



Winning Together

A Message from the TriPride Board of Directors

A Review of TriPride 2018

TriPride 2018 is over and the TriPride Board is very happy with our success. We hope that our community continues to realize impacts that TriPride2018 has begun. **2018's success is the product of many people's visions and dreams, countless hours of our volunteers working tirelessly, and the faith of the public who surprised us and many others with their amazing response.**

The reality of TriPride 2018 would not have been possible without the generosity of our Sponsors. Your generous support and encouragement let us put our dreams into action. Thank you.

As referenced above, TriPride 2018 created visibility and established access to a large regional demographic that has so far been mostly out-of-sight and out-of-reach. Over the year as TriPride was being planned, our Board began to become aware of the pent-up demand for community-building; but the TriPride Parade and Festival on Sept. 15 showed the number and power of a large sector of our community that believe in equality and fairness for all people.

Along with identifying and gaining access to individuals in the 'LGBTQ+ & Allies' demographic, TriPride 2018 also created the core network of a variety of organizations that had not always recognized their commonality. Counted within that group is TriPride's long list of supportive non-profits, faith communities, small businesses, large regional and national brands, and municipal organizations.

Where does TriPride go from here? Our vision is to look for more ways to help lead the Tri-Cities and the surrounding region as it works to embrace everyone who lives here, making sure that everyone knows just how open and welcoming East Tennessee & Southwest Virginia truly is, and that we continue to take steps to make everyone of us even prouder to call this area home. If we continue to work together we have an opportunity to build on our inaugural success – establishing a positive dynamic that is good for people and good for business. How could that be anything but good for our community!

After reviewing this document, we invite you to go to <https://www.tripridetn.org/2018-sponsor-feedback> and let us know your thoughts in a very brief, but important, survey.

What does TriPride's success look like?

Overview

- Approximately 10,000 participants and attendees at September 15 TriPride Parade & Festival
- Approximately 80 volunteers
- Largest parade in Johnson City history
- Overwhelmingly positive feedback from festival vendors and participants
- Over \$50,000.00 in pre-event donations collected
- 11 Lead Sponsors with significant contributions
- 11 Supporting Financial Sponsors
- Over 200 individual contributions

Media Presence

- At least 19 media coverage packages leading up to and after the Parade & Festival (more info on page 5)
- 2,661 Facebook Page Follows and 2,645 Facebook Page Likes (more info on page 3 - 4)

Parade Information

- Largest parade in Johnson City's history
- Over 700 people in the parade
- 12 Floats
- 29 Vehicles
- 50 Contingencies
 - 8 Spiritual groups/churches
 - 5 Performance groups
 - 9 Non-profits & service providers
 - 5 Political/government groups
 - 13 Small businesses
 - 2 National organizations

Festival Information

- 76 Vendor Booths
 - 5 Political/government groups
 - 23 Non-profits & service providers
 - 26 Merchant vendors
 - 5 Businesses
 - 12 Sponsors
 - 5 Outreach providers

Economic Impact

While we don't know exact numbers, the businesses we have informally interviewed gave great feedback, including one downtown business who claimed it was the best single day for the business in the several years it has been operating.

Additionally, several non-profit vendors report some of the highest single-event donations and/or exposure in their history.

**proud accepted
empowered
inspired hopeful
supported
loved free**

The words most often used when people describe
TriPride's Parade & Festival on social media

Social Media Details (as of October 30, 2018)

Your Fans | Your Followers | People Reached | People Engaged

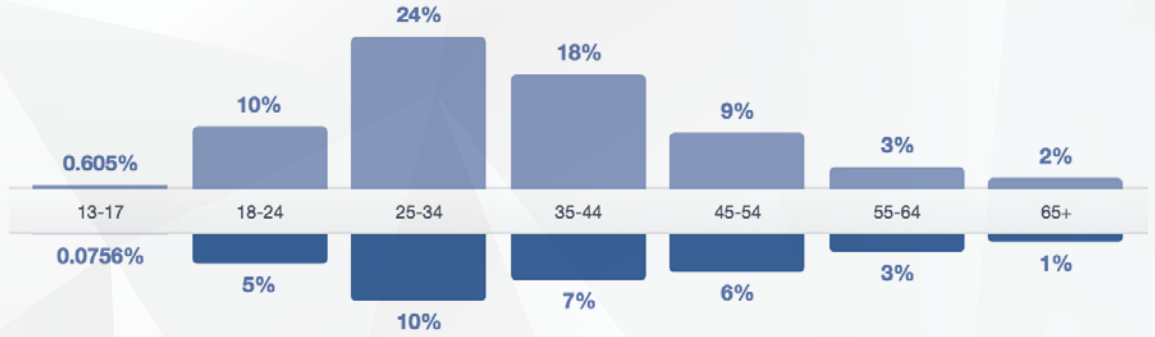
Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles.

Women

65%
Your Fans

Men

32%
Your Fans



City	Your Fans	City	Your Fans	City	Your Fans
Johnson City, TN	825	Piney Flats, TN	18	Carter, TN	8
Kingsport, TN	323	Big Stone Gap, VA	17	Chuckey, TN	8
Bristol, TN	135	Nashville, TN	16	Unicoi, TN	8
Elizabethton, TN	98	East Kingsport, TN	14	Pennington Gap, VA	8
Knoxville, TN	81	Mountain City, TN	14	Murfreesboro, TN	7
Jonesborough, TN	72	Wise, VA	14	Telford, TN	7
Greeneville, TN	71	Chattanooga, TN	13	Coeburn, VA	7
Bristol, VA	64	Marion, VA	13	Glade Spring, VA	7
Abingdon, VA	39	Washington, DC	11	Los Angeles, CA	6
Gray, TN	38	Rogersville, TN	11	Hampton, TN	6
Blountville, TN	27	Gate City, VA	11	Lebanon, VA	6
Church Hill, TN	24	Atlanta, GA	10	Norton, VA	6
Asheville, NC	23	Fall Branch, TN	10	Wytheville, VA	5
Erwin, TN	21	Maryville, TN	9		
Morristown, TN	20	Mount Carmel, TN	9		
Bluff City, TN	19	Charlotte, NC	8		

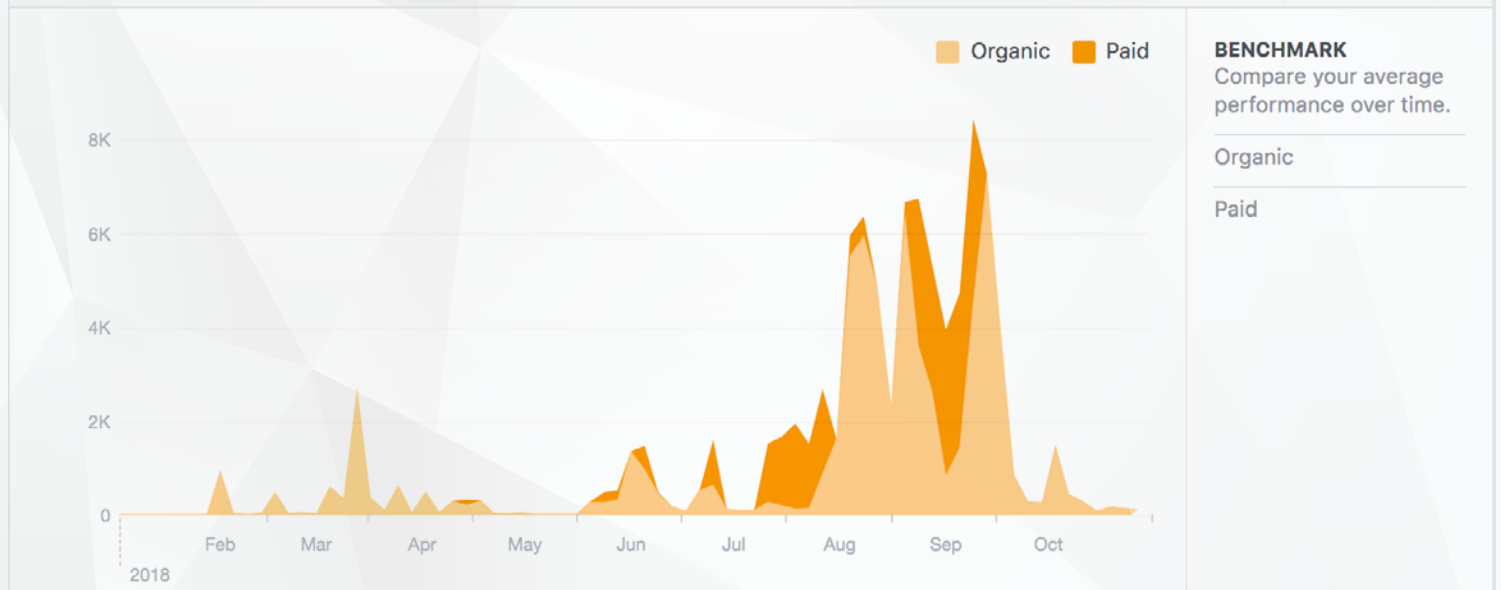
Social Media Details (continued)

Total Page Likes as of Today: 2,645



Post Reach

The number of people who had any posts from your Page enter their screen.



Media Coverage

- Paykamian, Brandon. "TriPride." GOTri. June 2018: 22. Print.
- Paykamian, Brandon. "New group planning Johnson City LGBTQ parade, festival." Johnson City Press 6 March 2018: johnsoncitypress.com 7 May 2018.
- <https://www.johnsoncitypress.com/Fairs-Festivals/2018/03/06/New-group-planning-Johnson-City-LGBTQ-parade-festival>
- <https://www.johnsoncitypress.com/Videos/2018/08/24/JCP-Week-in-Review-August-24.html?ci=content&lp=1&p=1>
- <https://www.johnsoncitypress.com/Fairs-Festivals/2018/06/05/Citi-sponsors-upcoming-LGBTQ-pride-parade-and-festival.html?ci=content&lp=5&p=1>
- <https://www.johnsoncitypress.com/Fairs-Festivals/2018/08/20/Adventurer-finds-home-in-Northeast-Tennessee-and-aims-to-promote-acceptance-and-inclusion>
- <https://www.johnsoncitypress.com/Fairs-Festivals/2018/08/10/Celebrate>
- <https://www.johnsoncitypress.com/Government/2018/03/01/Johnson-City-commissioners-vote-to-condemn-two.html?ci=content&lp=7&p=1>
- <https://www.wjhl.com/local/eastman-sponsors-tripride-festival/1351895211>
- <https://wcyb.com/news/local/eastman-announced-as-one-of-title-sponsors-for-tripride-festival-in-johnson-city>
- <https://wcyb.com/news/tennessee-news/neo-confederate-counter-protest-attracts-more-than-900>
- <https://wcyb.com/news/tennessee-news/officials-prepare-for-southern-nationalist-rally>
- <http://www.timesnews.net/Local/2018/08/06/Eastman-to-sponsor-Tri>
- <https://www.wjhl.com/daytime-tri-cities/tripride-parade-festival/1433970149>
- <https://www.johnsoncitypress.com/gallery/TriPride-Parade-and-Festival>
- <https://www.johnsoncitypress.com/Fairs-Festivals/2018/09/15/TriPride-festival-parade-draws-hundreds-of-attendees-large-police-presence>
- <https://www.johnsoncitypress.com/Fairs-Festivals/2018/09/17/JCPD-Chief-on-TriPride-security-We-didn-t-want-another-Charlottesville>
- <https://www.wjhl.com/local/thousands-celebrate-inaugural-tri-pride-festival-in-johnson-city/1448531331>
- <https://www.wjhl.com/local/security-measures-announced-for-saturday-s-tripride-festival-in-johnson-city/1440343547>