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Page 1

Name of the Event

Pflugerville Pride Pfestival- 2023

Description of Event

This event is designed to bring together people from all walks of life to celebrate, support, and create a safe space for the underrepresented LGBTQ+ community . We hope to have a similar, but better event with live music, food, a family zone, community based vendor booths and non-profit resource booths in an effort to create a fun and inclusive environment for everyone to once again come together and feel loves and supported.

Details of Request from City of Pflugerville

With the popularity of the Pfestival last year, we are hoping to bring a similar and improved festival this year. We were able to bring over 5, 000 people to Downtown Pflugerville with our event last year. This brought revenue to local small businesses in and around Pflugerville. Last year, the city contributed over 10K towards the festival and we could not have executed such a grand event without your generous help. We would love for your help and contributions again this year.

What will the subsidy fund at your event?

The subsidy will fund a variety of things, such as our community safety, community outreach programs, and providing a space for our entertainers to perform. Essentially, the subsidy will be a direct help to putting on this event for our city. Ensuring this event is safe for participants and in alignment with our city guidelines is an expensive task and one that we cannot do without the city's help, both financially and labor wise. Our hope is that the subsidy will offset some of those costs.

What is the current budget of your event and are you planning to make a profit?

Our current budget is around 50K. We are hoping to raise funds from sponsors and donors as well as utilizing the subsidy from the city to achieve this. We are intending to make a profit to benefit our underfunded community with events such as STD testing, coat drives, and supply drives for students. Any profits will also help with hosting other events this year for our youth, the general LGBT community and allies of Pflugerville, and of course, next year's Pride Pfestival.