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2014 Vizio BCS National Championship Brings \$128.7 Million to Southern California

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The Florida State Seminoles were not the only big winners in the Pasadena area last January. Enigma Research, an international consulting firm, concluded that the 2014 VIZIO BCS National Championship generated \$128.7 million for Southern California and supported hundreds of local jobs.

Highlights of the report include:

- \$17.3 million generated directly to Pasadena, Calif.
- \$94.1 million generated in all of Los Angeles County
- 67,600 spectators, or 82 percent, of attendees resided outside of Southern California

Hosted by the Pasadena Tournament of Roses®, the 2014 VIZO BCS National Championship game-related events created enough employment spending to support the equivalent of approximately 1,600 full-year jobs in Southern California. The majority of spending relating to these jobs appeared within the accommodations, food, retail and entertainment industries.

"We have long known that hosting this game brings millions of dollars from visiting fans, sponsors and teams," said Richard L. Chinen, 2015 president of the Tournament of Roses. "As we move into a new era of College Football Playoffs, it is more important than ever to have the game's impact properly quantified."

The study took many months to complete and researchers estimated event-related spending from a variety of sources. Hundreds of game-day interviews with spectators were completed, along with an in-depth analysis of game and team operations' spending.

In 2010 – the last time the Tournament of Roses hosted the BCS National Championship – a similar study concluded that \$82.4 million was generated within Southern California. More recently, in December 2013, an economic impact report commissioned by the Los Angeles Sports & Entertainment Commission concluded that Tournament of Roses events, namely the Rose Parade® and the Rose Bowl Game®, added at least \$306 million in direct and indirect spending benefits to Los Angeles County.

In 2014, the Pasadena Tournament of Roses hosted the 2014 VIZIO BCS Championship Game on January 6, 2014 and the 100th Rose Bowl Game and the 125th Rose Parade on January 1, 2014. It is estimated that all these events combined provided approximately \$434 million in economic impact to Southern California.

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