



PORTLAND
ROSE
FESTIVAL

2023 Annual Report

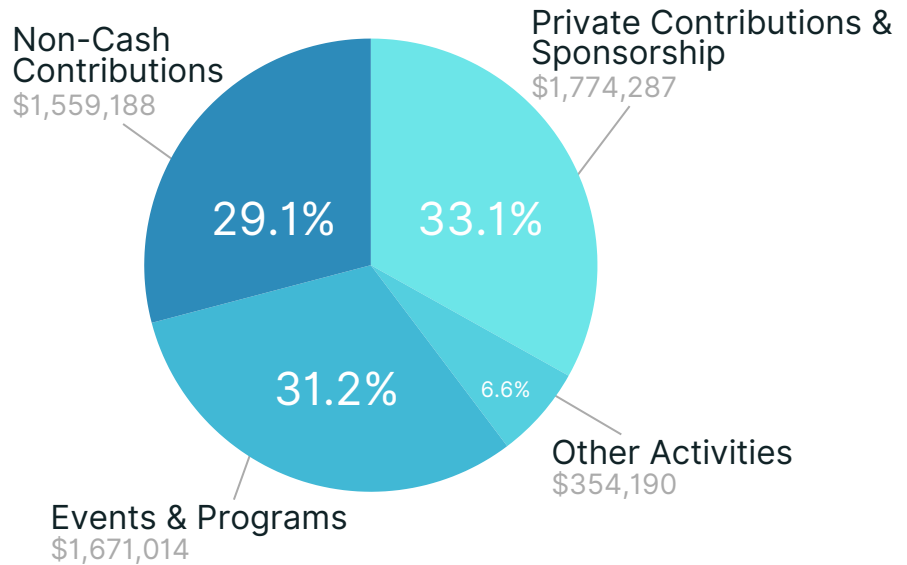
rosefestival.org



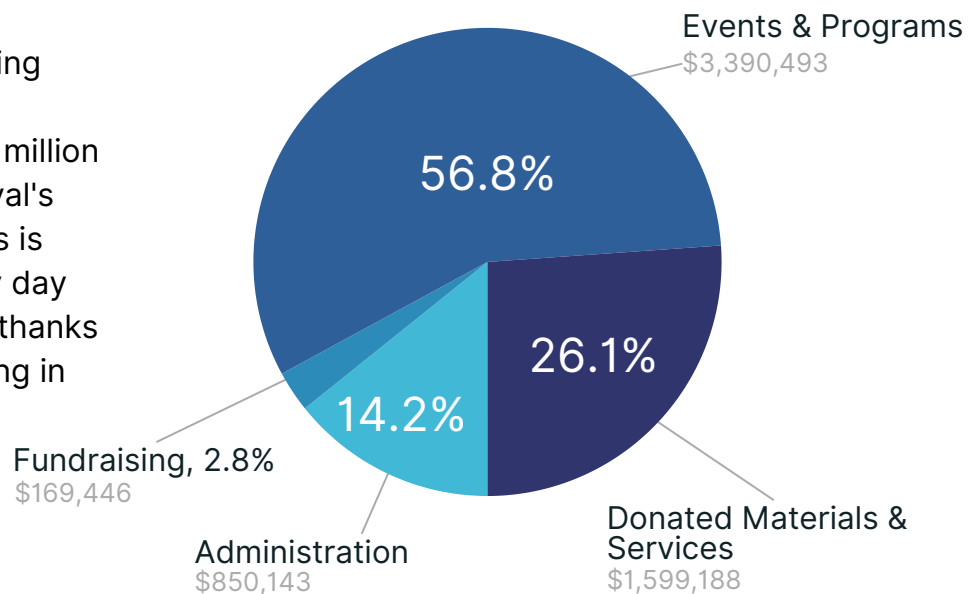
Financial Overview

Since 1907, the Portland Rose Festival Foundation has relied on the support—both cash and in-kind—of donors and sponsors. Only a third of the Foundation's revenue comes from attendance at Rose Festival's events, most of which are free to the public. Post-pandemic, most expenses have gone up 3-12% more than 2019, the most recent pre-pandemic fiscal year. While 2023's incredibly sunny festival season saw a large increase in event attendance—allowing more community members to Focus on Fun at festival events—revenue did not rise enough to keep pace with expenses, resulting in a \$600,000 operating loss. This loss showed a great improvement over 2022's \$1.2 million deficit, proving the Rose Festival's recovery from the COVID years is continuing. Rose Festival 'rainy day fund' is higher post-pandemic thanks to the infusion of federal funding in 2021 and 2022.

Revenue



Expenses





Accomplishments

Rose Festival events and programs attracted more attendees in 2023 than 2022's Rose City Reunion year, as the general public's enthusiasm for convening in large groups and celebrating in event spaces returned, post-pandemic. 10% more people Focused on Fun during the Rose Festival's three parades, and CityFair and Fleet Week saw crowds exceeding pre-pandemic levels. 13% of CityFair guests came from outside the Portland metro region, representing most U.S. states during the three weekends of activities. Rose Festival was able to provide venues for nearly 100 community groups on stages that reached from Waterfront Park to the streets of downtown Portland, and predominantly sunny skies lifted festival-goers' spirits.

Community Engagement

90+

Community groups involved

Onsite Parade Reach

477k

Attendees

CityFair Attendees

87%

Local to Portland-metro

Televised Parade Data

147k

Impressions

Waterfront Reach

128k

Attendees

Website Visits

355K+

April- June



Financial Gifts

Received in FY 2023 (November 1, 2022 - October 31, 2023)

\$50,000 +

The Randall Group

\$10,001 - \$50,000

Elmer's Restaurants

Pacific Power Foundation

Marcia H. Randall Foundation

Travel Oregon

Travel Portland

\$2,001- \$10,000

Intel Involved Volunteer Matching Grant

Oregon Beverage and
Recycling Cooperative

Prosper Portland

The Royal Rosarian Foundation

The Standard

The Estate of Dick Stetson

Dave Drinkward

Marlo Eckert

Leslie Goodlow

Linda Gunselman

Scott Guptill

Nancy Hopkins

Amy Johnson

Dayna Kirk

Jim Larpenteur

Janet R. Lueddemann

Versie Meyer

Terri Norwood

NW Natural

One More Time Around

Again Marching Band

R.H. Parker, III and Roger Lloyd

Aaron Pederson

Portland General Electric

Rosie the Riveter Association

Carol & Brian Ross

Bill Taylor

Nick & Jessica Yoder

Cheryl Zander

\$501-\$2,000

Alaska Airlines Employee Match

Carilyn Alexander

Tam Allison

Dr. Charold & Rich Baer

Brett Baker

Rita Bladow

Teri Bowles-Atherton

Heather Burns Eagon

Marilyn & Charlie Clint

David & Patricia Cohen

Paul Davis

Diane Deardorff

Contesa Diaz-Nicolaidis



2023 ANNUAL REPORT

\$101-\$500

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Frank Chinn
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Fred Meyer Rewards
Patty Gallegos
Eloise Gibson
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Dayrol Griffin
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Mike Hannegan
Raymond G. Hanson
Korrie & Alan Hoeckendorf
Natasha Holstein
Jan & Fred Jensen
Johnson & Johnson
Dave Keckes-Chartrey
Trevor Laine
Jim Lasher
Peter Mack
Norma Manning
John & Jean McCabe
David McCall

Significant In-Kind Contributions

96.3 WayFM
adidas
Alaska Airlines
Alpha Media
Artslandia
Audacy Portland
Cedar House Media
Comcast/Xfinity
Floral Design Institute
Fred Meyer
iHeart Media Portland
KPTV FOX 12 Oregon
KSLM
Lara Media
Latin Media NW
Oak Knoll Winery
Occuscreen
Outfront Media
Pamplin Media Group
Poison Waters
Rose City Float Design
Telemundo Portland
The Oregonian Media Group



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