

FINANCIAL IMPACT STATEMENT For Council Action Items

(Deliver original to Financial Planning Division. Retain copy.)

1. Name of Initiator Allison Madsen		2. Telephone No. 503-865-2482	3. Bureau/Office/Dept. Revenue
4a. To be filed (date) May 19, 2011	4b. Calendar (Check One) <div style="display: flex; justify-content: space-around;"> Regular <input checked="" type="checkbox"/> Consent <input type="checkbox"/> 4/5ths <input type="checkbox"/> </div>		5. Date Submitted to FPD Budget Analyst: May 12, 2011

1) Legislation Title:

* Grant revocable permits to the Portland Rose Festival Foundation to perform activities relating to Portland Rose Festival annual celebration from May 7 through June 30, 2011. (Ordinance)

2) Purpose of the Proposed Legislation:

The Rose Festival is a regional annual event. The Portland Rose Festival Foundation and the events that it sponsors are an integral part of the community.

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 the hanging of banners on ornamental light standards.

While not City revenue, an economic study commissioned by the Portland Rose Festival Foundation indicates that the 2000 Rose Festival generated \$78.1 million in economic impact, which included payroll of \$23 million that supported 976 jobs.

3) Revenue:

Will this legislation generate or reduce current or future revenue coming to the City? If so, by how much? If new revenue is generated please identify the source.

This legislation will not generate or reduce current or future revenue coming to the City. Council has historically voted in favor of absorbing some of the costs associated with the Rose Festival events and waiver of some fees. These revenues are included in current year appropriations.

The Revenue Bureau will collect permit fees of \$8,865.00 for year 2011 permits, as per the special event administrative regulations. These funds are distributed; \$4,432.50 to Police, \$2,659.50 to PBOT, and \$1,773 to Revenue, as compensation against the expenses incurred, shown in Expense Section 4. However, as with other special events; these fees do not cover true costs for the parades.

The Portland Bureau of Fire and Rescue will collect estimated inspection fees of \$2,150.00 for the inspections done at Waterfront Village, PRFA/Oregon Symphony pyrotechnics, GFP Parade breakfast, dinner auction, Fireworks show and Festival of Floats.

Portland Parks and Recreation estimate collection of \$132,000 in revenues as reimbursement for use and repairs of City Parks for CityFair and the Jr. Rose Parade.

A portion of the above fees will be paid by Council's \$75,000 allocation, identified in Expense Section 4 (below).

The Bureau of Development Services permit and inspection fees are waived.

4) Expense:

What are the costs to the City as a result of this legislation? What is the source of funding for the expense? (Please include costs in the current fiscal year as well as costs in future years) (If the action is related to a grant or contract please include the local contribution or match required)

There are costs incurred by City Bureaus each year in working with the Rose Festival to bring about the events. Council has historically voted in favor of absorbing some of these costs. These expenditures are included in current year appropriations.

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Estimated expenditures for 2011 include:

Police Bureau costs associated with Rose Festival events are \$395,905, as detailed below:

- Grand Floral Parade - \$109,400
- Junior Rose Parade - \$16,942
- Starlight Parade (and Run) - \$62,056
- Festival Center - \$143,195
- Other miscellaneous Rose Festival costs - \$64,312

Portland Bureau of Transportation costs associated with Rose Festival events are \$197,390, as detailed below:

- Festival Center - \$30,770
- Grand Floral Parade & Starlight Parade/run - \$77,100
- Junior Rose Festival Parade - \$33,767
- Miscellaneous services such as harbor wall prep, drop box painting, and building barricades - \$55,753

An appropriation is included in the Mayor's Proposed Budget for Grand Floral Parade services in the amount of \$20,000. These funds will pay for special accommodations that include; additional special needs seating, portable toilets, and entertainment or family activities on the parade route.

Council has allocated \$75,000 for Rose Festival expense reimbursement in the FY 2010-11 budget. These funds will be applied to Rose Festival fees not otherwise absorbed by the City, including Street and Sidewalk use permit fees and Parks & Recreation permit and restoration costs.

Staffing Requirements:

5) Will any positions be created, eliminated or re-classified in the current year as a result of this legislation? (If new positions are created please include whether they will be part-time, full-time, limited term or permanent positions. If the position is limited term please indicate the end of the term.)

No positions will be created, eliminated or re-classified as a result of this legislation.

6) Will positions be created or eliminated in future years as a result of this legislation?

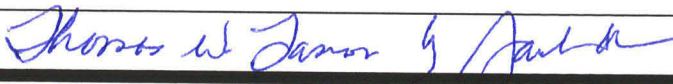
No positions will be created or eliminated as a result of this legislation.

Complete the following section only if an amendment to the budget is proposed.

7) Change in Appropriations (If the accompanying ordinance amends the budget please reflect the dollar amount to be appropriated by this legislation. Include the appropriate cost elements that are to be loaded by accounting. Indicate "new" in Center Code column if new center needs to be created. Use additional space if needed.)

Fund	Fund Center	Commitment Item	Functional Area	Funded Program	Grant	Amount
N/A	N/A	N/A	N/A	N/A	N/A	N/A

Thomas W. Lannom



APPROPRIATION UNIT HEAD (Typed name and signature)



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CITY OF PORTLAND
OFFICE OF MANAGEMENT AND FINANCE
Sam Adams, Mayor
Kenneth L. Rust, Chief Administrative Officer
Thomas W. Lannom, Revenue Bureau Director

DATE: May 12, 2011

TO: Mayor Sam Adams

FROM: Thomas W. Lannom, Revenue Bureau

FOR MAYOR'S OFFICE USE ONLY

Reviewed by Bureau Liaison Kx

SUBJECT: * Grant revocable permits to the Portland Rose Festival Foundation to perform activities relating to Portland Rose Festival annual celebration from May 7 through June 30, 2011. (Ordinance)

1. **INTENDED THURSDAY FILING DATE:** May 19, 2011
2. **REQUESTED COUNCIL AGENDA DATE:** May 25, 2011
3. **CONTACT NAME & NUMBER:** Allison Madsen 503-865-2482
4. **PLACE ON:** **CONSENT** X **REGULAR**
5. **BUDGET IMPACT STATEMENT ATTACHED:** X **Y** **N** **N/A**
6. **(3) ORIGINAL COPIES OF CONTRACTS APPROVED AS TO FORM:** **Y** **N** X **N/A**

7. BACKGROUND / ANALYSIS

This ordinance provides revocable permits to the Portland Rose Festival Association 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 the hanging of banners on ornamental light standards.

8. FINANCIAL IMPACT

This legislation will not generate or reduce current or future revenue coming to the City. Council has historically voted in favor of absorbing some of the costs associated with the Rose Festival events and waiver of some fees. Estimate Revenues for 2011 include:

- The Revenue Bureau will collect permit fees of \$8,865.00 for year 2011 permits, as per the special event administrative regulations. These funds are distributed; \$4,432.50 to Police, \$2,659.50 to PBOT, and \$1,773 to Revenue, as compensation against the expenses incurred. However, as with other special events; these fees do not cover true costs for the parades.
- The Portland Bureau of Fire and Rescue will collect estimated inspection fees of \$2,150.00 for the inspections done at Waterfront Village, PRFA/Oregon Symphony pyrotechnics, GFP Parade breakfast, dinner auction, Fireworks show and Festival of Floats.
- Portland Parks and Recreation estimates collection of \$132,000 in revenues as reimbursement for use and repairs of City Parks for CityFair and the Jr. Rose Parade.

An Equal Opportunity Employer

To help ensure equal access to programs, services and activities, the Office of Management & Finance will reasonably modify policies/procedures and provide auxiliary aids/services to persons with disabilities upon request.

Estimated expenditures for 2011 include:

Police Bureau costs associated with Rose Festival events are \$ 395,905, as detailed below:

- Grand Floral Parade - \$109,400
- Junior Rose Parade - \$16,942
- Starlight Parade (and Run) - \$62,056
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- Miscellaneous services such as harbor wall prep, drop box painting, and building barricades - \$55,753

The Mayor's Proposed Budget for FY2011-2012 includes a \$20,000 appropriation for Rose Festival amenities. These funds will pay for special accommodations that include additional special needs seating, portable toilets and entertainment or family activities on the Grand Floral Parade route.

Council has allocated \$75,000 for Rose Festival Expense reimbursement in the FY 2010-2011 budget. These funds will be applied to Rose Festival fees not otherwise absorbed by the City, including Street and Sidewalk use permit fees and Parks & Recreation permit and restoration costs.

An economic study commissioned by the Portland Rose Festival Foundation indicates that the 2000 Rose Festival generated \$78.1 million in economic impact, which included payroll of \$23 million that supported 976 jobs.

9. RECOMMENDATION / ACTION REQUESTED

The Revenue Bureau recommends passage of this ordinance.