

Portland Rose Festival

2015 ANNUAL REPORT

PORTLAND ROSE FESTIVAL FOUNDATION

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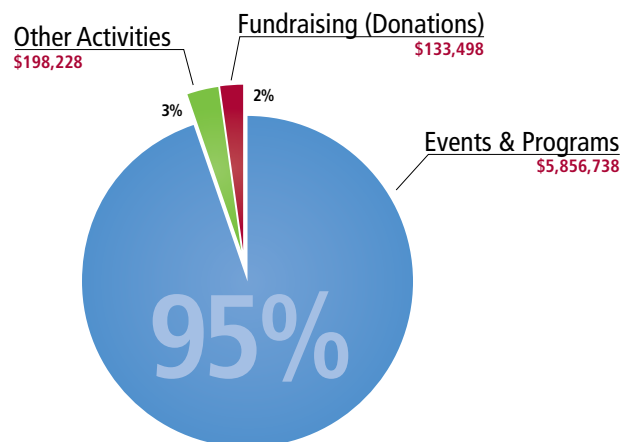




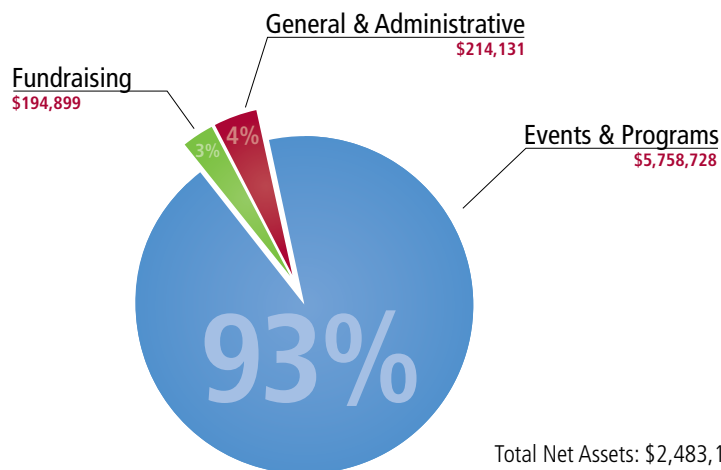
THE PORTLAND ROSE FESTIVAL FOUNDATION IS STABLE

The PRFF has "tucked away" a total of \$600,000 toward our goal of having a healthy reserve fund of \$1 million. This "rainy day fund" will keep the festival going if a major weather event or other interruption occurs.

2015 ROSE FESTIVAL REVENUE - \$6,188,464



2015 ROSE FESTIVAL EXPENSES - \$6,167,758



Total Net Assets: \$2,483,189

2015 financial information includes all in-kind activity.



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



2015 IFEA AWARDS

The Portland Rose Festival consistently receives accolades in the events industry from the International Festivals & Events Association (IFEA), including designation as Best Festival in the World in 2007 and 2011. Awards received in 2015 include:

GOLD	Best Children's Programming: Fred Meyer Junior Parade
GOLD	Best Event Within an Event to Benefit a Cause: Boys & Girls Aid
GOLD	Best New Promotion Activity: Women of Power
GOLD	Best Individual Sponsor Follow-Up Report: Alaska Airlines
GOLD	Best Miscellaneous Onsite Decor: Portland Brewing Co. Beer Tap
SILVER	Best Green Program
SILVER	Best Full Length TV Program (local): Grand Floral Parade
SILVER	Best Event Promotional Photograph: Princess Mini-Me
SILVER	Best Emergency Preparedness & Risk Management Plan for an Event: CityFair
SILVER	Best Targeted Sponsor Solicitation/Proposal: Regence BCBSO
SILVER	Best Single New Sponsorship Opportunity: Starlight After-Party presented by Lyft
BRONZE	Grand Pinnacle - Best Festival over \$1.5 Million
BRONZE	Best Community Outreach: Court
BRONZE	Best New Event: Starlight After-Party
BRONZE	Best Event Within an Existing Event: Fleet Week
BRONZE	Best Event Invitation: Petals, Pearls & Superheroes Dinner & Auction
BRONZE	Best Miscellaneous On-Site Decor: Beaverton Honda RoZone Scrim
BRONZE	Best Vendor/Supplier : Funtastic Traveling Shows

ROSE FESTIVAL GIVES GRANTS

The Portland Rose Festival implemented a new small grants program in 2014. In its second year, the Foundation was pleased to provide grant awards to these worthy projects in 2015:

Bethel Economic Development Corp. - Black Roses Gala - This event honored and celebrated former Rose Festival Queens of color, African-American Princesses, Royal Rosarians and other legendary citizens.

Hawthorne Laughter Club - As a relatively new community walking group in the Starlight Parade, the club sought assistance to expand its presence and spread its positive message - laughter is good for you!

American Legion Post 180 - "The Moving Wall" - In commemoration of the 50th anniversary of the Vietnam War, a half-sized replica of the Vietnam Memorial Wall is traveling around the United States, and visited Milwaukie in 2015.

Vietnamese Community of Oregon - This strong volunteer organization sought a new frame for its self-built Grand Floral Parade float, which presents the culture of Vietnam and its people in the parade's International section.

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.



PORTLAND ROSE FESTIVAL FOUNDATION MISSION

- ★ 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. ★



2015 FOUNDATION ACCOMPLISHMENTS

Serving the Community

- The Rose Festival generates over \$75 million in local economic impact annually
- Boys & Girls Aid was named the 2015 Official Charity of the Rose Festival as it celebrated its 130th anniversary. With the goal of raising awareness that every child deserves a family, Boys & Girls Aid was incorporated into the Grand Floral Walk, Rose Festival CityFair, Junior Parade, and the Grand Floral Parade
- The Portland Rose Festival provided a platform for 29 community events to be recognized as a Sanctioned Event of the Rose Festival, drawing nearly 200,000 attendees combined
- The Rose Festival's three parades have over seven miles of combined viewing space for spectators, and along each parade route families come out in force (815,000 of them in 2015) to enjoy the entertainment - for free
- A total of 174 Rose Festival ticket packages with a combined value of \$36,831 were donated to local non-profits for their auctions, raffles, and fundraising efforts
- The Make-A-Wish Foundation was featured in the Grand Floral Parade on the Alaska Airlines float with the story of a teenage boy whose wish to spend relaxing family time in Hawaii came true, raising awareness for this exceptional non-profit and its impact on local families
- Friends of the Children was featured in the Grand Floral Parade with a special entry

Promoting the Arts

- The Rose Festival Character Clown Corps provides the opportunity for everyday adults to learn the performing art of clowning, and entertain audiences at all three parades, CityFair and numerous Rose Festival promotional events
- The top finalists in the Rose City Sing-Off a cappella competition were featured in front of a huge live television audience, as each group performed during the Grand Floral Parade telecast
- Winners of the International Youth Silent Film Festival were featured in the Grand Floral Parade, honoring the creativity of the world's finest young filmmakers
- The One More Time Around Again Marching Band maintained its massive numbers (400 strong) by participating in the Starlight and Grand Floral Parades, promoting the importance of continuing adult music education and performance

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

Promoting Education

- \$52,500 in scholarships were provided to the fifteen members of the Rose Festival Court, thanks to the generosity of The Randall Group
- Each Princess on the Rose Festival Court was paired with a mentor, all female executives from the business community including Unitus Community Credit Union, who shared their wisdom and support
- Three Rose Festival Living History characters engaged hundreds of third grade students, providing a lesson in the history of Portland life from a century ago in a way that textbooks or computers can't provide
- New Living History Character Rosie the Riveter carried a powerful message that resonated with women of all ages: "We Can Do It!"

Promoting Volunteerism

- The 15 members of the 2015 Rose Festival Court brought the spirit of Rose Festival to eleven local senior centers and three children's hospitals, brought Princess Power to the Special Needs Prom, and helped curtail invasive species by completing a restoration project with SOLVE at Baltimore Woods in North Portland.
- 3,600 Rose Festival volunteers gave over 10,000 hours of their time on a wide variety of events and projects

Valuing Environmental Responsibility

- Strategies for recycling paper, plastics and glass from Rose Festival CityFair diverted 3.8 tons of material that would have otherwise been sent to the landfill
- CityFair food vendors collected oil from their deep fryers and turned it over to Oregon Oils for recycling, amassing a total of 2.8 tons of oil and converting it to fuel
- The Rose Festival introduced Cleanest & Greenest tips to our social media platforms and website, with slogans like "Less is MORE" and "Pack it in, Pack it Out" parade-goers were encouraged to keep Portland clean
- Thanks to Festival partner Portland General Electric, wind energy acquired from its renewable power program was used to cover the 120,000+ kilowatt hours needed for the 13-day run of Rose Festival CityFair, and avoided the release of more than 100,000 pounds of CO2
- Of the waste collected at the Starlight Parade, with approximately 325,000 route viewers, over 2 tons was cleared from the streets of Portland and of that, nearly 1.5 tons of recycled material was diverted from the landfill

Valuing Cultural Diversity

- Portland's nine Sister Cities and their cultures were featured in the "Window on the World" section of the Spirit Mountain Casino Grand Floral Parade

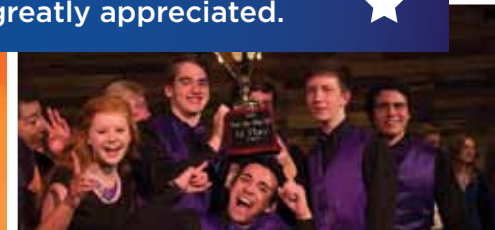
Valuing Patriotism

- Members of the US military were featured in the "Live Fearless" section of the Grand Floral Parade
- Veterans, Reservists, and Active Military plus one guest were welcomed into Rose Festival CityFair free of charge for the entire run of the event

Valuing our Floral Heritage

- The 2015 Official Rose, a florabunda named "Velvet Majesty," generated a \$2 donation to PRFF for every bush sold, courtesy of Dennis' 7 Dees
- Thelma Hollingsworth, the first elected Rose Festival Queen, was recreated as a living history character in replica full regalia, and was featured in elementary school presentations as well as the Grand Floral Parade

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





2015 PORTLAND ROSE FESTIVAL FINANCIAL GIFTS

Over \$50,000 - The Randall Group

\$10,001-\$50,000 - Elmer's Restaurants Pacific Power Foundation Marcia Randall Dave & Joan Stoner

\$2,001 - \$10,000

Norm & Rickie Daniels
Jim & Lisa Kennison
Poznanski Family
Foundation
Royal Rosarian Foundation
Carla & Gary Stenberg
The Standard
Winco Foods Foundation

\$501 - \$2,000

Alaska Airlines
Carilyn Alexander
Marcia Apperson
Arthur & William Archer-
De Bow
Ken Austin
Griffin T. Bailey
Kirk & Polly Bass
Rita & Bud Bladow
Cambria Health
Frank & Becky Chinn
Marilyn Clint
Melissa Damm
Contesa Diaz-Nicolaidis
Brian & Debbie Dunham
Dan Durkin
Event Medical Services
Thom Faller
Sarah & Todd Friend
Funtastic Traveling Shows
Joanne Gillespie
Leslie Goodlow
Linda & Craig Gunselman
H M Wine Distributing, LLC
Carl Hansen
Hilton Portland & Executive
Tower
Hoffman Corporation
Honey Bucket
Richard Horswell
Hotel Rose
Norma & Bill Manning
Joanne Nehler
Oregon Beverage Service

Portland Center Stage
Reser's Fine Foods
RH Parker United Foundation
Carol & Brian Ross
RS Management Services
Schwabe Williamson &
Wyatt, P.C.
Jack Vilandre
Voodoo Doughnut
Gordon & Susan Walker

\$101 - \$500

Best Western Plus Northwind
Inn & Suites, Tigard
American Precision, Inc.
Malaika Amon
Dave Astin
Atlas Supply, Inc.
Charold & Rich Baer
Bailey Design Partners
Brett Baker
Bank of America
Ken Bartell
Molly & Jerry Bauck
Ruth Bentley
Best Western Inn at the
Meadows
Dorothy Boothe
Teri Bowles-Atherton
Kimberly & Stephen Bown
Sally & Hal Broughton
Sue & Dennis Bunday
Don & Myrna Butler
Martha Calhoun
Gail & Michael Campbell
Lance Cannon
Ron Carr
Lily Casias
Charity Partners Foundation
Dick & Liz Clark
David & Patricia Cohen
Mike Cohen
Kendra Comerford
Commerce Properties
Jeff & Alicia Curtis
Diane Deardorff
Jeff Deering

Dennis' 7 Dees Landscaping &
Garden Centers
Toni DePeel
Electrical Distributing Inc.
Bruce Ellis
Exxon-Mobil Foundation
Nick Fish
Doug Fish & Michele DeCourcy
Fishead Image Marketing
Gerry Frank
Cindi & Dennis Fraser
Fred Meyer Community
Rewards
Linda Fuqua Anderson
Sue George
Roberta Gilley
E. David Granum
Scott Gupta
Susan & Rich Halsten
Mike Hannegan
Darci & Matt Hansen
Ray Hanson
Bill Harmon
Bill & Nancy Hildick
Nancy & Steve Hopkins
Patty Hoppe
Hotel Eastlund
Hotel Modera
Hub World Travel
Vern Hulit
Jacquelyn Janulis
Todd & Stefanie Johnston
Candee & Roger Jones
Larry & Sue Klobertanz
Karl & Wendy Koch
Mack & Rhonda Lai
Jim & Elsie Lasher
Dan Lenzen
Rosanna Linnell
Deborah Lord
Bill & Sylvia Love
LPL Financial
Kay & James Mabry
Peter & Pam Mack
Joni Marsch
Ed Maxey
Scott McCarty
Bill McCracken

Carole McDonald
Mark McGirr
Mell Meredith
Steve & Lori Metschan
Versie Meyer
Monarch Hotel &
Conference Center
Joanne Nehler
Randy Norgart
John O'Hanlon
Oregon Screen
Impressions, Inc.
Pacific Machinery &
Tool Steel Co
Pacific Mobile
Structures, Inc.
Dr. Barbara Peterson
Bill Poppino
Carolyn Poppino
Portland General
Electric
Portland Marathon
Portland Winterhawks
Quality Inn
Ron & Laura Rentfrow
Residence Inn
Riverplace
Vicky Rice
Rivers Edge Hotel
& Spa
Kristen Rogers
Royce's Prop Shop
SCI 3.2
Brenda Ray Scott
Shedrain
Linda Sheron
Ashley Sider & Levi
Kropf
Les Smith
Rick Steinfeld
Stevens-Ness Law
Publishing Co.
The Benson Hotel
Dave & Kathleen Todd
Joe Weber
Mark Williams
Nancy Wolf
Cheryl Zander
Steve & Diane Zusman

Up to \$100

Linda Adamson
Aflac
Linda & John Aleskus
Janell Alexander
Amazon Smile
Anonymous 1
Anonymous 2
Anonymous 3
Bethany Asheim
Kathie Bagley
Adam & Lauren Baker
Bank of Oswego
Banner Bank
Bill Barry
Jacquie Begemann
Ron Bennett
Lori Biddlecome
Julia Blue Moon Coffee
Jim Bomay
Mike & Rosemary Bostwick
Barbara Brennan
James Brennan
Lynn H. Brokaw
Cindy Buck
Kelly Butler Holtz
Cain Petroleum
Jan Caplener
Kevin Caplener
Doug Capps
Jay Carleton
Regina Chambers
Bob Chanly
Sharon Chin
CK Communications
Barbara Climaldi
Charlie Clint
Linda Cohn
James Combe
Bryan & Virginia Cooper
John Danielson
Lindsay Davies
Aubrey Davis
Jannette Day
Suzanne Day
Christina Diss
Rochelle Dobson
Jenny Dörner
Double J Construction Inc
Marjie & Neil Dreiseszun
Joni Dykeman
Rodney Eckerson
Mitzi Ellis
Employers Overload
Reinhart Engelmann
Denise Erlenbusch
F.E. Bennett Company
Farmhouse Café
Dave and Kathy Fastenau
Cathy Felder
Fiesta Parade Floats
Leslie Fisher
Five Star Optical Supply
Debbie Freadman
Lori Gastineau
Brian Geraths
Jeanne Gibson
Rolf Glerum
Tony Gonzalez

Joyce Goodman
Rose Green
Karen Halloran
Kimberly Hammond
Robert & Janie Hansen
Jim & Monica Harbolt
Harold & Margaret Taylor
Foundation
Lin Hledik
Thao Hoang Nguyen
Mark Hurt
Sally Jacklin
Jim Fisher Motors Inc.
Amy Johnson
Joint Council of Teamsters #37
Carolyn Jones
Ted Jordan
Just Right Awards &
Engraving, Inc
Ron Karsten
Kathy Keene
James Kennedy
Robert & Barbara Kern
Tyler King
Kleenair Products Company
Rick & Mary Knea
Georgene Koontz
Ron Koos
Lane Powell PC
Jim Larpenteur
Rhonda Laycoe
Wendi Lee
Greg Lint
Hillman Lueddemann
Janet R. Lueddemann
Dr. John M. Sanchez
Markram Properties, LLC
Doxie McCaw-Cook
Molly McDade Hood
Dorothy Miller
Megan Morton O'Harrow
Sabra Myers
Phyllis Nakasone
Kevin Neal
Norm Newman
Don Nielsen
Jolene Nolen
John Noran
Sandra Ovesen O'Connor
Oregon Leather Company
Oregon Maritime Museum
Elaine Park
Ryan Patrick
PayPal Giving
Pets First Priority Pet Care
Rosemary Petty
Sue Pisha
Juli & Dan Porter
Sheila Powell
Nicole & Tommy Quesenberry
Wanda Rice
David Rich
Ann Roberts
Larry Rodman
Pat Rose
Steve Ryder
Tom & Shirley Sagerser
Dr. John Sanchez
Alex Sandbothe
Dan & Tosh Seeman

James Shackelford
Kathy Shaffer
Yacita Simonsen
Mark & Connie Skoglund
Marsha Smith
Andrea Somma
Scott Staggs
Dick Stetson
Jeannette Stone
Christine Stonesifer
Paula Stratton
Jordan Stratton
Scott Stuhl
Emily Sullivan
Teresa Swartz

Christee Sweeney
Kham Sythavongsa
Koann Tan
Kathy Taylor
Gail Tester
Trans American Import, Inc
Natalie Van Hook
Adeena Wade
The Warneke Group
Nona Wasson
Caron Welch
Carolyn Wheatley
Jerry Wilkins
Chris Wolfe





2015 BOARD OF DIRECTORS

The Portland Rose Festival Foundation Board of Directors is the governing body of Portland's Official Festival.

Board Commitment

Directors donated their time and talent on 21 committees, giving a total of 6,614 hours in 2015. Combined cash, in-kind, corporate giving, and volunteer hours for everyone listed here exceeds half a million dollars: **\$555,362!**

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