



FESTIVAL OF LIGHTS 2022

Community & Economic Development Department

City Council

May 9, 2023

RiversideCA.gov

1

OVERVIEW

The Mission Inn Hotel & Spa Presents
Festival of Lights
Riverside, CA



+400,000
total attendance

37 TOTAL EVENT DAYS
November 25 – December 31, 2022



2

RiversideCA.gov

2

PARTNERSHIPS



3

RiversideCA.gov

CITY STAFF DEPARTMENTS & DIVISIONS



5,000+ Hours



4

RiversideCA.gov

OVERVIEW



Free Community
Photo Visits with
Santa

HOPE

All new lit décor



Food Vendors



Artisan &
Entertainment



5

RiversideCA.gov

5

REACH AND RESPONSE

*USA Today's 10 Best named the City of Riverside's
Festival of Lights the #2 Public Lighted Display*

SOCIAL MEDIA

Instagram



REACH: 15.2 K

- **382% increase** in comparison to last year
 - **239%+ more accounts interact** than follow our account
- Followers 39.9% Increase – 5,342 Total (24.4% reside in Riverside)

Facebook



REACH: 27 K

- **24 Posts Average Weekly**
- **12,951 Followers**
- 82.6% identify as Women
- **200 Average Daily Page Visits**



6

RiversideCA.gov

6

EVENT COSTS

Category	Description	Totals	Percentage of Budget
Decorations	Purchase, installation, removal and storage of decorations, holiday trees and lights	\$331,582	44%
Logistics	Safety Services and Rentals included: security; safety equipment rental; street closures; portable restrooms; permits; vendor booths; and fencing	\$383,582	51%
Marketing	Event signage; photography; captioning; social media and print communication; and promotional items	\$7,786	1%
Programming	Santa Claus; Artisans; and Entertainment	\$22,468	4%
Total:		\$745,094	100%



RiversideCA.gov

7

7

EVENT REVENUE

VENDOR REVENUE



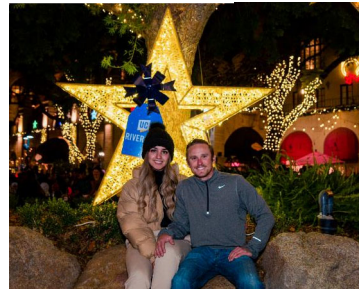
\$13,000
SWITCH-ON



\$146,000
FESTIVAL

SPONSORSHIP REVENUE

UC RIVERSIDE | **\$40,000**




RiversideCA.gov

8

8


ADDITIONAL REVENUE

PARKING FEES




\$353,818

TRANSIENT OCCUPANCY TAX



\$777,576



9

RiversideCA.gov

9

HISTORICAL REVENUE

Revenue						
Description	2016	2017	2018	2019	2021	2022
ATTRACTIONS	\$98,854	\$117,648	\$124,305	\$35,656	\$0	\$0
HORSE CARRIAGES	\$18,000	\$21,000	\$18,000	\$46,217	\$0	\$0
VENDORS	\$144,040	\$168,160	\$247,298	\$170,178	\$0	\$159,000
SPONSORSHIPS	\$14,500	\$0	\$0	\$100,000	\$40,000	\$40,000
PARKING	\$177,801	\$341,622	\$409,187	\$290,222	\$0	\$353,818
Total Revenue	\$453,195	\$648,430	\$798,790	\$642,273	\$40,000	\$552,818





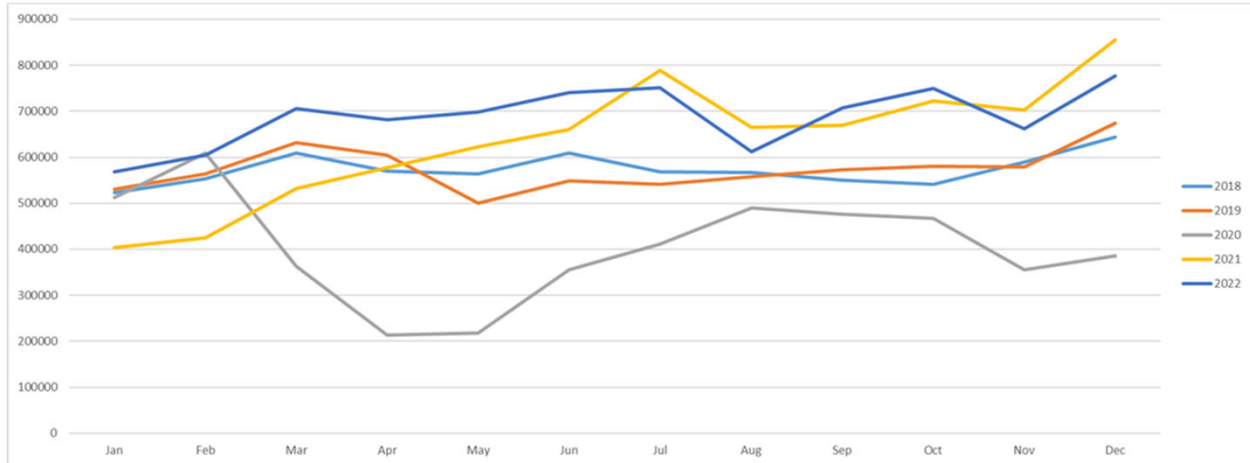


10

RiversideCA.gov

10

TRANSIENT OCCUPANCY TAX



11

RiversideCA.gov

11

ECONOMIC IMPACT STUDIES

Festival of Lights Season	Company/Organization Study Completed By	Economic Impact (Total Effect)
2010	SMRI	\$20,693,410
2014	UCR – Center for Economic Development & Innovation	\$47,679,250
2017	SMRI	\$129,761,577



12

RiversideCA.gov

12

ECONOMIC IMPACT 2017

Data from the 2017 study shows that survey respondents estimated the amount that their party spent in total for:

- Lodging & Accommodations - \$313.90 per party
- Food - \$61.10 per party
- Restaurants - \$139.90 per party
- Miscellaneous Retail - \$81.10 per party
- Entertainment/Recreation/Attractions - \$57.60 per party
- Local Transport - \$40.90 per party



13

RiversideCA.gov

13

STRATEGIC PLAN ALIGNMENT

The Festival of Lights incorporates all the cross-cutting threads in its program, procurement, and implementation.

CROSS-CUTTING THREADS



**Community
Trust**



**Fiscal
Responsibility**



Equity



Innovation



**Sustainability
and Resiliency**



14

RiversideCA.gov

14

RECOMMENDATIONS



That the City Council:
**Receive and file this update on
The Mission Inn Hotel & Spa
30th Annual Festival of Lights
and future plans for 2023**



15

RiversideCA.gov