

Attachment C

List of Budgeted Special Events

FY 2023-24 Budgeted Special Events

Event Month	Event Name ¹	Year this event started in West Hollywood	Budget (FY23)	Budget (FY24)	Attendance (FY23)	Projected Attendance (FY24)	Type of Event (FY23)	Type of Event (FY24)	Budget per Attendee (FY23)	Budget per Attendee (FY24)
August	National Night Out	early-1990s	\$28,000	\$50,000	1,200	1,200	in person	in person	\$23	\$42
August	Women's Equality Day	1996	\$4,000	\$4,000	200	200	outreach pop up	outreach pop up	\$20	\$20
September	911 Patriots Day Display	early-2000s	\$500	\$500	N/A	N/A	static display	static display	N/A	N/A
September	Bi-Visibility Week	2019	\$5,000	\$5,000	500	500	BiPride event in Plummer Park	BiPride event in Plummer Park	\$10	\$10
October	Disabilities Awareness Month	1999	\$3,500	\$3,500	125	125	in-person vaccines, virtual awards, street banners	in-person vaccines, virtual awards, street banners	\$28	\$28
October	Halloween Carnaval	1989	\$0	\$1,500,000	N/A	N/A	no event	in person	N/A	N/A
October	Youth Halloween Program	early-2000s	\$15,200	\$15,200	1,000	1,000	in person	in person	\$15	\$15
November	Big Feast Dinner by CITYx1 Youth Group (financial sponsorship)	2009	\$1,000	\$1,000	200	200	in person	in person	\$5	\$5
November	Transgender Awareness Month including Transgender Day of Remembrance	mid-2000s	\$9,600	\$9,600	175	175	in person	in person	\$55	\$55
November	Veteran's Day	early-2000s	\$3,100	\$3,100	100	100	in person	in person	\$31-\$42	\$31
December	Don't Drink & Drive Campaign	2000	\$5,200	\$5,200	25 + Campaign	25 + Campaign	campaign	campaign	N/A	N/A
December	Winter Holiday Banners	2016	\$10,000	\$10,000	N/A	N/A	banner display	banner display	N/A	N/A
December	Winter Wonderland	2022	\$8,000	\$12,000	500	500	in person	in person	\$16	\$24
December	Sober New Year's Eve	2014	\$21,000	\$15,000	750	750	in person	in person	\$28	\$20
December	World AIDS Day (digital display)	1997	\$3,000	\$3,000	50	50	projection at WHP - In person / virtual program	projection at WHP - In person / virtual program	\$60	\$60

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January	Martin Luther King Day of Service	2011	\$6,000	\$6,000	70	125	in person	in person	\$86	\$48
January	Roe v Wade Anniversary	2005	\$2,400	\$2,400	0	100	did not occur	in person	N/A	\$24
May	Senior Month Activities	2001	\$9,900	\$9,900	150	150	in person and virtual combination	in person and virtual combination	\$66	\$66
March	International Women's Day	2009	\$5,000	\$5,000	500	500	in person/virtual	in person/virtual	\$10	\$10
March	Transgender Day of Visibility	2019	\$800	\$800	n/a	n/a	virtual, digital campaign, with bus shelter ads	virtual, digital campaign, with bus shelter ads	N/A	N/A
March	Women's History Month Banners	1988	\$6,000	\$6,000	N/A	N/A	banner displays	banner displays	N/A	N/A
April	Denim Day	2000	\$400	\$400	75	75	in person	in person	\$5	\$5
April	Kids Fair	1995	\$7,500	\$7,500	500	500	Outdoor, in-person event	Outdoor, in-person event	\$15	\$15
April	Spring Fest	N/A	\$10,000	\$12,000	300	500	in person	in person	\$33	\$24
April	Pet Week	2021	\$5,000	\$5,000	0	200	Postponed to align with World Dog Day	in person	N/A	\$25
April	Picasso Pets	2020	\$1,500	\$2,500	200	200	in person	in person	\$8	\$13
April	Play Ball	2013	\$1,200	\$0	0	0	Event Sunset in FY22	Event sunset in FY22	N/A	N/A
April	Poet Laureate / National Poetry Month (2 events plus street banner display)	2014	\$12,000	\$12,000	250 + street banners	250 + street banners	in-person event + banner display	in-person event + banner display	N/A	N/A
April	Yom HaShoah	Unknown	\$3,200	\$3,200	100-150	100-150	in person	in person	\$21-\$32	\$21-\$32
May	Harvey Milk Day	2010	\$10,000	\$10,000	160	160	in person	in person	\$63	\$63
May	Public Safety Awards	early-1990s	\$3,000	\$3,000	100	100	in person	in person	\$30	\$30

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May	WeHo Mishka Festival (month-long festival)	2001	\$67,500	\$67,500	2,000	2,000	in person	in person	\$34	\$34
May	Senior Health Fair	2001	\$8,100	\$8,100	TBD	TBD	TBD	TBD	N/A	N/A
May	Victory in Europe Day/ March	1984	\$9,000	\$9,000	100	100	in person	in person	\$90	\$90
									N/A	
June	Annual Historic Preservation Activities	late-1990s	\$4,800	\$4,800	75	75	pending	pending	\$64	\$64
June	Dyke March	2007	\$7,040	\$7,040	200	200	in-person outdoor event	in-person outdoor event	\$35	\$35
June	Juneteenth	2020	\$2,000	\$2,000	50	50	in person	in person	\$40	\$40
June	WeHo Pride Arts Festival (up to 30 events. 2-3 exhibits)	2008	\$75,000	\$75,000	5,000	5,000	virtual/in-person	virtual/in-person	\$15	\$15
June	WeHo Pride	1979	\$1,874,000	\$5,965,000	N/A	N/A	in person	in person	N/A	N/A
June	Rainbow Key Awards	1993	\$4,800	\$4,800	100	125	in person	in person	\$48	\$38
June	Sober Pride Programming (#SIZZLE!)	N/A	Included in Pride Budget	Included in Pride Budget	N/A	N/A	Included in LGBTQ Pride Events for FY23	Included in LGBTQ Pride Events for FY23	N/A	N/A
June	Trans Pride	2015	\$2,000	\$2,000	500	500	in person TAB trans pride booth at WeHo Pride	in person TAB trans pride booth at WeHo Pride	N/A	\$4
Various	Colibri International Competition (4 events per year)	2007	\$8,000	\$8,000	1,000	1,000	in person	in person	\$8	\$8
Various	Free Theatre in the Parks (up to 4 events/year)	2009	\$12,000	\$12,000	350	350	in-person	in-person	\$34	\$34
Various	Human Rights Speaker Series (up to 5 events/year)	2000	\$5,000	\$10,000	300	300	virtual/in-person	virtual/in-person	\$17	\$33
Various	Lesbian Speaker Series (up to 8 events/year)	2015	\$10,000	\$10,000	25-50/event	25-50/event	in-person/virtual combination	in-person/virtual combination	\$17-\$26	\$17-\$25
Various	Library Exhibits (up to 2 exhibits/year)	2011	\$11,000	\$11,000	15,000	15,000	in person	in person	\$1	\$1
Various	Movies in the Park	2008	\$8,160	\$8,160	800	800	in person	in person	\$10	\$10

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Various	NCJW/LA Advocacy Training Project (6-session online course)	2013	\$1,000	\$1,000	29	100	virtual	virtual	\$34	\$10
Various	Next Gen (2 events/year)	2017	\$10,000	\$10,000	50-100 / event	50-100 / event	in person	in person	\$37-\$76	\$50-\$100
Various	Summer and Winter Sounds (up to 7 events/year)	2007	\$30,000	\$30,000	1,650	1,650	in-person	in-person	\$18	\$18
Various	WeHo Reads (5-8 events/year)	2016	\$31,000	\$31,000	2,500	2,500	virtual/in-person	virtual/in-person	\$12	\$12
Various	Women's Programming: Women's Leadership Network & Advocacy Series	2008	\$30,000	\$30,000	400	1,000	in person/campaigns	virtual/in-person	\$50-\$101	\$30
Total			\$ 2,411,400	\$ 8,029,200						

ver. 06-26-2023-1

Notes:

N/A: Information not applicable or not available

1. All events are single event only unless otherwise indicated.
2. When estimated attendance is a range, the high/low attendance values are used to calculate the budget per attendee.
3. Special Events are managed and staffed by City employees. Boards and Commissions may have input regarding programming and outreach.
4. For Pride, budgeted costs for Public Safety are included in the budgets shown on the list above;
Public Safety costs for the remaining events are budgeted as a lump sum in the Sheriff & Protective Services Special Events account.