

SEATTLE 

PRIDE



2023 POST-PRIDE IMPACT



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SEATTLE PRIDE IMPACT REPORT

2023

MISSION & PURPOSE



PRIDE IN THE PARK

SATURDAY, JUNE 3, 2023

Attendance:

~12,000 attendees

Feedback:

Average experience rated 4.5 out of 5 stars, 96% of respondents stated they were “Highly Likely” or “Likely” to return



PRIDE IN THE PARK CONT'D

SATURDAY, JUNE 3, 2023

Programming:

- **Footprint Expansion:** Successfully doubled footprint, adding a second stage and alcohol garden
- **Queer Marketplace:** Incorporated queer market place, which allowed us to uplift over 25 small LGBTQIA2S business and support their financial success
- **Youth Centered Space:** provided engagement activities, including informational Zines, resources, and crafts activities for young people at Pride in the Park, serving well over 100 individuals
- **Youth Internship:** Ran a 6-week paid youth internship program for LGBTQIA2S youth. 100% of youth interns identified as LGBTQIA2S and were from BIPOC (Black, Indigenous, and People of Color) communities



SEATTLE PRIDE PARADE

2023 PARADE STATS

Sunday, June 25, 2023

Attendance 300,000+ | 250+ groups participated | 58% small businesses and nonprofits | 20,000+ Marched in the Largest parade in W.A.

ABOUT SEATTLE PRIDE PARADE

The Seattle Pride® Parade stepped off at 4th Ave & Union St, proceeding north along 4th Ave to Denny Way, terminating at Seattle Center. The parade route boasted 3 announcer stages, alcohol gardens, food truck plazas, VIP experience, and more.

PRIDE GIVES BACK

Seattle Pride® provides grants and sponsorships to deserving LGBTQIA+ focused organizations year-round. **Since 2017, we've awarded more than \$250,000** in grants and sponsorships to regional nonprofits and individuals in need.

With the support of our partners, we were able to waive or reduce the registration fees for 39 nonprofit organizations.

Click here to [learn more about Grants & Sponsorships](#).





WEBSITE & SOCIAL MEDIA



**42 000+
followers**

June Reach
220,000+



**15 000+
followers**

June Reach
198,000+



**Website
Traffic**

**Annual
Views**
661,000+

June
245,000+



**News &
Media**

June stories
393+

**June
Impressions**
33 Million
(estimate)



SEATTLE PRIDE MAGAZINE

DISTRIBUTION

- Mailed to members and donors
- Distributed to over 900 locations including: community centers, spaces, libraries, hospitals, offices, grocery stores, coffee shops and other retail locations.

CIRCULATION

- Winter, Spring & Fall: 10,000 print + 5,000 digital
- Summer (Pride Issue): 50,000 print + 10,000 digital



TELEVISION & LIVE STREAMING (2023)

KIRO 7 produced a livestream of the Pride Parade that was available on kiro7.com and the KIRO 7 Facebook page. KIRO 7 produced and aired two promotional campaigns targeting both Seattle Pride in the Park and the Seattle Pride Parade.

Pride in the Park Digital Ads: 535,000 impressions;

Seattle Pride Parade Digital Ads: 2.1M impressions;

KIRO 7 Social Media: 34 posts, 400k+ impressions;

Newcasts: 345 mentions in newcasts: 255 Full Screens, and at least 90 Voice-overs, Voiceover-to-sounds, in-studio interviews, and Packages.

PRIDE IS INCLUSIVE

Increased Talent Diversity:

Across all events, 75% talent were from BIPOC (Black, Indigenous, and People of Color) communities and over 95% were local to our area

Talent & Artists:

Pride in the Park: 30 hired performers

Pride Parade: 17 hired performers

Accessibility:

- **Mobility Aids:** Deployed accessibility mats for the first time, increasing access to various activations across our event footprint
- **Infrastructure:** Worked with City of Seattle to get a vital curb cut to ensure that individuals utilize mobility devices could access grass area in north side of park
- **Parking:** Collaborated with Seattle Asian Art Museum to manage their parking lot area for exclusive accessible parking
- **Striving for Universal Design:** Established and implemented standard Accessibility practices for our events which includes hiring ASL Interpreters, designated ADA Priority Seating areas, and publicly available Accessibility guides to support event goers
- **Low-Sensory Space:** Collaborated with the Arc of King County to host a low-sensory space to support





PRIDE IS COMMUNITY DRIVEN

Volunteers

- Improved orientation to include organizations cultural values, LGBTQIA inclusivity, and accessibility best practices
- 313 completed shifts in the month of June
- Over 250 unique volunteers joined us during june
- 100% of surveyed volunteers expressed they were "Highly Likely" or "Likely" to volunteer with the program again.
- Over 1,300 hours completed





WE SEA YOUR PRIDE

To our dearest Partners, thank YOU for joining forces and making an impact within our community.

Your contributions are distributed throughout:

- **Seattle Pride in the Park**
- **Seattle Pride Parade**
- **Volunteer Programing**
- **Paid Youth Internship Program**
- **Grants & Sponsorships Program**



THANK YOU!

[CONTACT US](#)

