

SB 146 STAFF MEASURE SUMMARY

Carrier: Rep. Clem

House Committee On Rules

Action Date: 02/28/17

Action: Do Pass.

Vote: 8-0-1-0

Yeas: 8 - Hack, Holvey, Kennemer, McLane, Nosse, Rayfield, Smith Warner, Williamson

Exc: 1 - Barreto

Fiscal: No fiscal impact

Revenue: No revenue impact

Prepared By: Erin Seiler, LPRO Analyst

WHAT THE MEASURE DOES:

Designates third Saturday in March of each year as Cherry Blossom Day in Salem. Declares emergency, effective upon passage.

ISSUES DISCUSSED:

- History of Cherry Blossom Festival
- Cultural and economic significance of Cherry Blossom
- Revival of Cherry Blossom day in 2015 and 2016
- Events and activities planned for Cherry Blossom celebration

EFFECT OF AMENDMENT:

No amendment.

BACKGROUND:

In 1903, Salem held its inaugural Cherry Festival, a three-day celebration that included the coronation of a queen, hosted activities, industrial displays and cherry-related exhibits along Court Street. In 1907, the Pacific Coast Association of Nurserymen gave Salem the title "Cherry City," and in 1913 a group called the Cherrians organized for the purpose of hosting an annual Blossom Day. The tradition was revived when the Oregon State Capitol hosted Cherry Blossom day in 2015 and 2016 to celebrate Salem's beloved trees, Japanese culture and Oregon's cherry industry.

In 1986, the City of Salem and Kawagoe City, Japan, entered into a sister city relationship to strengthen the bonds between them. The symbol of this relationship has become the cherry blossom, as it is historically and culturally significant in both the Japanese culture and for the City of Salem, as there are more than 150 Akebono flowering cherry trees on the Capitol Mall.

Senate Bill 146 establishes the third Saturday in March of each year as Cherry Blossom Day in Salem, and encourages all residents and visitors to join in this observance.