

## **Champaign Urbana Pride Festival 2012 Final Report**

The UP Center was successful in hosting the Third annual C-U Pride Festival. We were able to unite the Lesbian, Gay, Bisexual, Transgender, Questioning, and Ally Community through a strong festival atmosphere and integrated community artists and musicians. C-U Pride Fest 2012 had 2,900 attendees on the day of the festival, 40 attendees on the day before Pride Fest during our Pre-Pride Murder Mystery Dinner with the Champaign Urbana Theater Company, and 40 attendees on the day after Pride Fest during our Dish It UP Post Pride Drag Brunch.

We were able to house 41 Vendors and 52 entertainment acts during Pride Fest. We also had educational workshops that catered to approximately 30 people each session. Pride Fest held workshops on Being an Ally with Rae Montague from U of I; Engaging Elected Officials with Brandon Bowersox-Johnson from Urbana City Council; LGBTQA Biblical Self Defense with Pastor Leah Robberts-Mosser from Community United Church of Christ; and a Candidate Forum with such influential people as Gordy Holten, Charlie Smyth, George Danos, Naomi Jakobson, Rob Meister and Michael Langendorf.

With the support of an Urbana Arts Grant, we were able to bring in two Headline acts. Jariko from Danville was a visiting headliner; he was on season four of Fox's American Idol. Stephen Leonard from Detroit and Chicago was our other visiting headliner. Stephen has a large following from Chicago and was named Top 30 Under 30 by Windy City Media in 2011. We were able to pay for a local act, Duke of Uke and His Novelty Orchestra to perform for our crowd. Using funds from the Urbana Arts Grant, we were able to invite the Scoville Zoo to bring animals for the entertainment of our youth programs and events and we were also able to market and promote C-U Pride Fest through Illini Radio and Mix 94.5.

C-U Pride Fest had over 70 volunteers, including planning, administrative, promotion, and production. These volunteers worked a total of approximately 176 hours. We spent approximately 110 hours on planning and administrative work, 20 hours promoting and posting flyers, 22 hours setting up and cleaning up, and 24 hours during the pre, post and actual Pride Festival. More than 50 of the volunteers were made up from the community with less than 20 volunteers made up of staff or affiliates of The UP Center of Champaign County and Fluid Events.

C-U Pride Fest 2012 had many partners/sponsors including Urbana Arts Grant, Fluid Events, CU MTD, GayOrbitz.com, Urbana Business Association, Common Ground Food Co-op, and the U of I School of Social Work to name a few. We had great communication and collaboration with each company and found it very rewarding to work with and help the community in which we operate. We look forward to many more years collaborating with our sponsors and partners.

The UP Center of Champaign County and our partner for Pride Fest, Fluid Events, are committed to making C-U Pride Fest a recurring annual event that celebrates the LGBTQA community and its contributions, many of which include artistic endeavors from right here in Champaign Urbana. We could not have made as broad of an impact as we did without the help of our sponsors, volunteers, and especially grant monies from an Urbana Arts Grant. We greatly appreciate the City of Urbana and the Urbana Arts Grants Team and look forward to many years of working together to help support and grow our community.