

SUBJECT: **WEHO PRIDE 2024 PARADE PARTICIPATION**

PREPARED BY: **DEPARTMENT OF COMMUNITY SERVICES**

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**STATEMENT ON THE SUBJECT:**

The Human Services Commission will call for volunteers for members interested in riding on the WeHo Pride Parade float on Sunday, June 2, 2024. Volunteers will be entered into a random selection drawing, conducted by the City Clerk.

**RECOMMENDATION:**

The Human Services Commission will call for volunteers for members interested in riding on the WeHo Pride Parade float on Sunday, June 2, 2024

**BACKGROUND/ANALYSIS:**

Since its incorporation in 1984, the City of West Hollywood has celebrated LGBTQ+ Pride during June of each year.

Through 2019, events such as a ticketed festival, parade and community street festival were programmed and produced by Christopher Street West (CSW), a 501(c)3 non-profit organization.

The inaugural WeHo Pride Weekend was held during the first weekend of June in 2022. The inaugural event was safe, successful, and generated positive feedback from partner agencies, community members and stakeholders.

Following the success of the inaugural WeHo Pride, the City Council approved a multi-year agreement for WeHo Pride production services for the years 2023, 2024 and 2025 and identified the WeHo Pride event weekend as the first weekend in June.

The second annual WeHo Pride Weekend was held Friday, June 2 through Sunday, June 4, 2023. Overall, the 2023 WeHo Pride Weekend events drew substantial crowds and garnered overwhelmingly positive feedback from community members, stakeholders, and partner agencies.

The City Council received a post event debrief report at its meeting on October 16, 2023, and approved a 2024 WeHo Pride Weekend with the same core programming elements as the 2023 event, to include:

- A **free Friday night community concert** in West Hollywood Park on Friday, May 31, 2024.
- The **WeHo Pride Street Fair** on Saturday, June 1 and Sunday, June 2, 2024, along Santa Monica Boulevard.
- The **OUTLOUD Music Festival**, produced by JJLA, on Saturday, June 1 and Sunday, June 2, 2024, in West Hollywood Park.
- The **Women's Freedom Festival** and **Dyke March**, held on the Community Stage at the Street Fair on Saturday, June 1, 2024.
- The **WeHo Pride Parade** on Sunday, June 2, 2024, along Santa Monica Boulevard.
- **Co-sponsored community group events and activations** produced by LGBTQ+ affiliated community groups, to amplify their participation in the overarching WeHo Pride month.

## **WEHO PRIDE PARADE PARTICIPATION**

The City's WeHo Pride Parade contingent consists of four vehicles, one float for the City Council, two floats that serve to represent the City's Advisory Boards and Commissions, and finally, the Pickup trolley. In past parades, the Chair and Vice Chair of each Advisory Board and Commission had been invited to participate in the WeHo Pride Parade on a

City float, as a means of representing their Advisory Board or Commission This year, two members of each Advisory Board and Commission will once again be invited to participate on the float, however, the selection will be determined by random draw. For each Advisory Board and Commission, all individuals interested in riding on the float at the WeHo Pride Parade on Sunday, June 2, 2024, will submit their name, and then two members will be selected at random, by the City Clerk on a date to be shared with all appointed officials. A first and second alternate will also be drawn in the event that either of the two selected members becomes unable to attend.

Advisory Board and Commission members who are interested in participating should be advised of the following Parade day logistics:

- While the WeHo Pride Parade officially steps-off at 12PM, participants must be present at staging location (approximately Santa Monica Blvd. at Crescent Heights Blvd.) well in advance of step-off; exact reporting time to be determined.
- The Parade will last approximately 2-3 hours.
- The time commitment will be several hours and there may be a significant waiting period at step-off; participants may experience several hours in the direct sun and/or elements.
- Participants will be responsible to get themselves to the step-off location at approximately Santa Monica Blvd. at Crescent Heights Blvd. Disbanding will occur at approximately Robertson Blvd. and the City will provide transportation back to City Hall, if needed.
- Additional information will be provided to participants as the date nears.

While limited space only allows for two members of each Advisory Board and Commission to ride on a City float, all Advisory Board and Commission members are invited to be a part of the City's Parade contingent. Other avenues for participation include partaking in the City's walking contingent, which could include carrying banners or choosing to ride on the WeHo PickUp trolley, which trails the City's floats.

**ATTACHMENTS:**

None.