

Economic Impact of the 2013 Tournament of Roses on Los Angeles County

Micronomics was asked to quantify the economic impact of the 2013 Rose Bowl and Rose Parade on Los Angeles County. Based on our analysis, we have concluded that these events produced at least \$306 million in immediate, identifiable benefits to Los Angeles County, including \$140 million in incremental spending by visiting attendees, \$4 million in incremental spending by out-of-town event participants, \$6 million associated with the construction of Rose Parade floats, \$15 million spent by the Tournament of Roses Association, and \$142 million in multiplier effects, including \$22 million in state and local tax revenue. This economic benefit is equivalent to the creation of an additional 3,150 full-time equivalent jobs in Los Angeles County.

These estimates are conservative because we did not account for the local value of corporate sponsorships.

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