

REVENUE: No revenue impact

FISCAL: No fiscal impact

Action:	Be Adopted
Vote:	7 - 0 - 0
Yeas:	Berger, Buckley, Esquivel, Hunt, Roblan, Thatcher, Rosenbaum
Nays:	-
Exc.:	-
Prepared By:	Jim Stembridge, Administrator
Meeting Dates:	5/2

WHAT THE MEASURE DOES: Encourages all Oregonians to participate in the Portland Rose Festival's Centennial Celebration events May 31–June 10, 2007.

ISSUES DISCUSSED:

- Numbers of board members and volunteers who put on the festival
- Economic benefits of the festival
- Number of mayors from cities throughout Oregon joining Rose Festival walking event
- Feis Championships

EFFECT OF COMMITTEE AMENDMENT: No amendment.

BACKGROUND: The Portland Rose Festival was first held in June 1907, produced by the Portland Rose Festival Association. The Portland Rose Festival Grand Floral Parade, the largest single-day spectator event in Oregon with an estimated 500,000 spectators, is the second largest floral parade in the United States.

For 2007, the Starlight Parade will be Saturday, June 2 at 8:30 p.m.; the Junior Parade is Wednesday June 6 at 1:00 p.m.; the Grand Floral Parade is Saturday, June 9 at 10:00 a.m.; the Waterfront Village along the Willamette River opens May 31; and the fleet of naval vessels ties up beside Tom McCall Waterfront Park's esplanade seawall beginning Monday June 4.

Numerous other events are planned (see <http://www.rosefestival.org/>), including the Irish dancing Feis Championships June 9-10.