Rainbow Flag Raising/Candle Light Vigil for Orlando

- June 23rd, 2016 at Flagstaff City Hall over 400 in attendees
- Celebrating 20 years of Flagstaff Pride inception; celebrating 20 years of fighting for change in civil and human rights for the LGBTQ of Flagstaff
- First an only Rainbow Flag raised in the State of Arizona at a City Hall
- Candle Light Vigil for Orlando victims and families
- Supplies; Rainbow flags, candles, sound system, etc.,
2016 Pride festival showed a 69% increase of attendees from 2015. Patrons spent on the average at the festival @$55 (food & vendor); along with dining & accommodations in Flagstaff @$247.00.

**Pride in Pines Audience**

- 67% LGBTQ
- 33% Straight Allies
- 31% Parents with Children – 3% Increase from 2015
- 11% Queer Youth – 2% Increase from 2015

**Region**

- 41% Out of town
- 59% Local
Pride in the Pines had over 60 exhibitors

- 7 food vendors
- 25 cover tenting
- 31 uncovered tenting
- 4 donated spaces to non-profits who reside in Flagstaff

Types

- Arts and craft
- Businesses
- Non-profits
- Health and wellness
- Pet friendly
- Sponsors

Expenses

- General Operations
  - Entertainment
  - Tenting
  - Fencing
  - Electric
  - Sound
We greatly appreciate your company’s support and in evolvement with our annual festival ‘Pride in the Pines’. We had over 25 sponsors that contribute to the production of our event either through monetary donation or in-kind.

- Security up 5% from 2015
  - City recommended heighten security (2016 June Orlando event)
  - Security will remain at 11% for 2017
- Tenting down 5% from 2015
- 12% down in Marketing.
  - We cut printing material, survey’s showed we reach more on social media; Twitter, Facebook & Instagram; Published media (In-kind); New Times, ECHO, TMEDIA and Arizona Republic.
- General Operations remained consistent from 2015

**Pride Festival Expense**

![Pie chart showing expense distribution]

- General Operations: 44%
- Insurance: 7%
- Security: 11%
- Tenting: 34%
- Marketing: 4%
Volunteers and Staff

Being a Volunteer is not an easy task, we are aware how hard they work to ensure the festival remains sustainable every year. Our volunteers are dedicated and passionate about the mission of pride. Without their efforts and support we would not be able to produce such an event. and we would not be where we are right now, they are our champions. The board of directors truly appreciates theirs works and support.

Volunteers
- 125 from surrounding areas
- 60% are between the ages of 18-35
- 9% volunteer with a parent or legal guardian

Board of Directors
- Kathryn Jim, President
- Deb Taylor, Vice President
- Penelope Scott, Treasurer
- Carrie Nelson, Secretary
- Alex Lee, Member
- Britney Patton, Member

Thank you once more for your generous sponsorship this year.