

REVENUE: No revenue impact

FISCAL: No fiscal impact

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<b>Action:</b>	Be Adopted
<b>Vote:</b>	5 - 0 - 0
<b>Yeas:</b>	Carter, Gordly, Kruse, Courtney, Monnes Anderson
<b>Nays:</b>	0
<b>Exc.:</b>	0
<b>Prepared By:</b>	Shannon Strumpfer, Administrator
<b>Meeting Dates:</b>	4/11

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**WHAT THE MEASURE DOES:** Encourages Oregonians to participate in the events planned for Portland Rose Festival Centennial Celebration in 2007.

**ISSUES DISCUSSED:**

- All Oregon mayors invited to march in Grand Floral Parade with Mayor Tom Potter in 2007
- Portland Rose Festival Association aims to make Rose Festival an event for all Oregonians

**EFFECT OF COMMITTEE AMENDMENT:** No amendment.

**BACKGROUND:** The Portland Rose Festival was first held in June 1907. It is produced by the Portland Rose Festival Association whose mission is to celebrate the greater Portland region's quality of life with an emphasis on arts, education, youth, environment and cultural diversity.

The Portland Rose Festival Grand Floral Parade is the largest single-day spectator event in Oregon with an estimated 500,000 spectators. It is the second largest floral parade in the United States. It is internationally known as the "Cleanest and Greenest" festival in the world according to the International Festival and Events Association.