



TRI-CITIES, TENNESSEE



## A Message from TriPride's Board of Directors

# TriPride 2019: Proving Ourselves to the Community

The 2019 theme for TriPride was “Look How Far We’ve Come”. This theme held a dual significance. First, 2019 is the 50th anniversary of the Stonewall Riots – the start of the modern LGBTQ+ rights movement – which was celebrated across the country. We looked back at how much has changed since those early days. Second, the theme provided a reflection point for TriPride’s own newness as an organization and community resource.

**With your support, we were able to produce another historic event for our Tri-Cities community.** For the first time, a Pride parade marched down Kingsport’s Main Street and the first Pride festival was held in the city’s history. **An estimated 10,000+ people came out to enjoy the parade and festival throughout the day.** This is similar to the attendees of the 2018 TriPride parade and festival held in Johnson City. However, it wasn’t all the same people. Many attendees shared that they had not attended last year for various reasons, and for some, this marked their first Pride event, ever. There were also a considerable number of attendees that showed up to the Kingsport event with as much enthusiasm and excitement as they exhibited at the Johnson City event. Additionally, we saw an increase in the number of families with children, both LGBTQ+ and also straight allies with their children. **It truly was a wonderful mix of our community who came out to enjoy the day and celebrate love and diversity.**

**We expanded our Health Services** at the 2019 festival. Six health partners offered a range of services from: free STI / HIV testing, and Hepatitis A vaccination. Additionally, educational material was provided, free of charge, to anyone regarding local health programs and health education. Topics included: Narcan Support, STEP (needle exchange program), PrEP & PEP (pre- and post-exposure prophylaxis), suicide prevention and mental health programs, safe sex education materials, HIV Case management, and numerous non-sexual or gender related topics (example: skin care, hydration, and sun exposure related cancer risks).

Like Johnson City’s 2018 TriPride, Kingsport had its unique challenges and opportunities. **With a spirit of cooperation between our city partners and TriPride’s board,** and understanding and excitement – and sometimes patience – from vendors and the general public, **TriPride 2019 in Kingsport was a complete success story.**

In addition to growing our parade, the festival exhibitors, entertainment, food, and drink options, **TriPride has also grown as a nonprofit organization.** For 2019, we had an accountant do a professional review of our finances and provide us with documentation showing we are being responsible financial stewards. Our commitment is to be clear how funds are used.

An accountant’s report can be made available to any large donor who requests formal documentation. Additionally, we have received the Bronze Seal of Transparency from GuideStar, the world’s largest source of information on nonprofit organizations. Philanthropic efforts large and small use GuideStar as a vital source of information about nonprofits. Our goal is to continue to build upon this effort and seek the Gold Seal in 2020.

2019 also saw TriPride applying for grants for the first time to further our mission, both from regional and national organizations. We were fortunate to be the recipient of two of those grants. As we grow and the events we produce become more well-known and established, we see grants as part of our overall fundraising mechanism.

Beyond the parade and festival, we’ve also continued to build **our organization’s reputation in the community.** We’ve established stronger working relationships with other LGBTQ+ organizations in the area and have worked together to promote events and share messaging. We’ve built relationships with other community-focused organizations. For the general public, we again organized a Pride Week - a series of 7 events leading up to and after the parade and festival. TriPride’s board has also begun the work of **establishing the organization as a leader and resource within the community.** We have representation on the new ‘Regionalism Committee’, a leadership position on the Appalachian Highlands Diversity and Inclusion Council, and a board seat (focused on diversity and inclusion) on the Upper East Tennessee Regional Chapter of American Red Cross. Finally, TriPride was invited to join the discussion panel hosted by ETSU for the World AIDS Day programming.

**The next leg of TriPride’s journey is Bristol.** Conversations and early planning with officials from both Bristol, TN and Bristol, VA are underway. We are planning to announce the date and location in late December or early January. These sister cities came to the discussion table with enthusiasm and excitement, and we are thrilled to be working with them and excited about the opportunities for establishing long-term community partners. Like Kingsport and Johnson City before, TriPride 2020 in Bristol will be a first of its kind for the cities.

Your financial support, board and community passion, and a shared commitment to diversity and inclusion are the key driving factors in our success and in our shared communities’ growth. Thank you for your part in that success.

**Last year we made our splash. This year we proved ourselves.** Next year in 2020 we finish our circuit and become a legacy organization. We invite you to come to our planning meetings and become even more involved. **Thank you again.**

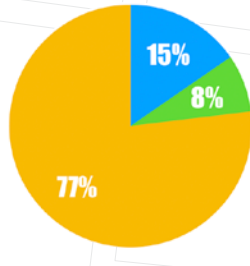
# Detailing Our 2019 Success

## Overview:

- 3,908 Facebook likes - a 47.75% increase from November 2018  
*Note: Facebook is our primary messaging outlet in addition to press releases sent to local media*
- Approximately 10,000 participants in the parade and festival, with many attendees sharing this was their first Pride event.
- Approximately 110 volunteers
- Overwhelming positive feedback from attendees, exhibitors and parade participants
- 10 Lead Sponsors with significant contributions
- 16 Supporting Financial Sponsors

### Fundraising Breakdown

- Individuals
- Grants
- Sponsorships



## Parade Information:

- Over 1,100 parade participants - a 62% increase from 2018
- 9 floats
- 37 vehicles
- 72 contingencies - a 44% increase from 2018
- Partial breakdown of contingencies:
  - 11 Spiritual groups / churches
  - 5 performance groups
  - 11 LGBTQ+ organizations
  - 5 Political / Government groups
  - 17 Nonprofits & Service Providers
  - 6 National Organizations / Corporations
  - 12 Small Businesses
  - 2 National organizations

## Festival Information:

- 110 Exhibitor Booths - a 30% increase from 2018
  - 7 Spiritual groups / churches
  - 5 Political / Governmental Groups
  - 43 small / local Businesses and artisan merchants
  - 12 larger businesses and corporations
  - 5 Academic Organizations (includes colleges / universities)
  - 33 Nonprofits & Service Providers
  - 6 Health Partners who provided STI screening, health counseling, sunscreen, and more information
- 4 Entertainment Acts (including Eureka) + 6 local drag performers
- 13 Food Trucks
- 2 Weddings (Yes! It's now tradition! Folks want to get married at Pride!)

## Selected Media Coverage:

- <https://www.wjhl.com/news/local/tripride-celebrates-2019-parade-and-festival-in-downtown-kingsport>
- <https://www.timesnews.net/Community/2019/09/09/TriPride-draws-10-000.html>
- <https://wcyb.com/news/local/lgbt-people-describe-second-tripride-as-emotional>
- <https://easttennessean.com/2019/09/08/look-how-far-weve-come-tripride-2019>
- <https://www.ehc.edu/live/news/962-eamph-takes-part-in-second-tripride-parade>

## What The Community Is Saying...

*"Super friendly, inclusive environment. Lots of great vendors. My daughter & I had a great time."*

- Jenny T.

*"The Festival was a fantastic place, safe and full of love and hope. It really made me feel at home."*

- Stefan N.

*"This pride was awesome and to be able to be ourselves was even better. I loved seeing families supporting other families this was truly a blessing."*

- Ashley V.

*"This was my first Pride and I loved it!"*

- Eric M.

*"The most fun local event I've been to in a LONG time. Keep up the good work."*

- Alethea S.

*"My first TriPride and it was amazing. I got so many Mom Hugs, it was the best. I got to spend it with my family and that made it even better."*

- John W.

*"I spent the better part of the day in a little secluded corner of the world where there was only love and acceptance. For a little while, thousands of people were able to forget the hate and chaos in the real world. Many of these people I spent the day with are near and dear to my heart."*

- Cindy L.

*"This was my husband and I first time attending any type of pride event. We had a wonderful time will definitely be attending future TriPride events."*

- Amy F.

*"Absolute best time I've had in years. We'll be returning patrons!"*

- Kristen W.