



PORTLAND ROSE FESTIVAL 2018 ANNUAL REPORT

PORTLAND ROSE FESTIVAL FOUNDATION

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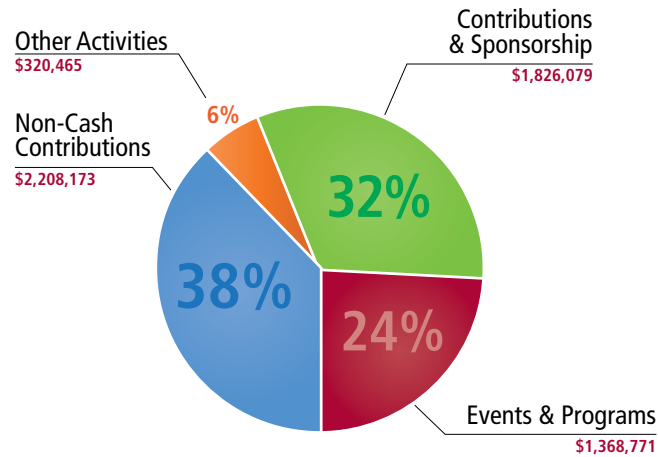




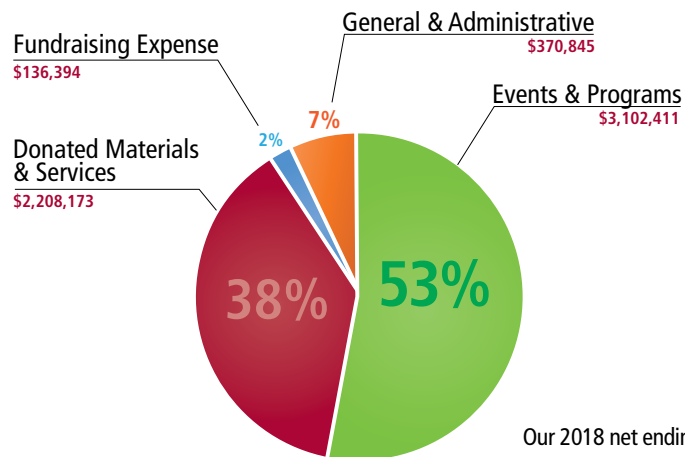
PORTLAND ROSE FESTIVAL FOUNDATION FINANCIAL OVERVIEW

In 2018, the Portland Rose Festival Foundation experienced an improvement of \$254,151 over 2017. The 2018 Festival season was on pace to end with a surplus contribution to reserves, until a three-day deluge of rain dampened a very important revenue-generating weekend, Grand Floral Parade weekend. Despite this, the PRFF has maintained its reserve fund with a current balance of \$640,394.

2018 ROSE FESTIVAL REVENUE: \$5,795,164



2018 ROSE FESTIVAL EXPENSES: \$5,817,824



Our 2018 net ending assets are \$2,139,788

EVENTS & PROGRAMS THAT GIVE BACK TO THE COMMUNITY ARE OUR PRIORITY.



ROSE FESTIVAL GIVES GRANTS

The Portland Rose Festival Foundation's small grants program was able to provide grant awards to help three worthy projects in 2018:

Portland-Kaohsiung Sister City Association - Shu-Te Marching Band - Portland's sister city relationship with Taiwan includes annual participation in the Rose Festival with a visit from the Shu-Te Commercial High School Marching Band. This grant provided scholarships for two Shu-Te students' travel expenses.

Interstate Championship Games Meet - This annual equestrian event has had its reigning Queen participate in the Grand Floral Parade for many years. This grant enabled the organization to purchase hoof boots to be passed along each year for the safety of each Queen and her horse.

Special 'T' Carriage Company - A horse drawn carriage was planned as part of an entry for the Sons and Daughters of Oregon Pioneers in the 2018 Grand Floral Parade. This grant covered a portion of the cost to purchase hoof boots for the draft horse, and will be used in future parades for the safety of the horse and those riding in the carriage.

THE ROSE FESTIVAL MAKES THE PORTLAND REGION A BETTER PLACE TO LIVE AND VISIT.



2018 FOUNDATION ACCOMPLISHMENTS

The mission of the Portland Rose Festival Foundation is to serve the community by providing families with programs and events that promote the arts, education, and volunteerism. We value environmental responsibility, cultural diversity, patriotism, and our historic and floral heritage.



BRINGING COMMUNITY TOGETHER

Large gatherings at Rose Festival Parades show pride in our city and add to our quality of life.

415,000 attend the Grand Floral Parade

325,000 attend the Starlight Parade

185,000 attend CityFair

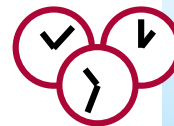
45,000 attend the Junior Parade



VOLUNTEER ENGAGEMENT



3,700 Episodic Volunteers gave over **14,000** hours during the Festival season



PRFF Board Members contributed over **4,577 hours** of leadership planning and producing events & programs in 2018

When multiplied by the National Value of Volunteer Time* **\$345,660** Worth of Time and Talent is Given



*2017 Bureau of Labor Statistics data, indexed by Independent Sector in April 2018.

ECONOMIC IMPACT

The annual Rose Festival generates an estimated

\$65 Million ^ in Economic Impact for the Portland-Metro region

^From 2012 Economic Impact Assessment conducted by the International Festivals & Events Association.

COMMUNITY INVESTMENT

NON-PROFIT & SCHOOL ENGAGEMENT

270 Non-Profits Participated

118 Schools Participated
\$36,588 in Tickets Donated to Schools & Non-Profits

\$1,640 in Small Grants Provided



COURT OUTREACH

108 Appearances by the Rose Festival Court

Approximately **5,400** receive one-on-one contact with Court Princesses

An estimated **790,400** people combined see the Court



ENVIRONMENTAL STEWARDSHIP

PRFF's award-winning parade clean-up programs have saved the city an average of **\$50,000 per year for over 20 years.**



CULTURAL EXCHANGE

PRFF provides the ultimate setting for showing off the City of Portland to the world, hosting dignitaries and showcasing Portland's Sister Cities for **over 50 years.**





2018 PORTLAND ROSE FESTIVAL FINANCIAL GIFTS

\$50,000+ - Poznanski Family Foundation, The Randall Group

\$10,001-\$50,000 - Elmer's Restaurants **Dave & Joan Stoner**
Pacific Power Foundation **Winco Foods**
Marcia Randall **Portland Open**

\$2,001 - \$10,000

Rita Bladow
 Teri Bowles-Atherton & Jermaine Atherton
 Cambia Health Solutions
 Fund of the Oregon
 Community Foundation
 Jim & Lisa Kennison
 Dorothy Poznanski
 Royal Rosarian Foundation
 Carla & Gary Stenberg
 The Standard

Pacific Machinery & Tool Steel Co.
 Paula Penrod
 Reser's Fine Foods
 Adrienne & Dave Roark
 Carol & Brian Ross
 Toshiko Seeman
 Patrick Siver
 The Porter Portland, Curio
 Collection by Hilton
 Dave & Kathleen Todd
 Jack Vilendre
 Gordon Walker

Tom & Cara Lee Crowder
 Jeff & Alicia Curtis
 Diane Deardorff
 Toni DePeel
 Kimberlee Dorr
 Heather Burns Eagon
 Marlo Eckert
 Phil Edmunds
 Bruce Ellis
 Jeremy Emerson
 Tom & Sara Engel
 ExxonMobil
 Cathy Felder
 Larry Filz
 Doug Fish & Michelle DeCourcy
 Gerry Frank

Sue & Larry Klobertanz
 Karl & Wendy Koch
 Susan W. Koch Trust
 Holly Kramer
 Jim Larpenteur
 Jim Lasher
 Ellen Levno
 Al & Terri Lynn Link
 Gerri & Yorick Lutes
 Norma Manning
 David McCall
 Mark McGirr

\$501 - \$2,000

Carilyn Alexander
 Marcia Apperson
 Brett Baker
 Molly & Jerry Bauck
 Barbara Brennan
 Frank Chinn
 Marilyn & Charlie Clint
 David & Patricia Cohen
 Melissa Damm & Keith McNow
 Contesa Diaz-Nicolaidis
 Dan & Marilyn Durkin
 Event Medical Services
 Dr Thompson Faller
 Funtastic Traveling Shows
 Darci Hansen
 Hilton Portland Downtown
 Honey Bucket
 Nancy & Steve Hopkins
 Richard Horswell
 Hotel Rose
 Amy Johnson
 Janet Lueddemann
 Diane Millemann
 Kevin & Lyne Modica

\$101 - \$500

Alaska Airlines
 American Precision, Inc.
 Dick & Jan Andersen
 Asset Recovery Group
 Atlas Supply, Inc.
 Dr. Charold & Rich Baer
 Martha Bailey
 Griff & Karen Bailey
 Banfield Motel
 Bank of America
 Dollar Bill
 Charlotte Branton
 Anjene Bryant
 Sue & Dennis Bunday
 Scott Burns
 Darrel Buttice
 Michael & Gail Campbell
 Barry Carlson & Sharon Thorne
 Ron & Janet Carr
 David & Lily Casias
 John & Terry Clelen
 Mike Cohen
 Kendra Comerford
 Comfort Suites SW Portland

Fred Meyer Rewards
 Linda Fuqua Anderson
 Rolf Glerum
 Mike Goff
 Leslie Goodlow
 Greater Vancouver Chamber of Commerce
 David Grindy
 Scott Guptill
 Susan & Richard Halsten
 Mike Hannegan
 Raymond G. Hanson
 Hewlett Packard
 Bill Hildick
 Natasha Holstein
 Steven Holt
 Patty Hoppe
 Hotel Eastlund
 Hyatt House Portland/Downtown
 Jacquie Janulis
 Todd & Stefanie Johnston
 Al & Nancy Jubitz
 Dave Keckes-Chartrey
 Dayna Kirk

Melanie Means
 Versie Meyer
 Monarch Hotel & Conference Center
 Mike Nealy
 Joanne Nehler
 Kirk Newell
 John Noran
 North Clackamas Chamber of Commerce
 Northwest Capital Assets
 John O'Hanlon
 Tracy Olsen
 Oregon Beverage Recycling Cooperative
 Palms Motel
 Rey & Marta Perez
 Carolyn Poppino
 Bill Poppino
 Portland General Electric
 Employee Match
 Ron Rentfrow

Vicky Rice
 Bob & Kate Ristau
 Kaveh & Kim Rouzpay
 SCI 3.2 Inc.
 Linda Sheron
 Susie Silva-Strommer
 PJ Smith, Jr.
 Danita Ruzic Stevens
 Super 8 Portland Airport
 Alice Tang
 Kathy Taylor
 Travel Portland
 Rod Weick
 Nancy Wolf
 Cheryl Zander

Up to \$100

Janell Alexander
 Amazon Smile
 Malaika Amon
 Christine Anderson
 Anonymous
 Adam & Lauren Baker
 Howard Beckerman
 Bill R. McCracken Accounting, Tax and Financial Services
 Jim Bomay
 Kimberly & Steve Bown
 Brightwater Media
 Lynn Brokaw
 Sally Broughton
 Kelly Butler Holtz
 Marvin Calhoun
 Doug & Liz Capps
 Dick & Liz Clark
 Delta Dental
 Neal Dietz
 Maureen Doherty
 Tom Dorzweiler
 Rodney Eckerson

Reinhart & Wilhelma Engelmann
 F.E. Bennett Company
 Dave & Kathy Fastenau
 Fayleure Productions
 Adair Fernee
 Fiesta Parade Floats
 Sarah Friend
 Sue George
 Susan Gerritz
 Keiko Gilbert
 Joyce Goodman
 E. David Granum
 Gresham Ford
 Nancy Hartman
 Korrie Hoekendorf
 Vern Hult
 Andrea Hull
 Carolyn Mae Jackson
 Britany Johnson
 Carolyn Jones
 Just Right Awards & Engraving, Inc.
 Al Kato
 Villa & Ashley Khamvongsa
 Darren Kirk
 Georgene Koontz
 Lane Powell PC
 Michele Matthews
 Loie Mead
 Stephen & Lori Metschan
 Jessica Mettler
 Christine Miller
 Jeffrey Morgan
 Megan Morton O'Harrow
 Jeanette Moscarel
 Melissa Mound
 Phyllis Nakasone
 Katy Neill
 Norm Newman

Roxanne Olsen
 Diana & Dennis Olson
 Oregon Leather Company
 Elaine Park
 PayPal Giving Fund
 Joanne Peragine
 Jane & Kevin Perlas
 Drs. Frank & Barbara Peterson
 Ronald E. Pfeifer
 Arley Pitts
 Gina Poole
 Nicole & Tommy Quesenberry
 Justice Rajee
 Richard Ransome
 David Rianda
 David & Penny Rich
 Shirley Sagerser
 Alix Sandbothe
 Kristen Sanderson
 Kim Satterthwaite
 Steve & Luci Saxton
 Carolyn Schiewe
 Kate Schiewe
 Marilyn Schultz
 Brenda Ray Scott
 Dave & Connie Shipley
 Ashley Sider
 Edward & Roxanne Sienkiewicz
 Karis Stoudamire-Phillips
 Janet Strandberg Natale
 Justine Sutton
 Don Thacker & Jim Wolleck
 Gerri Tisdell
 Clyde & Stephanie Travis
 Fernando Villarreal
 Nona Wasson
 Lynn Weigand & Tod Burton
 Carolyn Wheatley
 Dustin White
 Gregory M. Williams



Special thanks to the Royal Rosarians,
 Rose Society and the City of Portland.
 Your tremendous support is greatly appreciated.





2018 BOARD OF DIRECTORS

The Portland Rose Festival Foundation Board of Directors is the governing body of Portland's Official Festival. It is made up of local leaders who implement the Foundation's mission, work on committees for Rose Festival events, and fulfill assigned roles at these events. The Rose Festival truly could not happen without their dedication and commitment.

2018 OFFICERS

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Assistant Treasurer

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Bruce Ellis

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Linda Gunselman

Scott Guptill

Susan Halsten

Darci Hansen

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Ebony Harris

Leslee Heinrichs

Natasha Holstein

Patty Hoppe

Richard Horswell

Breanna Jackson

Leland Jaquay

Amy Johnson

Dave Keckes-Chartrey

Brian Kelso

Dayna Kirk

Larry Klobertanz

Dan Lenzen

Helen Lewis

David McCall

Scott McCarty

Melanie Means

Kirk Newell

John O'Hanlon

Tracy Olsen

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Carolyn Poppino

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Toshiko Seeman

Linda Sheron

Karis Stoudamire-Phillips

Gordon V. Walker

Joe Weber

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Mark Williams

Nancy Wolf

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Cindi Fraser

Nancy Hopkins

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Norma Manning

Versie Meyer

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Outlaw

Richard Stetson, Jr.

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