

# **Charlotte Pride & Charlotte Black Pride Cancellation Fact Sheet**

## **The Takeaway:**

The cancellation of Charlotte's annual Pride events represents a significant loss for the local LGBTQ community — and a significant loss for local economic impact from event attendees and tourists. But organizers say they will be working together and with their partners to present new and creative opportunities to engage with the community throughout the summer and fall as they begin planning for a return to in-person Pride celebrations in 2021.

## **Charlotte Pride**

- Charlotte Pride held its first festival in 2001 and was due to present its 20<sup>th</sup> annual celebration in 2020
- Charlotte Pride held its first parade in 2013; in 2017, the Charlotte Pride Parade became the city's largest annual parade, by number of entrants and marchers
- Annual events each year include the festival and parade, an interfaith service, and a variety of other social and community events leading up to the event
- In addition to the annual Charlotte Pride Festival & Parade, Charlotte Pride presents several other events and activities throughout the year through its programs including Charlotte Latinx Pride, Charlotte Trans Pride, Charlotte Women's Pride, the Charlotte Pride Scholarship Program, Charlotte Pride Interfaith Service & Programs, and Reel Out Charlotte, The Queen City's Annual LGBTQ Film Festival, among others

## **Charlotte Black Pride**

- Founded in 2005, Charlotte Black Pride was celebrating its 15<sup>th</sup> anniversary in 2020
- Charlotte Black Pride's events and other associated events in the community attract 25,000 people each year
- Annual events include a Community Expo, Town Hall, Sunday Jazz Brunch, arts and entertainment events, and others
- In addition to annual events each summer, Charlotte Black Pride presents programs and events throughout the year

## **Reasons for Cancellation: Community Health & Wellness**

- We must do everything we can to prevent knowingly exposing our already vulnerable community to the uncertainties and risks of the COVID-19 outbreak.
- LGBTQ people were already at higher risk from impacts of the COVID-19 outbreak. We are more likely to live in poverty and lack access to medical care, health and other benefits, and basic necessities.
- The most responsible decision in the face of continued uncertainty around this pandemic's trajectory is to cancel large-scale, public mass gatherings like our annual festival and parade.
- Even if local and state governments allow some businesses to reopen, they will still be required to follow social distancing and public health guidelines. It is simply not possible for any large-scale, public mass gathering to be hosted in a safe way with social distancing and it would be irresponsible to attempt to do so.

## **Impact of Cancellation to the LGBTQ Community**

- Loss of donations, capacity-building, awareness, and reach for LGBTQ community organizations which depend on face-to-face interaction with community members during the largest LGBTQ event in the region each year
- Loss of community members' access to vital community health, wellness, and social programs and services. Each year's festival and parade provides access to:
  - LGBTQ youth support and services
  - LGBTQ elder support and services
  - HIV/AIDS awareness, prevention, and testing
  - Other medical care and awareness, including access to LGBTQ-friendly physicians, heart health, cancer education, and more
  - Substance abuse, domestic violence, tobacco cessation, and other vital health and safety education, prevention, and treatment services
  - Civic education and engagement opportunities
  - Social organizations, physical fitness and community sports groups, and LGBTQ-affirming faith institutions

## **Financial Impact of Cancellation to the Greater Charlotte Community**

- Loss of income for LGBTQ-owned small businesses and other businesses that serve the LGBTQ community
- Loss of income for the hospitality and service industry, including hotels, restaurants, and nightlife
- Loss of income for workers, specifically, in the hospitality and service industry, among which LGBTQ people are over-represented
- The Charlotte Pride Festival & Parade is one of the city's largest annual events, bringing 200,000 people to Uptown and providing critical economic impact to the city.
- The absence of this event this year is not only a loss for the LGBTQ community, but also a direct economic loss for the greater Charlotte community — proving just how essential the LGBTQ community is to the broader social health and economic wellbeing of our city.
- In 2019, the event generated:
  - \$8.05 million in total economic impact
  - \$4.79 million in direct visitor spending
  - \$284,000 in Mecklenburg County taxes
  - An estimated 200,000 visitors over the course of the weekend
  - An estimated 23,000 out-of-town visitors
  - Over 10,000 booked hotel rooms

## **Resources/Assets/Additional Information**

### **Charlotte Pride — Components of Festival & Parade Named/Branded by Presenting Sponsors**

- Bank of America Charlotte Pride Parade
- PNC Bank Festival Zone
- Wells Fargo Stage

### **Charlotte Pride Online Resources**

- Website: [charlottepride.org](http://charlottepride.org)
- Facebook: [facebook.com/cltpride](https://www.facebook.com/cltpride)
- Twitter: [twitter.com/cltpride](https://twitter.com/cltpride)
- Instagram: [instagram.com/cltpride](https://www.instagram.com/cltpride)

### **Charlotte Pride Logos:**

[https://charlottepride-my.sharepoint.com/:f:/g/personal/matt\\_charlottepride\\_org/EpmgdS\\_tuihFlho22IvWuIBivzmRjC4NZ\\_p5\\_hlBssnMw?e=tnHejo](https://charlottepride-my.sharepoint.com/:f:/g/personal/matt_charlottepride_org/EpmgdS_tuihFlho22IvWuIBivzmRjC4NZ_p5_hlBssnMw?e=tnHejo)

### **Charlotte Pride Event Photos:**

[https://charlottepride-my.sharepoint.com/:f:/g/personal/matt\\_charlottepride\\_org/EuzPxxwNvl45PlinmQ4Jzj1MBUmUASGv\\_kJbKSaMDEeq8kw?e=ee57S5](https://charlottepride-my.sharepoint.com/:f:/g/personal/matt_charlottepride_org/EuzPxxwNvl45PlinmQ4Jzj1MBUmUASGv_kJbKSaMDEeq8kw?e=ee57S5)

### **Charlotte Black Pride Online Resources**

- Website: [charlotteblackpride.org](http://charlotteblackpride.org)
- Facebook: [facebook.com/CLTBlackPride/](https://www.facebook.com/CLTBlackPride/)
- Twitter: [twitter.com/clt\\_bpride](https://twitter.com/clt_bpride)
- Instagram: [instagram.com/clt\\_bpride/](https://www.instagram.com/clt_bpride/)