PORTLAND ROSE FESTIVAL FOUNDATION FINANCIAL OVERVIEW

In 2019, the Portland Rose Festival Foundation held expenses and increased revenues to result in a $98,926 improvement over 2018. This includes ending the fiscal year with a net surplus of $76,266. This can be invested in improvements to our mission-based events and programs, and invested in the PRFF’s reserve fund which currently has a balance of $640,394.

2019 ROSE FESTIVAL REVENUE: $7,606,299

- Contributions & Sponsorship: $1,907,984 (25%)
- Events & Programs: $1,448,504 (19%)
- Non-Cash Contributions: $3,867,493 (51%)
- Other Activities: $382,381 (5%)

2019 ROSE FESTIVAL EXPENSES: $7,530,033

- Fundraising Expense: $134,573 (2%)
- General & Administrative: $425,807 (6%)
- Donated Materials & Services: $3,867,493 (51%)
- Events & Programs: $3,102,160 (41%)

Other Activities

Our 2019 net ending assets are $2,216,054

ROSE FESTIVAL HONORS

In 2019, the Portland Rose Festival Foundation launched its first annual Rose Festival Honors luncheon to celebrate the power of mentorship. The Foundation selected Sheila Holden of Pacific Power as the inaugural honoree because she founded the Rose Festival Court mentorship program in 2005, impacting the lives of scores of young women and mentors alike. Keynote speaker Sadie Lincoln, co-founder and CEO of barre3, spoke about the power of women supporting women, and 2009 Rose Festival Queen Rachel Seeman relayed her personal story of the major impact mentorship has had on her life and her career, starting with her mentorship experience from her time on the Rose Festival Court. This new fundraising event raised awareness about a side of Rose Festival many never see, and the generosity of attendees helped contribute to the Festival’s overall financial success in 2019.

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

EVENTS & PROGRAMS THAT GIVE BACK TO THE COMMUNITY ARE OUR PRIORITY.
2019 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

3,700 Episodic Volunteers gave over 14,000 hours during the Festival season

PRFF Board Members contributed over 4,455 hours of leadership planning and producing events & programs in 2019

When multiplied by the National Value of Volunteer Time* $356,020 Worth of Time and Talent is Given


BRINGING COMMUNITY TOGETHER

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

440,000 attend the Grand Floral Parade
335,000 attend the Starlight Parade
185,000 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.

COMMUNITY INVESTMENT

NON-PROFIT & SCHOOL ENGAGEMENT
203 Non-Profits Participated
136 Schools Participated
$32,905 in Tickets Donated to Schools & Non-Profits
$2,000 in Small Grants Provided

COURT OUTREACH
81 Appearances by the Rose Festival Court
Approximately 4,000 receive one-on-one contact with Court Princesses
An estimated 785,500 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.
## 2019 Portland Rose Festival Financial Gifts

<table>
<thead>
<tr>
<th>Amount Range</th>
<th>Donor Category</th>
<th>Donors</th>
</tr>
</thead>
<tbody>
<tr>
<td>$50,000+</td>
<td>The Randall Group</td>
<td></td>
</tr>
<tr>
<td>$10,000-$50,000</td>
<td>Elmer’s Restaurants, Pacific Power Foundation</td>
<td>Marcia Randall</td>
</tr>
<tr>
<td>$2,000 - $10,000</td>
<td>Dave &amp; Joan Stoner, Winco Foods</td>
<td>Portland Open</td>
</tr>
<tr>
<td>$501 - $2,000</td>
<td>Alaska Airlines, Carolyn Alexander</td>
<td>Marcia Apperson, Brett Baker, Molly &amp; Jerry Bauck, Carol &amp; Brian Ross, Selectron Technologies, Carla &amp; Gary Stenberg, The Portland, Portland, Curio Collection by Hilton</td>
</tr>
</tbody>
</table>

### 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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