



Greater Palm Springs Pride

# NEWS RELEASE

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## GREATER PALM SPRINGS PRIDE RELEASES DATA FROM ECONOMIC IMPACT STUDY

*Over Fourteen Million Dollars in Economic Activity Generated by Pride Celebrations in Palm Springs*

**Palm Springs, CA** – (March 31, 2012)...The Greater Palm Springs Pride nonprofit organization announced today the results from its *Pride & Economic Prosperity*, the most comprehensive economic impact study of the nonprofit Pride organization ever conducted in Palm Springs. Data from attendees participating in the 2010 Pride Parade and Festival reveals that the organization generated over twelve million dollars of organization and audience expenditures in Palm Springs. The impact increased in 2011 to \$14.1 million.

In 2010, official Pride events attracted 57,502 attendees, who pumped \$12.3 million of direct spending in Palm Springs. Of those attending, 72% were from out of town. Pride generated \$122,978 in hotel transient occupancy tax (TOT), \$108,173 in City of Palm Springs Transactions and Use Tax (PSGT) and 314 full-time equivalent jobs were supported in the community by the expenditures made by Pride and its audiences in 2010.

“What the data shows is that not only are the Pride events attracting significant audiences to celebrate diversity, it is a formidable business industry and we are growing as well,” stated Ron deHarte, president of Greater Palm Springs Pride. “Palm Springs’ continued investment in creating a celebration of diversity and equal rights impacts the community by fostering pride in and respect for the region’s lesbian, gay, bisexual and transgender community. Our primary purpose is to raise awareness and educate and a major byproduct of that effort is that the Pride organization also plays a significant role in stimulating the local economy as a top destination event.”

The City of Palm Springs has been home to Pride events since 1986. Pride’s impact on the local economy has grown steadily year-over-year for the past twenty-six years. The Pride Parade is now the single largest civic LGBT event in Palm Springs. The two-day Pride Festival attracts tourists from drive markets, day visitors, locals, national and international visitors. In 2011 attendance at official Pride events reached 69,365.

Greater Palm Springs Pride  
777 N. Palm Canyon Dr., Ste 102, Palm Springs, CA 92262

Palm Springs Pride created and administered the economic impact study as a preliminary assessment of Pride celebration attendees and their spending habits at the festival, the parade and in the local market because of the Pride celebration. The November 6 and 7, 2010 sampling was done according to the Festival Visitor Demographic Survey published by the Festival Media Corporation. A total of 594 interviews were completed with a sample error (variance) of 4% at the 95% confidence level. Additional demographic and marketing data was collected through self administered surveys in 2011.

Successful events that generate significant economic value to a community require funding to make the events possible. Costs of a large community event are often invisible to the participant. These include organization, security and police, traffic control, fire, medical, sewer and water requirements, clean-up, and damage to public property. According to deHarte, "In the case of Pride in Palm Springs the production expense is nearly entirely covered by entrance fees and fees for exhibitors. We are thankful that close to 70,000 people participated in Pride events and that we have a supportive base of sponsors that help make it possible. "

Pride organizers secure individual donors and corporate gifts which in 2010 accounted for 39% of Pride's revenue. The City of Palm Springs contributed \$10,000 in 2010 and 2011. Significant corporate donors include Bud Light / Heimark Distributing Company, Stolichnaya, US Bank, Streetbar, Hunter's Palm Springs, Pacific Premier Bank, Costco, Pinocchio in the Desert and Orbitz. In-kind sponsors include Hilton Palm Springs, The Bottom Line Magazine, PNN Radio, The Desert Radio Group, Riviera Palm Springs, The Ace Hotel, Hyatt Regency Suites Palm Springs, Quality Inn & Suites, The Desert Daily Guide, Gay San Diego, SDGLN.com, Instinct Magazine and Compete Sports Magazine.

The 2012 Pride Festival will be held November 3 and 4 and the parade will step off at 10 a.m. on November 4. Both events are featured highlights of the Palm Springs Pride celebration of equality, diversity and unity. For more information about the Pride celebration visit Palm Springs Pride online at [www.pspride.org](http://www.pspride.org).

### **About Greater Palm Springs Pride:**

The Greater Palm Springs Pride organization ( [www.pspride.org](http://www.pspride.org) ) is a non-profit organization founded to promote the public education and public awareness of individual rights and civil liberties of the lesbian, gay, bisexual and transgender community and to promote the history, diversity and future prosperity of the Greater Palm Springs LGBT community. Programs of the organization include the Pride Parade and Festival, the Community Pride Breakfast, Pride Honors Awards, the unique Downtown Block Party and OUTday PSP.

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