

ORDINANCE No. 184604

* Grant revocable permits to the Portland Rose Festival Foundation to perform activities relating to Portland Rose Festival annual celebration from May 7 through June 30, 2011. (Ordinance)

The City of Portland ordains:

Section 1. The Council finds:

1. The Portland Rose Festival Foundation, through its Chief Executive Officer Jeff Curtis, has applied for permission to hold annual Rose Festival events.
2. In 2011, the Grand Pinnacle Award winning Rose Festival will celebrate 104 years of tradition, innovation and celebration in the Portland community.
3. The Portland Rose Festival was designated the Official Festival of the City of Portland by Council Resolution 36759 adopted on January 13, 2010.
4. This tribute to Portland's history, culture and community will celebrate past traditions and create new customs that are an important and enjoyable tradition of Portland that should be continued.
5. Attended by over two million people, the Rose Festival is one of the world's top civic celebrations and is expected to generate an estimated \$80 million dollars for the region's economy.
6. The City of Portland desires to show its support of the Rose Festival Foundation by providing an administrative and monetary commitment to parades. Providing parade access to handicapped and elderly citizens allows the opportunity for all citizens to enjoy public events.
7. Providing public facilities at events creates fewer health and safety issues, and eases the burden on businesses along parade routes.
8. The granting of said permission under certain conditions shall not be detrimental to the public interest.

NOW, THEREFORE, the Council directs:

- a. Revocable permits are hereby granted to the Portland Rose Festival Foundation for the following Rose Festival activities subject to certain conditions outlined in the attached Exhibits A through F:
 1. Erect and maintain flags and banners on the ornamental light standards in downtown Portland from May 7 through June 30, 2011 subject to conditions listed in "Exhibit A".
 2. Use a portion of Tom McCall Waterfront Park to hold its CityFair in connection with Rose Festival events through the Parks and Recreation permit

process, and also for permission to vend and sell items in the park from May 27, 2011 through June 12, 2011 subject to conditions listed in "Exhibit B".

3. Hold the Starlight Parade, Saturday, June 4, 2011, commencing at 8:30 p.m. in downtown Portland, subject to conditions listed in "Exhibit C".
 4. Hold the Junior Rose Festival Parade, Wednesday, June 8, 2011, beginning at 1:00 p.m. subject to conditions listed in "Exhibit D".
 5. Close portions of city streets as shown on the attached map subject to the conditions listed in "Exhibit E".
 6. Hold the Grand Floral Parade, Saturday, June 11, 2011, beginning at 10:00 a.m., and for permission to vend and sell between the curb lines of the parade route streets, items of festival paraphernalia and certain food items during the parade, without payment of the license fee and also granted exemption of payment of permit inspection fees subject to conditions listed in "Exhibit F".
- b. The City of Portland, through appropriation approved by Council, has authorized funding to provide additional public accessibility for elderly citizens and citizens with disabilities, as well as temporary bathrooms along the Grand Floral parade route. The administrative and monetary support will include appropriate liability insurance and security controls at these locations along the Grand Floral Parade route.
- c. The Portland City Council has allocated \$75,000 for Rose Festival expense reimbursement in the FY 2010-11 budget. These funds will be applied to Rose Festival fees not absorbed by the City, including Street and Sidewalk Use permit fees and Parks & Recreation permit fees and restoration costs.

Section 2. This Ordinance shall not become effective until the permittee has filed with the City Auditor a document, which has been approved by the City Attorney, accepting the terms and conditions hereof.

Section 3. The Council declares that an emergency exists because delay in the enactment of this ordinance would result in a delay in planning for the CityFair, parades, and street closures; therefore, this ordinance shall be in force and effect from and after its passage by the Council.

Passed by the Council: MAY 25 2011

Commissioner: Mayor Sam Adams
Prepared by: Allison Madsen
Date Prepared: May 12, 2011

LAVONNE GRIFFIN-VALADE

Auditor of the City of Portland

By


Deputy

Agenda No. **184604**
ORDINANCE NO.
 Title

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| INTRODUCED BY Commissioner/Auditor: Mayor Sam Adams | CLERK USE: DATE FILED <u>MAY 20 2011</u> |
| COMMISSIONER APPROVAL Mayor—Finance and Administration - Adams Position 1/Utilities - Fritz Position 2/Works - Fish Position 3/Affairs - Saltzman Position 4/Safety - Leonard | <div style="text-align: right;"> LaVonne Griffin-Valade Auditor of the City of Portland </div> <div style="margin-top: 20px;"> By: _____ <div style="text-align: right;">Deputy</div> </div> |
| BUREAU APPROVAL Bureau: Revenue Bureau Head: Thomas Lannom Prepared by: Allison Madsen Date Prepared: 05/12/11 Financial Impact Statement Completed <input checked="" type="checkbox"/> Amends Budget <input type="checkbox"/> Not Required <input type="checkbox"/> Portland Policy Document If "Yes" requires City Policy paragraph stated in document. Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> Council Meeting Date 05/25/11 | ACTION TAKEN: <div style="font-size: 1.2em; color: blue;"> Thomas W. Lannom by Sarah Lee </div> |
| City Attorney Approval | |

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| AGENDA 2012 |
| TIME CERTAIN <input checked="" type="checkbox"/> Start time: 9:30 am Total amount of time needed: 15 min (for presentation, testimony and discussion) |
| CONSENT <input type="checkbox"/> |
| REGULAR <input type="checkbox"/> Total amount of time needed: _____ (for presentation, testimony and discussion) |

| FOUR-FIFTHS AGENDA | COMMISSIONERS VOTED AS FOLLOWS: | |
|--------------------|---|------|
| | YEAS | NAYS |
| 1. Fritz | 1. Fritz <input checked="" type="checkbox"/> | |
| 2. Fish | 2. Fish <input checked="" type="checkbox"/> | |
| 3. Saltzman | 3. Saltzman <input checked="" type="checkbox"/> | |
| 4. Leonard | 4. Leonard <input checked="" type="checkbox"/> | |
| Adams | Adams <input checked="" type="checkbox"/> | |