THE PORTLAND ROSE FESTIVAL FOUNDATION IS STABLE

2016 ROSE FESTIVAL REVENUE - $6,229,660

- Events & Programs: $5,890,419 (94%)
- Unencumbered Donations: $231,824 (4%)
- Other Activities: $107,417 (2%)

2016 ROSE FESTIVAL EXPENSES - $6,273,610

- Events & Programs: $5,865,083 (94%)
- General & Administrative: $221,592 (4%)
- Unencumbered Donation Costs: $186,935 (3%)

Total Net Assets: $2,439,239

2016 financial information includes all in-kind activity

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 four worthy projects in 2016:

- Vietnamese Community of Oregon - This strong all-volunteer organization sought support to find and fund a location to build its community-built Grand Floral Parade float, which presents the culture of Vietnam and its people in the parade’s International section.
- Spokane Lilac Festival - This volunteer-driven community event in Eastern Washington sought support to refurbish and improve the floral quality of its travelling float, which was part of our Mini-Float program in the Grand Floral Parade.
- Portland Laughter Clubs - What started as the Hawthorne Laughter Club, a marching group entry in the Starlight Parade, grew to include clubs and neighborhoods across the Portland-metro area. Funds were sought to enlarge and enhance this group’s Starlight Parade entry, which brings the power of laughter to the streets of Portland.
- Roosevelt High School Dance Team - The dance team at Roosevelt High was in desperate need of uniforms to boost their confidence and improve their standings at competitions and in public appearances. The team raised nearly all of the funds needed themselves and sought the small remaining balance to their goal from PRFF.

ESSENTIAL CELEBRATION

In 2016, the Rose Festival launched a movement centered around the fact that events aren’t just special, they’re essential. The Essential Celebration campaign reminds people it is important to our culture and our community to come together for a common purpose: to celebrate. This message was shared through television spots on the Rose Festival’s Official Station (KPTV Fox 12 Oregon) and globally through the International Festivals and Events Association (IFEA), where events from around the globe have picked it up and run with it to raise awareness in their own communities. We are proud to be the leaders in developing this positive campaign reminding people that #EventsAreEssential!

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

### 2016 FOUNDATION ACCOMPLISHMENTS

**VOLUNTEER ENGAGEMENT**

- **3,600** Episodic Volunteers gave over **10,000 hours** during the Festival season

PRFF Board Members contributed over **4,934 hours** of leadership planning and producing events & programs in 2016

When multiplied by the National Value of Volunteer Time* $351,862.71 Worth of Time and Talent is Given


**COMMUNITY INVESTMENT**

- **406** Non-Profits Participated
- **118** Schools Participated
- **$38,658** in Tickets Donated to Schools & Non-Profits
- **$4,520** in Grants Provided

**COURT OUTREACH**

- **107** Appearances by the Rose Festival Court
- **Approximately 5,350** receive one-on-one contact with Court Princesses
- An estimated **794,750 people** combined see the Court

**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.**

**ENVIRONMENTAL STEWARDSHIP**

PRFF's award-winning parade clean-up programs celebrated **20 years** of keeping Portland's streets sparking clean in 2016.

**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.

**BRINGING COMMUNITY TOGETHER**

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

- **435,000** attend the Grand Floral Parade
- **315,000** attend the Starlight Parade
- **185,000** attend CityFair
- **44,000** attend the Junior Parade

^From 2012 Economic Impact Assessment conducted by the International Festivals & Events Association.
### 2016 Portland Rose Festival Financial Gifts

**$50,000+** - The Randall Group

**$10,000-$50,000**

- Elmer’s Restaurants
- Poznanski Family Foundation
- Portland Marathon
- Marcia Randall
- Dave & Joan Stoner
- Travel Portland
- Winco Foods Foundation

**$2,001 - $10,000**

- Thorn Faller
- Jim & Lisa Kennison
- Regence BlueCross
- BlueShield of Oregon
- Royal Rosarian Foundation
- RS Management Services
- Carla & Gary Stenberg
- The Standard

**$501 - $2,000**

- Alaska Airlines
- Carolyn Alexander
- Amazon Smile
- Arthur & William Archer De Baw
- Griff & Karen Bailey
- Ron & Beverly Bucback
- Scott Burns
- Frank & Becky Chinn
- Marilyn & Charlie Cline
- David & Patricia Cohen
- Melissa Damm
- Norm & Rickie Daniels
- Conuesta Diaz-Nicolaidis
- Dan Durkin
- Event Medical Services
- Fantastic Traveling Shows
- Garden Bar
- Leslie Goddow-Baldwin
- Hoffman Corporation
- Honey Bucket
- Richard Horwess
- Todd & Stefanie Johnston
- Sue & Larry Klobertanz
- Oregon Beverage Service
- Portland Center Stage
- R. H. Parker/United
- Foundation
- Reser’s Fine Foods
- Carol & Brian Ross
- Voodoo Doughnut
- Gordon & Susan Walker

**$101 - $500**

- Linda Adamson
- Alexana Winery
- Marcia Apperson
- Asset Recovery Group
- Dr. Charold & Rich Baer
- Brett Baker
- Ken Bartell
- Kirk & Polly Bass
- Molly & Jerry Bauck
- Floyd Bennett
- Ron Bennett
- Aimee & Tyler Berg
- Teri Bowles-Altherton
- Arjene Bryant
- Sue & Dennis Bunday
- Heather Burns Eagon
- Darrel Butts
- Cambia Health Solutions
- Dr. Michael & Gail Campbell
- Ron & Jan Carr
- Neal & Anne Christiansen
- Commerce Properties
- Jeff & Alicia Curtis
- Justin Dean
- Diane Deardorff
- Jeff Deering
- Tony DePape
- Double J Construction Inc.
- Chuck & Julia Dungan
- Marlo Eckert
- Bruce Ellis
- Jeremy Emerson
- Tom & Sara Engel
- Exxon Mobil Foundation
- Fisheal Image Marketing
- Dennis & Cindy Fraser
- Fred Meyer Community Rewards
- Linda Fuguta Anderson
- Sue George
- Linda Gunselman
- Scott Gupplin
- Susan & Rich Halsten
- Mike Hannagan
- Darci & Matt Hansen
- Robert & Janie Hansen
- Ray Hanson
- Nancy & Steve Hopkins
- Verna Hult
- Dante James
- Amy Johnson & Jim Quadranbush
- Carolyn Jones
- Brian & Julie Kelso
- Karl & Wendy Koch
- Mack Laa
- Jim Lasher
- Dan Lenz
- LPI Financial
- Peter & Pamela Mack
- Robin Madden
- Norma Manning
- Joni Marsch
- Ron & Louise Masingale
- Ed Maxey
- Scott McCarty
- Bill McCracken
- Melanie Means
- Versie Meyer
- Microsoft
- Teke Mihill
- Joanne Nehler
- John O’Hanlon
- Tracy Olsen
- Oregon Screen Impressions
- Pacific Machinery & Tool Steel Co.
- Ron Pacific Mobile Structures, Inc.
- Jim & Carla Park
- Ron Pfeifer
- Bill Popino
- Carolyn Popino
- Portland General Electric
- Nicole & Tommy Quisenberry
- Ron & Laura Rentfrow
- Vicky Rice
- SCI 3.2
- Alan & Linda Scott
- Dan & Tosh Seeman
- Shadrain
- Linda Sheron
- Susie Silva-Strommer
- Mark & Connie Skoglund
- Kelly Stover
- The Partners Group
- The Quarry
- Gerrit Tisdal
- Dave & Kathleen Todd
- Trans American Import, Inc.
- Jack Vilenre
- Joe Weber
- Rod Weck
- Patricia Wilber
- Nancy Wolf
- Cheryl Zander

**Up to $100**

- Linda & John Aleks
- Janell Alexander
- American Precision, Inc.
- Anonymous
- Anonymous
- Dave Astin
- Jacqueline Begemann
- Jim Birnay
- Dorothy Boothe
- Mike & Rosemary Bostwick
- Barbara Brennan
- Brightwater Media
- Jackie Broox & Jeff Dowen
- Larry Campbell
- Doug Capp
- Sharon Chin
- Kendra Comford
- Christine Couchot
- Aubrey Davis
- Dennis & Magge Davis
- Gene Dietz
- Maureen Doherty
- Jenny Doner
- Megan & Tim Dornin
- Rodney Edseron
- Electrical Distributing Inc.
- Employers Overload
- Reinhart & Wilhelm Engemann
- F.E. Bennett Company
- Farmhouse Café
- Dave & Kathy Fastenau
- Cathy Felder
- Betty Jean Fernandez
- Fiesta Parade Floats
- Five Star Optical Supply
- Patricia Geringer
- Susan Gerritz
- Rolf Gluren
- Joyce Goodeman
- E. David Granum
- Amy Green
- Bob & Sharon Gregg
- Hamilton Events
- Frances Hama
- Harold & Margaret Taylor Foundation
- Tamara Herdner
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- Carolyn Mae Jackson
- Jackson & Tracey Jackson
- Jacqui Janulis
- Carolyn N. Jones
- Don & Dawn Jones
- Just Right Awards & Engraving, Inc.
- Jean Karl
- Kleenair Products Company
- Steven & Benut Kling
- Georgene Koontz
- Lane Powell PC
- Laserwerks Awards
- Sue Lindstrom Grabich
- Al & Teri Lynn Link
- Rosanna Linnell
- Bill Love
- Irene Matyas
- Lori & Steve Metchan
- Megan Morton O’Harow
- Laverne Myles-Bryant
- Phyllis Nakasone
- Norm Newman
- Don Nielsen
- Beverly Nove
- John Noran
- Oregon Leather Company
- Oregon Sports Authority Foundation
- Elaine Park
- Meredith Park
- Mr. Ryan Patrick
- Joanne Parergine
- Barbara Peterson
- Jennifer Petraglia
- Portland Winterhawks
- Providence Health & Services
- Janet Reimers
- Danita Ruic Stevens
- John M. Sanchez
- Alix Sandbothe
- Kimberly Satterwaite
- Carolyn Schieve
- Terry Schwartz
- Brenda Ray Scott
- Seattle Commodores

Special thanks to the Royal Rosarians, Rose Society and the City of Portland. Your tremendous support is greatly appreciated.
2016 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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