

SUBJECT: PLANNING UPDATE ON WEHO PRIDE 2022
INITIATED BY: COMMUNITY SERVICES DEPARTMENT
(Yvonne Quarker, Director)
(Cleo Smith, Event Services Manager)
(Megan Reath, Event Services Supervisor)

STATEMENT ON THE SUBJECT:

The West Hollywood Pride Subcommittee of the City Council will receive a planning update regarding WeHo Pride 2022, including updates related to the footprint and layout, programming elements, community group participation, and the parade.

RECOMMENDATION:

Receive a planning update on WeHo Pride 2022, related to the footprint and layout, programming elements, community group participation, and the parade.

BACKGROUND / ANALYSIS:

Staff will provide a planning update for the inaugural WeHo Pride and will give updates related to WeHo Pride weekend, which will take place June 3, 4 and 5, 2022. Specific updates will include:

- 1.) Developments related to event's proposed footprint and layout, including the incorporation of Robertson Blvd. for programming elements.
- 2.) An update regarding the community group application process.
- 3.) Developments related to sponsorship and the WeHo Pride parade.
- 4.) An update on the event's marketing and communications timeline.

Event Services staff and the City's hired producer, JJLA, Inc. will be present at the meeting.

CONFORMANCE WITH VISION 2020 AND THE GOALS OF THE WEST HOLLYWOOD GENERAL PLAN:

This item is consistent with the Primary Strategic Goal(s) (PSG) and/or Ongoing Strategic Program(s) (OSP) of:

- OSP-6: Value and Encourage our Broad Diversity of Cultures.

In addition, this item is compliant with the following goal(s) of the West Hollywood General

Plan:

- HS-2: Support and encourage arts and culture in West Hollywood.
- HS-3: Promote a community with strong social networks and cross-cultural interaction.

EVALUATION PROCESSES:

Following the 2022 event, City staff and JJLA will collaborate on a debrief which identifies the event's successes as well as areas that can be further developed in future years. Staff will return to the City Council following the 2022 event.

ENVIRONMENTAL SUSTAINABILITY AND HEALTH:

N/A

COMMUNITY ENGAGEMENT:

Staff will engage community stakeholders through various outreach efforts. Event Services Division staff will collaborate with the City's Communications Department and consultant partners to continue to raise awareness through PR, communications, and marketing efforts about WeHo Pride and participation opportunities. Staff will also work with the business community related to ways that City businesses may participate in WeHo Pride.

OFFICE OF PRIMARY RESPONSIBILITY:

COMMUNITY SERVICES DEPARTMENT / EVENT SERVICES DIVISION

FISCAL IMPACT:

None.

ATTACHMENTS:

None.