

2012 Portland Rose Festival Foundation

Comprehensive Economic Impact Report
&
Financial Update



Study Highlights

- ▶ Last study was performed back in 2001, with internal updates in 2006
- ▶ Rose Festival commissioned the International Festival and Event Association to conduct an independent economic study based on widely accepted industry research models
- ▶ Competitor Group commissioned San Diego State University School of Business for an economic study of the inaugural Rock n Roll Portland Half Marathon



Research Methods

- ▶ Conducted one-on-one interviews with attendees at several Rose Festival events
- ▶ Conducted an electronic survey with thousands of participants in the Rock 'n' Roll Portland Half Marathon
- ▶ Researched vendor spending and festival- related employment
- ▶ Compiled local direct spending from many large stakeholders, including:
 - Portland Rose Festival Foundation
 - Competitor Group
 - Funtastic Shows



Research Results

- ▶ Dramatic increase in hotel occupancy as a result of the Rock 'n' Roll Portland Half Marathon
- ▶ Over half of Rose Festival attendees live outside Portland
- ▶ Visitors come from all 50 states and several countries
- ▶ **75.5** million dollar local economic impact as a direct result of the Portland Rose Festival



Breakdown of Economics

Grand Floral Parade	\$29,459,830
Rock 'n' Roll Portland Half Marathon	\$14,672,900
Rose Festival CityFair	\$10,535,150
Starlight Parade	\$8,535,150
Sanctioned Events	\$5,640,500
PRFF Local Spending	\$2,800,000
Rose Cup Races	\$1,505,097
Local In-kind Commerce	\$1,200,000
Vendor Direct Spending	\$900,000



Sources

- ▶ International Festival & Event Association
 - Texas A&M University
 - Portland Rose Festival Foundation

- ▶ Competitor Group
 - San Diego State University



Relevance to City of Portland Annual Financial Contributions

- ▶ \$109,000 Revenue from Rose Garden Store
- ▶ \$16,000 Park Restoration
- ▶ \$255,000 City Fees



Relevance to City of Portland Affirmations

- ▶ 'Official Festival' designation
- ▶ Answers relevance question
- ▶ Validates the City's return on investment
- ▶ Rose Festival should be part of Portland's strategic conversations
- ▶ Community embraces festival
- ▶ Rose Festival is an event with global significance and appeal



Special Guests



Economics

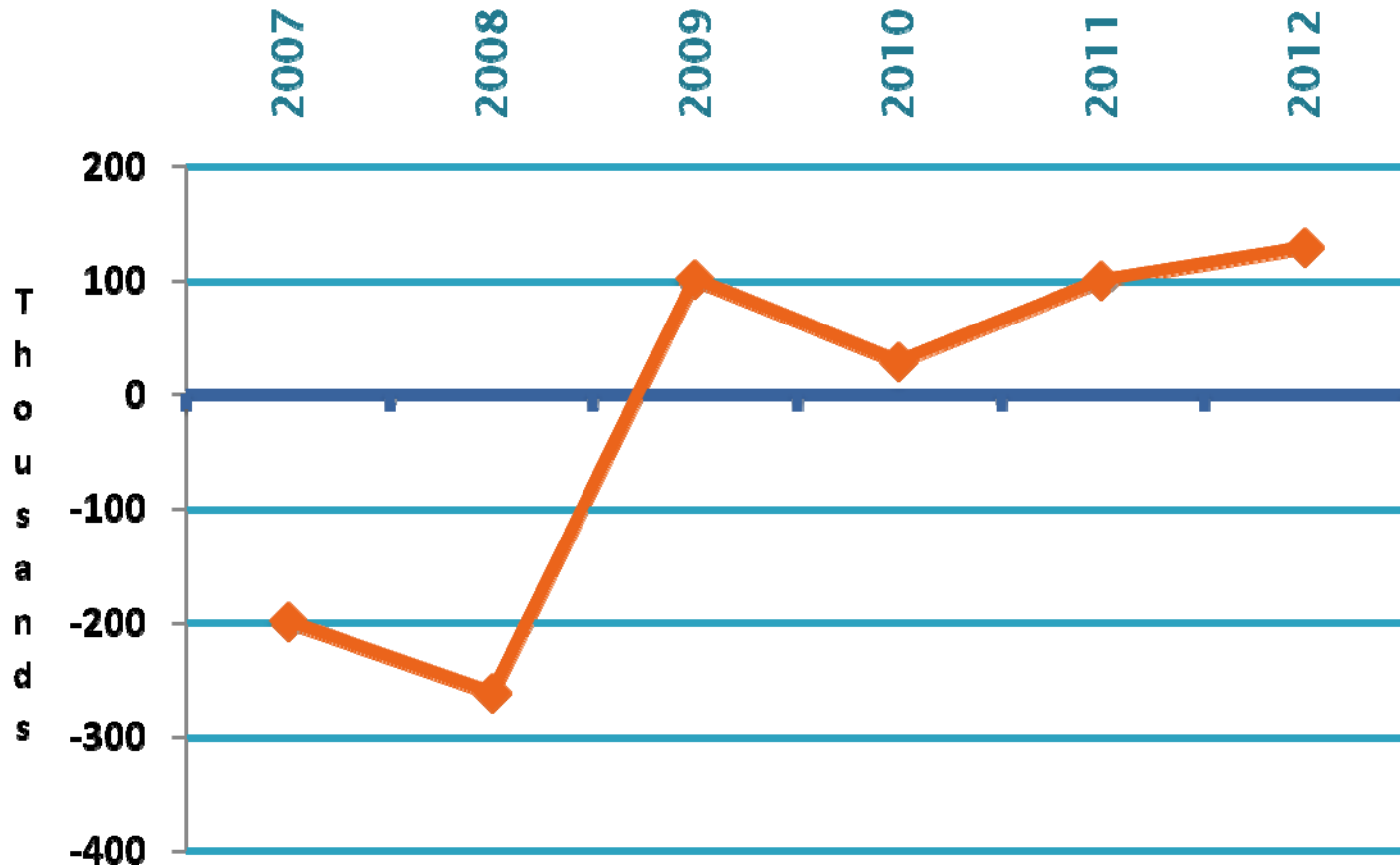
- ▶ Rose Festival has a \$4 million dollar annual expense budget
- ▶ Rose Festival returns \$75.5 million to the local region

2008 - 2012

1366-2012 presentation

PRFF/City of Portland "Renewed Commitment Era"

Portland Rose Festival Surplus 2007-2012

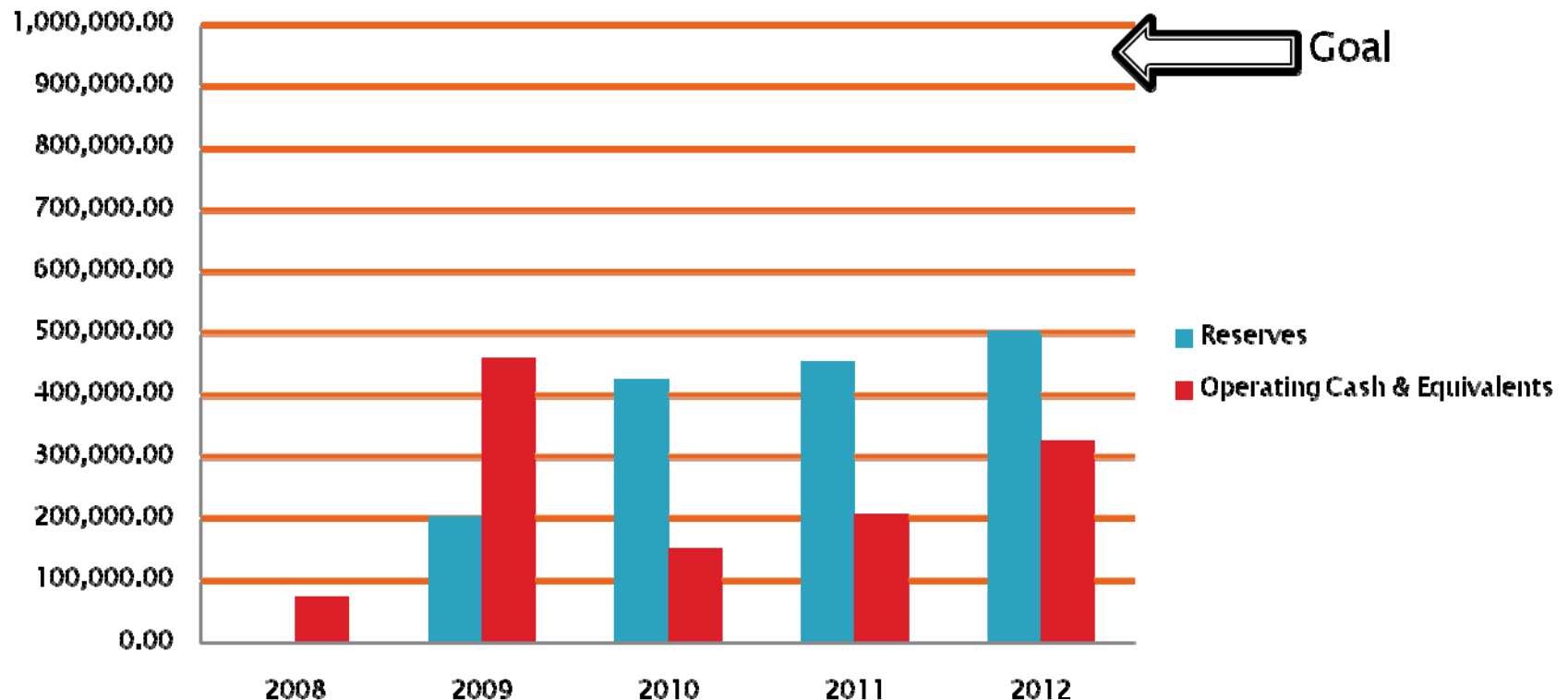


2008 - 2012

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Portland Rose Festival Foundation Cash Position



Thank you!

