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191233

Emergency Ordinance

*Grant revocable permits to the Portland Rose Festival Foundation to perform activities relating to Portland Rose Festival annual celebration from May 25 through June 11, 2023

Passed

The City of Portland ordains:

Section 1. The Council finds:

1. The Portland Rose Festival Foundation, through its Chief Executive Officer Marilyn Clint, has applied for permission to hold annual Rose Festival events.
2. 2023 marks the 116th year of this community celebration.
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 celebrates past traditions and creates new customs that are an important and enjoyable tradition of Portland that should be continued.
5. Attended by over a million people, the Rose Festival is one of the world's top civic celebrations.
6. The Portland Rose Festival promotes civic pride, draws local and international visitors to Portland, and provides significant regional economic stimulus.
7. 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 I:

Introduced by

[Commissioner Mingus Mapps](#)

Bureau

[Transportation](#)

Contact

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Requested Agenda Type

Consent

Date and Time Information

Requested Council Date

April 12, 2023

1. Use a portion of Tom McCall Waterfront Park to hold CityFair in connection with Rose Festival events through the Parks and Recreation permit process, with permission to vend and sell items in the park from May 26, 2023, through June 11, 2023, subject to conditions listed in "Exhibit B".
2. Hold the Starlight Parade, Saturday, June 3, 2023, commencing at 8:00 p.m. in downtown Portland, subject to conditions listed in "Exhibit C".
3. Hold the Junior Parade, Wednesday, June 7, 2023, beginning at 1:00 p.m. subject to conditions listed in "Exhibit D".
4. Close portions of City streets as shown on the attached map subject to the conditions listed in "Exhibit E".
5. Hold the Grand Floral Parade, Saturday, June 10, 2023, beginning at 10:00 a.m., with 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 with exemption from payment of permit inspection fees, subject to conditions listed in "Exhibit F".

Section 2. 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 full force and effect from and after its passage by the Council.

Documents and Exhibits

 [Exhibit A - I](#) 1.74 MB

An ordinance when passed by the Council shall be signed by the Auditor. It shall be carefully filed and preserved in the custody of the Auditor (City Charter Chapter 2 Article 1 Section 2-122)

Passed by Council
April 12, 2023

Auditor of the City of Portland
Simone Rede

Impact Statement

Purpose of Proposed Legislation and Background Information

- The Portland Rose Festival is a regional annual event. The Portland Rose Festival Foundation and the events that it produces are an integral part of the community and was designated the *Official Festival of the City of Portland* by Council Resolution 36759, adopted on January 13, 2010.

- This ordinance provides revocable permits to the Portland Rose Festival Foundation to conduct its activities. These include permits for the Grand Floral, Junior and Starlight parades; use of Tom McCall Waterfront Park; street closures for formation and disband areas for Grand Floral Parade and allows for sales in the right-of-way. While not City revenue, an economic study commissioned by the Portland Rose Festival Foundation indicates that the 2012 Rose Festival and sanctioned events generated \$75.5 million in economic impact.

Financial and Budgetary Impacts

- This legislation will not generate or reduce current or future revenue coming to the City. Council has historically voted in favor of bureaus absorbing some of the costs associated with the Rose Festival events and waiver of some fees. These revenues are included in current year appropriations.
- PBOT will collect permit fees of \$9,270 for year 2023 permits, as per the special event administrative regulations. However, as with other special events; these fees do not cover true costs for the parades. Estimated PBOT expenses are approximately \$274,000 that the bureau will cover using GTR.
- The Portland Bureau of Fire and Rescue (PF&R) will absorb approximately \$13,000 in planning and standby personnel costs. The Bureau of Development Services permit and inspection fees are waived. Estimated expenditures include \$318,500 in Police services. Portland Parks and Recreation estimates collection of \$170,000 in revenues as reimbursement for use and repairs of Waterfront Park for CityFair.

Community Impacts and Community Involvement

- The Rose Festival and associated events approved by this ordinance have been in place for a period of over 100 years. No major changes to the events are proposed, thus no change to neighborhood or business impacts.
- While the events included in this ordinance can create significant disruption to traffic and transit, the ongoing planning and coordination efforts of City staff and our partner agencies, notify the community of these disruptions and address necessary services. PBOT and Police are the primary agencies for citizen contact regarding the nature of any impacts, we also review and approve messaging to the community. The multi-event aspect of the Rose Festival allows for different communities of people to come together in a way that celebrates Portland civic pride.

100% Renewable Goal

Not applicable.

Budget Office Financial Impact Analysis

This ordinance grants permits related to the Portland Rose Festival. PBOT will absorb approximately \$274,000 related to festival costs using General Transportation Revenues and will collect \$9,270 in permit revenue. Portland Bureau of Fire and Rescue will absorb approximately \$13,000 in planning and personnel costs. Police expenditures related to the festival are estimated at \$318,500. And Portland Parks and Recreation anticipates collecting \$170,000 as reimbursement for use and repair related to the festival. No appropriations are required as a result of this ordinance.

Agenda Items

284 Consent Agenda in [April 12, 2023 Council Agenda](#)

Passed

Commissioner Dan Ryan Yea

Commissioner Rene Gonzalez Yea

Commissioner Mingus Mapps Yea

Commissioner Carmen Rubio Absent

Mayor Ted Wheeler Yea