

Fact Sheet: 2022 Charlotte Pride Festival & Parade

August 20-21, 2022

Charlotte Pride

- Charlotte Pride held its first festival in 2001 and was due to present its 20th annual celebration in 2020
- Charlotte Pride will belatedly mark its 20th anniversary with special events this year
- 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 Pride Festival & Parade – Event Details

- Will take place August 20-21, 2022 in Uptown Charlotte
- Festival Zone on S. Tryon St.
- Parade on N. Tryon St.
- Event set-up commences on Friday, Aug. 19, 2022, closing portions of S. Tryon
- Charlotte Pride Week, Aug. 12-19 precedes festival and parade weekend, offering a full week of community events

Impact of 2020-2021 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 2020-2021 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 Online Resources

- Website: charlottepride.org
- Facebook: [facebook.com/cltpride](https://www.facebook.com/cltpride)
- Twitter: 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_tuihFlho22IlvWuIBivzmRjC4NZ_p5_hlBssnMw?e=tnHejo

Charlotte Pride event photos:

https://charlottepride-my.sharepoint.com/:f:/g/personal/matt_charlottepride_org/EuzPxxNvl45PlinmQ4Jzj1MBUmUASGv_kJbKSaMDEeq8kw?e=lcJd3c

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