Sports Business Institute, Ernst & Young To jointly study Rose Bowl impacts

Tournament of Roses names USC Marshall unit, Big Four accounting firm to study effects of parade, game on regional economy

LOS ANGELES – A student team from the Sports Business Institute, a unit of the USC Marshall School of Business, has been selected to study the economic impact and demographics of the 2008 Rose Bowl and Tournament of Roses Parade, the City of Pasadena’s Tournament of Roses announced. The team will conduct the study of “the Granddaddy of Them All” under the guidance of Big Four accounting firm Ernst & Young.

“It is a privilege to partner with such industry leaders as the Tournament of Roses and Ernst & Young,” said SBI Executive Director David Carter. “Each possesses not only a strong sports-business presence both nationally and abroad, but also boasts great experience and leadership that will provide our USC Marshall students with a unique and invaluable learning experience no other school could match.”

The study will encompass all activities related to the Rose Bowl football game, which is oldest and most prominent of all college bowl games; the Tournament of Roses parade, also the oldest and most prominent of New Year’s Day parades; and all supporting events, said Carter. Carter will work with Ernst & Young in overseeing a student team in planning and conducting the analysis, and assist in determining key outcomes and findings.

“I have been a fan of the Sports Business Institute for several years and am very pleased to have the opportunity to work with them on this important and highly visible project for the Tournament of Roses,” said Mitch Dorger, CEO of the Tournament of Roses. “David Carter is one of the brightest minds I have met in sports business, and he has selected a team of truly outstanding USC Marshall students to work with us. I am very excited about this opportunity.”

"The Tournament of Roses and the events it hosts bring national visibility to Southern California,” said Ernst & Young Partner Jeffrey Rosen. “These events also bring significant economic impact to the people and businesses throughout the region. Ernst & Young is looking forward to working with the Tournament of Roses, the Sports Business Institute, and the student team from USC Marshall to quantify this impact.”
About the USC Marshall School of Business

Based at the crossroads of the Pacific Rim, in Los Angeles at the University of Southern California, the USC Marshall School of Business is dedicated to training global leaders to make a difference. USC Marshall is the best place to learn the art and science of business.

The school’s complete array of programs annually serve more than 5,000 undergraduate, graduate, professional and executive-education students, who attend classes at the main University Park campus in Los Angeles, and in satellite facilities in Irvine and North San Diego County.

In conjunction with Jiao Tong University in Shanghai, USC Marshall also operates a Global Executive MBA program in China. For more information, go to www.marshall.usc.edu

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