

W. B. A.

IN THE BOARD OF COUNTY COMMISSIONERS OF LANE COUNTY, OREGON

RESOLUTION NO. 07- 05-09-

- ) IN THE MATTER OF RECOGNIZING
- ) FLORENCE'S 100<sup>TH</sup> YEAR RHODODENDRON
- ) FESTIVAL ANNIVERSARY CELEBRATION

**WHEREAS**, the Rhododendron Festival was started in 1908 (3<sup>rd</sup> oldest festival in Oregon) by businessman George Miller as a way to recognize the benefit of improving land routes into the area. He recognized the publicity value of promoting the Florence area to the outside world; and

**WHEREAS**, the theme of the first festival, as it was called years later, was "Watch Florence Grow." Laura Johnson was named the first Queen Rhododendron; and

**WHEREAS**, the Festival was cancelled in 1916, most likely because of World War I and it would not be celebrated again until 1934; and

**WHEREAS**, in 1934 in an effort to stimulate the economy, massive public works projects were initiated throughout the country. Highway 101 was nearing completion and the much-anticipated bridge over the Siuslaw was soon to become a reality; and

**WHEREAS**, Rhododendron day April 29, 1934 promised to be the biggest drawing card Florence has had since the old days when the Rhododendron Carnival was an annual event; and

**WHEREAS**, there were no festivals held 1942-1946 due to World War II; and

**WHEREAS**, 1947 was the start of the Festival again for a war-weary community; with the dedication of the Florence Airport and an air show as highlights of that year's festival; and

**WHEREAS**, 1957 was the 50th anniversary of the Rhododendron Festival; and

**WHEREAS**, 1959 marked "Oregon's Centennial Year" so that phrase became the festival theme; and

**WHEREAS**, from 1960-2006 saw many changes in the Florence area as well as the state of Oregon; and

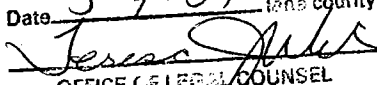
**WHEREAS**, 2007 theme "100 Years of Reflection" celebrating 100 years of community pride, support and volunteerism; and

**WHEREAS**, recognizing the importance of visitors contributing to the economic vitality of businesses in the area.

**NOW, THEREFORE IT IS HEREBY RESOLVED**, that the Lane County Board of Commissioners wishes to recognize and honor Florence, its community leaders, and the multiple generations of dedicated volunteers who have provided the citizens of Lane County, Oregon, the United States of America and the world, 100-years of Rhododendron Festival Celebrations.

Dated this 9<sup>th</sup> day of May, 2007.

APPROVED AS TO FORM

Date 5-7-07 lane county  
  
OFFICE OF LEGAL COUNSEL

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Chair, Lane County Board of Commissioners