



# PORTLAND ROSE FESTIVAL 2020 ANNUAL REPORT

## PORTLAND ROSE FESTIVAL FOUNDATION

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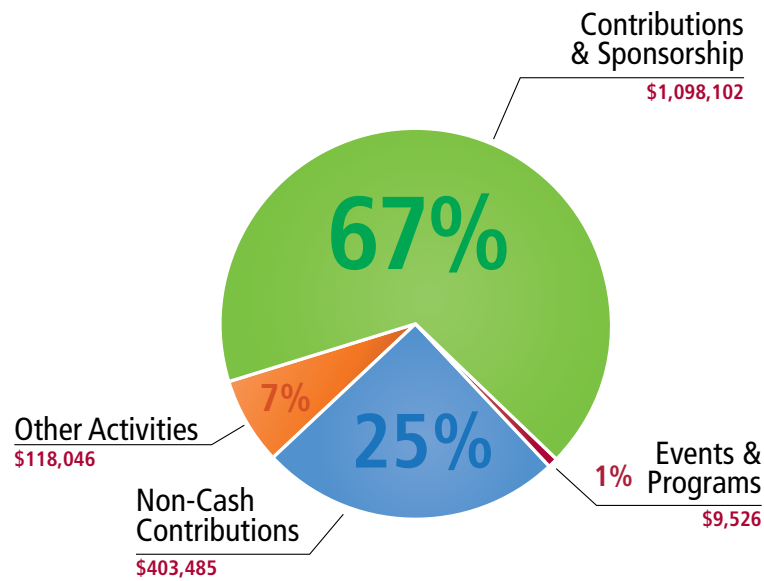




## PORTLAND ROSE FESTIVAL FOUNDATION FINANCIAL OVERVIEW

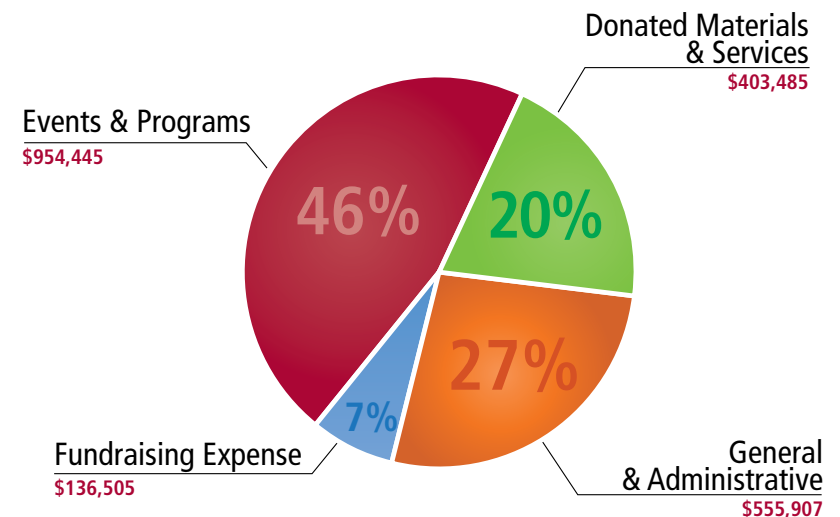
Unforeseen challenges in 2020 took a financial toll on many businesses and non-profit organizations. Thanks to steadfast leadership, difficult decisions, earnest expense reduction, and philanthropic generosity, the Portland Rose Festival's overall losses remained under the half-million dollar loss we were expecting this fiscal year. While a \$421,183 loss is significant, support from sponsors, donors, and government CARES Act funds (specifically the Paycheck Protection Program or PPP) has helped us to "keep the lights on" and maintain basic operations to weather the worst "storm" we've faced in a century. A silver lining in those storm clouds is the fact that, with stringent cash management, we have not yet needed to deplete our reserves - our "rainy day fund" - with a balance of \$640,394. The stormy days continue, and uncertainty remains about when we can get back to producing large scale in-person events. The Portland Rose Festival Foundation WILL persevere by properly stewarding resources and funds, and will be here, as it has for over 100 years, to serve the community when it is safe to do so.

### 2020 ROSE FESTIVAL REVENUE: \$1,629,159



The Portland Rose Festival Foundation needs support from the entire community- the business community, the philanthropic community, and the general public as a whole - until it is safe to hold large-scale gatherings and events again. Rose Festival will provide a welcome celebration following a long isolation, contribute to the healing process to alleviate divisiveness, reinvigorate a unified pride in our community, and revitalize the Rose City.

### 2020 ROSE FESTIVAL EXPENSES: \$2,050,342



Our 2020 net ending assets are \$1,794,871





# 2020 FOUNDATION ACCOMPLISHMENTS

The Portland Rose Festival Foundation's ability to creatively pivot its programming is a testament to its resiliency. When large-scale events were prohibited due to the COVID-19 worldwide pandemic, participatory activities to safely engage the community in their homes served to keep traditions alive, lift spirits, and offer hope in trying times. While these accomplishments look different to those we've shared in the past, we continue to be proud of how staff, Board, and volunteers came together to deliver mission-based programming in 2020.

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

presented by Unitus Community Credit Union

**15** Rose Festival Princesses selected

**\$52,500** in Scholarships awarded



Court outreach touched (from a safe distance) over **1,500** in the community

## VIRTUAL ACTIVITIES & PARADING IN PLACE

Over **400** registered Porches and Rose Gardens participated in Porch Parade

Over **80,000** views of the Porch Parade map

**167** entries submitted for the Grand Petite Parade

**19,400** views of the Grand Petite Parade streaming broadcast

## VIRTUAL FLEET WEEK

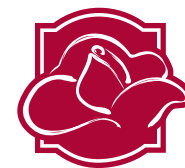
**22** stories shared across **3** platforms reached a combined audience of over **55,000**

## VIRTUAL OPENING NIGHT

**8,100** viewed the recorded/live stream celebration with a concert and "encore" showing of our 2004 Fireworks set to music



## ROSE FESTIVAL ENDURES



Rose Festival has long been a unifying force for the Portland community (1919 Grand Floral Parade).

Rose Festival represents the tradition of celebration and inspiration for a community of friends and followers at home and around the world, providing the promise of hope and constancy in both happy and challenging times.



Despite the tragic flood in May of 1948 that destroyed Vanport, the Rose Festival continued on.





## 2020 PORTLAND ROSE FESTIVAL FINANCIAL GIFTS

Received in FY 2020 (November 1, 2019 – October 31, 2020)

### \$50,000+ - The Randall Group

### \$10,001-\$50,000 - Elmer's Restaurants Pacific Power Foundation Marcia Randall Winco Foods Portland Open

### \$2,001 - \$10,000

Poznanski Family Foundation  
Royal Rosarian Foundation  
Travel Portland  
The Standard  
Carla & Gary Stenberg  
Xfinity

Harold & Margaret Taylor Foundation  
Hoffman Corporation  
Nancy & Steve Hopkins  
Tom Hughes  
Inn at Northrup Station  
Dayna Kirk  
Janet R. Lueddemann  
Meredith Corporation Foundation  
Joanne Nehler  
Pacific Machinery & Tool Steel Co  
Paula Penrod  
Portland General Electric Employee Match  
Portland Nursery  
Vicky Rice  
Carol & Brian Ross  
Selectron Technologies  
Steven Stapp  
Dave & Joan Stoner  
David & Kathleen Todd  
Cheryl Zander

Cambia Health Solutions Employee Match  
Michael & Gail Campbell  
Doug Capps  
Ron & Janet Carr  
Frank Chinn  
Dick & Liz Clark  
Mike Cohen  
Paul & Victoria Davis  
Jeff Deering  
Delta Dental Employee Match  
Francis Doo  
Jeremy Emerson  
Dave & Kathy Fastenau  
Cathy Felder  
Ebony Foreman  
Jamal & Jaimee Fox  
Barb & Jim Franzen  
Fred Meyer Rewards  
Linda Fuqua Anderson  
Joseph Gantt  
Linda & Craig Gunselman  
Susan & Richard Halsten  
Michael Hannegan  
Darci Hansen  
Robert & Janie Hansen  
Raymond G. Hanson & Dionne Foster  
Harlow Hotel  
Klemme & Bettie Herman  
Hewlett Packard Employee Match  
Korrie Hoeckendorf  
Natasha Holstein  
Patty Hoppe  
Andrea Hull  
Hungryman  
Intel Corporation  
Employee Match  
Carolyn Mae Jackson

JBT Corporation  
John Johnson  
Amy Johnson  
Thomas Kain  
Dave Keckes-Chartrey  
Georgene Koontz  
Jim Larpeur  
Jim & Elsie Lasher  
Pam & Peter Mack  
Gary Maffei  
Norma Manning  
David McCall  
McDonald Jacobs, P.C.  
Melanie Means  
Paul Meyer  
Diane Millemann  
Monarch Hotel & Conference Center  
Kirk Newell  
Valerie & James Nias  
John Noran  
Terri Norwood  
John O'Hanlon  
Tracy Olsen  
Christie Owens  
Nate Parr  
Michael Payne  
Phoenix Inn Suites  
Ron & Laura Rentfrow  
David Rianda  
David & Penny Rich  
Brenda Ray Scott  
Tosh Seeman  
Linda Sheron  
Ashley Sider  
Susie Silva-Strommer & Geoff Strommer  
Geneane Stahl  
Karis Stoudamire-Phillips

Grace Stratton  
Kathy Taylor  
The Nines  
Clyde Travis  
University Place Hotel & Conference Center  
Adeena Wade  
Gordon & Susan Walker  
Michael F. & Colleen Ware  
Jack Weast  
Lynn Weigand  
Tanya Wilkins  
Nancy Wolf

Bryan Cooper  
Lisa Curtis  
Sylvie Lakshmi Dady  
Courtney Davis  
Arthur DeBow  
Karen Demedde  
Jenny Dorer  
Shannon Feraus  
Dennis Ferney  
Gail Flesher  
Laura Gazarian  
Sue George  
Patricia & Jack Geringer  
Eric & Dorothy Gerlach  
Victoria Greco  
Desiree Green  
Kim Greenwood  
Kara Griffey  
Haas & Wilkerson  
Maria Harmon  
Nancy Hartman  
Ashley Heichelbech  
Bill Hildick  
Wade Hockett  
Breanna Jackson  
John Jackson  
Jacquie Janulis  
Rich Jarvis  
Christina J. Johnson  
Charles Johnson  
Shona M. Jones  
Althea Jordan  
Amber Alford Kaney  
Rebecca Kirk  
Sue & Larry Klobertanz  
Karl Koch  
Lynn Koetje  
Kelly Laboe  
Terry Lambeth  
Kara Landen  
Linda Lawler

Cynthia Lee  
Kristina Louis  
Leslee Lukosh  
Kelly Luzania  
Suzanne Scarton Malin  
Barbara E. Mamon  
Patricia Matthews  
John & Jean McCabe  
Jessica McIntyre  
Carmen McKibben  
Lori & Stephen Metschan  
Versie Meyer  
Jeanette Moscaret  
Leslie Mundt  
Jan Natale  
Kathleen Neill  
Norm Newman  
Mike Nielsen  
Eunice Noell-Waggoner  
Carolyn Nyseth Jones  
Angel Ocasio  
Anna-Lee Ocasio  
Roxanne Olsen  
Alan Olson  
Oregon Leather Company  
Harriet Ottaviano  
Elaine Park  
Paypal Giving Fund  
Sue Peck  
Drs. Frank & Barbara Peterson  
Ronald E. Pfeifer  
Carolyn Poppino  
Bill Poppino  
Portland PEO Reciprocity Council  
Lovina Query  
Stephanie Quirk  
Richard Ransome  
Isabel Reed  
Ron Reynolds  
Linda Rukke Landen

Karen Sanquist  
Maria T. Santiago  
Kate Schiewe  
Mary See  
Kathy Shaffer  
Patrick Silver  
PJ Smith  
Gregory Smith  
Dan Spoelstra  
Amy Stahl  
Tamara Stephens  
Sean Sterling  
Danita Stevens  
Diane Storer  
Kelly Stover  
Christy Strong  
Mary Suave  
Susan W. Koch Trust  
Christee Sweeney  
Kristen Taylor  
Gail Tester  
Don Thacker & Jim Wolleck  
Tammy Thompson  
Grant Thurston  
Kathy Tolonen  
Alyssa Tolva  
Cheryl Tonkin  
Brian Unflat  
Jana Varner  
Michelle Veenster  
Fernando Villarreal  
Dena Hoffman Whipple  
Linda White  
Linda Williams  
Kathy Winther  
Fred & Jane Wong  
Gary Yates  
Nancy Young

### \$501 - \$2,000

Carilyn Alexander  
Marcia Apperson  
Dr. Charold & Rich Baer  
Brett Baker  
Molly & Jerry Bauck  
Rita & Bud Bladow  
Teri Bowles-Atherton & Jermaine Atherton  
Kimberly & Steve Bown  
Cambia Health Solutions Fund of the Oregon Community Foundation  
Marilyn & Charlie Clint  
David & Patricia Cohen  
Tracy Curtis  
Jeff & Alicia Curtis  
Melissa Damm & Keith McNow  
Norm Daniels  
Diane Deardorff  
Contesa Diaz-Nicolaidis  
Dan & Marilyn Durkin  
Marlo Eckert  
Bruce Ellis  
Dr. Thompson Faller  
Funtastic Shows, Inc.  
Leslie Goodlow  
Scott Guptill

### \$101 - \$500

Alaska Airlines  
Amazon Smile  
American Precision, Inc.  
Christine Andersen  
Anonymous #1  
Asset Recovery Group  
Kassie Auler  
Erica Baldwin  
Bottledrop  
Barbara Brennan  
Scott Burns  
Darrel Buttice

### Up to \$100

Tammy Adams  
Janell Alexander  
Anthony Amoss  
Tim & Christine Anderson  
Marcy Anhaltzer  
Anonymous #2  
Anonymous #3  
Anonymous #4  
Anonymous #5  
Victoria Auer  
Adam & Lauren Baker  
Kristi Bentley  
Sherie Bernardez  
Bill R. McCracken Accounting, Tax and Financial Services  
Jim Bomay  
Lisa Brookshier  
Amy Bunker  
Mariel Bunnage  
David & Lily Casias  
Micki Caskey  
Mara Cogswell





## 2020 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. Their role took a different turn in 2020, as traditional event planning was put on hold in March. The Officers and Executive Committee worked in tandem with staff to evolve the Festival's plans and operations, with the ultimate goal of stability and protection for the organization's future. We are incredibly grateful for the commitment and leadership of these extraordinarily dedicated volunteers!

### 2020 OFFICERS

#### President

Teri Bowles-Atherton

#### President-Elect

Dave Todd

#### Vice President

Carla Stenberg

#### Secretary

Amy Johnson

#### Treasurer

John O'Hanlon

#### Assistant Treasurer

Bill Poppino

#### Directors

Kassie Auler  
Erica Baldwin  
Anjene Bryant  
Ron Carr  
David Casias  
David Cohen  
Mike Cohen  
Melissa Damm  
Jeff Deering  
Contesa Diaz-Nicolaidis  
Francis Doo  
Marlo Eckert  
Bruce Ellis  
Jeremy Emerson  
Thom Faller

Ebony Foreman

Jamal T. Fox

Linda Gunselman

Scott Guptill

Darci Hansen

Corey Hanson

Ray Hanson

Leslee Heinrichs

Natasha Holstein

Patty Hoppe

John Johnson

Shona Jones

Dave Keckes-Chartrey

Dayna Kirk

Dan Klinkert

Dan Lenzen

Helen Lewis

Peter Mack

David McCall

Scott McCarty

Melanie Means

Paul Meyer

Kirk Newell

Valerie Nias

Tracy Olsen

Carolyn Poppino

Brenda Ray Scott

Adrienne Roark

Toshiko Seeman

Linda Sheron

Geneane Stahl

Karis Stoudamire-Phillips

Gordon V. Walker

Nancy Wolf

#### Director At Large

Paul Davis

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

Kimberly Bown

Dorothy Boothe

Governor Kate Brown

Dick Clark

Gerry Frank

Clayton Hannon

Emily Hastings

Police Chief Chuck Lovell

Janet R. Lueddemann

Jeff Miller

Ron Rentfrow

Richard Stetson, Jr.

Mayor Ted Wheeler

#### Past Presidents

Robert Ames

Marcia Apperson

Brett Baker

Ken Bartell

Rita Bladow

Al Bullier, Jr.

Sue Bunday

Darrel Buttice

Larry Campbell

Doug Capps

Frank Chinn

Norm Daniels

Dan Durkin

James L. Franzen

Rolf Glerum

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 Tisdel

