

25th Annual Festival of Lights & Rose Parade

City Council
February 13, 2018



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Video



2

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SWITCH-ON CEREMONY



Kenny Loggins



75K
Attendees



New Attractions



Comprehensive
Security Plan



3

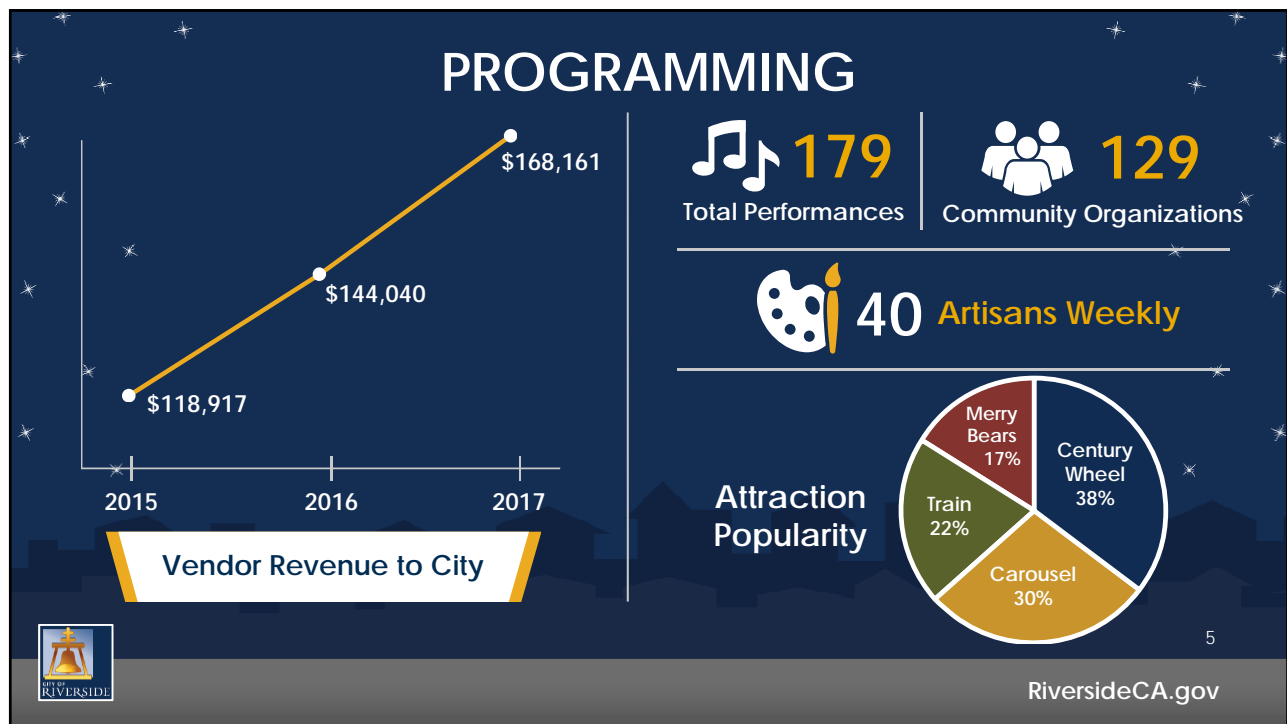
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THE MISSION INN HOTEL & SPA



4

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THE TEAM

The Mission Inn

HOTEL & SPA

A NATIONAL HISTORIC LANDMARK

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HS1

THE TEAM





























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Thank You

FOR MAKING A DIFFERENCE





4K+ Volunteers



60+ Sponsors



12K Personalized Flower Holders








The Mission Inn
HOTEL & SPA
A NATIONAL HISTORIC LANDMARK



GEOFFREY RIVERSIDE
CHAMBER OF COMMERCE

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25th ANNUAL FESTIVAL OF LIGHTS

RIVERSIDE, CA


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2018 ROSE PARADE® BY THE NUMBERS




45.5M National Viewers	28M International Viewers	700K Live Audience Members
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2.6M
Social Media Impressions



\$342K
Total Amount Raised



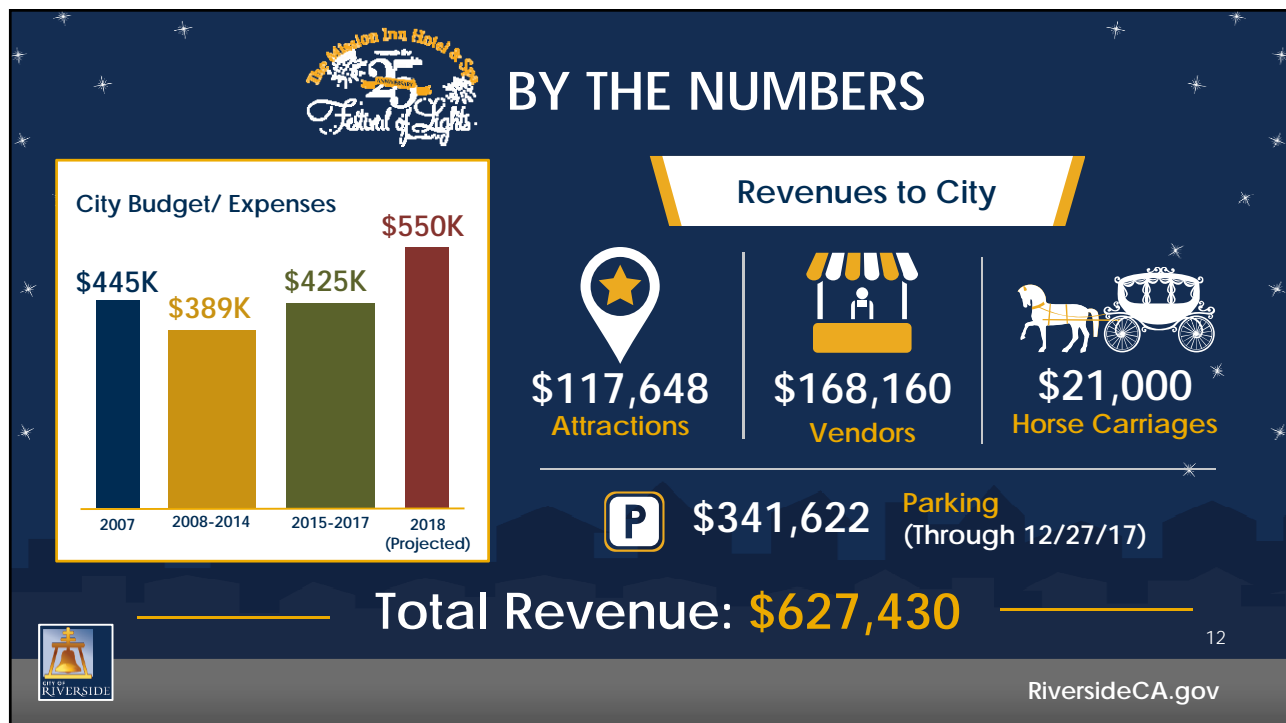
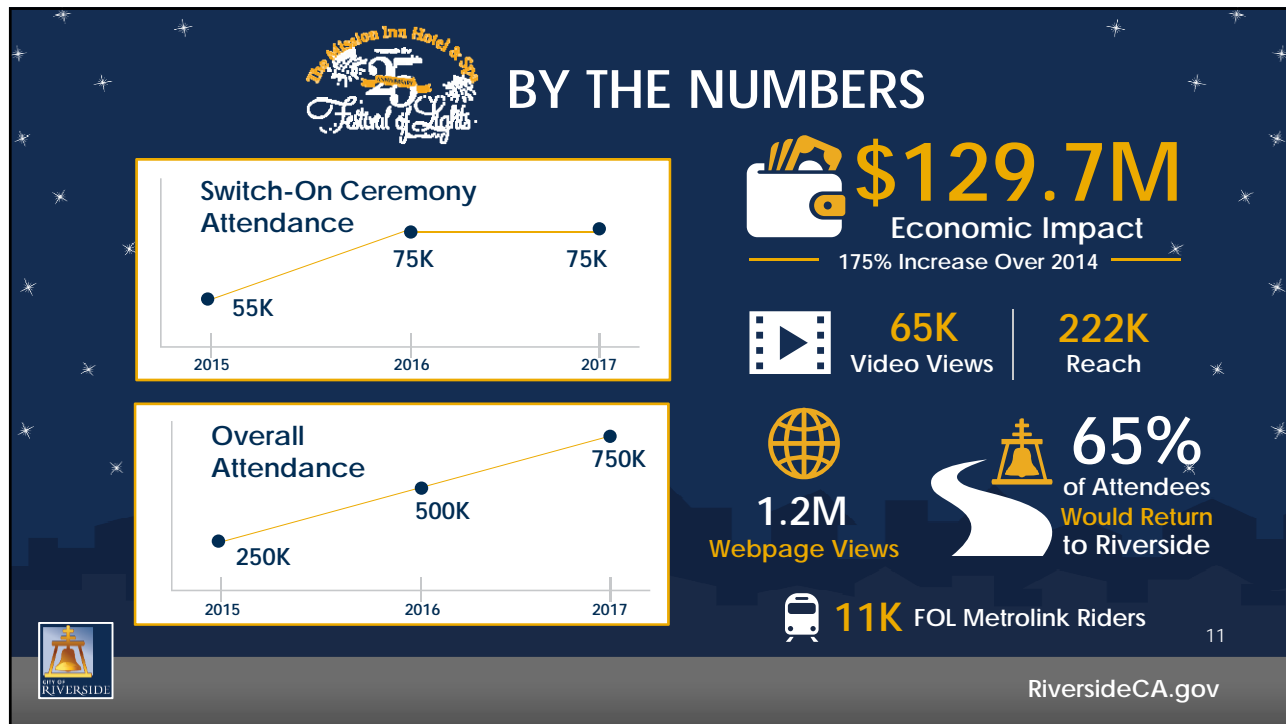
322K
Video Views



4K+
Total Volunteers

10

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LOOKING AHEAD

ENHANCEMENTS


Security


Sponsorships


Programming


Footprint


Entertainment









Customer Experience


Collaborations



Proposed Budget for FY 18/19 and 19/20 Shortfall


13
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HS2

#ILoveRiverside #RiversideFOL


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