

# PORTLAND ROSE FESTIVAL

# 2017 ANNUAL REPORT

## PORTLAND ROSE FESTIVAL FOUNDATION

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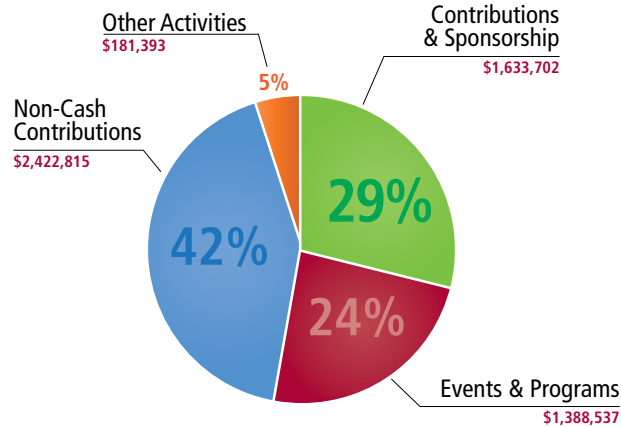




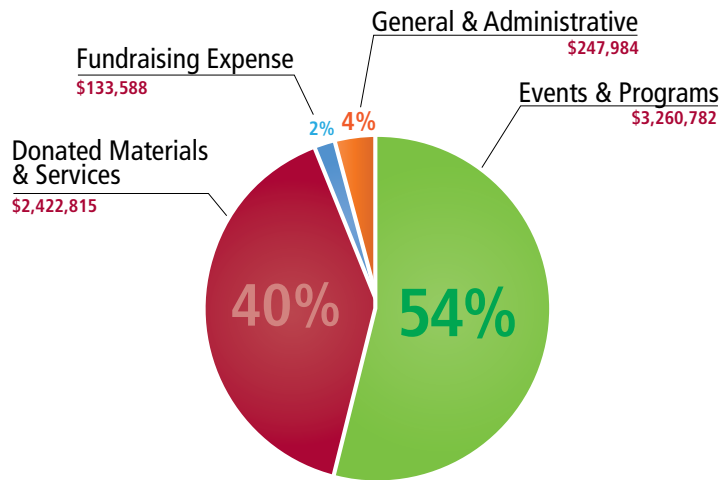
## THE PORTLAND ROSE FESTIVAL FOUNDATION FINANCIAL OVERVIEW

In 2017, the social and political climate in Portland had an unfortunate role in the Foundation's finances. Attendance at our largest revenue-generating event, Rose Festival CityFair, was impacted by a horrific act of violence on MAX (CityFair's opening day), protest marches in downtown Portland during our 2nd weekend, and rain on our 3rd and final weekend. This is why the PRFF has a reserve fund - a "rainy day fund" - to help us mitigate losses in a season filled with disruption - and rain. This reserve fund currently has a balance of \$640,394. Our 2017 ending net assets are \$2,162,448.

### 2017 ROSE FESTIVAL REVENUE - \$5,788,348



### 2017 ROSE FESTIVAL EXPENSES - \$6,065,139



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 five worthy projects in 2017:

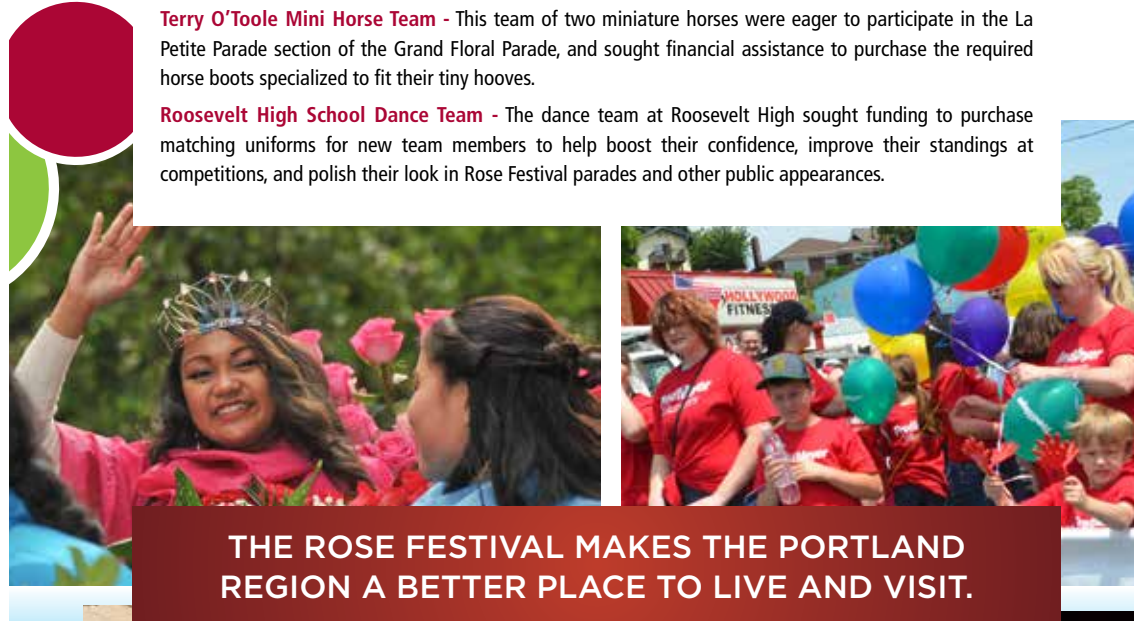
**Portland-Kaohsiung Sister City Association** - Shu-Te Marching Band - Portland's sister city ties with Taiwan culminate annually during Rose Festival with a visit from the Shu-Te Commercial High School Marching Band. This grant provided scholarships for two Shu-Te students' travel expenses.

**Vietnamese Community of Oregon** - This strong all-volunteer organization requested funds to provide materials and a building space for their community-built Grand Floral Parade Float, which presents the culture of Vietnam and its people in the parade's international section. This funding supplemented donations made from community members for this project.

**Canadian Horse Heritage & Preservation Society** - This Canadian-based non-profit was thrilled to receive an invitation to participate in the 2017 Grand Floral Parade, as it would provide exposure to help them save this endangered species of horses, however the participants (who hail from the US and Canada) needed assistance with the cost for horse boots (versus traditional horse shoes), which are required for the horses' comfort and safety in the parade.

**Terry O'Toole Mini Horse Team** - This team of two miniature horses were eager to participate in the La Petite Parade section of the Grand Floral Parade, and sought financial assistance to purchase the required horse boots specialized to fit their tiny hooves.

**Roosevelt High School Dance Team** - The dance team at Roosevelt High sought funding to purchase matching uniforms for new team members to help boost their confidence, improve their standings at competitions, and polish their look in Rose Festival parades and other public appearances.



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



# 2017 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.

## VOLUNTEER ENGAGEMENT

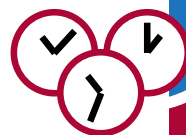


**3,600**

Episodic Volunteers gave over

→ **10,000**

hours during the Festival season



PRFF Board Members contributed over **3,756 hours** of leadership planning and producing events & programs in 2017

When multiplied by the National Value of Volunteer Time\*  
**\$332,082** Worth of Time and Talent is Given

\*2016 Bureau of Labor Statistics data, indexed by Independent Sector in April 2017.

## COMMUNITY INVESTMENT

### NON-PROFIT & SCHOOL ENGAGEMENT

**315** Non-Profits Participated

**122** Schools Participated

**\$42,103** in Tickets Donated to Schools & Non-Profits

**\$4,400** in Grants Provided



### COURT OUTREACH

**108** Appearances by the Rose Festival Court

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

An estimated **770,400** people combined see the Court



## BRINGING COMMUNITY TOGETHER

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

**410,000** attend the Grand Floral Parade

**310,000** attend the Starlight Parade

**175,000** attend CityFair

**45,000** attend the Junior Parade



## ECONOMIC IMPACT

The annual Rose Festival generates an estimated

**\$65 Million**<sup>^</sup> in Economic Impact for the Portland-Metro region

<sup>^</sup>From 2012 Economic Impact Assessment conducted by the International Festivals & Events Association.



## 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.**







# 2017 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**

## \$2,001 - \$10,000

Carilyn Alexander  
Jim & Lisa Kennison  
Royal Rosarian Foundation  
Carla & Gary Stenberg

## \$101 - \$500

Linda & John Aleskus  
Arthur Archer De Bow  
Asset Recovery Group  
Dave Astin  
Dr. Charold & Rich Baer  
Griffin Bailey  
Bank of America  
Bob & Serry Barnes  
Molly & Jerry Bauck  
Mike & Rosemary Bostwick  
Barbara Brennan  
Scott Burns  
Heather Burns Eagon  
Don & Myrna Butler  
Shannon Callahan  
Michael & Gail Campbell  
Ron & Janet Carr  
Tom and Cara Lee Crowder  
Jeff Deering  
Gene Dent  
Toni DePeel  
Marlo Eckert  
Bruce Ellis  
JeremyEmerson  
Catherine Felder  
Dennis & Cindi Fraser  
Fred Meyer Community Rewards  
Sarah Friend  
Rolf Glerum  
Leslie Goodlow-Baldwin  
Linda Gunselman  
Susan & Richard Halsten  
Hamilton Events  
Mark & Wendy Handwerker  
Mike Hannegan  
Raymond G. Hanson  
Hewlett Packard  
Natasha Holstein  
Nancy Hopkins

Patty Hoppe  
Andrea Hull  
Breanna Jackson  
Jacquie Janulis  
Carolyn Jones  
Dave Keckes-Chartrey  
Brian Kelso  
Jim & Elsie Lasher  
Dan Lenzen  
Helen Lewis  
Norma Manning  
David McCall  
Scott McCarty  
Mark McGirr  
Melanie Means  
Diane Millemann  
Jeff Miller  
Multnomah County Corrections Deputy Association  
Kirk Newell  
John O'Hanlon  
Tracy Olson  
Oregon Sports Authority Foundation  
Bill Poppino  
Carolyn Poppino  
Juli & Dan Porter  
Ramsay Signs  
Keith Redmond  
Ron Rentfrow  
Vicky Rice  
David & Penny Rich  
Danita Ruiz Stevens  
Brenda Ray Scott  
Toshiko Seeman  
Shedrain  
Linda Sheron  
Richard Stetson, Jr.  
Gerri Tisdell  
Dave & Kathleen Todd  
Clyde & Stephanie Travis

Jack Vilendre  
Joe Weber  
Rod Weick  
Weirdo Productions/  
Paramount Studios  
Yuki Wildgrube  
Mark Williams  
Nancy Wolf  
Kelly & Andrew Wong  
Cheryl Zander

## \$501 - \$2,000

411 Productions  
Alaska Airlines  
Marcia Apperson  
Brett & Carolyn Baker  
Teri Bowles-Atherton & Jermaine Atherton  
Cambria Health Solutions Fund of The Oregon Community Foundation  
Frank Chinn  
Marilyn Clint  
David & Patricia Cohen  
Diane Deardorff  
Contesa Diaz-Nicolaidis  
Elmer's Restaurants  
ExxonMobil Foundation  
Dr. Thompson Fallor  
Linda Fuqua Anderson  
Scott Guptill  
Hoffman Corporation  
Richard Horswell  
Keith McNow  
Portland General Electric  
R.H. Parker/United Foundation  
Regence BlueCross BlueShield of Oregon  
Adrienne & Dave Roark  
Carol & Brian Ross  
The Standard  
Voodoo Doughnut  
Gordon & Susan Walker

## Up to \$100

Janell Alexander  
Amazon Smile  
American Precision, Inc.  
Anonymous 1  
Anonymous 2  
Bethany Asheim  
Katy & Miles Baker  
Jenny Ballweber  
Dan Barnes  
Christopher Beetham  
Ron Bennett  
Grace Bledsoe  
Steven Bledsoe  
Mike Bocanegra  
Kimberly & Stephen Bown  
Sally Broughton  
Sue & Dennis Bunday  
Darrel Buttice  
Marvin Calhoun  
Doug Capps  
Barbara Climaldi  
Charlie Clint  
Sarah Coffman  
Mike Cohen

Brian & Virginia Cooper  
Christine Couchot  
Lisa Cronk  
John Danielson  
Dennis & Margaret Davis  
Jannette Day  
Celeste de la Cruz  
Peter Demmitt  
Neal Dietz  
Joana Dinu  
Maureen Doherty  
Marjorie Dreiseszun  
Employers Overload  
Tom & Sara Engel  
Amy Evernden  
F.E. Bennett Company  
James Falvey  
Dave & Kathy Fastenau  
Debbie Freadman  
Gil Frey  
Sandra Gellatly  
Sue George  
Susan Gerritz  
Jeanne Gibson  
Peter Glazer  
Joyce Goodman  
E. David Granum  
Anna Groff  
Cline Hamrick  
Carl Hansen  
Harold & Margaret Taylor Foundation  
Tamara Herdener  
Bill Hildick  
John Hinds  
Korrie Hoekendorf  
Steven Holt  
Kelly Holtz  
Jesse Hostetter Kropf  
Vern Hult  
Carolyn Mae Jackson  
Dante James  
Jacquie Janulis  
Amy Johnson & Jim Quackenbush

Carolyn Jones  
Just Right Awards & Engravings, Inc.  
Al Kato  
Kathy Keene  
Ilse Kindler  
Kleenair Products Company  
Larry Klobertanz  
Rick and Mary Knea  
Karl & Wendy Koch  
Georgene Koontz  
Sean & Shelly Kraljev  
Gene & Diane Kropf  
Lane Powell PC  
Linda Lawler  
Mark & Kathy Lewis  
Al & Terri Lynn Link  
Patricia Mabery  
Kay Mabry  
Thomas Marantette  
Cindy Marker  
Joyce Marshack  
Guy & Lisa Matychuck  
Cathleen & Rodney Mazour  
Bill McCracken  
Susan & Paul Mcelhiney  
Loie Mead  
Lori & Steve Metschan  
Versie Meyer  
Megan Morton O'Harrow  
Phyllis Nakasone  
Jan Natale  
Janet Nelson Reimers  
Mary Lee Nielsen  
John Noran  
Roxanne Olsen  
Elaine Park  
Joanne Peragine  
Steve & Suzanne Perkins  
Dr. Barbara Peterson

Portland Center Stage  
Tyler Presnell  
Nicole & Tommy Quesenberry  
Joelle Rankins Goodwin  
Richard Ransome  
Wanda Rice  
Bob & Kate Ristau  
Ann Roberts  
Dr. John M. Sanchez  
Kim Satterthwaite  
Kate Schiewe  
James Sider  
Yacita Simonsen  
Alice Simpson  
PJ Smith  
Southwest Office Supply  
H. Richard Steinfeld  
Kate Stoltz  
Betellu Studenicka  
Scott C. Stuhl  
Justine Sutton  
Donna & Phil Taylor  
Dwight Terry  
Gail Tester  
Cheryl Tonkin  
Natalie & David Van Hook  
Linda van Loben Sels  
Roz & Lynn Vancil  
Peeranut Visetsuth  
Joann Wall  
Nona Wasson  
Welikesmall  
Carolyn Mae Wheatley  
Frank Wildgrube  
Kurt Wildgrube  
Rana Wildgrube  
Zachary Wildgrube  
Jerry Wilkins  
Andrew Wong



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





## 2017 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.

### 2017 OFFICERS

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Brett Baker

#### President-Elect

Teri Bowles-Atherton

#### Vice President

Jeff Deering

#### Secretary

Melissa Damm

#### Assistant Treasurer

Cheryl Zander

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Carla Stenberg

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Ron Bennett

Anjene Bryant

Ron Carr

David Cohen

Mike Cohen

Aubrey Davis

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Bruce Ellis

Jeremy Emerson

Thom Faller

Cindi Fraser

Sarah L. Friend

Linda Gunselman

Scott Guptill

Susan Halsten

Darci Hansen

Raymond (Ray) G. Hanson

Ebony Harris

Leslee Heinrichs

Natasha Holstein

Patty Hoppe

Richard Horswell

Amy Johnson

Dave Keckes-Chartrey

Brian Kelso

Larry Klobertanz

Dan Lenzen

Helen Lewis

Peter Mack

David McCall

Joni Marsch

Shannon McBride

Scott McCarty

Liza McQuade

Melanie Means

Kirk Newell

John O'Hanlon

Tracy Olsen

Bill Poppino

Carolyn Poppino

Breanna Probasco-Canda

Brenda Ray Scott

Toshiko Seeman

Linda Sheron

Karis Stoudamire-Phillips

Cheri Stuller

Dave Todd

Gordon V. Walker

Joe Weber

Rod Weick

Mark Williams

Nancy Wolf

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Gail Campbell

Diane Deardorff

Nancy Hopkins

Jim Lasher

Norma Manning

Versie Meyer

Teke Mohill

Richard Ransome

Ron Rentfrow

Christee Sweeney

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Governor Kate Brown

Dick Clark

Gerry Frank

Clayton Hannon

Mike Humphrey

Bill Love

Janet R. Lueddemann

Police Chief Mark

Marshman

Jeff Miller

Jim Stahl

Richard Stetson, Jr.

Mayor Ted Wheeler

Bill Wyatt

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Marcia Apperson

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Floyd Bennett

Rita Bladow

Al Bullier, Jr.

Sue Bunday

Darrel Buttice

Larry Campbell

Doug Capps

Frank Chinn

Norm Daniels

Dan Durkin

James L. Franzen

Rolf Glerum

Leslie Goodlow

Robert Hansen

Bill Hildick

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Jim Larpenteur

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