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

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.
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


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

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.

ECONOMIC IMPACT

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.
2017 PORTLAND ROSE FESTIVAL FINANCIAL GIFTS

$50,000+ - The Randall Group

$10,001-$50,000 - Elmer’s Restaurants
Power Foundation

Marcia Randall
Dave & Joan Stoner

$2,001 - $10,000

Carlyn Alexander
Jim & Lisa Kennison
Royal Rosarian Foundation

Carla & Gary Stenberg

$501 - $2,000

411 Productions
Alaska Airlines
Marcia Apperson
Brett & Carolyn Baker
Teri Bowles-Atherton & Jerome Arthurton
Cambia Health Solutions Fund of The Oregon Community Foundation

Frank Chinn
Marcy Clinton
David & Patricia Cohen
Diane Deardorff
Contesa Diaz-Nicolaidis
Elmer’s Restaurants
ExtenuMobil Foundation
Dr. Thompson Faller
Linda Fuqua Anderson
Scott Gupillow
Hoffman Corporation
Richard Horswell
Keith McInow
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

Jack Vilendre
Joe Weber
Rod Weick
Weirdo Productions/
Paramount Studios
Yuki Wildgrube
Mark Williams

Nancy Wolf
Kelly & Andrew Wong
Cheryl Zander

Patty Hoppe
Andrea Hull
Breanna Jackson
Jacquie Janulis
Carolyn Jones
Davie Keeske-Chartrey
Brian Kelso
Jim & Elsie Lasher
Dan Lenzan
Helen Lewis
Norma Manning
David McCaul
Scott McCarty
Mark McGirr

Sandra Gellaty
Sue George
Susan Geritz
Geri Geiber
Cindy Marker
Joyce Marshack
Guy & Lisa Matyshuck
Cathleen & Rodney Mazour
Bill McCracken
Susan & Paul McPherson
Loo Mead
Lori & Steve Meetsman
Verse Meyer
Megan Morton O’Harro
Phyllis Nakaskone
Jan Natale
Janet Nelson Reimers
Mary Lee Nielsen
John Noran
Romane Olsen
Elaine Park
Joanne Peragine
Steve & Suzanne Perkins
Dr. Barbara Peterson

Up to $100

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 Dolerty

Marjorie Dreiszeuz
Employers Overload
Tom & Sara Engel
Amy Everdend
FE. Bennett Company
James Falvey
Dave & Kathy Fastenau
Debbie Freadman
Gil Frey

Sandra Gellaty
Sue George
Susan Geritz
Geri Geiber
Cindy Marker
Joyce Marshack
Guy & Lisa Matyshuck
Cathleen & Rodney Mazour
Bill McCracken
Susan & Paul McPherson
Loo Mead
Lori & Steve Meetsman
Verse Meyer
Megan Morton O’Harro
Phyllis Nakaskone
Jan Natale
Janet Nelson Reimers
Mary Lee Nielsen
John Noran
Romane Olsen
Elaine Park
Joanne Peragine
Steve & Suzanne Perkins
Dr. Barbara Peterson

Portland Center Stage
Tyler Preoll
Nicole & Tommy Quivenby
Jolee Rankin & Goodwin
Richard Ransome
Wanda Rice
Bob & Kate Ristau
Ann Roberts
Dr. John M. Sanchez
Kim Satterwaite
Kate Schevee
James Sider
Yacta Simonson
Alice Simpson
PJ Smith
Southwest Office Supply
H. Richard Steinfield
Kate Stolitzu
Bettelu Studenicky
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
Peeranat Visetsuth
Joanne Wall
Nona Wasson
Welkiesmall
Carlyn Mae Wheatley
Frank Wildgrube
Kurt Wildgrube
Rana Wildgrube
Zachary Wildgrube
Jenny Wilkins
Andrew Wong

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