

1244-2017



# PORTLAND ROSE FESTIVAL



# Charles Jordan – Former City Commissioner

1244-2017





# Rose Garden Store

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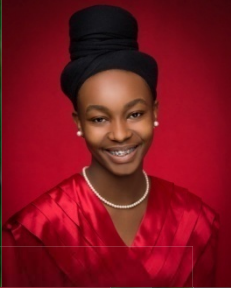


# PORTLAND ROSE FESTIVAL



# Rose Festival Court

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# Rose Festival Board of Directors

1244-2017





# Rose Festival Staff

1244-2017





# IFEA World Board of Directors 1244-2017



**Jeff Curtis**, CEO of the Portland Rose Festival Foundation

- Chip Baker, Principal of the Riverbend Festival
- Ted Barood, President of the Norfolk Festevents Ltd.
- Michael Berry, President & CEO of the Kentucky Derby Festival
- Bob Byrant, President & CEO of the 500 Festival
- Karen Churchard, Tourism & Events Director of the City of Scottsdale
- William B. Flinn, Principal of the Pasadena Tournament of Roses
- Stephen King, Executive Director of the Des Moines Arts Festival
- Guy Laflamme, Executive Director of Ottawa 2017
- Janet Landey, South Africa Events Management
- Diana Mayhew, President of National Cherry Blossom Festivals
- Johan Moerman, Managing Director of Rotterdam Festivals



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# PORTLAND ROSE FESTIVAL

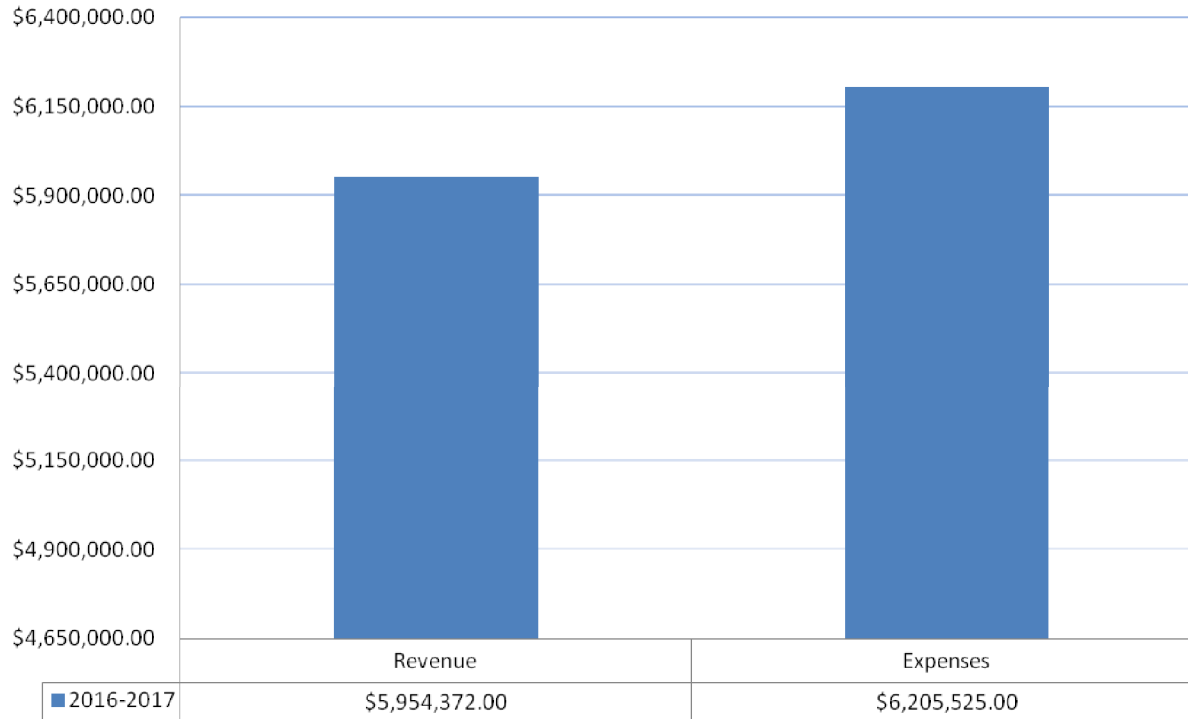




# Finance Report

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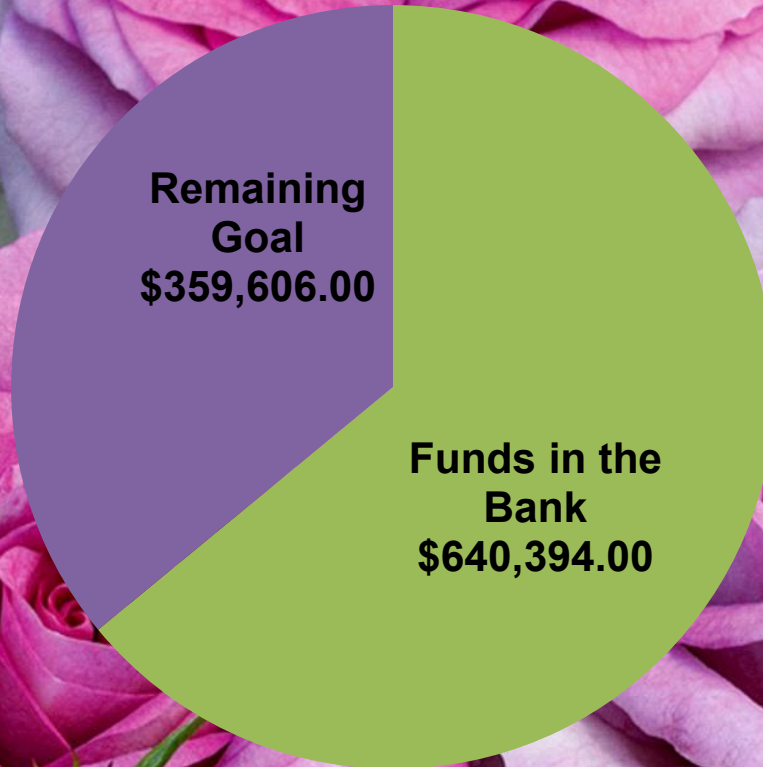
## Portland Rose Festival Foundation Current Year 2016 -2017





# Board Designated Reserve Funds

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PROVIDING ESSENTIAL CELEBRATION SINCE 1907



PORTLAND  
**ROSE**  
FESTIVAL

Portland's Official Festival

## ECONOMIC IMPACT

The annual Rose Festival generates an estimated

**\$65 Million<sup>^</sup>**

in Economic Impact for the  
Portland-Metro region



<sup>^</sup>From 2012 Economic Impact Assessment conducted by the  
International Festivals & Events Association.

## CULTURAL EXCHANGE

PRFF provides the ultimate setting  
for showing off the City of Portland  
to the world, hosting dignitaries and  
showcasing Portland's Sister Cities  
for **over 50 years.**



## BRINGING COMMUNITY TOGETHER

Rose Festival events showcase Portland's downtown  
core, with large gatherings of citizens showing pride  
in our city and celebrating our quality of life.

**435,000**

attend the Grand Floral Parade

**315,000**

attend the Starlight Parade

**185,000**

attend CityFair



## ENVIRONMENTAL STEWARDSHIP

PRFF's award-winning  
parade clean-up programs  
have saved the city an  
average of **\$50,000 per year**  
for **over 20 years.**





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## COMMUNITY INVESTMENT

PRFF has a long history of partnership with the City of Portland for restoration and renovation of city properties. Investments include:

**Rose Building** - \$200,000 for renovation & restoration

**Waterfront Park** - \$100,000 for resurfacing in 2012-13 and \$12,000 annually in restoration fees

**Portland Parks & Recreation** - In 2015, total Rose Garden Store proceeds exceeded \$1 million

**Portland International Raceway** - More than \$1 million for capital upgrades since 1986

**Over \$1.75 million in permit fees paid since 2007**

### OUR MISSION:

The Portland Rose Festival Foundation is a non-profit that serves families and individuals with programs and events that promote the arts, education and volunteerism. We value environmental responsibility, diversity, patriotism and our historic & floral heritage.

The Portland Rose Festival Foundation is a 501(c)3 non-profit, tax ID #93-0333036

[www.RoseFestival.org](http://www.RoseFestival.org)



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2018

play happy

