



# Parade Information

Saturday, July 15, 2023

[www.sdpride.org](http://www.sdpride.org) | (619) 297-7683 | [parade@sdpride.org](mailto:parade@sdpride.org)

**2023 THEME**

**THRIVE**

**THRIVE!**

# 2023 SAN DIEGO LGBT PRIDE CELEBRATION

## SAN DIEGO PRIDE PARADE | Saturday, July 15, 2023

Thank you for being part of the 2023 San Diego LGBT Pride Parade. We are San Diego's biggest one day civic / community event, welcoming more than three hundred thousand spectators along the Parade route to celebrate San Diego's LGBT community.

|                 |  |
|-----------------|--|
| Theme:          | <b>THRIVE</b>  |
| Parade Date:    | Saturday, July 15, 2023  |
| Time:           | 10:00 am – 3:00 pm   |
| Route:          | From the intersection of Normal Street and University Avenue, west to 6 <sup>th</sup> Avenue and then south to Balboa Drive and Quince Street. (1.5 miles) |
| Spectator Cost: | This is a free community event.  |

The Parade application is located on our website at <https://sdpride.org/paraderegistration/>

### About San Diego LGBT Pride

San Diego LGBT Pride, a 501(c)3 nonprofit, is a volunteer supported and community based human rights organization. The specific purpose of this corporation is to produce civic, cultural, and educational programs, which support and encourage pride within San Diego's lesbian, gay, bisexual and transgender communities.

### Our Mission

Fostering pride, equality, and respect for all lesbian, gay, bisexual, and transgender communities, locally, nationally, and globally.

### Our Vision

A world free of prejudice and bias.

### Our Values

- **Diversity** – being inclusive, accepting, and respectful of the differences of people who share our values.
- **Respect** – valuing others by accepting individuality and demonstrating courtesy and mutual regard.
- **Honesty and Integrity** – communicating information and being true to our values.
- **Accountability** – being responsible for the effects and consequences of our words and action.

### San Diego Pride Parade History

San Diego's Pride Parade finds its roots in the original march held in June of 1974, when a four-hundred-person march / rally was held in Balboa Park.

The parade has seen history change and in turn has changed with history. After the rains poured down on the parade in 1990, it was decided the parade would no longer be held in June, but late July. In 1979, the parade was moved from Sunday to Saturday and in 2003 the parade had grown so large that its start time was moved up to 11 am.

In 2009, we celebrated the 40<sup>th</sup> Anniversary of the Stonewall Riots through our parade and in 2012 we celebrated the repeal of "Don't Ask, Don't Tell" with the first active duty military contingent marching in uniform, thus capturing the local, national, and global media spotlight. In 2014, we celebrated the 40<sup>th</sup> Anniversary of the San Diego Pride Parade. Despite the rain in 2015, our

community remained strong and made the best of the situation by dancing, cheering, and celebrating many milestones, including Pride naming the transgender community as the Grand Marshal and the first youth marching band comprised of junior high and high school students from around the Southern California Region.

In 2019, to accommodate the even larger number of parade contingents, the parade was moved up to 10:00 am and San Diego Pride became the first Pride in the world to have a military jet formation fly-over the parade route. Due to COVID-19, the 2020 and 2021 parades were moved from an in person live event to an online virtual parade.

In 2022, the Pride Parade was back, and San Diego Pride was the first Pride in the continental United States to welcome the Marine Corps Marching Band to the pride parade. This year, we are very excited that you will be a joining our Pride Family and become a part of San Diego Pride history!

## PARADE SAFETY MEETINGS

To ensure the safety and enjoyment of each entry and all viewers, we require ALL contingents to send at least **ONE** representative to attend **ONE** of the Parade Safety meetings.

**Parade Safety Meeting Location: St. Paul's Episcopal Cathedral – 2728 Sixth Avenue, San Diego**

|            |               |                   |
|------------|---------------|-------------------|
| Thursday,  | June 8, 2023  | 6:00 pm – 7:00 pm |
| Tuesday,   | June 13, 2023 | 6:00 pm – 7:00 pm |
| Wednesday, | June 21, 2023 | 6:00 pm – 7:00 pm |

**\*\*\*The Parade will be held RAIN OR SHINE\*\*\***

**Please take special note - registration for the Parade ends on Wednesday, May 31, 2023.** This is to ensure time for the line-up to be completed and information regarding your number and staging area are sent to you in a timely manner. **A LATE FEE WILL BE ADDED TO ALL LATE REGISTRATIONS AFTER MAY 31, 2023.**

## IMPORTANT DATES

|                   |                                    |
|-------------------|------------------------------------|
| February 28, 2023 | Early Bird Registration Deadline   |
| May 31, 2023      | Parade Registration Closes         |
| June 8, 2023      | Parade Safety Meeting (attend one) |
| June 13, 2023     | Parade Safety Meeting (attend one) |
| June 16, 2023     | Cancellation Deadline              |
| June 21, 2023     | Parade Safety Meeting (attend one) |
| Early July 2023   | Release of Line-Up Information     |
| July 15, 2023     | San Diego LGBT Pride Parade        |

## PARADE APPLICATION PROCESS FOR 2023

Each parade contingent will complete an online parade application. The Parade Committee will review contingent applications.

All applications must be filled in completely. Each application will be reviewed by the Parade Committee to determine acceptance. Upon acceptance, you will be sent an email confirming your participation in the 2023 San Diego Pride Parade as well as an invoice for your contingent parade fee. **Invoices are due 30 days from receipt.**

PLEASE ENSURE YOU FILL OUT THE PARADE APPLICATION IN ITS ENTIRETY so your application can be reviewed by the Parade Committee.

## PARADE CONTINGENT FEES

Contingent Fees include either **1** float, **2** decorated vehicles, or up to **100** marchers. Entries exceeding the above will be required to pay for a second contingent. If your contingent is a float or decorated vehicles, you may not exceed 25 marchers with your contingent. If you do, you will need to purchase a marching contingent in addition to your float or vehicle contingent.

|  | 12/2/2022 –<br>2/28/2023 | 3/1/2023 –<br>05/31/2023 |
|--|--------------------------|--------------------------|
| *501(c)3 Non-Profit / Social Organization<br>(Annual Budget under \$1 Million)           | \$100                    | \$200                    |
| *501(c)3 Non-Profit / Social Organization<br>(Annual Budget between \$1 and \$5 Million) | \$500                    | \$1000                   |
| *501(c)3 Non-Profit / Social Organization<br>(Annual Budget over \$5 Million)            | \$1500                   | \$3000                   |
| Political / Government / Tribal Government   | \$1500                   | \$3000                   |
| Public & Private Schools / Colleges &<br>Universities                                    | \$1500                   | \$3000                   |
| Local Small Business   | \$500                    | \$1000                   |
| Motorcycle Entries – Per Person  | \$0                      | \$10                     |

### **\*Non-profit Organization / Social Organization**

Organizations sanctioned by the IRS with a **501(c)3** status or those with **501(c)3** applications pending. Social Organization entries representing an individual or a group with a social benevolent focus, without a tax status. Must be a non-profit or social organization and be unaffiliated with a corporate partner.

### **Political / Government / Tribal Government**

Elected officials, City, State, Federal, and Tribal agencies, those running for a political office, organizations that improve business conditions and organizations having a 501(c)4, 501(c)6 or 527 status.

### **Schools, Colleges & Universities**

Public and Private Schools, Community and four year colleges and universities, both private and public.

### **Local Small Business**

Local Small Businesses are locally based businesses such as bars, restaurants, stores and other business organizations without a corporate presence and / or multiple physical locations. San Diego Pride reserves the right to make this determination.

### **Corporations, Franchises, and Non-Profits/Social Orgs with annual budgets over \$5 million**

Please contact San Diego Pride Deputy Executive Director, Kelcie Parra, who oversees Philanthropy and Sponsors at [kelcie@sdpride.org](mailto:kelcie@sdpride.org) to register as a Pride 2023 Sponsor.

## **COMMITMENT TO SUSTAINABILITY IN 2023**

### **GOAL:**

- Go above reduce, reuse, and recycle and reevaluate our decisions
- Reduce consumption at the source by moderating event materials
- Adopt voluntary environmental requirements

### **Parade Contingent**

While planning your organization's parade contingent, be mindful of the environmental impact of the materials you are using and distributing. Think about the material(s) you are handing out along the parade route and how you can make them eco-friendly.

### **Promotional Material (Swag)**

Swag is informational / promotional items parade contingents distribute along the parade route to spectators. Historically, swag has included plastic beads, rainbow flags, stickers, fans, and promotional materials such as flyers, post cards, and pamphlets, etc.

San Diego Pride discourages plastic beads and other small plastic swag items as these plastic products have been shown to cause serious harm to marine ecosystems and have clogged San Diego street drains.

San Diego Pride discourages paper fans and paper product informational / promotional items as these paper items have been traditionally thrown on the ground along the parade route and end up in the landfill.

### **Vehicles**

Floats and vehicles should be decorated to reflect this year's theme in an acceptable and tasteful manner. Party busses, trucks, semi-trailers and RVs do not add to the parade viewing experience and spew pollutants.

### **Transportation:**

Parade contingent participants are encouraged to rideshare to the free Pride parking area (Old Naval Hospital parking lots) at Park Boulevard and Presidents Way ([sdpride.org/parking](http://sdpride.org/parking)) and then take the FREE Pride Shuttle to the Parade. Reducing car trips will help reduce the event's carbon footprint.

## PARADE CONTINGENT RULES AND REGULATIONS

**San Diego Pride strives to be a fun and safe family-friendly event. We therefore require all contingents in the parade to adhere to the following rules:**

**Parade Theme:** San Diego LGBT Pride (SD Pride) requires all participating contingents to reflect this year's theme in an acceptable and tasteful manner. **The 2023 theme is Thrive.**

**Forward Motion:** All contingents are required to maintain a continuous forward motion during the parade. No stopping unless directed by SD Pride staff. All performances or maneuvers must be "on the move." NO GAPS between parade units of more than 30 feet.

**Emergency Traffic Lane:** Police and Fire Department traffic lanes must be kept open at all times. The law forbids parking vehicles, decorating units, practicing routines, and / or forming walking groups in these lanes.

**Throwing from Your Contingent:** Parade participants may not throw any item into the crowds. This means you may not throw items from your unit, float, or auto. Items may be handed out. **NOTE: A penalty of \$150 for each infraction will be levied. If your entry is pulled from the parade; entry fees will not be refunded or returned.**

**Contingent Monitor:** ALL contingents are required to supply at least one monitor for every 25 participants to assist SD Pride officials while the parade is in progress. Any contingent without a monitor will not be able to participate. Their role is to 1) assist in the safety, specifically keeping the area in front of vehicles clear of pedestrians; 2) assist in the movement and pacing of the parade.

**Nudity and Obscenity:** Nudity and obscenity are not permitted as defined by California State Code, title 17.04.480 and San Diego ordinance SDMC 56.53(c). Violators may be subject to citation or arrest by the San Diego Police Department.

**Solicitation:** Contingents are not allowed to solicit money along the parade route.

**Signs & Banners:** In order to better facilitate parade announcements and TV coverage, a sign or banner providing the name of the organization / business must precede each contingent participating in the parade or the contingent shall have the name prominently displayed on their vehicle. Contingent number must be attached to your banner or vehicle window or carried by your designated parade liaison, whichever is most visible to announcers and video cameras. Contingent number should be posted on the upper left of the banner or on the front passenger window for a vehicle.

**Animal Contingents:** All animals must be on a leash and attended at all times. Each contingent with animals must provide clean-up for all waste created by the animals. Waste cannot be left on streets. Violators will be immediately removed from the staging, parade, or dispersal area and assessed a \$150 clean-up fee. All animals are subject to monitoring by San Diego Humane Society and ASPCA. Please ensure you have water for all animals and footpads are encouraged for your dogs.

**Vehicle Breakdown:** Towing charges for any contingent vehicle that becomes disabled and / or delays the Parade will be at the contingent's expense.

**Hold Harmless / Indemnity:** All contingents are responsible for any and all acts and / or omissions on their part, or on the part of their agents, marchers, volunteers, and / or employees that may result in injury or damage to themselves, their agents, marchers, volunteers, and / or employees or to third parties. Contingents specifically agree to indemnify and to hold San Diego LGBT Pride and the City of San Diego its agents, volunteers, and employees free and harmless and to defend it from any and all claims arising out of such acts or omissions.

**Insurance & Driver's License:** Each contingent vehicle that enters the parade line up area and / or participates in the parade must have liability insurance and the driver must have a valid driver's license, proof of which must be submitted when registering for the parade.

**Removal of Participants:** San Diego Pride reserves the right to remove any contingent and / or person(s) from the pre-parade staging area or parade that, in Pride's opinion is offensive, a hindrance to the progress of the parade, places other participants in danger, or violates any regulation of this application.

**Safety Meeting:** All Parade contingents are required to send at least one representative to one of the Parade Safety Meetings.

**Third Party Businesses:** Contingents and floats cannot be sponsored by or display logos or trademarks from third party businesses or organizations without the advance express written permission of San Diego Pride. Such permission, if granted, will include additional fees and conditions and must take place prior to June 1, 2023. Please contact Mark Maddox, the Parade Director at the Pride office or at [mark.maddox@sdpride.org](mailto:mark.maddox@sdpride.org) for more information. Contingents found in violation of this rule will be invoiced by Pride for the full amount of a second contingent and the late entry fee.

**Marching Together and Third Party Reassignment:** No contingent is allowed to participate as one or as part of another contingent without advance pre-parade registration and approval from San Diego Pride. Any contingent "crashing" the parade will be removed immediately. Groups desiring to march with other groups must state that in the "Special Requests" field of the application or via writing. All placement requests must be made mutually and are subject to placement based on the lowest possible protocol or prioritization. No parade entry may be reassigned to a third party without express written approval of San Diego Pride.

**Drugs & Alcohol:** It is illegal to possess or consume alcohol or drugs while participating on City of San Diego streets, ordinance SDMC 56.54(a). Any illegal behaviors and / or violations of the law will not be tolerated in the SD Pride Parade staging, route, and dispersal area. You will be responsible for any fines, fees, arrests, injury, or imprisonment that may occur if you break these or any other laws. In addition, violations will be immediate cause for dismissal from the parade. Please discourage your participants from consuming any alcohol or drugs prior to or during the parade

**Refund / Cancellation Policy:** Your parade contingent fee is NON-REFUNDABLE unless cancellation, IN WRITING, is received by San Diego Pride before 5:00 pm on June 16, 2023. There is a \$100 refund / cancellation fee for contingents that paid over \$350.00. For contingents that paid \$350.00 or less, 25% of the amount you paid will be assessed.

- a. No refunds will be issued based on contingent placement (no exceptions).
- b. For a full refund (less \$100 or 25% processing fee), cancellation must be received in writing and postmarked prior to June 16, 2023.
- c. No refunds after June 16, 2023.

**Prohibited Items in the Parade and on Floats:**

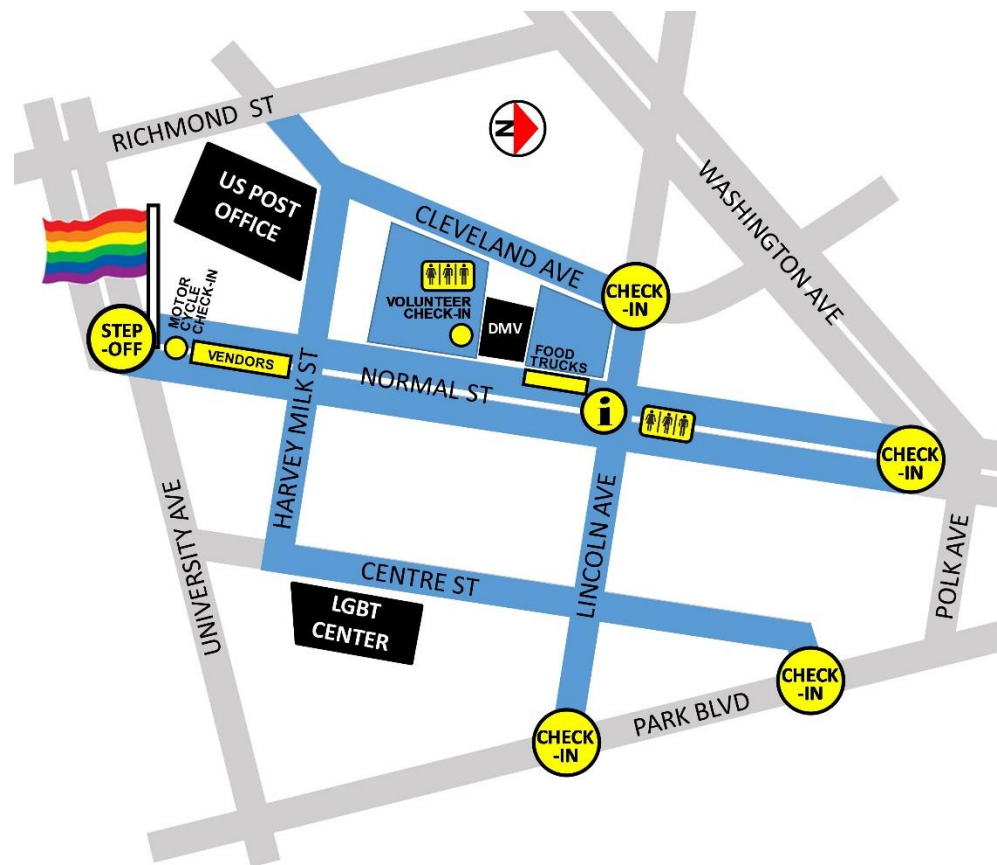
The City of San Diego and San Diego Pride parade regulations prohibit the following being used in the parade:

- Bubbles of any type
- Bubble guns
- Bubble machines
- Bubble wands
- Open flames
- Fire breathing
- Drones
- Squirt guns
- Super soakers
- Water cannons
- Confetti guns

## DAY-OF-PARADE INFORMATION

### Check-In/Staging

Prior to the day of the parade, your contingent will be given a line-up number that corresponds to a spot in the staging area. There you can assemble and set up for the parade. If you need to drop off supplies, please do so before 8:00 AM. For safety reasons, only vehicles participating in the parade are allowed in the staging area after 8:00 AM. The staging area is divided into zones (A to S), and check-in times are staggered to minimize congestion and wait times. You must check in at the check-in corresponding to the color code of your zone which will be assigned in early July.



### *Floats / Decorated Vehicles*

Floats and decorated vehicles must enter the staging area at your contingent's designated check-in point and time window. If your contingent did not submit required driver and insurance information for each float or vehicle participating in the parade by Friday, July 7 be prepared to provide it at check-in. Each float or vehicle participating in the parade must be equipped with a fire extinguisher with a minimum UL rating of 2-A-10B: C that is accessible to the float or vehicle operator.

### *Marching Contingents*



Contingents without floats / decorated vehicles should designate one person to check in and claim your spot in the staging area. All other participants do not need to check in and can arrive at a later time to avoid lengthy wait times.

## DAY-OF-PARADE INFORMATION

### Parade Route

Parade steps off at Normal Street and University Avenue. It runs west to 6<sup>th</sup> Avenue, south to Balboa Drive and Quince Street.



### **Finish Line Break Down**

If you need to make vehicles that were in the parade street legal, do so in the finish line break-down area on Balboa Drive between Quince Street and Laurel Street. Space in the break-down area is extremely limited, so please break down and leave as quickly as possible to make space for the contingents behind you. Parade marchers may exit the Parade at Quince Street or continue down to Laurel Street to the Pride Festival.

Port-a-potties and shuttles to the Old Navy Hospital parking lot are available outside the Pride Festival.

### **Getting to the Parade and Festival**

There is FREE parking at the Old Naval Hospital on Park Boulevard and President's Way.

Free shuttle service will be available from the Old Naval Hospital to the parade site. The free shuttle will drop people at the corner of Essex Street and Richmond Street, one block south of University Avenue.

Shuttle service will also be provided between Hillcrest and the festival site during and after the parade. The shuttle drop-off at the festival is on 6<sup>th</sup> Avenue between Juniper and Laurel Street.

#### ***Shuttle Run Times:***

|                             |                    |
|-----------------------------|--------------------|
| Old Navy Hospital to Parade | 7:00 am to 4:00 pm |
| Parade to Festival          | 1:00 to 4:00 pm    |

## **FREQUENTLY ASKED QUESTIONS**

### **When is the San Diego Pride Parade?**

The 2023 San Diego Pride Parade is Saturday, July 15, 2023.

### **What is the theme of the Parade?**

The 2023 Pride theme is THRIVE.

### **What time does the parade start?**

The parade starts 10:00 am. **SHARP!**

### **Where does the parade start? End?**

The parade starts at Normal Street and University Avenue. It runs west on University to 6<sup>th</sup> Avenue, then south on 6<sup>th</sup> Avenue to Balboa Drive and Quince Street. The parade officially ends at Quince Street and Balboa Drive.

### **Is there an admission fee to watch the parade?**

No, the San Diego LGBT Pride Parade is a FREE community event.

### **Where should I park?**

There is free parking at the Old Naval Hospital on Park Boulevard and President's Way. For more parking information please go to [www.sdpride.org/parking](http://www.sdpride.org/parking).

### **Will there be shuttle service?**

Yes, free shuttle service will be available from the Old Naval Hospital parking lot to the parade drop off site at the corner of Essex and Richmond Street, one block south of University Avenue in Hillcrest.

Shuttle service will also be provided between Hillcrest (at the corner of Essex and Richmond Street, one block south of University University) and the festival site during and after the parade. The shuttle will drop off outside the festival on 6<sup>th</sup> Avenue between Juniper and Laurel Street.

For more Parking and Shuttle detailed information, please visit <https://sdpride.org/parking-transportation/>.

### **What time will the Parade Shuttles run?**

The parade shuttle will run from 7:00 am to 4:00 pm.

The shuttle from the Parade to the Festival runs from 1:00 to 4:00 pm.

The shuttle from the Festival to the Old Naval Hospital parking lot runs from 8:00 am to 12 midnight.

### **Is there food available at the parade site?**

There are various restaurants along the parade route which sell food and drinks.

### **Where can I get t-shirts printed?**

Big Frog Custom T-Shirts & More, Tel: (858) 270-3764

### **Who do I contact if I have additional questions?**

San Diego LGBT Pride

Tel: (619) 297-7683 ext. 105

Email: [parade@sdpride.org](mailto:parade@sdpride.org)

## **STREET CLOSURES**

*The following streets will be “No Parking Zones” starting at 4 am July 15, 2023:*

Centre St (from University Ave to Park Blvd)  
Normal St (from University Ave to Washington St)  
Robinson Ave (from 5<sup>th</sup> Ave to 6<sup>th</sup> Ave)  
Lincoln Ave (from Cleveland Ave to Park Blvd)  
Evans Place (from 5<sup>th</sup> Ave to 6<sup>th</sup> Ave)  
Harvey Milk St (from Cleveland Ave to Centre St)  
Pennsylvania Ave (from 5<sup>th</sup> Ave to 6<sup>th</sup> Ave)  
University Ave (from 6<sup>th</sup> Ave to Park Blvd)  
Brookes Ave (from 5<sup>th</sup> Ave to 6<sup>th</sup> Ave)  
6<sup>th</sup> Ave (from Upas St to University Ave)  
Ivy Lane (from 5<sup>th</sup> Ave to 6<sup>th</sup> Ave)  
Balboa Drive in Balboa Park  
Polk Ave (from Normal to Park Blvd)

*The following streets will be closed starting at 6am and open by 4 pm on July 15, 2023:*

Centre St (from University Ave to Park Blvd)  
Cleveland Ave – Northbound lane (from Richmond St to Washington St)  
Lincoln Ave (from Cleveland Ave to Park Blvd)  
Normal St (from University Ave to Washington)  
Harvey Milk St (from Cleveland Ave to Centre St)

*The following streets will be closed starting at 8 am and open by 4:00 pm on July 15, 2023:*

University Ave (from 6<sup>th</sup> Ave to Park Blvd)  
Evans Place (from 5<sup>th</sup> Ave to 6<sup>th</sup> Ave)  
6<sup>th</sup> Ave (from Upas St to University Ave)  
Pennsylvania Ave (from 5<sup>th</sup> Ave to 6<sup>th</sup> Ave)  
Balboa Drive in Balboa Park  
Brookes Ave (from 5<sup>th</sup> Ave to 6<sup>th</sup> Ave)  
Robinson Ave (from 5<sup>th</sup> Ave to 6<sup>th</sup> Ave)  
Ivy Lane (from 5<sup>th</sup> Ave to 6<sup>th</sup> Ave)