

PORTLAND ROSE FESTIVAL

2017 ANNUAL REPORT

PORTLAND ROSE FESTIVAL FOUNDATION

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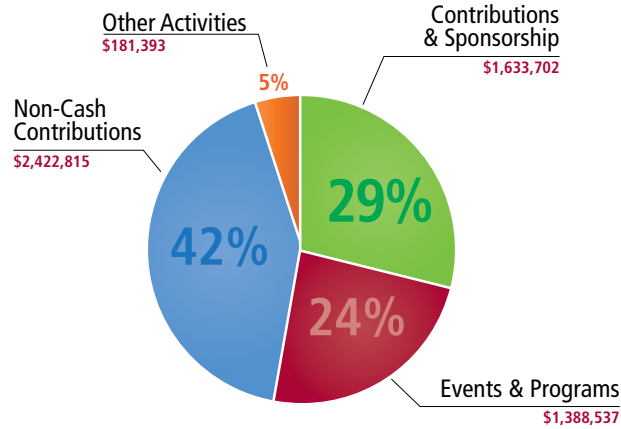




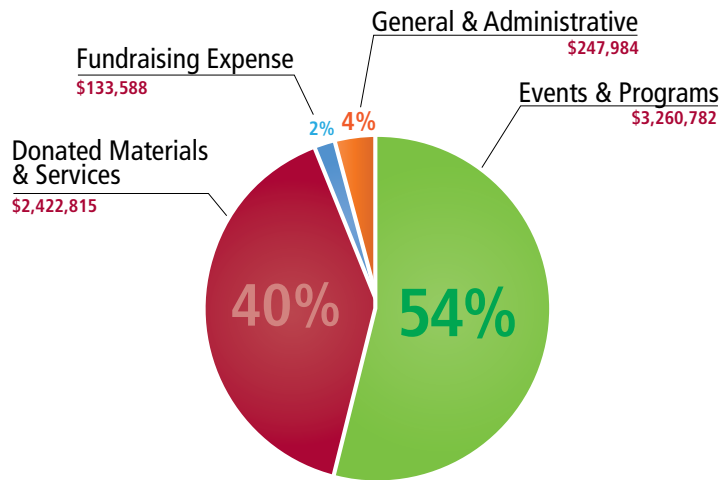
THE PORTLAND ROSE FESTIVAL FOUNDATION FINANCIAL OVERVIEW

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:

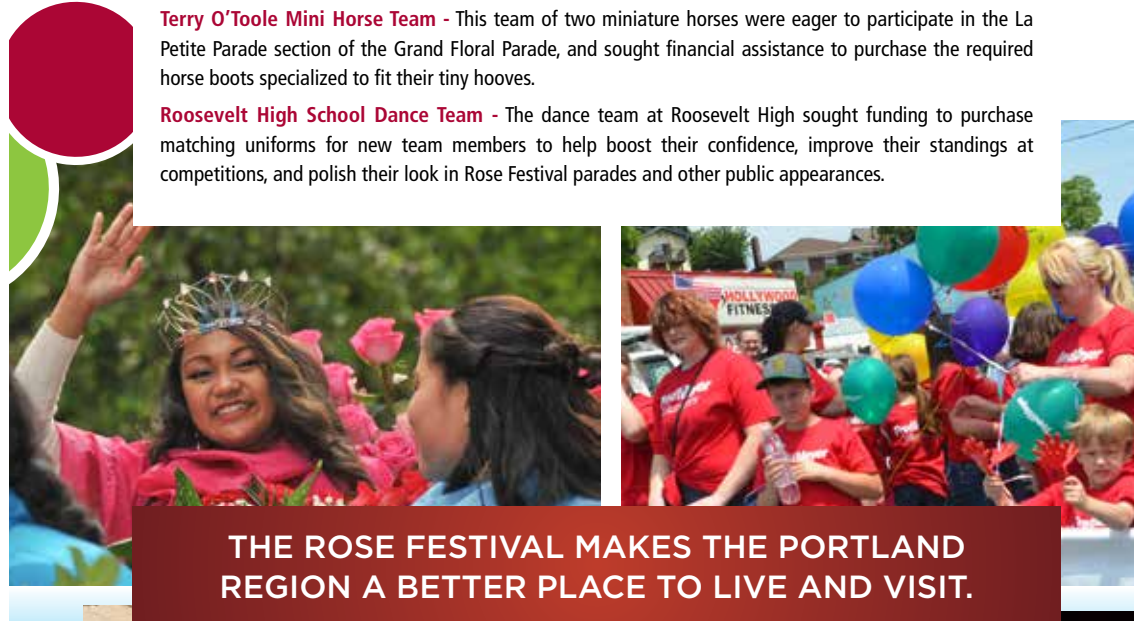
Portland-Kaohsiung Sister City Association - Shu-Te Marching Band - Portland's sister city ties with Taiwan culminate annually during Rose Festival with a visit from the Shu-Te Commercial High School Marching Band. This grant provided scholarships for two Shu-Te students' travel expenses.

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

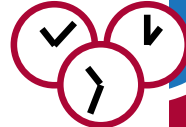


3,600

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



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.**



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[^] in Economic Impact for the Portland-Metro region

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





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
Cambia 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
Bettelu 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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President-Elect

Teri Bowles-Atherton

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Jeff Deering

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Melissa Damm

Assistant Treasurer

Cheryl Zander

Treasurer

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Ron Bennett

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David Cohen

Mike Cohen

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Bruce Ellis

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Cindi Fraser

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Linda Gunselman

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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

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Joe Weber

Rod Weick

Mark Williams

Nancy Wolf

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Gail Campbell

Diane Deardorff

Nancy Hopkins

Jim Lasher

Norma Manning

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