

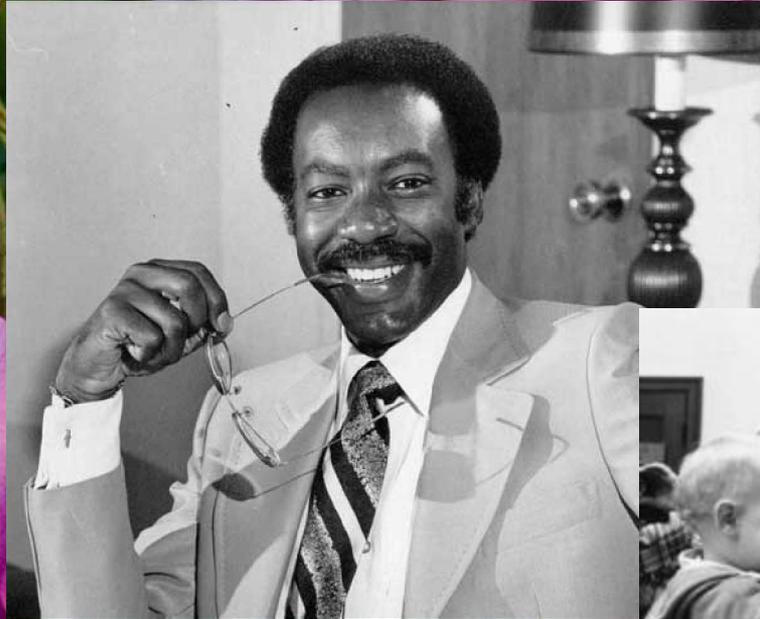
1244-2017



PORTLAND
ROSE
FESTIVAL

Charles Jordan – Former City Commissioner

1244-2017



1244-2017

Rose Garden Store



1244-2017



1244-2017



PORTLAND ROSE FESTIVAL

Rose Festival Court

1244-2017



Rose Festival Board of Directors

1244-2017



Rose Festival Staff

1244-2017



IFEA World Board of Directors 1244-2017



Jeff Curtis, CEO of the Portland Rose Festival Foundation

- Chip Baker, Principal of the Riverbend Festival
- Ted Baroody, President of the Norfolk Festevents Ltd.
- Michael Berry, President & CEO of the Kentucky Derby Festival
- Bob Byrant, President & CEO of the 500 Festival
- Karen Churchard, Tourism & Events Director of the City of Scottsdale
- William B. Flinn, Principal of the Pasadena Tournament of Roses
- Stephen King, Executive Director of the Des Moines Arts Festival
- Guy Laflamme, Executive Director of Ottawa 2017
- Janet Landey, South Africa Events Management
- Diana Mayhew, President of National Cherry Blossom Festivals
- Johan Moerman, Managing Director of Rotterdam Festivals

1244-2017



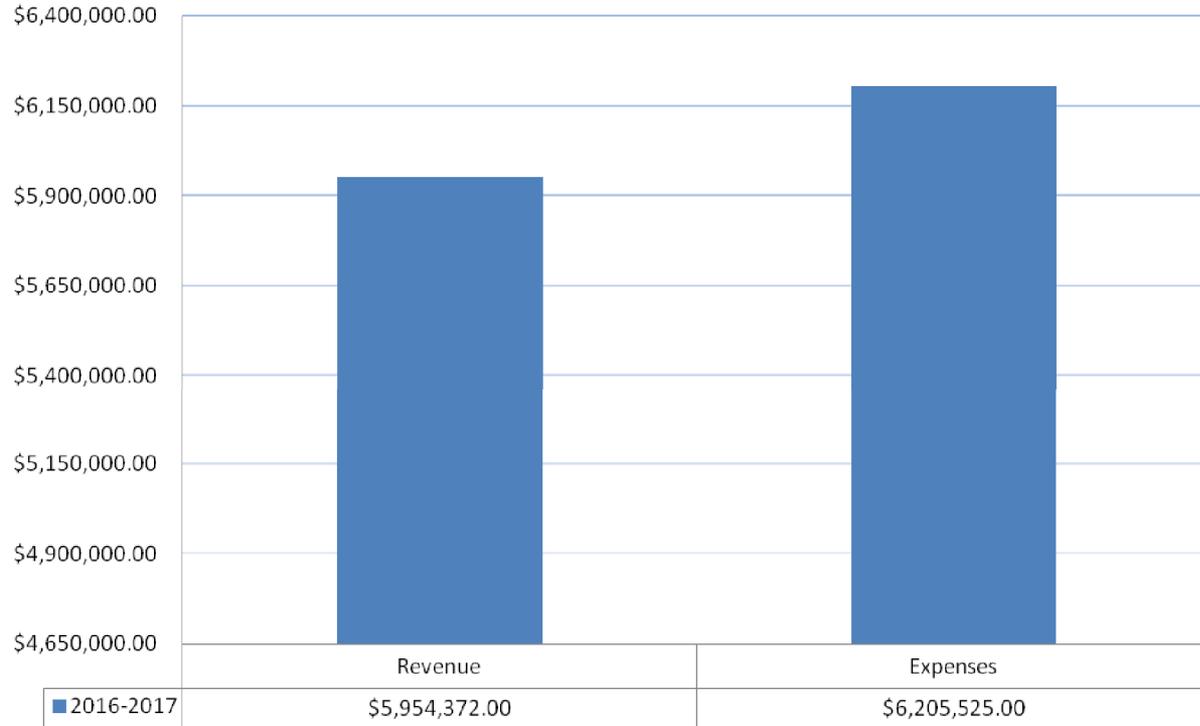
PORTLAND ROSE FESTIVAL



Finance Report

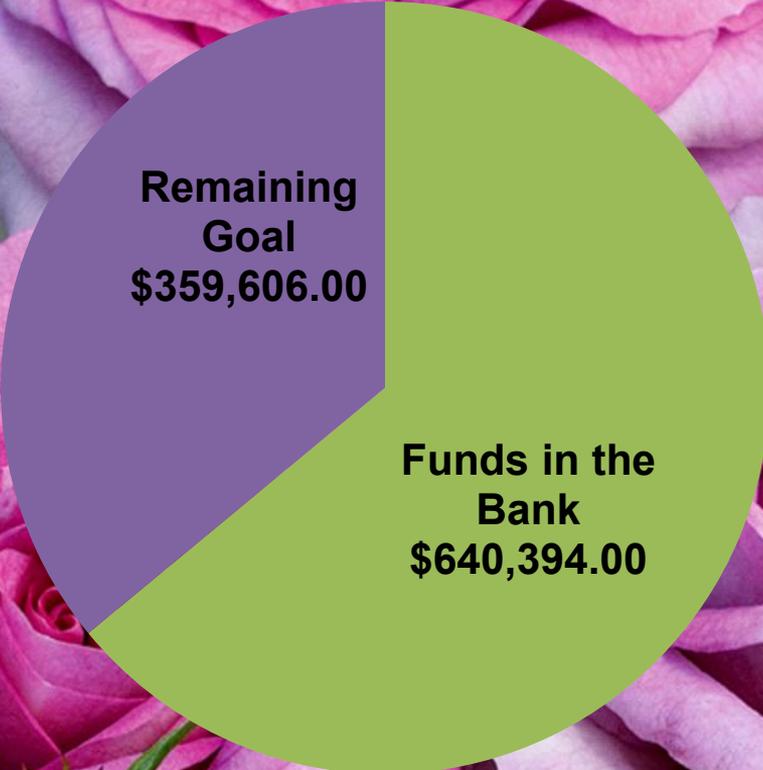
1244-2017

Portland Rose Festival Foundation Current Year 2016 -2017



Board Designated Reserve Funds

1244-2017



1944-2017



PROVIDING ESSENTIAL CELEBRATION SINCE 1907



PORTLAND
ROSE
FESTIVAL

Portland's Official Festival

ECONOMIC IMPACT

The annual Rose Festival generates an estimated

\$65 Million[^]

in Economic Impact for the Portland-Metro region



[^]From 2012 Economic Impact Assessment conducted by the International Festivals & Events Association.

CULTURAL EXCHANGE

PRFF provides the ultimate setting for showing off the City of Portland to the world, hosting dignitaries and showcasing Portland's Sister Cities for **over 50 years.**



BRINGING COMMUNITY TOGETHER

Rose Festival events showcase Portland's downtown core, with large gatherings of citizens showing pride in our city and celebrating our quality of life.

435,000

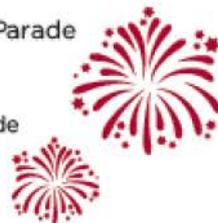
attend the Grand Floral Parade

315,000

attend the Starlight Parade

185,000

attend CityFair



ENVIRONMENTAL STEWARDSHIP

PRFF's award-winning parade clean-up programs have saved the city an average of **\$50,000 per year** for **over 20 years.**



COMMUNITY INVESTMENT

PRFF has a long history of partnership with the City of Portland for restoration and renovation of city properties.
Investments include:

Rose Building - \$200,000 for renovation & restoration

Waterfront Park - \$100,000 for resurfacing in 2012-13 and \$12,000 annually in restoration fees

Portland Parks & Recreation - In 2015, total Rose Garden Store proceeds exceeded \$1 million

Portland International Raceway - More than \$1 million for capital upgrades since 1986

Over \$1.75 million in permit fees paid since 2007

OUR MISSION:

The Portland Rose Festival Foundation is a non-profit that serves families and individuals with programs and events that promote the arts, education and volunteerism. We value environmental responsibility, diversity, patriotism and our historic & floral heritage.

The Portland Rose Festival Foundation is a 501(c)3 non-profit, tax ID #93-0333036

www.RoseFestival.org

1244-2017



2018

play happy

