

RESOLUTION No. 36759

Declare the Rose Festival the Official Festival of the City of Portland.
(Resolution)

WHEREAS in 1905 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 first held in June 1907, two years after the conclusion of the Lewis and Clark Exposition Fair, celebrating the 100th anniversary of the Lewis and Clark expedition to Oregon; and

WHEREAS, The Portland Rose Festival Foundation was formed in 1907 by a group of businessmen with a purpose to plan and finance an annual festival; and

WHEREAS, The Portland Rose Festival was created with a mission to drive economic activity for the region and provide citizens with a common celebration; and

WHEREAS, Today the Portland Rose Festival is still produced by the Portland Rose Festival Foundation with a mission to serve families and individuals with programs and events that promote the arts, education and volunteerism; and

WHEREAS, The Portland Rose Festival events produced by the Foundation all have a charitable purpose directly tied to its overall mission; and

WHEREAS, The Portland Rose Festival generates an estimated \$50 million annually for the region's economy through events that attract more than 2 million people of all ages, social groups and races; and

WHEREAS, in 2007, after its Centennial Celebration, the Portland Rose Festival was recognized as the best festival in the world by the International Festival and Events Association; and

WHEREAS, The Portland Rose Festival continues to be the most significant special event in the region, impacting the lives of generations of Portlanders and attracting visitors from around the world to the greater Portland metropolitan area;

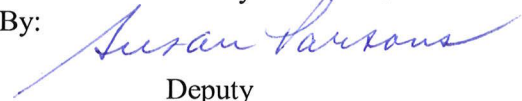
NOW, THEREFORE, BE IT RESOLVED that the Annual Portland Rose Festival Celebration is the Official Festival of the City of Portland.

Adopted by the Council: JAN 13 2010

LaVonne Griffin-Valade

Auditor of the City of Portland

By:



Deputy

Mayor Sam Adams
Commissioner Randy Leonard
Commissioner Amanda Fritz
Commissioner Nick Fish
Sara Petrocine :sp
January 6, 2010

Agenda No.
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INTRODUCED BY Adams, Fritz and Leonard	CLERK USE: DATE FILED <u>JAN 08 2010</u>
NOTED BY COMMISSIONER Mayor—Finance and Administration <i>[Signature]</i> Position 1—Utilities <i>[Signature]</i> Position 2—Works <i>[Signature]</i> Position 3—Affairs <i>[Signature]</i> Position 4—Safety <i>[Signature]</i>	LaVonne Griffin-Valade Auditor of the City of Portland By: <i>[Signature]</i> Deputy ACTION TAKEN:
BUREAU APPROVAL Bureau: Prepared by: Sara Petrocine Date Prepared: 1/7/10 Financial Impact Statement <input type="checkbox"/> Completed <input type="checkbox"/> Amends Budget <input type="checkbox"/> Not Required Portland Policy Document If "Yes," requires City Policy paragraph stated in document. <input type="checkbox"/> Yes <input type="checkbox"/> No Council Meeting Date 1/13/10 Bureau Head:	

AGENDA TC 9:45 30-45 min		FOUR-FIFTHS AGENDA	COMMISSIONERS VOTED AS FOLLOWS:		
Consent	Regular			YEAS	NAYS
		1. Fritz	1. Fritz	✓	
		2. Fish	2. Fish	✓	
		3. Saltzman	3. Saltzman	✓	
		4. Leonard	4. Leonard	✓	
		Adams	Adams	✓	
NOTED BY					
City Attorney					