

PROPOSAL:

To secure funds for the 1969 Rose Festival Float
for the Model Cities Boosters

INTRODUCTION

The Portland Rose Festival is an annual civic event in the city of Portland, Oregon. The week of the Festival is full of activities for people of all ages and interests, and is culminated by the Grand Floral Parade, which is one of the Nation's largest annual parades. The Rose Festival Association estimates that the parade is viewed in person by 250,000 persons, in addition to television, radio, and press coverage, all over the United States and especially the Northwest. Visitors to the Festival come from all over the world to view Portland's spectacular scenery, and participate in the happenings during the Rose Festival week.

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The Model Cities Boosters, an organization formed by the Model Cities Planning Board members, is proposing that the Portland Model Cities Program enter a competitive float in the 1969 Rose Festival Parade. The purpose of the float is to encourage the Model Cities area residents to participate in an important city-wide event, to publicize the program to an audience of an estimated one million people, but primarily, as a catalyst to create citizen interest and participation in the Model Cities Program.

Citizens have already been made aware of the project by local radio and television coverage. Several residents have made radio announcements and television appearances in behalf of the project. Local merchants have been contacted and are donating money and materials needed for the float. Volunteer labor to assist in the construction of the float is being recruited.

The proposed float will represent the Portland Model Cities Program emblem - a train made of the map of the boundary area - with the words, "The Portland Model Cities Program," and "Help Keep it Moving." -See attached -

A professional float builder has been contacted to build the float. Although, the average cost for a float is around \$5,000, Mr. Wayne Herrin of Herrin & Preston has agreed to build the float for about one-half this price, with the help of volunteer labor from the residents of the Model Cities area.

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The proposed float will be 30 feet in length, and 13 feet high at its highest point, and 10 feet wide. It will conform to all the safety and engineering standards established by the Rose Festival Association. The floats will be of a high quality, and competitive in at least three divisions of the parade.

Nine school children from schools in the Model neighborhood will ride on the float. Some 2,000 children have participated in a contest to determine one winner from each of nine schools. New clothing for all the children is being donated by local merchants, and parents of these children are planning to volunteer much of the labor needed to build the float.

The original thought of the Boosters was to solicit funds from private sources to pay for the float.

Due to severely limited time, and limited personnel and other resources, it was considerable advisable to obtain the funds from other sources, specifically from Model Cities Supplemental Grant Funds, under the letter to proceed from DHUD to the city of Portland.

The justification for this request is threefold: Citizen Participation and interest involvement of some 2,000 school children and publicity and public relations for the program.

I Citizen Participation -

The Portland Model Cities Program has involved citizens primarily during the planning phase of the program. However, residents' planning committees have not met regularly since November 1968. The Rose Festival is a city-wide event of sufficient importance to create interest in nearly everyone, including those who have never had an opportunity to become interested in the Program, through the float project.

Residents are already participating by volunteering time, and local merchants are being asked to contribute money and advertising. Other merchants have contributed clothing for the school children who will ride on the float.

The entire city is being made aware of the project through time donated by radio and television stations. Residents of the area have already made radio and television appearances to advertise the project. In addition to this, more publicity is being planned after the announcement of the names of the children who will ride on the float.

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Part of the rationale behind the float project has been that the Model Cities area, which has been traditionally isolated from the rest of the city because of social and economic factors, now has an opportunity to become actively involved in a city-wide civic event. Rather than the residents feeling apart from the city, as a bounded area which is receiving and through a Federally sponsored program, the intent of the Boosters is through this and hopefully other projects in the future to encourage the Model Cities residents to feel a real part of the entire city, by its participation in this and other events.

The majority of the floats in the parade are sponsored by large companies, and the Rose Festival Association encourages the participation of smaller groups and organizations. The one factor which at this point is impeding the float project is funds. Money is one of the principal reasons why the Model Neighborhood has not been able to participate in this kind of event in the past.

It is hoped that if the Boosters succeed in putting a float in the parade this year, the enthusiasm engendered will make it possible to do this every year. Hopefully in the future, more time would be available, and a campaign to solicit funds from private sources could begin early enough so that the project could be sponsored entirely by private sources.

Girl Scouts and interested citizens are available to assist during the last stages of building and decorating the float, under the supervision of the professional float builder. Others are volunteering to keep records of donations, write letters of thanks, and other secretarial work.

It is hoped that this enthusiasm which has been kindled for the Model Cities Program will not be allowed to die out, because of lack of funds to complete the project.

Participation in this event will be a source of pride for our community; a source of interest in the Model Cities Program and a very real source of citizen participation for residents, and interested non-residents alike.

2. Involvement of School Children

Early in April this year, the Boosters decided that the float would have more meaning and create more interest if residents were represented by riding on the float.

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Contact was made with the public schools, and it was decided that this type of activity would be best for children of sixth grade level. The means to select the children to ride on the float was decided - An essay contest. Two thousand children were invited to participate. All sixth grade students were invited to write an essay on the subject - "What I Would Like My Community to Be." Eighth grade students were invited to be the judges of the essays. The winning essays have been selected, and winners are to be announced shortly.

The meaningful participation of Model Neighborhood School children in this event has been well received by all concerned.

Parents, schools and kids are all enthusiastically in favor of the project. The children have been given an opportunity to express themselves, and become involved in something that heretofore has been only a word to them - The Model Cities Program. All the essays have become the property of the Model Cities Boosters, to be used for Citizen Participation and planning purposes. These children are learning to become involved in community experiences, and to actively express their thoughts in a constructive manner.

The primary concern of the Boosters, at this point, is to let these children be disappointed because of lack of funds to complete the project. The children have done their part; the Boosters want to do theirs by providing the promised reward - the ride on the float.

3. Publicity and Public Relations

The publicity for the Model Cities Program through this float project in numbers of people reached is very large - one million people, at least, is the estimate of the Portland Rose Festival Association. In terms of expenditure versus numbers reached, it is very inexpensive publicity, indeed!

The various media all carry full description of the floats, sponsors, and in case of exceptional floats (i.e. non-commercial) the publicity is even greater.

The radio and television publicity which the project has already received has been mentioned. In addition to this, the newspapers will carry the names and pictures of the participating school children. Channel 2, KATU-TV, has invited the children to visit their "Newsmakers" program, and read their essays on the air.

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Other publicity is being arranged, both for the float, while it is being constructed, the volunteers, etc., and the school children.

During the parade, live TV coverage will broadcast the event, and descriptions of the float and sponsors will be broadcast at this time.

The Public Relations benefits are also significant -

- 1) Many people have been contacted who have made small donations, and they have been made aware of the Model Cities Program for the first time.
- 2) This project will "put Model Cities on the map" in a meaningful way for many who were not heretofore aware of the scope of the program.
- 3) The residents of the area are once again aware of the Citizens Planning Board as a meaningful entity in their community.
- 4) People from outside the Model Cities area and outside the city and state will be made aware that the Portland Model Cities Program is active and involved, not only in its own boundary but in the city as a whole.
- 5) By participating in this event, Model Cities in Portland will demonstrate its interest in becoming a real part of the city, and all of the city's events.

Conclusion:

It is hoped that the full importance of this project has been demonstrated, and its benefits for the program, the community, and the city clarified. Although at first glance, a float in a parade might seem to be an unimportant project, the manner in which it has been handled has been extremely successful toward the end of benefiting the program in a way that is unique to Portland, Oregon.

The Model Cities Planning Board has not lost sight of the real purposes of the float, and all activities have been carried out with these goals in mind.

It is the feeling of the Model Cities Boosters that the request for \$3,000 for this project is well-justified, in terms of Citizen Participation, Public Relations, and Publicity, and of benefit to the program, the community and the city of Portland.