

Enrolled
Senate Joint Resolution 26

Sponsored by Senator CARTER; Senators BROWN, NELSON, Representatives JENSON, MERKLEY,
ROSENBAUM

Whereas the Portland Rose Festival was first held in June 1907, two years after Portland Mayor Harry Lane called for an annual "rose carnival" in a speech at the conclusion of the enormously successful Lewis and Clark Exposition Fair, celebrating the 100th anniversary of the Lewis and Clark expedition to Oregon; and

Whereas the Portland Rose Festival Association was formed in 1907 by a group of businessmen with a purpose to plan and finance an annual festival; and

Whereas today the Portland Rose Festival is still produced by the Portland Rose Festival Association with a mission to celebrate the greater Portland region's quality of life with an emphasis on arts, education, youth, environment and cultural diversity; and

Whereas the Portland Rose Festival was created with a mission to drive economic activity of the region and provide our citizens with a common celebration of the quality of life we enjoy; and

Whereas the Portland Rose Festival generates an estimated \$80 million annually for the region's economy through events that attract over 2 million people of all ages, social groups and races; and

Whereas the Portland Rose Festival events produced by the association all have a charitable purpose specific to arts, education, youth and family togetherness through special events; and

Whereas the Portland Rose Festival is 100 years old and the association has planned a centennial celebration to take place May 31 to June 10, 2007, and the celebration will be the largest civic celebration in the State of Oregon, attracting visitors from all over the country and the world for 11 days; and

Whereas the Portland Rose Festival is the largest special event celebration in the State of Oregon, encompassing more than 30 different events during a two-week period; and

Whereas the Portland Rose Festival Grand Floral Parade is the largest single-day spectator event in Oregon with an estimated 500,000 spectators on the streets of Portland; and

Whereas the Portland Rose Festival Grand Floral Parade is the second largest of all floral parades in the United States; and

Whereas the Portland Rose Festival Grand Floral Parade rates as one of the top five parades in the United States; and

Whereas the Portland Rose Festival Waterfront Village is the premier children's festival in the region with over 500 hours of nonstop family-style performances during an 11-day period; and

Whereas the Portland Rose Festival Junior Parade is the oldest and largest children's parade in the United States with over 10,000 children participating each year; and

Whereas the Portland Rose Festival Starlight Parade is the largest illuminated evening parade in the Pacific Northwest; and

Whereas the Portland Rose Festival Court of young female ambassadors represents the festival and the city in a variety of community service projects and appearances; and

Whereas the Portland Rose Festival is internationally known as the "Cleanest and Greenest" festival in the world according to the International Festival and Events Association due to its exemplary parade clean-up program and overall environmental stewardship; and

Whereas the Portland Rose Festival is set to launch another century of service to our community, the State of Oregon and the entire region; now, therefore,

Be It Resolved by the Legislative Assembly of the State of Oregon:

That we, the members of the Seventy-fourth Legislative Assembly, recognize and honor the Portland Rose Festival Centennial Celebration in 2007 and encourage all Oregonians to participate in the many activities planned from May 31 to June 10, 2007.

Adopted by Senate April 18, 2007

Secretary of Senate

President of Senate

Adopted by House May 8, 2007

Speaker of House