



# PORTLAND ROSE FESTIVAL 2018 ANNUAL REPORT

## PORTLAND ROSE FESTIVAL FOUNDATION

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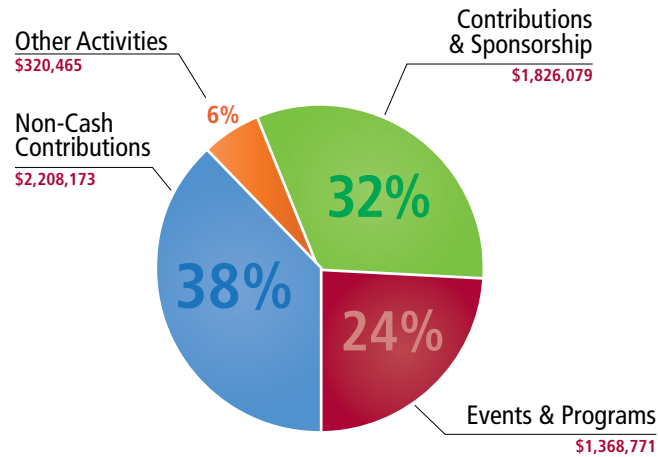




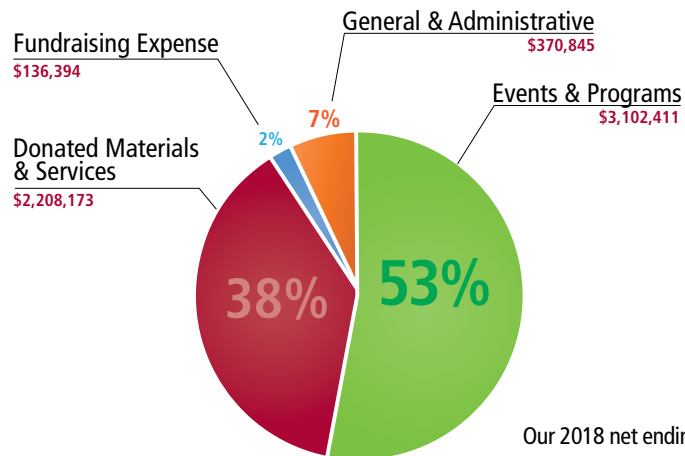
## PORTLAND ROSE FESTIVAL FOUNDATION FINANCIAL OVERVIEW

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

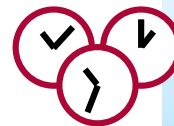
**45,000** attend the Junior Parade



## 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** <sup>^</sup> in Economic Impact for the Portland-Metro region

<sup>^</sup>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 Pacific Power Foundation Marcia Randall**  
**Dave & Joan Stoner Winco Foods 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 Metteer  
 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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Leslee Heinrichs

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Patty Hoppe

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Dayna Kirk

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Helen Lewis

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Kirk Newell

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Tracy Olsen

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Carolyn Poppino

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Joe Weber

Rod Weick

Mark Williams

Nancy Wolf

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Cindi Fraser

Nancy Hopkins

Jim Lasher

Norma Manning

Versie Meyer

Richard Ransome

Ron Rentfrow

Christee Sweeney

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Dorothy Boothe

Governor Kate Brown

Dick Clark

Gerry Frank

Clayton Hannon

Janet R. Lueddemann

Jeff Miller

Police Chief Danielle

Outlaw

Richard Stetson, Jr.

Mayor Ted Wheeler

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Floyd Bennett

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Rolf Glerum

Leslie Goodlow

Robert Hansen

Bill Hildick

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Dudley Strain

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