

2018 SUMMARY OF ROSE PARADE COSTS		
	Rose Parade	Banners
Revenues on Foundation Books:		
Macerich	100,000	
Ross Group/Prologis	70,000	
Thomas Safran		5,000
KL Fenix		5,000
Watson Land Co.		5,000
Monogram Systems		5,000
MC Business Development		5,000
Stub Hub		5,000
Kott		5,000
EDCO		5,000
Ross Group/Prologis		5,000
Greenberg Traurig		5,000
Mayor Albert Robles		5,000
LA Chargers		5,000
Donations to Foundation (dedicated to rose event)	\$ 170,000	\$ 60,000
Expenses on Foundation Books:		
Speed pro imaging - banner prints		3,353
Rose Parade Entry Fee	5,500	
Rose Parade Float	275,000	
Rose Parade and Rose Bowl Tickets	4,640	
Additional 2018 Rose Parade expenses	7,319	
Foundation Expenses	\$ 292,459	\$ 3,353
Net Foundation Outlay (from unrestricted donations)		\$ (65,812)
Revenue collected on City Books:		
Rose Vials	1,750	
Raffle Tickets	1,450	
Donations	55	
Revenue to City (dedicated to rose event)	\$ 3,255	\$ -
Expenses on City Books:		
Estimated Staff Time	24,603	
City Expenses	\$ 24,603	\$ -
Net City Outlay (from General Fund)		\$ (21,348)