 percent of attendees stayed overnight at a local hotel/motel with the average length of stay being 2.5 nights. The average nightly room rate reported by overnight guests was \$132.40.

Average Direct Spending per Person

CATEGORY	LOCAL ATTENDEES	VISITING ATTENDEES	ALL ATTENDEES
Lodging	\$0	\$25.22	\$19.76
Transportation	\$4.65	\$36.71*	\$29.78
Food	\$21.52	\$44.90	\$39.84
Shopping	\$8.97	\$24.63	\$21.24
Entertainment	\$7.58	\$20.57	\$17.76
<b>TOTAL</b>	<b>\$42.72</b>	<b>\$152.03</b>	<b>\$128.38</b>

\*See assumptions on page 2.

Point of Origin

**67% OREGON**

- 39% Portland
- 11% Beaverton
- 8% Cornelius
- 6% Oregon City/Redland
- 6% Sandy
- 6% Salem
- 6% Bend
- 12% Other Oregon cities

**33% OTHER U.S. STATES**

- 56% Washington
- 1% California
- 1% Arizona
- 42% Other U.S. states

How Attendees Heard About Portland Rose Festival

Have attended the event before	67%
Family/Friend	15%
Television	7%
Newspaper	2%
Social Media	<1%
Website	4%
Radio	4%
Brochure	1%
Banners/Signs	<1%
Other	7%

Percentage That Attended City Fair, Plus the Following Festival Venues

Grand Floral Parade	10%
Starlight Parade	9%
City Fair	7%
Dragon Boat Race	5%
Junior Parade	2%
Rock n' Roll Half Marathon	3%
Grand Floral Walk	1%
Fireworks	8%
RoZone Concerts	4%
Other	6%

### ASSUMPTIONS

The data collected for this survey represents actual direct spending as reported by the attendees to IFEA survey staff on behalf of Portland Rose Festival. No multipliers have been used in the compilation of the data.

Transportation expenditures are typically shared among the point of origin, the destination, and points in between.

Making an estimate of the total attendance to Portland Rose Festival was not within the scope of this project.

### CONCLUSIONS

In the most basic of terms, an economic impact analysis examines the effect of an activity or event on the economy of a given area. Economic impact is usually measured in terms of changes in economic growth—output or value added — that would not have existed without the event taking place.

While local attendance is important to the long-term success and viability of any event, the expenditures of local attendees do not infuse new dollars into the community, and therefore do not increase or expand the value of the local economy.

This study indicates that 74% of the event's attendees traveled from outside Portland, which brings new dollars to the community to create economic impact that would not have occurred without the event. It is the opinion of IFEA that the event generated \$152.03 in direct spending for each visitor that attended Rose Cup Races in 2012.

This report will leave the application of direct spending data in relation to the event's attendance to the reader. However, using even the most conservative estimate of attendance, the economic impact of Portland Rose Festival on the region is substantial. Considering also the long-running history of the event and high level of attendee loyalty, the impact of the event, both economic and social, would be difficult to replicate or replace in the marketplace.

### CONTACT

International Festivals & Events Association

Steven Wood Schmader, President & CEO  
208.433.0950 | schmader@ifea.com

Penny C. Reeh, Director of Business Development  
830.456.3829 | pennyreeh@ktc.com



## 2012 Portland Rose Festival

### Economic Impact Summary

Grand Floral Parade	\$29,459,830
Rock n Roll Half Marathon	\$14,672,900
Rose Festival CityFair	\$10,850,320
Starlight Parade	\$8,535,150
Sanctioned Events	\$5,640,500
PRFF Direct Local Spending	\$2,800,000
Rose Cup Races	\$1,505,097
Local In-Kind Commerce	\$1,200,000
PRFF Vendor Direct Expenditure	<u>\$900,000</u>
Total Economic Impact	\$75,563,797*

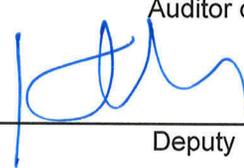
#### Sources:

- International Festival and Events Association
- Texas A&M University
- Competitor Group
- San Diego State University
- Portland Rose Festival Foundation

\* Does not include direct and indirect expenditures associated with Fleet Week

Agenda No.  
**REPORT**  
Title

Report presented by the Portland Rose Festival Foundation on the 2012 Portland Rose Festival economic impact to the City of Portland. (Report)

<p align="center"><b>INTRODUCED BY</b> Commissioner/Auditor: <b>Commissioner Randy Leonard</b></p>	<p>CLERK USE: DATE FILED <u>NOV 30 2012</u></p>
<p align="center"><b>COMMISSIONER APPROVAL</b></p> <p>Mayor—Finance and Administration - Adams</p> <p>Position 1/Utilities - Fritz</p> <p>Position 2/Works - Fish</p> <p>Position 3/Affairs - Saltzman</p> <p><i>Randy Leonard / Stuart Oishi</i> Position 4/Safety - Leonard</p>	<p align="center">LaVonne Griffin-Valade Auditor of the City of Portland</p> <p>By: <u></u> Deputy</p>
<p align="center"><b>BUREAU APPROVAL</b></p> <p>Bureau: Bureau Head:</p>	<p><b>ACTION TAKEN:</b></p> <p><b>DEC 05 2012 ACCEPTED</b></p>
<p>Prepared by: Stuart Oishi Date Prepared: November 28, 2012</p>	
<p>Financial Impact Statement Completed <input checked="" type="checkbox"/> Amends Budget <input type="checkbox"/> Not Required <input type="checkbox"/></p>	
<p>Portland Policy Document If "Yes" requires City Policy paragraph stated in document. Yes <input type="checkbox"/> No <input type="checkbox"/></p>	
<p>Council Meeting Date <b>December 5, 2012</b></p>	
<p><b>City Attorney Approval</b></p>	

**AGENDA**

**TIME CERTAIN**   
Start time: 10:15

**Total amount of time needed: 30 minutes**  
(for presentation, testimony and discussion)

**CONSENT**

**REGULAR**   
**Total amount of time needed:** \_\_\_\_\_  
(for presentation, testimony and discussion)

FOUR-FIFTHS AGENDA	COMMISSIONERS VOTED AS FOLLOWS:	
	YEAS	NAYS
1. Fritz	1. Fritz <input checked="" type="checkbox"/>	
2. Fish	2. Fish <input checked="" type="checkbox"/>	
3. Saltzman	3. Saltzman <input checked="" type="checkbox"/>	
4. Leonard	4. Leonard <input checked="" type="checkbox"/>	
Adams	Adams <input checked="" type="checkbox"/>	