

# Whereas

*Whereas,* in 1905 Portland Mayor Harry Lane called for an annual festival to put Portland on the map and brand it as the "City of Roses"; and

*Whereas,* the Portland Rose Festival was created in 1907 with a mission to drive economic activity for the region, celebrate Portland's incredible Rose climate, and provide citizens with a common celebration; and

*Whereas,* today the Portland Rose Festival is still produced by the nonprofit Portland Rose Festival Foundation with a mission to serve families and individuals with programs and events that promote the arts, education, volunteerism, and community; and

*Whereas,* on January 13th, 2010, Portland's City Council unanimously adopted a resolution naming the Portland Rose Festival as the City of Portland's Official Festival; and

*Whereas,* the Portland Rose Festival continues after 114 years to provide an opportunity for people from all backgrounds, experiences, and cultures to join together to celebrate Portland's rich diversity and common humanity; and

*Whereas,* today, the Rose Festival continues to create connections among all parts of the Portland region despite not being able to produce its popular large scale events due to the COVID-19 pandemic; and

*Whereas,* from May 31st through June 18th, 2021, the Rose Festival will offer the community creative ways to celebrate, including Virtual Fleet Week, the Rose Festival Porch Parade, the Rose Festival Treasure Hunt, and the Queen's Coronation; and

*Whereas,* on this day in the presence of the Rose Festival Court, the 2021 Rose Festival will be a springboard for Portland's continued recovery in the weeks and months ahead, with its theme 'Hope Reigns'.

# Whereas

*Whereas,* the City may anticipate the return of its Official Festival to its former size and scope during Portland's Rose Festival Reunion, May 27th through June 12th, 2022.

*Now, therefore,* I, Ted Wheeler, Mayor of the City of Portland, Oregon, the "City of Roses," do hereby proclaim May 31, 2021-June 18, 2021 to be

*Rose Festival Hope Reigns Celebration*

In Portland and encourage all residents to learn about the festival and participate in its events celebrating our city.

**403**

Proclaim May 31, 2021 through June 18, 2021 to be  
Rose Festival Hope Reigns Celebration  
(Proclamation introduced by Mayor Wheeler and Commissioner Ryan)

**June 2, 2021**  
**Placed on file**

Filed May 25, 2021

**MARY HULL CABALLERO**  
**Auditor of the City of Portland**

By Megan Lehman  
Deputy

Commissioners voted as follows (Yea or Nay)

Rubio -  
Ryan -  
Hardesty -  
Mapps -  
Wheeler -