



PORTLAND ROSE FESTIVAL 2019 ANNUAL REPORT

**PORTLAND ROSE FESTIVAL
FOUNDATION**

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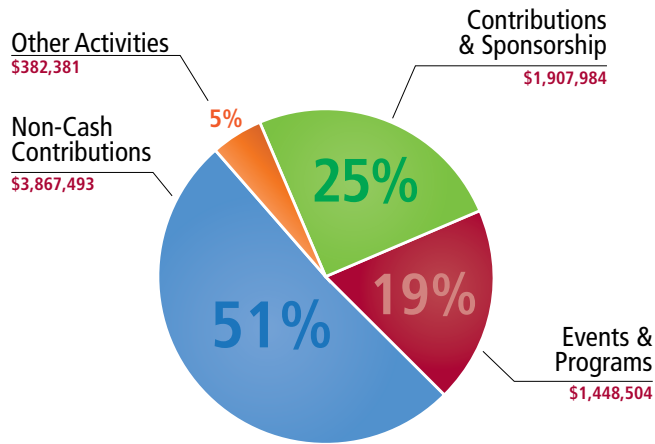




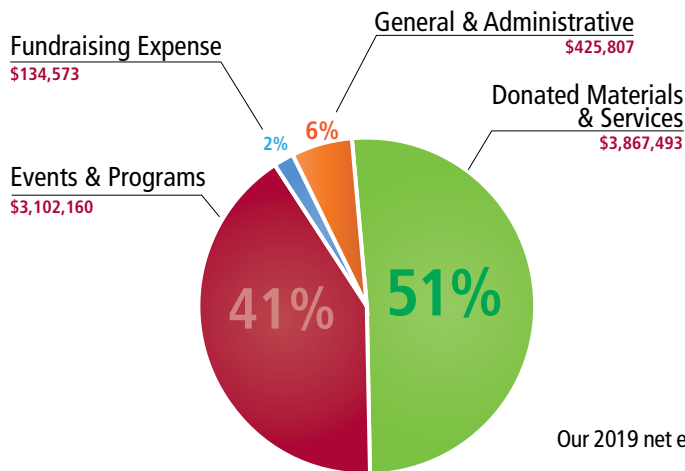
PORTLAND ROSE FESTIVAL FOUNDATION FINANCIAL OVERVIEW

In 2019, the Portland Rose Festival Foundation held expenses and increased revenues to result in a \$98,926 improvement over 2019. This includes ending the fiscal year with a net surplus of \$76,266. This can be invested in improvements to our mission-based events and programs, and invested in the PRFF's reserve fund which currently has a balance of \$640,394.

2019 ROSE FESTIVAL REVENUE: \$7,606,299



2019 ROSE FESTIVAL EXPENSES: \$7,530,033



Our 2019 net ending assets are \$2,216,054

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



ROSE FESTIVAL HONORS

In 2019, the Portland Rose Festival Foundation launched its first annual Rose Festival Honors luncheon to celebrate the power of mentorship. The Foundation selected Sheila Holden of Pacific Power as the inaugural honoree because she founded the Rose Festival Court mentorship program in 2005, impacting the lives of scores of young women and mentors alike. Keynote speaker Sadie Lincoln, co-founder and CEO of barre3, spoke about the power of women supporting women, and 2009 Rose Festival Queen Rachel Seeman relayed her personal story of the major impact mentorship has had on her life and her career, starting with her mentorship experience from her time on the Rose Festival Court. This new fundraising event raised awareness about a side of Rose Festival many never see, and the generosity of attendees helped contribute to the Festival's overall financial success in 2019.



2019 Honoree Sheila Holden

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



2019 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.

440,000 attend the Grand Floral Parade

335,000 attend the Starlight Parade

185,000 attend CityFair

45,000 attend the Junior Parade

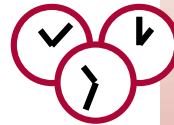


VOLUNTEER ENGAGEMENT



3,700 Episodic Volunteers gave over

14,000 hours during the Festival season



PRFF Board Members contributed over **4,455 hours** of leadership planning and producing events & programs in 2019

When multiplied by the National Value of Volunteer Time* **\$356,020** Worth of Time and Talent is Given

*2018 Bureau of Labor Statistics data, indexed by Independent Sector in April, 2019.



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

203 Non-Profits Participated

136 Schools Participated

\$32,905 in Tickets Donated to Schools & Non-Profits

\$2,000 in Small Grants Provided



COURT OUTREACH

81 Appearances by the Rose Festival Court

Approximately **4,000** receive one-on-one contact with Court Princesses

An estimated **785,500** 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.**





2019 PORTLAND ROSE FESTIVAL FINANCIAL GIFTS

\$50,000+ - The Randall Group

\$10,001-\$50,000 - Elmer's Restaurants

Pacific Power Foundation
Marcia Randall

Dave & Joan Stoner Winco Foods Portland Open

\$2,001 - \$10,000

Teri Bowles-Atherton & Jermaine Atherton
Melissa Damm & Keith McNown
Jim & Lisa Kennison
Poznanski Family Foundation
Royal Rosarian Foundation
The Standard

Inn at Northrup Station
Intel Corporation
Amy Johnson
Shona Jones & Craig Peterson
Meredith Corporation Foundation
Pacific Machinery & Tool Steel Co
Nate & Angelene Parr
Portland General Electric
Employee Match
Portland Nursery
R.H. Parker United Foundation
Reser's Fine Foods
Adrienne & Dave Roark
Carol & Brian Ross
Selectron Technologies
Carla & Gary Stenberg
The Porter Portland, Curio
Collection by Hilton
Dave & Kathleen Todd

Carl Bowles & Jeanette Ward
Dr. Keylah Boyer
Gary Bray
Gil Brum
Sue & Dennis Bunday
Amy Bunker
Steve Bunnage & Karen Trumbo
Doshia Burton
Karen Butler
Darrel Buttice
Michael & Gail Campbell
Doug Capps
Micki Caskey
Leslie Charuhas
Frank Chinn
Mike Cohen
Comfort Suites SW Portland
Barb Coughlin
Cortlandt Cuffee
Paul Davis
Diane Deardorff
Jeff Deering
Delta Dental
Toni DePeel
Marlo Eckert
Jeremy Emerson
Exxon Mobil
Dr. Thompson Fallar
Dave & Kathy Fastenau
Fiesta Parade Floats
First Republic Bank
Sherry Fishman
Ebony Foreman-Harris
Dionne Foster
Jamal & Jaimee Fox
Brenda Frank
Cindi Fraser
Fred Meyer Rewards
Linda Fuqua Anderson
Amy Geoffroy

Sue George
Joni George
Susan Gerritz
Jasmin Goodwin
Greater Vancouver Chamber of Commerce
Ken Bolin & Jennifer Green
Linda & Craig Gungelman
Scott Guptill
Renee Halpern
Susan & Richard Halsten
Mike Hannegan
Rachelle Hannon
Raymond Hanson
Harold & Margaret Taylor Foundation
Patrick Harrison
Rashinda Hearlson
Hewlett Packard Employee Match
Hilton Garden Inn
Portland Airport
Sheila Holden & Willy Murphy
Jamie Holmes
Sharon Holmlund
Natasha Holstein
Nancy & Stephen Hopkins
Patty Hoppe
Richard Horswell
Andrea Hull
Gretchen & Mike Humphrey
Hyatt House Portland
Downtown
Sam & Rita Isaac

\$501 - \$2,000

Alaska Airlines
Carilyn Alexander
Marcia Apperson
Brett Baker
Molly & Jerry Bauck
Cedric & Sarah Berry
Rita & Bud Bladow
Ron & Bev Burback
Heather Burns Eagon
Cambia Health Solutions Fund of the Oregon Community Foundation
Ron & Janet Carr
Marilyn & Charlie Clint
David & Patricia Cohen
Jeff & Alicia Curtis
Contesa Diaz-Nicolaidis
Bruce Ellis
Funtastic Traveling Shows
Leslie Goodlow
Mark & Wendy Handwerger
Dennis & Angie Harris
Hi-Lo Hotel
Hilton Portland Downtown
Hoffman Corporation
Honey Bucket
Hotel Rose

\$101 - \$500

Melanie Adrian
American Precision, Inc.
Christine Andersen
Asset Recovery Group
Atlas Supply, Inc.
Dr. Charold & Rich Baer
Bank of America Matching Gift Program
Micki Beard
Jennifer Beattie
Best Western Plus Rivershore Hotel
Lori Biddlecome
Mike & Rosemary Bostwick

Jacquie & Rich Janulis
Todd & Stefanie Johnston
Al & Nancy Jubitz
Dave Keckes-Chartrey
Villa & Ashley Khamvongsa
Dayna Kirk
Jim Larpenteur
Jim Lasher
Dan Lenzen
Sadie Lincoln
Janet R. Lueddemann
Peter & Pamela Mack
Brandon Manning
Norma Manning
David McCall
Scott McCarty
Carole McDonald
Melanie Means
Versie Meyer
Diane Millemann
Monarch Hotel & Conference Center
Kim Moreland
Ray & Jessica Morris
Jasmine Murphy
Joanne Nehler
Kirk Newell
Valerie Nias
North Clackamas Chamber of Commerce
John O'Hanlon
Tracy Olsen
Paula Penrod
Ron Pfeifer
Scott Pillsbury
Bill Poppino
Carolyn Poppino
Jill Ramos
Ron & Laura Rentfrow
Vicky Rice
Nancy Sakamoto DiSabato
Brenda Ray Scott

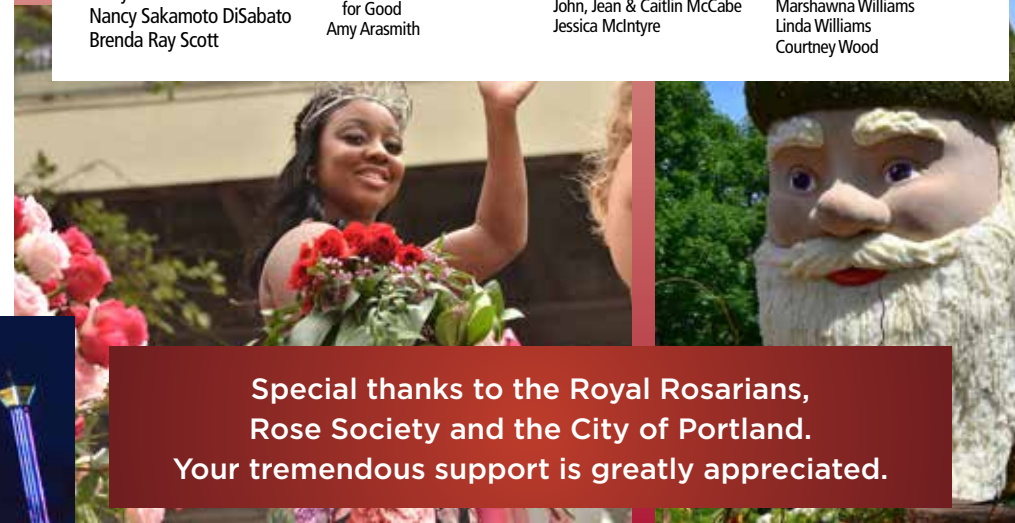
Charlotte Sears
Rachel Seeman
Toshiko Seeman
Linda Sheron
Susie Silva-Strommer & Geoff Strommer
JJ Spriet
Geneane Stahl
Steven Stapp
Richard Steinfeld
Diane Tooze Storer
Karis Stoudamire-Phillips
Super 8 Portland Airport
Susan W. Koch Trust
Kathy Taylor
Shandra Terry
Don Thacker & Jim Wolleck
Tigard Chamber of Commerce
Jose Vithayathil
Adeena Wade
Gordon Walker
Cheryl Waters
Patricia Wilber
Tanya Wilkins
Nancy Wolf
Julie Wright
Melissa Yacoby
Cheryl Zander

Up to \$100

Linda Adamson
Janell Alexander
Gayle Aman
Amazon Smile
Tim & Chris Anderson
Anonymous #1 - Network for Good
Anonymous #2 - Network for Good
Amy Arasmith

Victoria Auer
Stephanie Backman
Barbara Baker
Sherie Bernardez
Bill R. McCracken Accounting, Tax and Financial Services
James Brennan
Sally Broughton
Scott Burns
Kelly Butler Holtz
Marvin Calhoun
Candace Chin
Maggie Clack
Dick & Liz Clark
Lynn Clary
Rose-Marie Crawford
Julie Diaz
Megan & Tim Doumit
Rodney Eckerson
Tom & Sara Engel
Robin Espeland
F.E. Bennett Company
Farmhouse Café
Angala Fennern
Michael Frankenfield
Allison Frazier
Diane Garrett
Patricia Geringer
Joyce Goodman
Valerie Govig
Haas & Wilkerson
Nancy Hartman
Joyce Hemmerling
Bill Hildick
Korrie Hoeckendorf
Vern Hult
Malcolm Jamison
Julie Jelline
Linda Johnson
Carolyn Jones
Cary Keomuanga
Ilse Kindler
Shannon Knight
Georgene Koontz
Kim Leverich-Graham
Jackie Lipps
Sharon Maxwell
John, Jean & Caitlin McCabe
Jessica McIntyre

Lori & Stephen Metschan
Michael's Italian Beef & Sausage Co. LLC
Dorothy Miller
Mark Murphy
Nicole Murphy- Garcia
Jan Natale
Teresa Neufedlt-Crawford
Norm Newman
John Noran
Roxanne Olson
Sheryl Olson
Monica Olson
Bette Orazio
Oregon Leather Company
Christie Owens
Elaine Park
Barbara Parker
Shauna & Ivan Parsons
PayPal Giving Fund
Joanne Peragino
Drs. Frank & Barbara Peterson
Gina Poole
Raven Preston
Isabel Reed
Janet Reimers
David Rianda
Linda Rukke Landen
Karen Salman
Alix Sandbothe
Melissa Sass
Kim Satterthwaite
Kate Schiewe
Kathy Shaffer
PJ Smith
Carolyn Smith-Schiewe
Caitlyn Sparkman
Don Spencer
Elaine Stamm
Danita R. Stevens
Jessica Stewart
Gail Tester
Clyde & Stephanie Travis
Fernando Villarreal
Lynn Weigand & Tod Burton
Taylor Welsh
Dustin & Deidra White
Marshawna Williams
Linda Williams
Courtney Wood



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



2019 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.

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Leslee Heinrichs

Natasha Holstein

Patty Hoppe

Richard Horswell

Breanna Jackson

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Larry Klobertanz

Dan Lenzen

Helen Lewis

Peter Mack

David McCall

Scott McCarty

Melanie Means

Kirk Newell

Valerie Nias

Tracy Olsen

Bill Poppino

Carolyn Poppino

Adrienne Roark

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Nancy Wolf

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JJ Spriet

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Diane Deardorff

Cindi Fraser

Nancy Hopkins

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Governor Kate Brown

Dick Clark

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