

Senate Joint Resolution 26

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

SUMMARY

The following summary is not prepared by the sponsors of the measure and is not a part of the body thereof subject to consideration by the Legislative Assembly. It is an editor's brief statement of the essential features of the measure **as introduced**.

Encourages Oregonians to participate in events planned for Portland Rose Festival Centennial Celebration in 2007.

JOINT RESOLUTION

1
2 Whereas the Portland Rose Festival was first held in June 1907, two years after Portland Mayor
3 Harry Lane called for an annual "rose carnival" in a speech at the conclusion of the enormously
4 successful Lewis and Clark Exposition Fair, celebrating the 100th anniversary of the Lewis and
5 Clark expedition to Oregon; and

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

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

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

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

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

17 Whereas the Portland Rose Festival is 100 years old and the association has planned a centen-
18 nial celebration to take place May 31 to June 10, 2007, and the celebration will be the largest civic
19 celebration in the State of Oregon, attracting visitors from all over the country and the world for
20 11 days; and

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

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

25 Whereas the Portland Rose Festival Grand Floral Parade is the second largest of all floral pa-
26 rades in the United States; and

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

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

31 Whereas the Portland Rose Festival Junior Parade is the oldest and largest children's parade

NOTE: Matter in **boldfaced** type in an amended section is new; matter [*italic and bracketed*] is existing law to be omitted. New sections are in **boldfaced** type.

1 in the United States with over 10,000 children participating each year; and

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

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

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

9 Whereas the Portland Rose Festival is set to launch another century of service to our commu-
10 nity, the State of Oregon and the entire region; now, therefore,

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

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

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