



PORTLAND ROSE FESTIVAL 2022 ANNUAL REPORT

PORTLAND ROSE FESTIVAL FOUNDATION

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  @PDXRoseFestival
 @PortlandRoseFestival

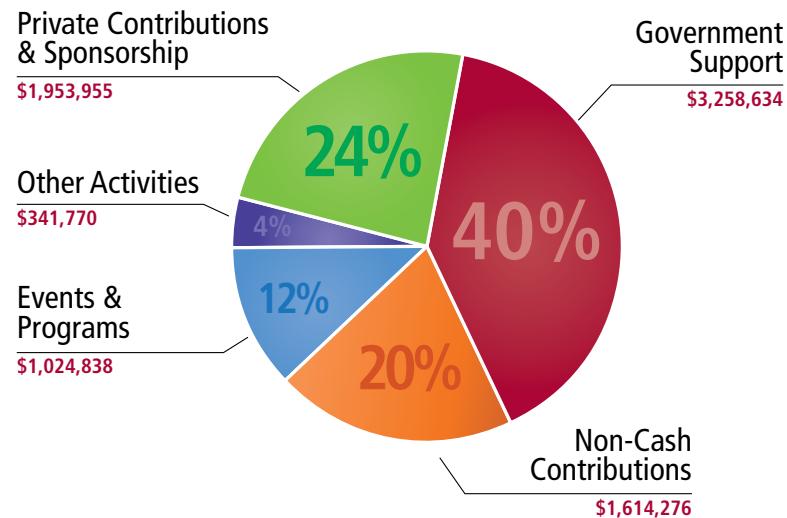




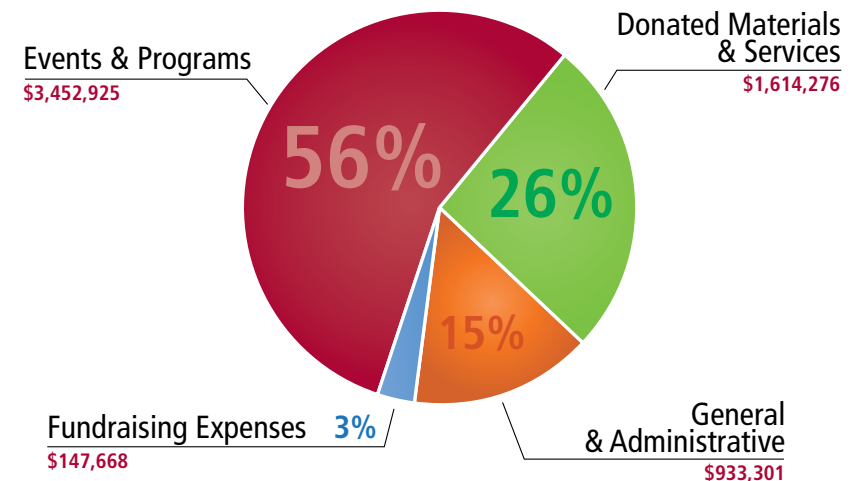
PORTLAND ROSE FESTIVAL FOUNDATION FINANCIAL OVERVIEW

In 2022, the Portland Rose Festival Foundation was proud to stage a return of its large-scale world-class events, uniting the Portland community in celebration following a two-year hiatus. The Foundation continued to pursue all possible avenues of support to fund the Festival's comeback, including significant commitments from our corporate sponsors, supporters, and the philanthropic community. Federal government funding through the Shuttered Venue Operators Grant (SVOG) was awarded during the 2022 FY, providing a significant reimbursement for eligible expenses during the pandemic (March 2020 through June 2022). This infusion of funds allowed us to make more than a one million dollar investment in the 2022 Rose Festival, and contribute a portion of the year-end surplus to our reserve fund, also known as our "rainy day fund," which now stands at \$1,640,394.

2022 ROSE FESTIVAL REVENUE: \$8,193,473



2022 ROSE FESTIVAL EXPENSES: \$6,148,170



Net Operating Loss (Not Including Government Support Revenue): \$1,213,331
Net Surplus With Government Support: \$2,045,303

Our 2022 net ending assets are \$4,099,900

2022 FOUNDATION ACCOMPLISHMENTS

The Portland Rose Festival hosted the Rose City Reunion in 2022, making a full comeback with large scale world-class events to unite Portland's citizens and visitors for three weeks in May & June.



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.

ROSE FESTIVAL COURT OUTREACH

presented by Unitus Community Credit Union

15 Rose Festival Princesses selected

\$52,500 in scholarships awarded



54 Appearances by the Rose Festival Court

reached over **2,700** in the community

5 Community service projects benefitting children, seniors, and those experiencing food insecurity

An estimated **432,700** people combined saw the Court

NON-PROFIT & SCHOOL ENGAGEMENT

56 Non-Profits Participated

88 Schools Participated

PRFF donated nearly **\$7,500** in tickets and items to community fundraising events



Part of Portland's Comeback Story



Rose Festival CityFair and Fleet Week reinvigorated Governor Tom McCall Waterfront Park for three weekends. The CareOregon Starlight Parade brought thousands of spectators – and positive energy – back to Portland's downtown core. The Grand Floral Parade returned to Portland's inner east side with a portion of the route revived from the 1950's. Thousands of children in the Fred Meyer Junior Parade marched through Portland's Hollywood District.

BRINGING THE COMMUNITY TOGETHER

200,000 attended the Spirit Mountain Casino Grand Floral Parade

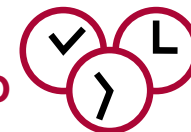
54,000 attended CityFair

30,000 attended the Junior Parade

200,000 attended the Starlight Parade

VOLUNTEER ENGAGEMENT

2,500 Episodic Volunteers gave over **11,000** hours of service during the Festival season



Special thanks to the City of Portland, the Royal Rosarians and the Portland Rose Society. We are incredibly grateful for your tremendous support!



2022 PORTLAND ROSE FESTIVAL FINANCIAL GIFTS

Received in FY 2022 (November 1, 2021 – October 31, 2022)

\$50,000+ - The Randall Group

U. S. Small Business Administration (SBA)

\$10,001-\$50,000 - Elmer's Restaurants

Pacific Power Foundation

Marcia H. Randall Foundation

Travel Oregon

Travel Portland

\$2,001 - \$10,000

Melissa Damm &
Keith McNown
Royal Rosarian Foundation
The Standard

Oregon Beverage
Recycling Coop
(BottleDrop)
Pacific Machinery &
Tool Steel Co
PGE Employee
Giving Match
Portland Nursery
R.H. Parker
United Foundation
Carol & Brian Ross
Selectron Technologies
Dave & Kathleen Todd
Cheryl Zander

Cambia Health Solutions
(Employee Match)
Gail Campbell
Ron Carr
Richard Clark
Lynn Clary
Terry Clelan
Ms. Charlie M. Clint
Brian & Virginia Cooper
Jeff Curtis
Pam Damm
John M. Danielson
Jennifer Deas
Shari Dunn
Kathryn Durkin
Bruce Ellis
Jeremy & Shelly Emerson
Dave & Kathy Fastenau
Rachel Ferguson
Robert Frailey
James L. Franzen
Fred Meyer Rewards
Marilyn Fultz
Debby Gentzen
Patricia Geringer
Jasmine Goodwin
Susan & Richard Halsten
Tiffany Hammer
Michael Lynn Hannegan
Corey & Steve Hanson
Raymond Hanson
Tamara Herdener
Korrie Hoeckendorf
Sheila Holden
Natasha Holstein
Stephen & Nancy Hopkins
Patty Hoppe
Andrea E & David Hull

Manisha Jain
Amy Johnson
John Johnson
Dave Keckes-Chartrey
Brian Kidd
Dayna Kirk
Georgene Koontz
Jim Lasher
Brandon & Kelly Manning
David McCall
Sue McGraw &
Bob Owens
Kurt Misar
Moda Health
Colin & Malinda Murphy
Steven Nemer
Kirk Newell
Valerie & James Nias
Terri Norwood
Tracy Olsen
Monica Olson
Mary & Joseph Portillo
Ron & Laura Rentfrow
David Rianda
Vicky Rice
Nancy Rohde
Kristin Russo
Tom & Shirley Sagerser
Brenda Ray Scott &
Dana Gray Scott
Toshiko Seeman
Linda Sheron
Connie Shipley
Susie Silva-Strommer &
Geoff Strommer
Paul J. Smith Jr.
JJ Spriet
Geneane Stahl

\$501 - \$2,000

Alaska Airlines
Carilyn Alexander
Tam Allison
Marcia Apperson
Kassie & Adam Auler
Dr. Charold & Rich Baer
Brett Baker
Rita Bladow
Teri Bowles-Atherton
Marilyn Clint
David & Patricia Cohen
Diane Deardorff
Contesa Diaz-Nicolaidis &
Cristo Nicolaidis
Dan & Marilyn Durkin
Marlo Eckert
Funtastic Shows, Inc.
Leslie Goodlow
Linda Gunselman
Scott Guptill
Hoffman Corporation
Mr. Everett Jack
Todd & Stefanie Johnston
Candee & Roger Jones
Janet R. Lueddemann
Versie Meyer
OMTAAMB

\$101 - \$500

Amazon Smile
Christine Andersen
Jan Andersen
Erica Baldwin-Jackson &
Arthur Jackson
Bank of the West
Toija Beutler
Bill R. McCracken
Accounting, Tax and
Financial Services
Gail Black
Kimberly Bown
Dr. Keylah Boyer
Suzanne Bunday
Mr. Ron & Beverly Burbuck
Scott Burns
Heather Burns Eagon
Darrel Buttice
Shannon Callahan

Carla Stenberg
Karis Stoudamire-Phillips
Christy Strong
Donna & Phil Taylor
Dwight Terry
Don Thacker & Jim Wolleck
The Standard
Employee Matching
Gwen Thompson
Nicole Tuite
Roz Vancil
Adeena Wade
Patricia Wahlstrom Wilber
Gordon & Susan Walker
Mike Ware
Jack & Heather Weast
Seth Wickremaratchi
Arthur Woeste
Kerry Yu

Up to \$100

Janell Alexander
Kerry Anderson
Anonymous
Adam & Lauren Baker
Ian Benz
Dorothy Boothe
Mike & Rosemary Bostwick
Colleen Bourassa
Kimberly Branam
Sally Broughton

Kelly Butler Holtz
Michaela Canete
Michelle Carter
Ivy Drentlaw
Tom & Sara Engel
Kimberley Eve
Dr. Thompson Faller
Lori Fink
Gerry Frank
Rose Fuller
Theresa Galati
Dorothy Gerlach
Eric Gerlach
Susan Gerritz
Joyce Goodman
Leslie Goodnight
Andrew Gray
Christi Groleau Houser
Kristi Hagerman
Rosemary Hamilton
Nancy Hartman
Bill Hildick
Avis Hodges
Macie House
Richard K Jarvis
Donna Jennison &
Kristen Ellsworth
Kelly Johnson
Cheaquetta Johnson
Karl Koch
Callie Krevanko
Shirley Kronquist

Julie Lee
Pamela Lemar
Elaine Lowell
Soumaly Luangphasy
Megan Lundahl
Scott May
Cheryl McClain
Carla McKelvey
Loie Margaret Mead
Lori & Stephen Metschan
Mandy Morgan
Vadim Mozyrsky
Suhasini Mujumdar
Kathryn Guerins Neely
Kathleen Neill
Norm Newman
John Noran
Elaine Park
Guillermo Patino
PayPal Giving Fund
John & Paula Penrod
Joanne Peragine
Drs. Frank &
Barbara Peterson
Ron Pfeiffer
Kathi Prewitt
Richard Ransome
Sabra Isabel Reed

Regence Employee Match
Genesis Renton
Charles Robison
Molly Rogers
Alix Sandbothe
Kim Satterthwaite
Marilyn Schultz
Kathy Shaffer
Frederick Shea
Linda Sheron
Kathy Smith
Kim Smith
Brian & Mary Stewart
Scott Stuhl
Justine Sutton
Donna Swanson Ramirez
Eric Swehla
Trish Tulley
UKOGF Foundation
Fernando Villarreal
Christine Vlasman
Kate Weaver
Lynn Weigand
Carolyn Wheatley
Tanya Wilkins
Linda Williams
Fred M. & Jane S. Wong
Sharon Wynde

Significant In-Kind Contributors

96.3 WayFM
adidas
AIA Image Marketing
Alaska Airlines
All Classical
Alpha Media
Artslandia
Audacy Portland
Cedar House Media
Comcast/Xfinity
Cort Furniture Rental
Diageo
Floral Design Institute
Fred Meyer

iHeart Media Portland
KPTV FOX 12 Oregon
KSLM
Latin Media NW
Oak Knoll Winery
Occuscreen
Outfront Media
Pamplin Media Group
Poison Waters
Portland Business Journal
Rose City Float Designs
The Oregonian Media Group
The Wine Group
Wild Roots





2022 BOARD OF DIRECTORS

The Portland Rose Festival Foundation Board of Directors is the governing body of Portland's Official Festival, made up of local leaders who make a year-round commitment to implement the Foundation's mission. This working board stepped up in 2022 to re-activate Rose Festival event planning committees, dedicating their time and talent to ensure the success of the Festival's post-pandemic return. We are incredibly grateful for the commitment and leadership of these extraordinarily dedicated volunteers!

2022 OFFICERS

President

Dave Todd

President-Elect

Contesa Diaz-Nicolaidis

Vice President

Carla Stenberg

Secretary

Jeremy Emerson

Treasurer

Dayna Kirk

Assistant Treasurer

Kirk Newell

Directors

Mary Abbott Portillo

Tam Allison

Kassie Auler

Erica Baldwin-Jackson

Anjene Bryant

Ron Carr

David Cohen

Mike Cohen

Melissa Damm

Jeff Deering

Francis Doo

Marlo Eckert

Bruce Ellis

Dr. Thompson Faller

Ebony Foreman

Linda Gunselman

Scott Guptill

Darci Hansen

Corey Hanson

Raymond Hanson

Leslee Heinrichs

Natasha Holstein

Patty Hoppe

Amy Johnson

John Johnson

Dave Keckes-Chartrey

Dan Lenzen

Helen Lewis

Peter Mack

David McCall

Paul Meyer

Valerie Nias

Terri Norwood

Brenda Ray Scott

Toshiko Seeman

Linda Sheron

Geneane Stahl

Karis Stoudamire-Phillips

Nicole Tuite

Gordon V. Walker

Jack West

Seth Wickremaratchi

Nancy Wolf

Cheryl Zander

Directors At Large

Paul Davis

Jamal T. Fox

JJ Spriet

Directors Emeritus

Sally Broughton

Gail Campbell

Diane Deardorff

Susan Halsten

Nancy Hopkins

Jim Lasher

Norma Manning

Versie Meyer

Richard Ransome

Christee Sweeney

Honorary Directors

Dorothy Boothe

Governor Kate Brown

Dick Clark

Gerry Frank

Clayton Hannon

Police Chief Chuck Lovell

Janet R. Lueddemann

Cheryl McClain

Jeff Miller

Ron Rentfrow

Richard Stetson, Jr.

Dwight Terry

Mayor Ted Wheeler

Past Presidents

Robert Ames

Marcia Apperson

Brett Baker

Ken Bartell

Rita Bladow

Teri Bowles-

Atherton

Al Bullier, Jr.

Sue Bunday

Darrel Buttice

Larry Campbell

Doug Capps

Frank Chinn

Dan Durkin

James L. Franzen

Leslie Goodlow

Robert Hansen

Bill Hildick

Todd Johnston

Mack Lai

Jim Larpenteur

Mark McGirr

James Osborne

Jim Robb

Rick Steinfeld

Dudley Strain

Dave Sweeney

Kathy Taylor

Eldon Tichenor

Gerri Tisdell

