

Portland, Oregon

## FINANCIAL IMPACT and PUBLIC INVOLVEMENT 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. OMF - Revenue
4a. To be filed (date):  April 24, 2012	4b. Calendar (Check One)  Regular <input checked="" type="checkbox"/> Consent <input type="checkbox"/> 4/5ths <input type="checkbox"/>		5. Date Submitted to Commissioner's office and FPD Budget Analyst:  April 24, 2012
6a. Financial Impact Section: <input checked="" type="checkbox"/> Financial impact section completed		6b. Public Involvement Section: <input checked="" type="checkbox"/> Public involvement section completed	

**1) Legislation Title:**

\* Grant revocable permits to the Portland Rose Festival Foundation to perform activities relating to Portland Rose Festival annual celebration from May 5 through June 30, 2012. (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 includes payroll of \$23 million, supporting 976 jobs.

**3) Which area(s) of the city are affected by this Council item? (Check all that apply—areas are based on formal neighborhood coalition boundaries)?**

- |  |   |   |                                |
|--|---|---|--------------------------------|
| <input checked="" type="checkbox"/> City-wide/Regional     | <input checked="" type="checkbox"/> Northeast | <input checked="" type="checkbox"/> Northwest | <input type="checkbox"/> North |
| <input checked="" type="checkbox"/> Central Northeast      | <input type="checkbox"/> Southeast            | <input checked="" type="checkbox"/> Southwest | <input type="checkbox"/> East  |
| <input checked="" type="checkbox"/> Central City           |   |   |                                |
| <input type="checkbox"/> Internal City Government Services |   |   |                                |

### FINANCIAL IMPACT

**4) Revenue:** Will this legislation generate or reduce current or future revenue coming to the City? If so, by how much? If so, 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 \$9,270.00 for year 2012 permits, as per the special event administrative regulations. These funds are distributed; \$4,635 to Police, \$2,781 to Portland Bureau of Transportation, and \$1,854 to the Revenue Bureau, as compensation against the special event 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 (PF&R) will collect an estimated \$1,500.00 for the inspections done at the Waterfront CityFair, \$150 permit fee for the Fireworks Show, and standby fees for PF&R personnel for both concert and fireworks shows.

Portland Parks and Recreation estimates collection of \$128,640.50 in revenues as reimbursement for use and repairs of Waterfront Park for CityFair.

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

**5) Expense: What are the costs to the City related to 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. If there is a project estimate, please identify the level of confidence.)*

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.

Estimated expenditures for 2012 include:

Police Bureau costs associated with Rose Festival events are \$109,130, as detailed below:

- Grand Floral Parade - \$24,566
- Junior Rose Parade - \$4,434
- Starlight Parade (and Run) - \$51,436
- Festival Center - \$26,295
- Other miscellaneous Rose Festival costs - \$2,399

Portland Bureau of Transportation costs associated with Rose Festival events are \$256,257, as detailed below:

- Festival Center - \$7,665
- Grand Floral Parade - \$54,644
- Starlight Parade/run - \$42,782
- Junior Rose Festival Parade - \$25,526
- Miscellaneous services such as harbor wall preparation, drop box painting, and building barricades - \$125,640

**6) Staffing Requirements:**

- **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.

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

No positions will be created, eliminated or re-classified in future years 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 Fund Center column if new center needs to be created. Use additional space if needed.)*

Fund	Fund Center	Commitment Item	Functional Area	Funded Program	Grant	Sponsored Program	Amount

**[Proceed to Public Involvement Section — REQUIRED as of July 1, 2011]**

PUBLIC INVOLVEMENT

**8) Was public involvement included in the development of this Council item (e.g. ordinance, resolution, or report)? Please check the appropriate box below:**

- YES: Please proceed to Question #9.  
 NO: Please, explain why below; and proceed to Question #10.

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.

**9) If "YES," please answer the following questions:**

**a) What impacts are anticipated in the community from this proposed Council item?**

**b) Which community and business groups, under-represented groups, organizations, external government entities, and other interested parties were involved in this effort, and when and how were they involved?**

**c) How did public involvement shape the outcome of this Council item?**

**d) Who designed and implemented the public involvement related to this Council item?**

**e) Primary contact for more information on this public involvement process (name, title, phone, email):**

**10) Is any future public involvement anticipated or necessary for this Council item? Please describe why or why not.**

Unless there is a significant change to the events included in this ordinance, no future public involvement is anticipated.

Thomas W. Lannom



BUREAU DIRECTOR (Typed name and signature)



**CITY OF PORTLAND**  
OFFICE OF MANAGEMENT AND FINANCE

Sam Adams, Mayor  
Jack D. Graham, Chief Administrative Officer  
Thomas W. Lannom, Revenue Bureau Director

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(503) 823-5157  
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**DATE:** April 24, 2012

**TO:** Mayor Sam Adams

**FROM:** Thomas W. Lannom, Revenue Bureau

**FOR MAYOR'S OFFICE USE ONLY**

Reviewed by Bureau Liaison

185311

**SUBJECT:** \* Grant revocable permits to the Portland Rose Festival Foundation to perform activities relating to Portland Rose Festival annual celebration from May 5 through June 30, 2012. (Ordinance)

1. **INTENDED THURSDAY FILING DATE:** April 25, 2012
2. **REQUESTED COUNCIL AGENDA DATE:** May 9, 2012
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. Estimates of City revenues for 2012 include:

- The Revenue Bureau will collect permit fees of \$9,270.00 for year 2012 permits, as per the special event administrative regulations. These funds are distributed; \$4,635 to Police, \$2,781 to Portland Bureau of Transportation, and \$1,854 to the Revenue Bureau, as compensation against the special event 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 (PF&R) will collect an estimated \$1,500.00 for the inspections done at the Waterfront CityFair, \$150 permit fee for the Fireworks Show, and standby fees for PF&R personnel for both concert and fireworks shows.
- Portland Parks and Recreation estimates collection of \$128,640.50 in revenues as reimbursement for use and repairs of Waterfront Park for CityFair.

*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 2012, based on reported 2011 costs, include:

Police Bureau costs associated with Rose Festival events are \$109,130, as detailed below:

- Grand Floral Parade - \$24,566
- Junior Rose Parade - \$4,434
- Starlight Parade (and Run) - \$51,436
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An economic study commissioned by the Portland Rose Festival Foundation indicated that the 2000 Rose Festival generated \$78.1 million in positive economic impact, which includes payroll of \$23 million, supporting 976 jobs.

#### **9. RECOMMENDATION / ACTION REQUESTED**

The Revenue Bureau recommends passage of this ordinance.