

# 2023 Pride Festival Info

Twin Cities Pride Festival Changes & Vendor Information  
June 23-25, 2023

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**PRIDE**  
TWIN CITIES

# Pride Event Vendor Team



**Derrick Strom (he/him)**

Event Vendor Manager



**Kelsey Alto (she/her)**

Event Vendor Coordinator



**Emily Marquart (she/her)**

Event Vendor Coordinator



# Hot Topics



- Who should apply
- 2023 Theme & Attendance
- Expansion of park footprint - Parade Park (Minneapolis Sculpture Gardens)
  - Elevate and Amplify Zone - Parade Park - Call for Artist
  - Loring Park - Exciting Changes
- Vendor Application Process & Timeline
  - Application Submission
  - Jury Process
  - Decision Process
  - Finish & Confirm
  - Prepare & Attend
- Booth Vendor Information & Changes
- Food Vendor Information & Changes

# Who should apply?



We seek involvement from vendors who affirm and support our mission and the history of and purpose in holding a pride festival:

- Twin Cities Pride seeks to empower every LGBTQ person to live as their true self and to create a future where all LGBTQ people are valued and celebrated for who they are.
- The Pride celebration commemorates and continues the fight against discrimination and the struggle for equality, for lesbian, gay, bisexual, transgender, and queer persons and their families.

# 2023 Twin Cities Pride Festival Attendance Estimate



## 2022 Attendance Estimate:

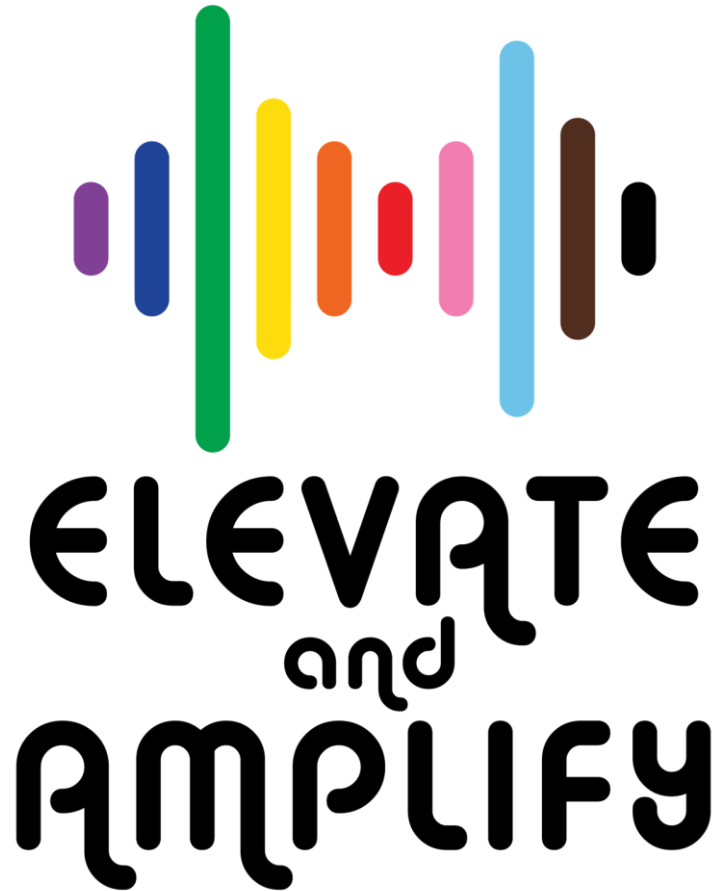
- Festival & March attendance estimate at 350k - 400k
- 430-450 merchandise vendors & exhibitors
- 45 food vendors

## 2023 Attendance Estimate:

- Festival & March attendance estimate at 400k - 500k
- 450-490 merchandise vendors and exhibitors
- 60 food vendors



# 2023 Twin Cities Pride Festival Theme



It is more important than ever to understand and act with intentionality and purpose, highlighting our different voices while bringing other marginalized communities with us.

Inclusion is one of our core values - we will make space for people to show up as they are, amplify their voices and highlight the many cultures of our community along with our strength and determination.

We will stand together and show the world that we are here and will not be silenced.

We will also give space to youth to show their true colors and acknowledge they are our future and they matter. Lastly, we will celebrate our community and support each other as we always have.

# Expanded Footprint for Pride 2023



## Parade Park (Minneapolis Sculpture Garden)

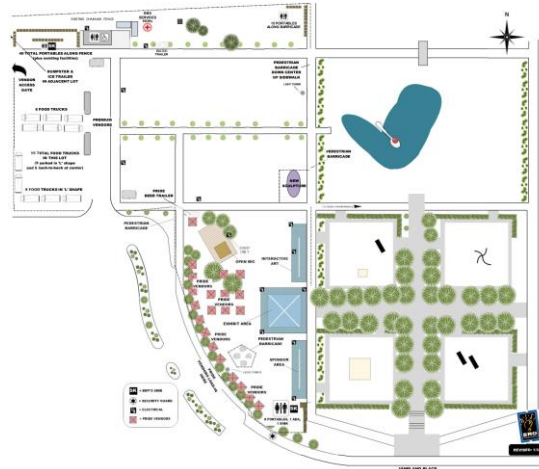
June 23-25, 2023 (2.5 days) in Parade Park (Beer & Wine Dabbler)

### Program:

- Elevate and Amplify 6-10 Artist in Residence
- 10-15 Local LGBTQ/BIPOC Artist Booths
- 15 Food Vendors
- Large Outdoor Art Activation - TBD
- Beer & Wine Dabbler
- Entertainment

### Operations:

- FRIDAY 23rd - The festival & Beer Dabbler 5 PM - 9 PM
- SATURDAY 24th - The festival & Beer Truck 9 AM - 7 PM
- SUNDAY 25th - The festival and Wine Dabbler / Beer Truck 10 AM - 6 PM



## Loring Park

June 24-25, 2023 (2 days) in Loring Park (Beer Garden)

### Program:

- Traditional Pride Festival -
- 475 - 490 Vendor Booths
- 45 Food Vendors (Blue, Purple, Yellow, Pink)
- Beer Garden
- Entertainment
- New Youth Zone, Expanded Pet Zone, Clothing Exchange

### Operations:

- SATURDAY 24th - The festival & Beer Garden 9 AM - 7 PM
- SUNDAY 25th - The festival and Beer Garden 10 AM - 6 PM



# Expanded Park Footprint

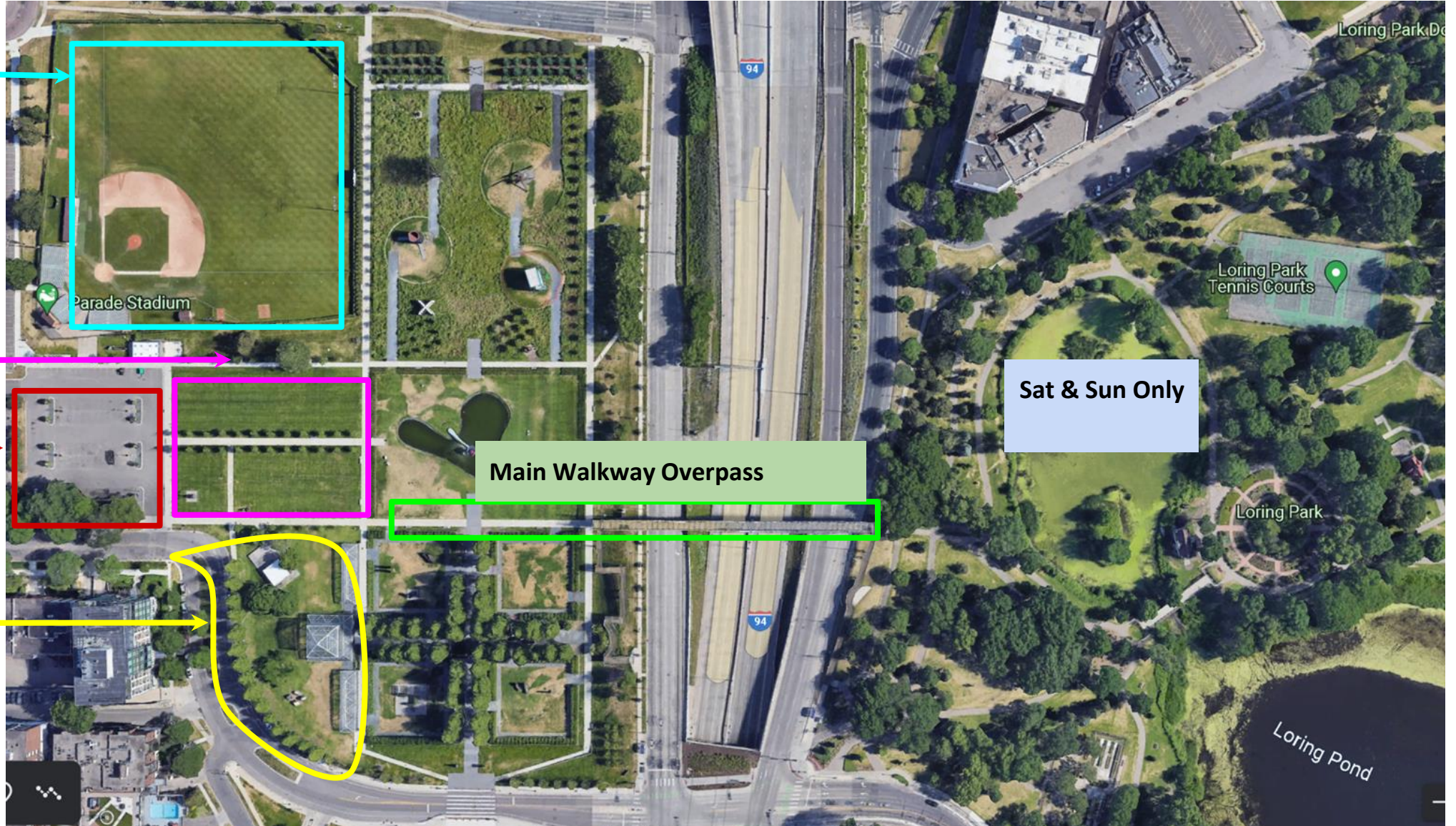
FRI - Beer Dabber

FRI - Beer Dabber  
SAT - Pride Program  
SUN - Wine Dabber

Food Trucks



**ELEVATE**  
and  
**AMPLIFY**  
Qualifying  
Artists





# Elevate and Amplify Zone - Artist in Residence



## Special Application Process

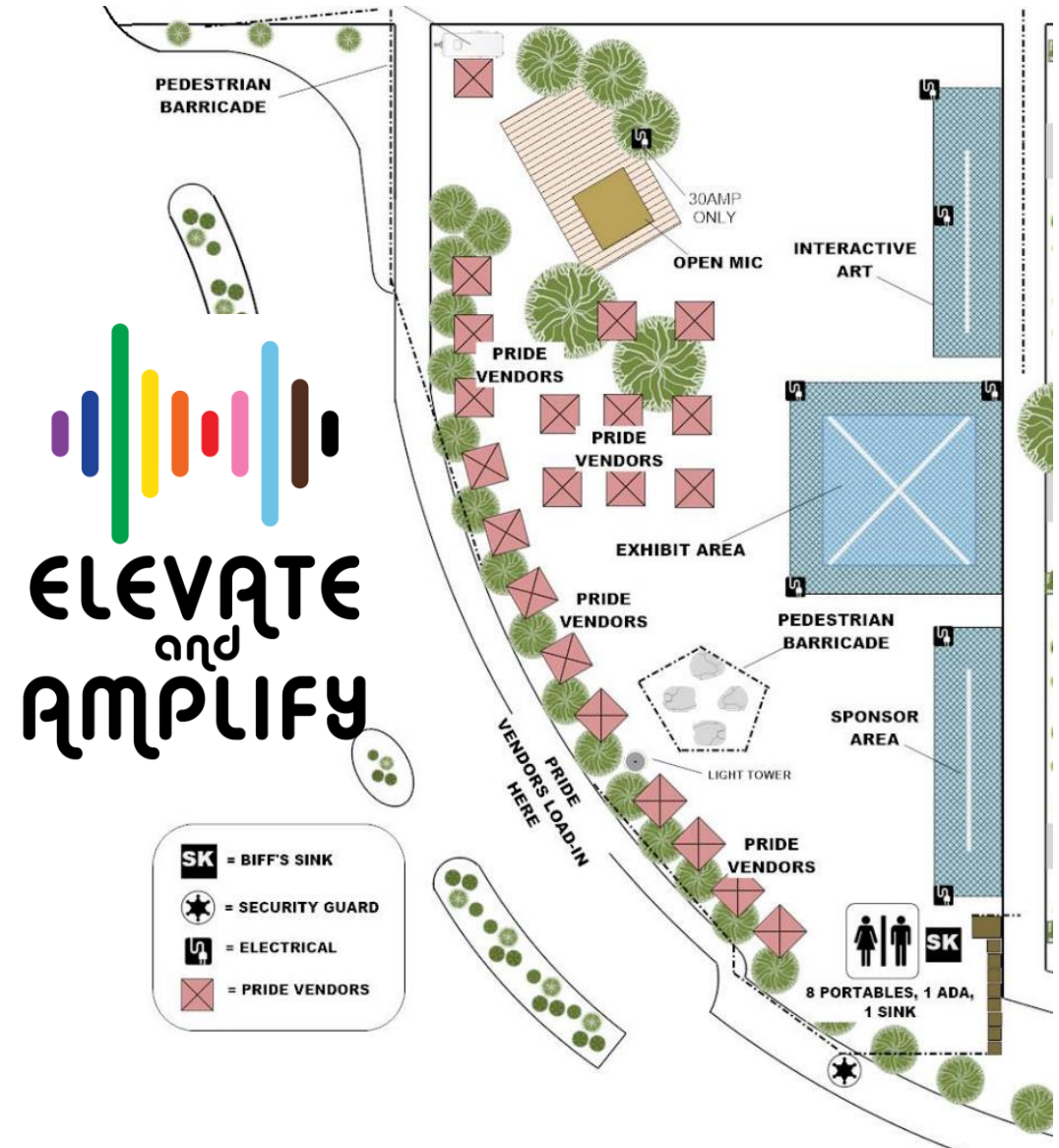
We are issuing a Call for Artist to offer 6-10 people the opportunity to become an **Artist in Residence with TC Pride for a year** to Elevate their work and voice and Amplify their exposure to our community.

10-15 booth spaces available for artists.

Benefits - Expanded day & opportunities at Pride, Lavender Mag artist highlight, social media coverage of program events year round. **Not just about weekend.**

To Qualify...

- Must be local LGBTQ and/or BIPOC artists or Custodians of Tradition.
- Commit to the expectations of the Artist in Residence Program.
- TBD



# Changes in Loring park

Working to be very purposeful in curating experiences and services that are reliant to our community..

- 1 Fenced in Youth Zone (Middle of the Park)
- 2 Pet Zone move and Expanded to 2 areas
- 3 Wellness Relocation
- 4 Two Clothing Exchange areas
- 5 “Loring Stage” move into Beer Garden
- 6 Loring Food Court Moved to “Loring Stage” location
- 7 Addition of Pickleball Court - attempt Tennis and Pickleball Tournaments
- 8 New Food Courts (pink / blue expand)
- 9 Additional Community Programs Launching at Pride.
  - Multiple Photo Booth Kiosks (by artist)
  - Dozens of new Sponsorship Opportunities



# Loring Park Color Sections



| Section Color | Section Description  |
|---------------|--|
| Pink          | Artisans, Art Organizations, NSGRA Dance Tent, Businesses Food Trucks, Pedestrian Bridge to Pride                                    |
| Purple        | Religious & Political Organizations, Stonewall Stage, Food Court, Beer Garden, Bike Check, ADA Platform, First Aid                   |
| Blue          | Community Organizations, Businesses, Community Tent, Our Space, P2P Stage, Food Court & Trucks                                       |
| Green         | Businesses, Pride Organizations, Pride Sports Fields & Organizations, Sober Pride, Volunteer Check-in, Vendor Central, First Aid     |
| Light Blue    | Escape Space, Family Services, Universal Changing Place, Clothing Exchange   |
| Yellow        | Pride Youth Hangout, Gender Affirming Clothes Closet Businesses, Schools, Rainbow Stage, Pride Merchandise, Food Court, ADA Platform |
| Orange        | Pet Zones, Dog Park, Living Well Park, Beer Garden, Loring Stage, Quorum Village, ASL  |
| Red           | Home Improvement Zone, Adult Zone, Businesses  |



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# Vendor Application Process & Timeline



Registration Opens & Application Submission



**Registration: Opens Jan 16th at 8 AM → Closes March 16th 11:59 PM (60 Days)**

- **We expect to sell out early** (last year sold out before April 1 and turned away over 100 vendors)

Application Submission - with Credit Card or ACH only paying the application fee of \$50 (non-refundable)

Select 3 booth specific preferences from available booths

**Before starting an application, please have the following electronic documents available:** Photograph of your booth/truck/trailer setup, and surrounding area, Images and List of your products or food items including prices and/or your Menu, Description of how you plan to engage and interact with festival attendees. Any Permits or Licenses required.

- We DO not guarantee placement in any particular location and reserve the right to move vendors up to the start of the festival.
- We will limit the number vendors who serve similar food items or have similar products / services.
- Each Vendor (Food and Booths) will be limited to a maximum of 2 locations.
- No Portable Generators will be allowed in either park.
  - Portable Generators will only be used by TC Pride for Operations & Sponsors when tapping into larger electrical systems are not available.
- Vendors who do not comply with onsite logistics and regulations will not be allowed to open for business and may be asked to leave the park, forfeiting the ability to participate in any way in the festival, and no refunds will be provided.
- Vendors are responsible for taking trash to dumpsters.
- By submitting an application Food Vendors agree to use the POS system for all Cash & Credit Card Sales.
- Receiving an email acknowledgement of the submission IS NOT ACCEPTANCE AS AN APPROVED VENDOR.

# Vendor Application Process & Timeline



## Jury Process

**Jury Process: Application will be reviewed no later than 1 week after submission.**

- We will do all we can to **protect** the LGBTQ community & **uphold our mission and purpose** of holding a Pride Festival.

We seek involvement from vendors who affirm and support our mission and the history of and purpose in holding a pride festival:

- Twin Cities Pride seeks to empower every LGBTQ person to live as their true self and to create a future where all LGBTQ people are valued and celebrated for who they are.
- The Pride celebration commemorates and continues the fight against discrimination and the struggle for equality, for lesbian, gay, bisexual, transgender, and queer persons and their families.

First Come / First Serve - based on applications submitted while giving consideration to the experience that we are seeking to provide to festival attendees. Acceptance to Twin Cities Pride includes, but is not limited to, the following criteria:

- Commitment to and support of the LGBTQ community
- Proposed product, services or menu (quality, pricing, uniqueness)
- Past Twin Cities Pride experience
- Sustainability Practices
- Other outdoor event experience
- Booth size and power requirements
- Level of professionalism
- Agreement to conform to established procedures
- Honesty in reporting prior sales data.

# Vendor Application Process & Timeline



## Decision

**Decision Process: Applications will be decided no later than 2 weeks after submission.**



### Application Approved

- Expect a 70-85 % to be approved.
- You will be assigned a booth space & online Marketplace is active.
- You will be charged the remaining fees associated with your application.
- **You have 2 weeks to provide the ST-19 and proof of Insurance before status is Cancelled with no refund.**
- You may cancel your registration during these 2 weeks and receive a refund of remaining fees less processing fee.



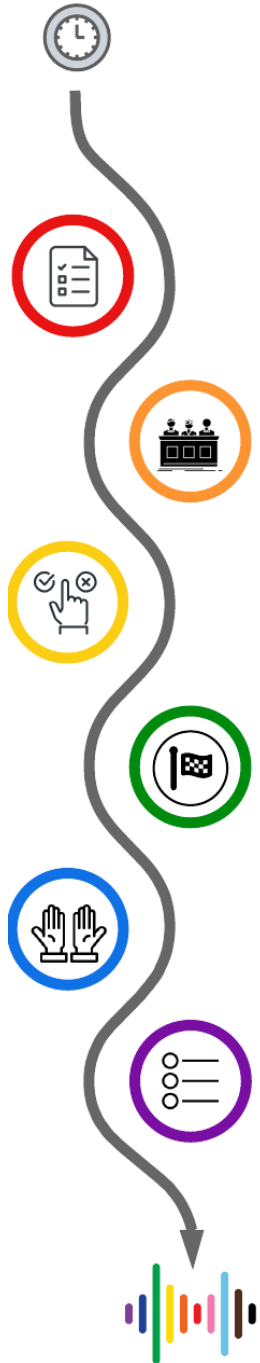
### Application Waitlisted

- Expect a 10-25 % to be waitlisted.
- You meet the acceptance criteria but we no longer have space for you.
- You may cancel your application
- You may remain waitlisted in the event space opens up for you.
- If space becomes available we will contact you and confirm your interest.



### Application Rejected

- Expect a 3-5% to be rejected.
- We were unable to approve your application based on the acceptance criteria.
- Vendors approved before you who are similar to your product, services or menu and a number of similar vendors already waitlisted.



# Vendor Application Process & Timeline



## Finish & Confirm

### Finish Process: After Approval you have 2 weeks to Finalize your Status

- Tax Form ST-19 must be completed and submitted to the application
- Proof of Liability Insurance must be submitted to the application
- If ST-19 & Proof of Insurance is not provided in this timeframe the “approved” status will be cancelled and no refund provided. You may submit these at the time of application as well.
- You have the ability to Cancel during this time with a full refund of the remaining charges less processing fees.

**ALL exhibitors/food vendors (whether selling or not) MUST submit a completed Minnesota Revenue Form ST-19.**

**ALL Vendors are REQUIRED to obtain Liability Insurance for both TC Pride and Fanfare Attractions.**

As we continue to increase the accessibility, safety, and security of attendees, vendors, and staff; we must ensure every vendor has submitted a current Certificate of Liability insurance. Your coverage must be in the amount of \$1,000,000 (minimum) or more. Twin Cities Pride and Fanfare Attractions must be named as additional insured on the policy of the proof of insurance (Certificate of Liability Insurance). Addresses for your providers:

- Twin Cities Pride, 1618 Harmon Place, Minneapolis, MN 55403
- Fanfare Attractions, 1215 East 22nd St, Minneapolis, MN 55404

Applications containing expired documents will be incomplete and will not be considered submitted on time.

# Vendor Application Process & Timeline



Prepare & Attend



**Prepare: We know it takes a lot of work to be at Pride - Thank you for making the effort!**

- Order Tent Rental, Confirm Equipment & Plan for 500,000 friendly faces .
- Think about how you plan to engage festival attendees and how you can pull the theme “Elevate and Amplify” into your booth space, conversations and intention for the weekend.
- Reflect on what it means to you to be part of this amazing community.
- Be on the lookout for Updates and Communication from us with final details about the festival
- Be patient with us - we are working hard too to prepare for you and others.
- Let us know if you have any questions and how we can help you.

**Attend: You make Pride special for a lot of people - Come, Engage, Enjoy, Be Fully You!**

- We will send information and likely have a special Info Session for Load-In and Information needed just before and during the Festival. Please Read, Understand, and ask questions.
- Please comply with requests and stay in contact with us.
- Load Out - No vehicles are allowed to exit or enter the parks before 7 PM Sunday.



# Booth Vendor Information & Changes

Subtitle placeholder



- Pricing Increase all organizations types by about 25%
  - Previously had Registration & Application fees → Now just Application fee
  - Non-Profit & Government Agencies - Levels based on Revenue
    - Levels: Under 100k, 100k-1m, 1m-5m, 5m+ ranging from \$190 - \$1875 in Booth Fees
  - Business & Organizations (including Artisans) - Levels based Revenue
    - Levels: Under 150k, 150k-500k, 500k-1m, 1m-5m, 5m-15m, 15m+ ranging from \$350 - \$3750 in booth fees
  - Selling Surcharge of \$150 is assessed for any vendor who is selling (pass thru to city of Minneapolis)
  - Power Rental Fee (\$650 if able to tap into Electrical Systems) or Option to rent rechargeable batteries
- Provide top 3 preferred booth spaces based on availability on map → no guarantees.
- Options: Limit of 2 locations / Multiple Booths together in 1 location
- All Materials, Storage, and Operations (including back of house) must occur within your booth space. **Do not** assume you have space beside or behind the booth to use.
- No Portable Generators (Power Requests - Fees)
  - a few booth locations can tie into existing power systems for a fee
  - exploring rechargeable battery packs that can be rented
- No Beverage Sales
- Listing in Pride Section of Lavender Magazine June 15th issue.
- Online Marketplace - to promote yourself as part of the TC Pride Festival

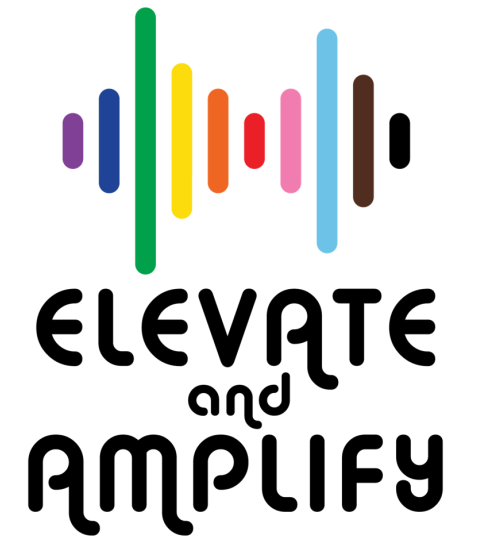
# Food Vendor Information & Changes

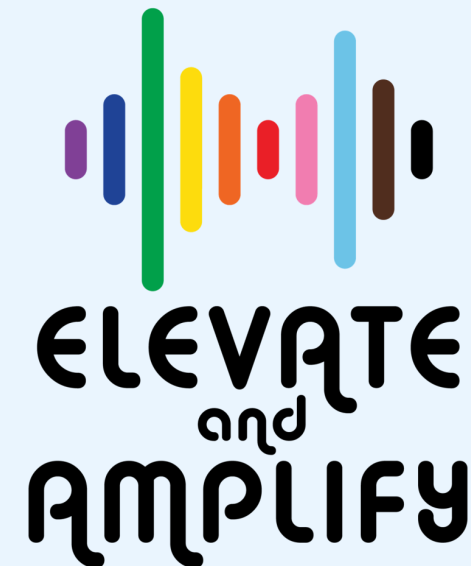
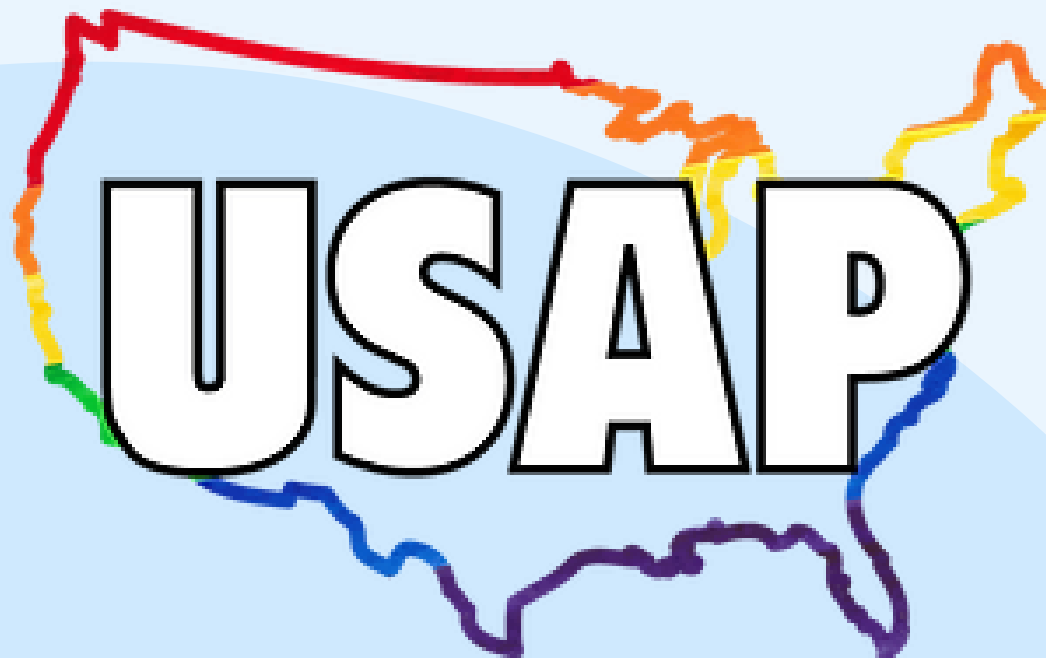
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- Food Expanded Zones (Blue Trucks on Willow / Pink Trucks on Harmon / Parade Park)
- Pricing Increase all areas \$2500 + 20% receipts
- Required to use TC Pride POS System for all Cash/Credit Food Sales
- All Materials, Storage, and Operations (including back of house) must occur within your booth space. **Do not** assume you have space beside or behind the booth to use.
- No Portable Generators - Power Rental Fee \$650
  - Power Rental is Required (and provided 24/7) in:
    - Stonewall (Purple Section with beer garden) | 15 Vendors
    - P2P (Blue Section lakeside and hillside) | 13 Vendors
    - Loring (Yellow Section near beer garden - RELOCATED) | 12 Vendors
  - Power Rental IS NOT AVAILABLE in: (Food Trucks Only / Self Powered)
    - Parade Park Parking Lot (Trucks only) | 15 vendors
    - P2P (Blue Section - Trucks only on Willow Street) | 3 vendors
    - Harmon (Pink Section - along Harmon Drive) | 3 vendors
- No Beverage Sales (No Water, Soda, Alcohol limited specialty drinks lemonade and juice)
- Location Preference 1st & 2nd Preferences with a limit of 2 locations.
- Listing in Pride Section of Lavender Magazine June 15th issue.
- Online Marketplace - to promote yourself as part of the TC Pride Festival

**Q & A**





**UNITED STATES ASSOCIATION OF PRIDES**

# **2023 USAP National Conference**

January 26-29, 2023  
Minneapolis, Minnesota

Interested in Volunteering - Contact Derrick  
[derrick.strom@tcpride.org](mailto:derrick.strom@tcpride.org)



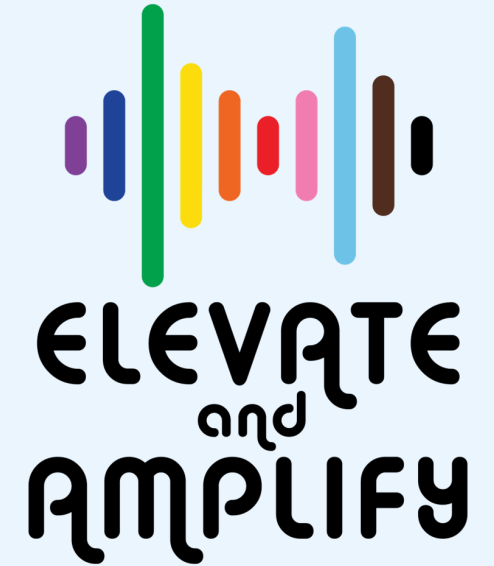
# Thank You

Please send feedback to [festival@tcpride.org](mailto:festival@tcpride.org)



**Elevate - to raise to a higher position, to promote to a higher rank, to honor, to increase the intensity.**

**Amplify - to enlarge, to extend, to intensity, to make much of.**



# Appendix

