

PORTLAND ROSE FESTIVAL

2016 ANNUAL REPORT



PORTLAND ROSE FESTIVAL FOUNDATION

1020 SW Naito Parkway Phone: 503.227.2681
Portland, OR 97204 Fax: 503.227.6603

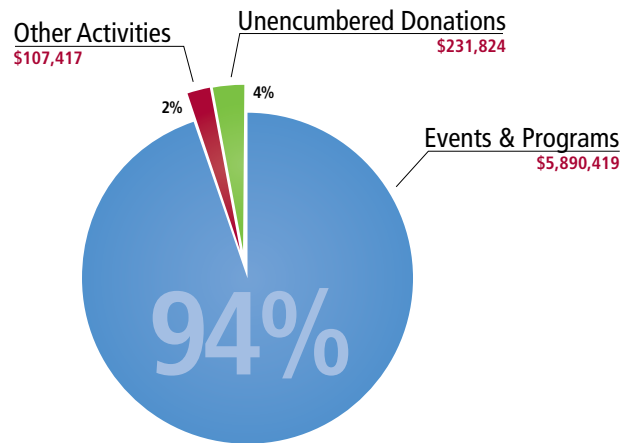
Email: info@RoseFestival.org
Website: www.RoseFestival.org



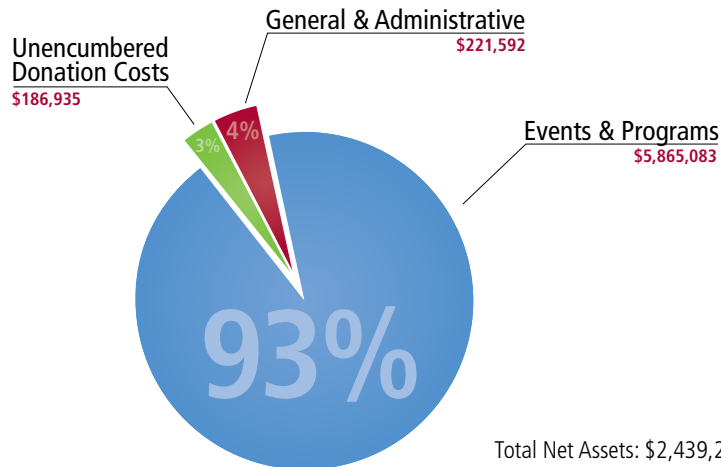


THE PORTLAND ROSE FESTIVAL FOUNDATION IS STABLE

2016 ROSE FESTIVAL REVENUE - \$6,229,660



2016 ROSE FESTIVAL EXPENSES - \$6,273,610



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.

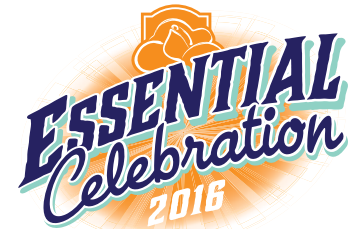
Spokane Lilac Festival - This volunteer-driven community event in Eastern Washington sought support to refurbish and improve the floral quality of its traveling float, which was part of our Mini-Float program in the Grand Floral Parade.

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.



2016 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

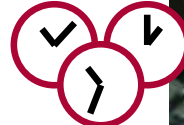


3,600

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

*2015 Bureau of Labor Statistics data, indexed by Independent Sector in April 2016.

COMMUNITY INVESTMENT

NON-PROFIT & SCHOOL ENGAGEMENT

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



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



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.



ENVIRONMENTAL STEWARDSHIP

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



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**.





2016 PORTLAND ROSE FESTIVAL FINANCIAL GIFTS

\$50,000+ - The Randall Group

**\$10,001-\$50,000 - Elmer's Restaurants
Pacific Power Foundation
Poznanski Family Foundation
Portland Marathon**

**Marcia Randall
Dave & Joan Stoner
Travel Portland
Winco Foods Foundation**

\$2,001 - \$10,000

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

\$101 - \$500

Linda Adamson
Alexana Winery
Marcia Apperson
Asset Recovery Group
Atlas Supply, Inc.
Dr. Charold & Rich Baer
Brett Baker
Ken Bartell
Kirk & Polly Bass
Molly & Jerry Bauck
Floyd Bennett
Ron Bennett
Aimee & Tyler Berg
Teri Bowles-Atherton
Anjene Bryant
Sue & Dennis Bunday
Heather Burns Eagon
Darrel Buttice
Cambria Health Solutions
Michael & Gail Campbell
Ron & Jan Carr
Neal & Anne Christiansen
Commerce Properties
Jeff & Alicia Curtis
Justin Dean
Diane Deardorff
Jeff Deering
Toni DePeel
Double J Construction Inc
Chuck & Julia Dungan
Marlo Eckert
Bruce Ellis
Jeremy Emerson
Tom & Sara Engel
Exxon Mobil Foundation
Fishead Image Marketing
Dennis & Cindi Fraser
Fred Meyer Community
Rewards
Linda Fuqua Anderson

Sue George
Linda Gunselman
Scott Guptill
Susan & Rich Halsten
Mike Hannegan
Darci & Matt Hansen
Robert & Janie Hansen
Ray Hanson
Nancy & Steve Hopkins
Vern Hulit
Dante James
Amy Johnson & Jim
Quackenbush
Carolyn Jones
Brian & Julie Kelso
Karl & Wendy Koch
Mack Lai
Jim Lasher
Dan Lenzen
LPL Financial
Cambria Health Solutions
Robin Madden
Norma Manning
Joni Marsch
Ron & Louise Masingale
Ed Maxey
Scott McCarty
Bill McCracken
Jeff Deering
Versie Meyer
Microsoft
Teke Mohill
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 Poppino
Carolyn Poppino

Portland General
Electric
Nicole & Tommy
Quesenberry
Ron & Laura Rentfrow
Vicky Rice
SCI 3.2
Alan & Linda Scott
Dan & Tosh Seeman
Shedrain
Linda Sheron
Susie Silva-Strommer
Mark & Connie
Skoglund
Kelly Stover
The Partners Group
The Quarry
Gerri Tisdell
Dave & Kathleen Todd
Trans American
Import, Inc.
Jack Vilendre
Joe Weber
Rod Weick
Patricia Wilber
Nancy Wolf
Cheryl Zander

Up to \$100

Linda & John Aleskus
Janell Alexander
American Precision, Inc.
Anonymous 1
Anonymous 2
Dave Astin
Jacqueline Begemann
Jim Bomay
Dorothy Boothe
Mike & Rosemary Bostwick
Barbara Brennan
Brightwater Media
Jackie Brocka & Jeff Downen
Larry Campbell
Doug Capps
Sharon Chin
Kendra Comerford
Christine Couchot
Aubrey Davis
Dennis & Margie Davis
Gene Dent
Maureen Doherty
Jenny Dorner
Megan & Tim Doumit
Rodney Eckerson
Electrical Distributing Inc.
Employers Overload
Reinhart & Wilhelma Engelmann
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 Glerum
Joyce Goodman
E. David Granum
Amy Green
Bob & Sharon Gregg
Hamilton Events
Frances Hanna
Harold & Margaret Taylor
Foundation
Tamara Herdener

Bill Hildick
Steven Holt
iGive
Carolyn Mae Jackson
Jackson & Tracey Jackson
Jacquie Janulis
Carolyn N. Jones
Don & Dawn Jones
Just Right Awards
& Engraving, Inc.
Jean Karich
Kleenair Products Company
Steven & Beruit Kling
Georgene Koontz
Lane Powell PC
Larry Campbell
Lasenwerks Awards
Sue Lindstrom Grabish
Al & Terri Lynn Link
Rosanna Linnell
Bill Love
Irene Matyas
Lori & Steve Metschan
Megan Morton O'Harrow
LaVerne Myles-Bryant
Phyllis Nakasone
Norm Newman
Don Nielsen
Beverly Noe
John Noran
Oregon Leather Company
Foundation
Elaine Park
Meredith Park
Mr. Ryan Patrick
Joanne Peragine
Barbara Peterson
Jennifer Petraglia
Portland Winterhawks
Providence Health & Services
Janet Reimers
Danita Ruzic Stevens
John M. Sanchez
Alix Sandbothe
Kimberly Satterwaite
Carolyn Schiewe
Terry Schwartz
Brenda Ray Scott
Seattle Commodores

Kathy Shaffer
Ashley Sider & Levi Kropf
Edward & Roxanne
Sienkiewicz
Yacita Simonsen
Alice Simpson
Danielle Siver
Bridget Smith
PJ Smith
Susan Spitzer
Scott Staggs
Richard Stetson, Jr.
Brandon Stokes & Kristi Brown

Jeannette Stone
Christine Stonesifer
Bettelu Studenicka
Scott Stuhl
Summa Real Estate Executives
Gail Tester
United San Antonio Pow Wow, Inc.
Fernando Villarreal
Adeena Wade
Jeannine Walker
Jerry Wilkins
Mark Williams
Mark & Mae Yee



**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.

2016 OFFICERS

President

Frank Chinn

President-Elect

Brett Baker

Vice President

Arthur Archer De Bow

Secretary

Teri Bowles-Atherton

Assistant Treasurer

Griffin T. Bailey

Assistant Treasurer

Carla Stenberg

Directors

Ron Bennett

Tim Bishop

Karen Bonelli-Sanquist

Anjene Bryant

Lance Cannon

Ron Carr

Lily Casias

David Cohen

Mike Cohen

Melissa Damm

Aubrey Davis

Jeff Deering

Contesa Diaz-Nicolaidis

Jimmy Drakos

Bruce Ellis

Jeremy Emerson

Thom Faller

Cindi Fraser

Sarah L. Friend

Linda Gunselman

Scott Guptill

Susan Halsten

Darci Hansen

Raymond (Ray) G. Hanson

Bill Harmon

Leslee Heinrichs

Patty Hoppe

Richard Horswell

Amy Johnson

Dave Keckes-Chartrey

Brian Kelso

Larry Klobertanz

Jim Lasher

Dan Lenzen

Peter Mack

Joni Marsch

Shannon McBride

Scott McCarty

Liza McQuade

Melanie Means

Kirk Newell

John O'Hanlon

Tracy Olsen

Carolyn Poppino

Bill Poppino

Breanna Probasco-Canda

Brenda Ray Scott

Toshiko Seeman

Linda Sheron

Karis Stoudamire-Phillips

Cheri Stuller

Dave Todd

Gordon V. Walker

Joe Weber

Rod Weick

Mark Williams

Nancy Wolf

Cheryl Zander

Directors Emeritus

Sally Broughton

Gail Campbell

Diane Deardorff

Nancy Hopkins

Norma Manning

Versie Meyer

Teke Mohill

Richard Ransome

Ron Rentfrow

Christee Sweeney

John Wykoff

Honorary Directors

Dorothy Boothe

Governor Kate Brown

Dick Clark

Dave Etchepare

Gerry Frank

Mayor Charlie Hales

Clayton Hannon

Bill Love

Janet R. Lueddemann

Jeff Miller

Police Chief Larry O'Dea

Rick Saturn

Richard Stetson, Jr.

Bill Wyatt

Past Presidents

Robert Ames

Marcia Apperson

Ken Bartell

Floyd Bennett

Rita Bladow

Al Bullier, Jr.

Sue Bunday

Darrel Buttice

Larry Campbell

Doug Capps

Norm Daniels

Dan Durkin

James L. Franzen

Rolf Glerum

Leslie Goodlow-Baldwin

Robert Hansen

Bill Hildick

Dale Johnson

Todd Johnston

Mack Lai

Jim Larpenteur

Hillman Lueddemann

Mark McGirr

Bob Nordlander

James Osborne

Jim Robb

Rick Steinfeld

Dudley Strain

Dave Sweeney

Kathy Taylor

Eldon Tichenor

Gerri Tisdell

