

185815

ORDINANCE No.

Authorize a Memorandum of Understanding with the Portland Rose Festival Foundation to assign and outline the City and Foundation roles and responsibilities for the annual Portland Rose Festival (Ordinance)

The City of Portland ordains:

The Council finds that:

1. More than a hundred years ago, business leaders in Portland started the Rose Festival to both brand and enhance the growing city. The Rose Festival was immediately embraced as a prime time for celebrating whatever deserved celebrating, including cultural heritage, national pride, individual accomplishment and positive perseverance; and
2. The Rose Festival has become one of the world's most enduring events, an annual celebration encompassing three-to-five weekends of activities in May and June designed to attract both locals and visitors from across the country and around the world; and
3. Today's major Rose Festival events offer myriad opportunities to congregate and celebrate. They include Rose Festival CityFair, an urban entertainment fair and carnival and three distinctive parades: the Starlight Parade, a nighttime event; the Junior Parade, a kid-centric procession; the Rock 'n' Roll Half Marathon, a special event added in 2012; and the Rose Festival's cornerstone, the Grand Floral Parade, which brings 400,000 to the streets of Portland; and
4. The majority of the activities during the Rose Festival are produced by the Portland Rose Festival Foundation, a non-profit civic organization whose mission is to promote Portland and the entire state culturally, socially, and economically by presenting the annual Portland Rose Festival celebration. The Foundation is made possible by the efforts of thousands of volunteers, including a 75-member board of directors. It is managed by a professional year-round staff; and
5. Overall attendance at Rose Festival events exceeds one million people, and the annual economic impact of the festival is estimated at \$75.5 million; and
6. In two of the past five years, the Rose Festival was named the Best Festival in the World by its trade organization, the International Festivals & Events Association; and
7. The Portland Rose Festival was designated the Official Festival of the City of Portland by Council Resolution 36759 adopted on January 13, 2010; and
8. The Portland Rose Festival promotes civic pride, draws local and international visitors to Portland, and provides significant regional economic stimulus.

NOW, THEREFORE, the Council directs:

- a. The Mayor is hereby authorized to execute a Memorandum of Understanding with the Rose Festival Foundation, as outlined in a form substantially in accordance with the attached Exhibit A.
- b. The Memorandum of Understanding will become effective on the date that all required signatures are obtained and shall remain in effect unless canceled or superseded by amendments or agreements.

Passed by the Council:

DEC 19 2012

Mayor Sam Adams

Prepared by: Jeana Thayer

Date Prepared: 12/6/2012

LaVonne Griffin-Valade

Auditor of the City of Portland

By



Deputy

Agenda No.
ORDINANCE NO.

185815

Title Portland

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<p>INTRODUCED BY Commissioner/Auditor: Mayor Sam Adams</p>	<p>CLERK USE: DATE FILED <u>DEC 07 2012</u></p>
<p>COMMISSIONER APPROVAL</p> <p>Mayor—Finance and Administration - Adams <i>Sam</i></p> <p>Position 1/Utilities - Fritz</p> <p>Position 2/Works - Fish</p> <p>Position 3/Affairs - Saltzman</p> <p>Position 4/Safety - Leonard</p>	<p>LaVonne Griffin-Valade Auditor of the City of Portland</p> <p>By: <i>[Signature]</i> Deputy</p>
<p>BUREAU APPROVAL</p> <p>Bureau: Mayor's Office Bureau Head: Mayor Sam Adams</p>	<p>ACTION TAKEN:</p> <p>DEC 12 2012 PASSED TO SECOND READING DEC 19 2012 9:30 A.M.</p>
<p>Prepared by: Jeana Thayer Date Prepared: 12/6/2012</p>	
<p>Financial Impact & Public Involvement Statement</p> <p>Completed <input checked="" type="checkbox"/> Amends Budget <input type="checkbox"/></p>	
<p>Portland Policy Document</p> <p>If "Yes" requires City Policy paragraph stated in document.</p> <p>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p>	
<p>Council Meeting Date December 12th, 2012</p>	
<p>City Attorney Approval: required for contract, code, easement, franchise, comp plan, charter <i>KAM</i></p>	

<p>AGENDA</p>
<p>TIME CERTAIN <input type="checkbox"/></p> <p>Start time: _____</p> <p>Total amount of time needed: _____ (for presentation, testimony and discussion)</p>
<p>CONSENT <input checked="" type="checkbox"/></p>
<p>REGULAR <input type="checkbox"/></p> <p>Total amount of time needed: _____ (for presentation, testimony and discussion)</p>

FOUR-FIFTHS AGENDA	COMMISSIONERS VOTED AS FOLLOWS:		
		YEAS	NAYS
1. Fritz	1. Fritz	✓	
2. Fish	2. Fish	✓	
3. Saltzman	3. Saltzman	✓	
4. Leonard	4. Leonard	✓	
Adams	Adams	✓	