



PORTLAND ROSE FESTIVAL 2021 ANNUAL REPORT

PORTLAND ROSE FESTIVAL FOUNDATION

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 @PortlandRoseFestival





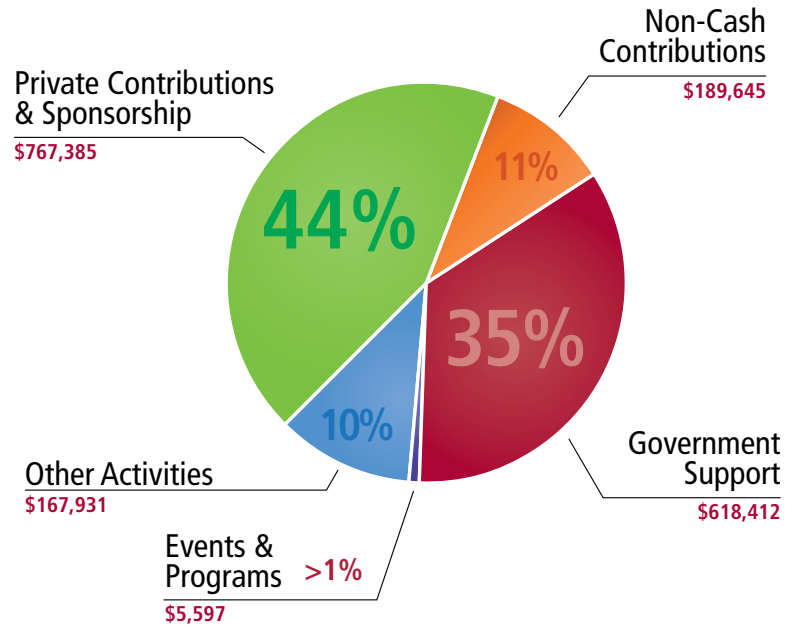
PORTLAND ROSE FESTIVAL FOUNDATION FINANCIAL OVERVIEW

The global pandemic continued to create challenges for the Portland Rose Festival Foundation throughout the 2021 fiscal year. Strong leadership perpetuated strict cash management plans which contributed to our stability, and the generosity from our corporate sponsors & supporters, the philanthropic community, and the federal government (specifically the Paycheck Protection Program or PPP loan), helped us ride the waves of another very stormy year. In fact, thanks to PPP loan funds received and expended in the 2020 fiscal year which were forgiven (converted from loan status to grant status) in 2021, our final financial statements show a year-end surplus of \$259,726. The loan amount that was forgiven is \$443,305. Acting with the highest level of stewardship in mind, the board and staff of the Portland Rose Festival Foundation are relieved to present this outcome, in addition to the continued preservation of our reserve fund – or “rainy day fund” – of \$640,394.

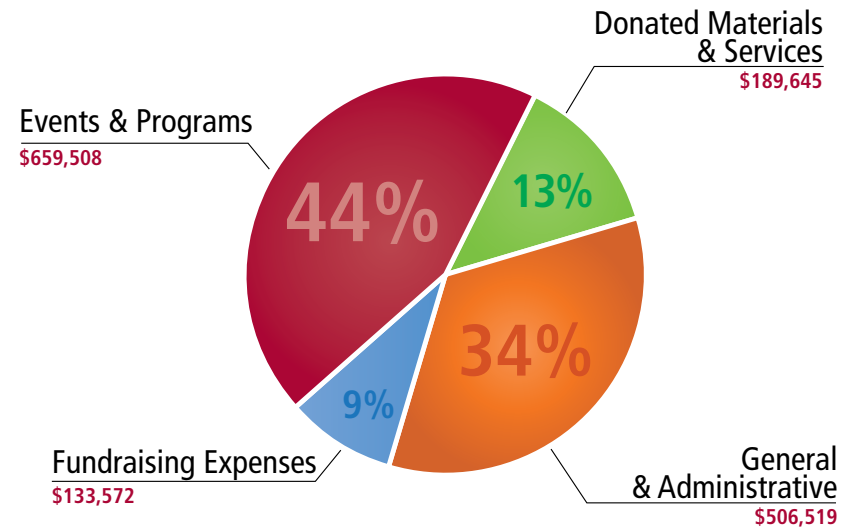
The Portland Rose Festival Foundation is looking forward to being part of Portland’s “comeback story,” with the return of our large-scale world-class events providing essential celebration for locals and visitors alike. It will take the support of the entire community – contributions of time, talent, and treasure – and the results will certainly be worth it.



2021 ROSE FESTIVAL REVENUE: \$1,748,970



2021 ROSE FESTIVAL EXPENSES: \$1,489,244



Our 2021 net ending assets are \$2,054,597



2021 FOUNDATION ACCOMPLISHMENTS

The Portland Rose Festival continued its efforts to bring hope and unity to our community, while keeping safety at the forefront. Traditional programming such as the selection and announcement of the 2021 Rose Festival Court and crowning of Queen Lili Rosebrook was accomplished along with a continuation of pandemic-safe programming like Virtual Fleet Week and the Porch Parade. Portland Rose Festival Foundation staff, Board, and volunteers were as dedicated as ever to delivering mission-based events and programs demonstrating that Hope Reigns (our 2021 theme) as we celebrate in the moment and look forward to better days ahead.

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 (safely) over **1,800** in the community



VIRTUAL ACTIVITIES

Over **225** registered porches and rose gardens participated in Porch Parade

Over **39,000** website visits during Porch Parade

VIRTUAL FLEET WEEK

33 stories shared across **5** platforms reached a combined audience of over **95,000**



Rose Festival Road to Rose City Reunion



The International Rose Test Garden served as a backdrop for the Queen's Coronation, the only major in-person event held outdoors for the 2021 Rose Festival season.

Re-emerging with a return of large-scale world-class events is not easy. There is no switch to flip or reset button to press. The road is long and the challenges are plentiful, but the Portland Rose Festival Foundation is up to the task. We are honored to have the opportunity to present a celebration to our community, as we have for more than a century, thanks to the generous support of so many. Hope Reigns!



Stephanie Domurat from KPTV FOX 12 Oregon and Auctioneer Patrick Siver "put a crown on it" for the Portland Rose Festival Foundation's annual fundraising Auction on October 13, 2021.





2021 PORTLAND ROSE FESTIVAL FINANCIAL GIFTS

Received in FY 2021 (November 1, 2020 – October 31, 2021)

\$50,000+ - The Randall Group

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

Pacific Power Foundation

Marcia Randall

Dave & Joan Stoner

\$2,001 - \$10,000

Bank of the West
Melissa Damm &
Keith McNown
Tom Hughes
KPTV FOX 12 Oregon
Royal Rosarian Foundation
Selectron Technologies
The Standard

PGE Employee Giving
Match
Portland Nursery
R.H. Parker United
Foundation
Vicky Rice
Brian & Carol Ross
Susie Silva-Strommer &
Geoff Strommer
Carla & Gary Stenberg
David & Kathleen Todd
Gordon & Susan Walker
Cheryl Zander

Delta Dental
Employee Match
Toni DePeel
Jeremy Emerson
Kimberley Eve
Dr. Thompson Fallar
Kathy Fastenau
Fred Meyer Rewards
Program
Linda Fuqua-Anderson
Sue George
Scott Guptill
Susan & Richard Halsten
Frances Hanna
Michael Lynn Hannegan
Raymond Hanson
Mary Hazen
Klemme & Bettie Herman
Korrie & Alan Hoeckendorf
Sheila Holden
Natasha Holstein
Stephen & Nancy Hopkins
Patti Hoppe
Amy Johnson
Al & Nancy Jubitz
Dave Keckes-Chartrey
Tom & Barbara Kelly
Dayna Kirk
Karl Koch
Shirley Kronquist
Loretta Mabinton
Claudia Marshall
John & Jean McCabe
David McCall
Loie Mead
Versie Meyer
Amy Miller
Jeanette Moscarel
John Noran
Angel Ocasio
John O'Hanlon
Roxanne Olsen

Oregon Leather Company
Nate Parr
Susan Pederson
Paula Penrod
Peter & Cyndie Glazer
Fund of the Oregon
Community Foundation
Drs. Frank &
Barbara Peterson
Kenneth Pogson
Kathi Prewitt
Richard Ransome
Ron & Laura Rentfrow
Harvey L. Rice
Brenda Ray Scott
Kathy Shaffer
Linda Sheron
Connie Shipley
Ashley Sider
Patrick Siver
Steven Stapp
Karis Stoudamire-Phillips
Christy Strong
Kathy Taylor
Dwight Terry
Don Thacker &
Jim Wolleck
Jack Weast
Wells Fargo
Employee Match
Linda White
Patricia Wilber
Nancy Wolf
Fred & Jane Wong

\$501 - \$2,000

Carilyn Alexander
Marcia Apperson
Kassie Auler
Dr. Charold & Rich Baer
Toija Beutler
Mike & Rosemary Bostwick
Teri Bowles-Atherton
Heather Burns Eagon
Capital One Café
CareOregon
Marilyn & Charlie M. Clint
David & Patricia Cohen
Diane Deardorff
Contesa Diaz-Nicolaidis
Marlo Eckert
Funtastic Shows, Inc.
Leslie Goodlow
Linda Gunselman
Darci Hansen
Harold & Margaret Taylor
Foundation
Hoffman Corporation
Janet R. Lueddemann
Pacific Machinery &
Tool Steel Co

\$101 - \$500

Mary Abbott Portillo
Alaska Airlines
Tam Allison
Amazon Smile
Dick & Jan Andersen
Christine Andersen
Lee Aspaas
Asset Recovery Group
Brett Baker
Molly & Jerry Bauck
Steven Bledsoe
Allison & Kerri Burke
Scott Burns
Darrel Buttice
Cambia Health Solutions
Employee Match
Gail Campbell
Doug Capps
Jan & Ron Carr
Frank Chinn
Dick & Liz Clark
Mike Cohen
Jeff & Alicia Curtis
Paul Davis
John DeLacy

Ramona Andrews
Anonymous 1
Anonymous 2
Victoria Auer
Kristi Bentley
Wendy Berner
Bill R. McCracken
Accounting, Tax and
Financial Services
Marilyn Blair
Jennifer Boehmer
Annette Bolton-Canham
Bottledrop
Kimberly Bown
Sue Bunday
Kelly Butler Holtz
Alice Dale
Janet Dalton
Steve D'Ambrosia
Blythe Daniels
Lauren Darm
Suzanne Day
Cassie Dispenza
Cathy Felder
Lori Fink
Rose Fuller
Leslie Gates Buffum
Patricia Geringer
Trish Geringer
Eric & Dorothy Gerlach
Jeanne Gibson
Joyce Goodman

Barbara Gordon
Hannah Grandey
Deadra Hall
Nancy Hartman
Tamara Herdener
Bill Hildick
Richard Horswell
Vern Hulit
Phu Huynh
Carolyn Jones
Sara Kessler
Sue Klobertanz
Georgene Koontz
Stephanie La Pierre Travis
Kara Landen
Sierra Langford
Jane Lathrop
Megan Lundahl
Tess McDowell
Lori & Steve Metschan
Jessica Metteer
Christy Miller
Jay Molina
Laurel & Pete Motley
Jeff W. Muyskens
Jaymi Neely
Jim Neidhardt &
Denise Gour
Mike Nielsen
Britt Oase
Diana & Dennis Olson
Bette Orazio

Elaine Park
PayPal Giving Fund
Joanne Peragine
Ronald E. Pfeifer
Bill Poppino
Carolyn Poppino
Ann Prater
Janet Range
Isabel Reed
Regence BCBSO
Employer Match
Janet Reimers
Ronald Reynoldson
David Rich
Virginia Rush
Alix Sandbothe
Trudi Sang
Maria Santiago
Kalia Savage

Erica Schoen
Becky Schultz
Crystal Schumacher
Jeanne Sheets-Sagoo
PJ Smith
Geneane Stahl
Jeff Strommer
Jennifer Sykora
Gail Tester
Michelle Veentjer
Kathy Ware
Jan Warren
Lynn Weigand
Nikki West
Carolyn Wheatley
Carolyn Wilberger
Linda Williams
Cheryl Willis

Up to \$100

Jesse Aerni
Janell Alexander
Gayle Aman
Renee Anderson





2021 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 changed in 2020, as traditional event planning was curtailed and virtual event planning became necessary. The Officers and Executive Committee worked in tandem with staff to continue the evolution of the Festival's plans and operations to fit prevailing conditions, 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!

2021 OFFICERS

President

Dave Todd

Vice President

Contesa Diaz-Nicolaids

Secretary

Thom Faller

Treasurer

Bill Poppino

Assistant Treasurer

Dayna Kirk

Directors

Mary Abbott Portillo

Tam Allison

Kassie Auler

Erica Baldwin-Jackson

Anjene Bryant

Ron Carr

David Casias

David Cohen

Mike Cohen

Melissa Damm

Jeff Deering

Francis Doo

Marlo Eckert

Bruce Ellis

Jeremy Emerson

Ebony Foreman

Jamal T. Fox

Linda Gunselman

Scott Guptill

Darci Hansen

Ray Hanson

Leslee Heinrichs

Natasha Holstein

Patty Hoppe

Amy Johnson

John Johnson

Shona Jones

Dave Keckes-Chartrey

Dan Lenzen

Helen Lewis

Peter Mack

David McCall

Melanie Means

Paul Meyer

Valerie Nias

Terri Norwood

Tracy Olsen

Carolyn Poppino

Brenda Ray Scott

Toshiko Seeman

Linda Sheron

Geneane Stahl

Karis Stoudamire-Phillips

Gordon V. Walker

Jack Weast

Seth Wickremaratchchi

Nancy Wolf

Cheryl Zander

Directors 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

Dorothy Boothe

Governor Kate Brown

Dick Clark

Gerry Frank

Clayton Hannon

Korrie Hoeckendorf

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

Teri Bowles-

Atherton

Al Bullier, Jr.

Sue Bunday

Darrel Buttice

Larry Campbell

Doug Capps

Frank Chinn

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 Tisdell

