



**TWIN CITIES PRIDE
2024 COMMUNITY
IMPACT REPORT**

LETTER FROM THE EXECUTIVE DIRECTOR

2024! What an extraordinary year for Twin Cities Pride! The Festival spanned three days of amazing fun and celebration, highlighted by our first ever Youth Night on Friday. Over 2,000 LGBTQ+ youth and allies came together for a night of safety and inclusivity designed just for them. Nearly 600,000 people attended the festivities on Saturday and Sunday, enjoying a vibrant array of entertainers, food trucks, resources, and vendors.

Our ongoing programs have flourished. The Rainbow Wardrobe serves dozens of individuals each week, providing gender-affirming clothing, personal care items, and a sense of community. This year hitting the milestone of over 1,500 clients served at our inhouse location, including those who don't have access in our surrounding states. Additionally another 1,500 clients were assisted at our traveling Rainbow Wardrobe events. We continue to offer valuable resources through career connections and job fairs. Additionally, our financial and logistical support to various small nonprofits significantly contributes to ongoing advocacy and assistance for community members, broadening our reach across the state.

And the events! We are excited to host an ever-growing number of events throughout the year. Creating and facilitating these opportunities for connection, celebration, and access to life-enhancing resources fills both me and the entire Twin Cities Pride staff with immense pride. From Career Fairs to Rainbow Feasts, Queer Book Fairs to Community Gatherings, and our safe and inclusive Trunk or Treat and Rainbow Run, we have something for everyone.

It is my commitment to continue to work with all of those who want and are willing to make their spaces more inclusive, from Fortune 500 companies, and sports teams, to community organizations. I am committed to meeting anyone where they are and working towards a goal.

We take great pride in partnering with you—our sponsors, donors, volunteers, and community members—as we work to empower every LGBTQ+ individual to live authentically. We look forward to expanding our impact even further in 2025!

Yours in Pride,

A handwritten signature in black ink that reads "Andi Otto". The signature is written in a cursive, flowing style.



Our Mission is to Empower every LGBTQ+ person to live as their true self

AS A LEADER IN THE REGION, TWIN CITIES PRIDE LIVES OUR VALUES OF TRANSPARENCY, INCLUSION, EDUCATION, AND RESPECT THROUGH THE ANNUAL PRIDE FESTIVAL AND THROUGHOUT THE YEAR IN OUR ANNUAL EVENTS AND DAILY PROGRAMMING



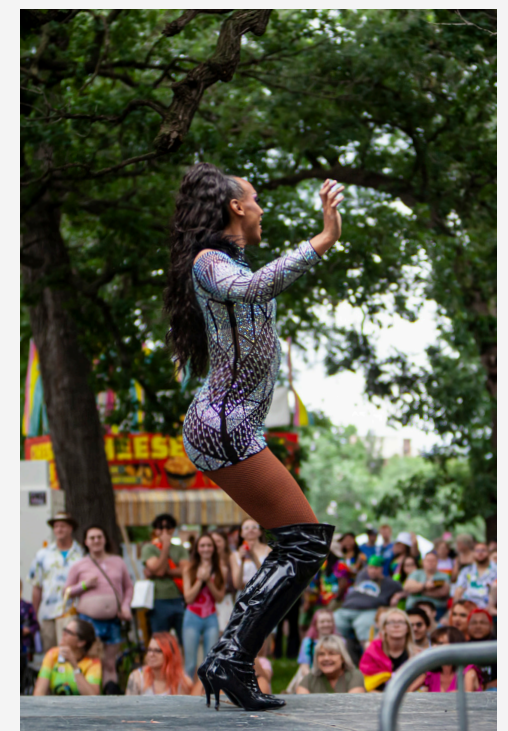
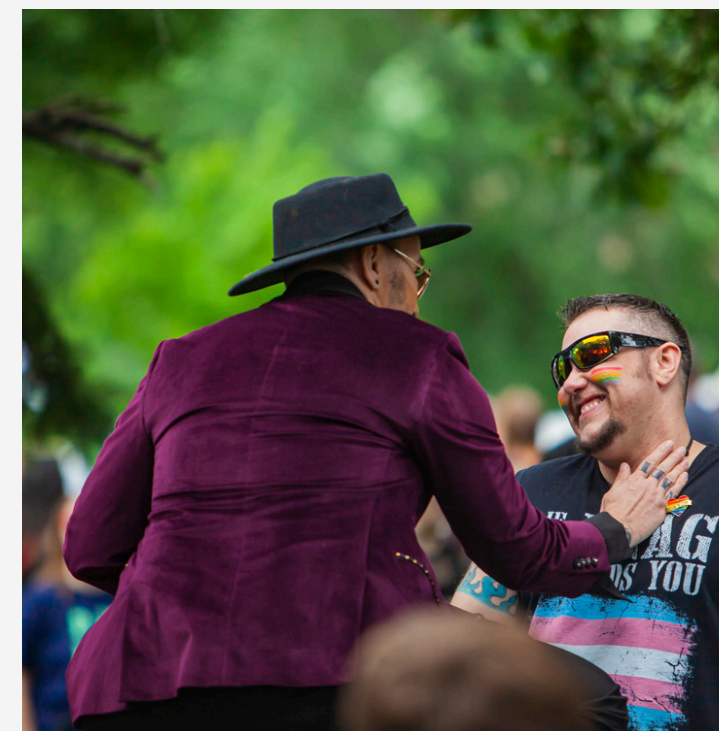
The 2024 Pride Festival Theme of “Show Your Pride 365” is the year round motto at Twin Cities Pride. Planning and preparing for Festival is a whole year’s worth of work for our full time staff and volunteer staff. And it requires 100s of volunteers, months of logistics coordinating and dozens of sponsors. And it is worth all the work to create a space for our community that is full of Pride.



show your pride



TWIN CITIES PRIDE · 2024



2024 IMACT AT A GLANCE

85

Artists were appropriately compensated and enjoyed being showcased before a large audience

\$85,000

Was invested into community LGBTQ+ and BIPOC nonprofits and support groups

250

People attended our two Queer Career Fairs with resources and recruiters

3,000

Attended our Queer Writes Book Fairs and shopped from local LGBTQ+ Authors, Publishers, and Book Stores

\$20,000

Worth of scholarships awarded to small non-profits to cover Festival vendor fees

30,000

Service hours were worked by Twin Cities Pride Volunteers

Small Business Impact: The 2024 Pride Festival attracted nearly 600,000 attendees over three days at Loring Park. This year featured a total of 744 vendor spaces, marking a 25% increase from 2023. These vendor opportunities are invaluable for many Minnesota based small businesses. Over half of the booths (462) were filled by businesses generating under \$500k in revenue and nonprofit organizations. Almost half of the spaces were occupied by businesses with LGBTQ+ ownership or leadership, while 20% were BIPOC owned enterprises. The revenue generated by vendors at the festival primarily remains within the Twin Cities and the exposure at Pride gives these small businesses a chance to connect with a community that demonstrates loyalty throughout the year to brands committed to equality. Additionally, the 2024 Festival included all day entertainment across three distinct stages. We were able to compensate 85 Minnesota based performers and artists as they entertained the crowds.





Community Partners Impact: Twin Cities Pride is more than the events we host, spaces we create and programs that we carry out throughout the year. We extend our reach, resources, and visibility to many community organizations. We collaborate with 30+ regional Prides, sharing our expertise and assets. Additionally, 12 organizations utilize our office space for meetings and support groups. We support these organizations in making their Festival presence affordable with \$20,000 in vendor scholarships. Through our social media presence, we also assist these organizations in promoting their services, events, and opportunities for community engagement. We invest in these organizations through our direct financial support and involvement in their fundraising efforts.

2024 IMPACT AT A GLANCE

2,000

People attended our free, safe and inclusive Trunk or Treat in Loring Park

30

Regional Pride Organizations were provided with financial support and assets

3,000

Rainbow Wardrobe Clients accessed clothing, food and personal care items

20

LGBTQ+ Youth received scholarships to attend a camp designed for them

\$20,000

Worth of gender affirming under garments were given to people, without cost

2,500

LGBTQ+ youth received free food, entertainment and resources at our Youth Night

THANK YOU TO OUR SPONOSORS



FESTIVAL

The Twin Cities Pride Festival features an array of events, including Family Fun Day, the Grand Marshal Reception, the Rainbow 5k, Youth Night, and a two-day festival in Loring Park. This month long celebration attracts nearly 600,000 attendees and offers sponsors significant visibility. And it serves as a vibrant space for the community to come together in celebration, access resources, support local businesses, and to enjoy entertainment, food and inclusive festivities.



EVENTS

Sponsoring our events allows businesses to align their financial support with targeted community engagement goals. Our Rainbow Feast provided a festive meal for 300 individuals, along with a food pantry and the Rainbow Wardrobe. Our two career fairs connected dozens of companies with hundreds of job seekers. The Queer Write Book Fairs offered LGBTQ+ authors and book related businesses a chance to reach a wide audience of literary enthusiasts.



PROGRAMS

Our programming initiatives offer sponsors a chance to demonstrate their support for the LGBTQ+ community every day. The Artists in Residence Program highlights and elevates artists by providing them with studio space and exhibition opportunities. Additionally, the Rainbow Wardrobe ensures that dozens of individuals have direct access to clothing, food, personal care items, and vital connections each week.

3M
AARP
Abbott
Laboratories
Allianz Life
Insurance
Allina
AM950 Radio
American Eagle
Annex Teen
Clinic
Audi
Becoming
Together
Best Buy
Boston
Scientific
CARE
Counseling
Caribou
Carlson
Children's
Minnesota
CHS Inc.
Collective
Measures
Cub Foods
Deloitte Tax LLP
Delta Air Lines
Delta Dental
Deluxe

General Mills
Great River
Energy
Guthrie Theater
HRC
Implex
KDWB 101.3
Radio
Kemps
LifeTime
Lumen
M Health
Fairview
Mall of America
Marathon
Petroleum
Mayo Clinic
Medica
Medtronic
Metro Transit
Memorial Blood
Centers
Minnesota Lynx
Minnesota
Public Radio
MN Twins
MN United
MN Vikings
MN Wild
Morrie's

myTalk
National Grid
Renewables
NE 1 Dental
Nordstrom
North Memorial Health
Hospital
Pentair
Petco
Prairie Care
Purina
PWHL
River Valley Girl Scouts
Ryan Companies
Sam's Club
Securian
Sleep Number
Spaar
Star Tribune
Taft Law
Takeda
Target
Thrivent Financial
Timberwolves
UHG
US Bank
Verizon
ViiV Healthcare
Wells Fargo
White Bear Mitsubishi
Xcel Energy





LOOKING TO 2025

PRIDE CULTURAL ARTS CENTER

This brand new endeavor enables us to shine a brighter light on the role the Arts play in LGBTQ+ Culture. We are opening this center in downtown Minneapolis to host our Artists in Residence Program, Community Events and as a fully accessible location for the Rainbow Wardrobe. This Arts & Culture Vibrant Storefronts is funded, in part, by the City of Minneapolis Arts & Cultural Affairs Department. By highlighting the rich culture of the LGBTQ+ community, the PCAC will foster a deep sense of belonging and pride.

PRIDE FESTIVAL 2025

The theme "Live Proud" celebrates self-acceptance, visibility, and resilience. It encourages individuals to embrace their identities and express themselves authentically, fostering a sense of community and solidarity among LGBTQ+ individuals and allies. We can't wait to bring this theme to life as we extend our programming and resources at Festival and grow our Youth Night. We are excited to continue our partnerships with our existing sponsors.

RAINBOW CIRCLE

We have big plans for 2025. We will continue to expand our existing programs such as at the Rainbow Wardrobe, TC Pride Amplified Podcast and Queer Career Resources. And to grow events like our book fairs, Trunk or Treat and Rainbow Feast. We are also looking to increase the opportunities for the community to gather and connect through out the year by creating new events. We will also continue to support local non profits with direct financial support and through resource sharing. And we are introducing our first ever Pride Summit.





DONATE NOW

Contact

**1618 HARMON PLACE
MINNEAPOLIS, MN 55403
612.255.3260
WWW.TCPRIDE.ORG
INFO@TCPRIDE.ORG**



**SPONSORSHIP
INFORMATION**

