



HOUSE OF VEGAS
PRIDE
Festival

2021-2022 IMPACT REPORT

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**An annual Summer Pride Festival
that happened every
3rd weekend of August**



FOUNDER'S MESSAGE

Las Vegas is known to many as a premier travel destination for the world, but not for the African-American, Latinx, and LGBTQIA+ community. In late October 2018, I realized there wasn't a focused urban PRIDE Festival in Las Vegas. I decided to produce an event after completion of what was supposed to have been a one-day event turned into a 3-day festival organically. The response called to me to continue to build on the idea of having an Urban Festival that catered not only to entertainment, but provided resources that could impact our population positively. Our focus started with creating a safe space for LGBTQIA+ tourists to visit one Summer weekend where it's all about PRIDE and unity, but naturally turned into a festival that spoke volumes to many internationally.

HOVP grew vastly on a national platform I felt the importance of bringing in corporate partners to show harmony on a heartfelt level of their commitment to support the LGBTQIA+ community with companies already having programs in place to serve it was a foreseeable influence that would provide value on both sides for people and ally businesses.

So many creative people exists within the walls of the letters LGBTQIA+, and HOVP provides an international stage that provides exposure across the world to individuals you may have never heard of before being apart of the HOVP Festival. As our festival grows so will the community, and my vision is to see the third week of August annually we celebrate people for being their authentic selves in my hometown the Sports and Entertainment Capital of the World better known as Las Vegas. I invite you to be apart of the House of Vegas Pride family.

NICOLE WILLIAMS
House of Vegas Pride, FOUNDER



ECONOMIC IMPACT

Aspiring to uplift the voices of the LGBTQIA+ is the inspiration for the festival, featuring a variety of themed events that target the BIPOC Community to attend annually. The meaning and purpose behind advocating for and celebrating a diverse cultural community is just as – if not more – important than providing equitable resources. HOVP, strives to Lead with Love not only during Pride Month, but throughout the calendar year. By expanding our efforts, and finding new ways to reach the LGBTQIA+ community, and reaffirm our commitment to accurate and authentic visibility while helping those that need it most by building upon our past efforts through diverse social gatherings that appeal to all ages. With support from numerous partners, MGM International Resorts, and The Aids Healthcare Foundation once again joined forces to host the festival to benefit people while attending for the festivities brought together the most inspirational voices and allies in the LGBTQ+ community. Hosting a mobile sites for rapid HIV/STD testing, and an in-person DE&I Job fair proved to be the most influential way to bring awareness within the community health and financial stability is at the forefront of our existence to help individuals struggling in these sectors. Surrounding by culture and entertainment including Saucy Santana, Melissa Scott, Momma Dee, Ms. Pooh, AZ Marie, Jess Hilarious, Siya, Sidney Starr, and James Wright just to name a few – demonstrates a national movement that supported by celebrities to help convey our mission, and provide a new economic impact to the City of Las Vegas that not been here before the creation of House of Vegas Pride.



HOVP BY THE NUMBERS



**\$3
Million**
Spent in Travel
& Tourism



\$150k
Funds Raised to
support the
festival



150
Brands have
Rallied in
support



200+
Tested for
HIV/STD
Prevention



98%
Net Positive
rate engaged on
Social Media
Platforms

CONTRIBUTIONS TO THE LGBTQIA+ COMMUNITY



Financial support raised during the past 2 years House of Vegas Pride Festival has supported several LGBTQ+ organizations large and small with a track record of positive impact and support of the LGBTQ+ community, including Las Vegas PRIDE, Mr. Grand Jeremy Social Topic Party, and Black Queer Men each organization has received over \$40,000 of monetary and in-kind donations. In 2022, MGM International Resorts received over 80 room bookings during our festival weekend, and in 2021 the Artisan Boutique Hotel sold out all 55 rooms for the festival weekend, which proved to be a festival that was for locals and tourists.



50+

Jobs secured
2021-2022
during & after
festival

60+

Small business
vendors made
Income during
festival

15

Resources given
For Health &
Wellness
inquiries



TARGETED DEMOGRAPHIC

Social media matters and we take action to build our community through our platforms along with our website. It has given us insight to who is engaging with us consistently. The data is also used to ensure we are speaking to the community we would like to impact. Instagram is our main source to reach the community.

Asian 2% - Black 50% - Latino 20% - Native 2% - white 10%
Multi Ethnic 10% - Other 3% - Ethnic Unknown 3%

Disability 1% Disability Unknown 99%

Sexual Orientation Gay 85% Hetero 10% Unknown 5%

Female 70% Male 15% Transgender 10% Non-Conforming 4% Gender Unknown 2%

Location: Locals (40%); Tourists (60%)

Education Level: High School Diploma, Some College, Bachelors, Graduate

Household Income: \$0-24k (10%) | \$25k-49k(60%) | \$50k-74k(25%) | \$75k – 99k(5%)



**4089 Followers
Since 2021**
Over 20,000 shares of our posts

Last 90 Days ▾

Sep 27 - Dec 25

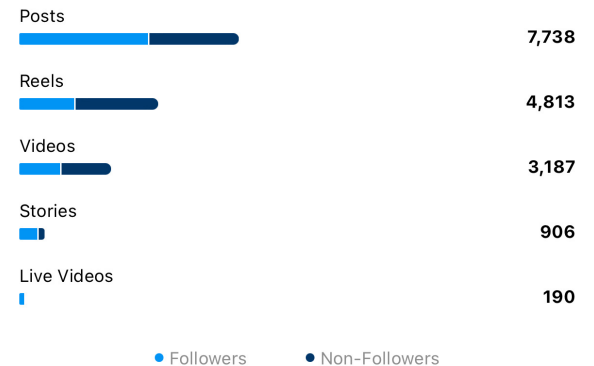
Followers and non-followers

Based on reach



Content reach ⓘ

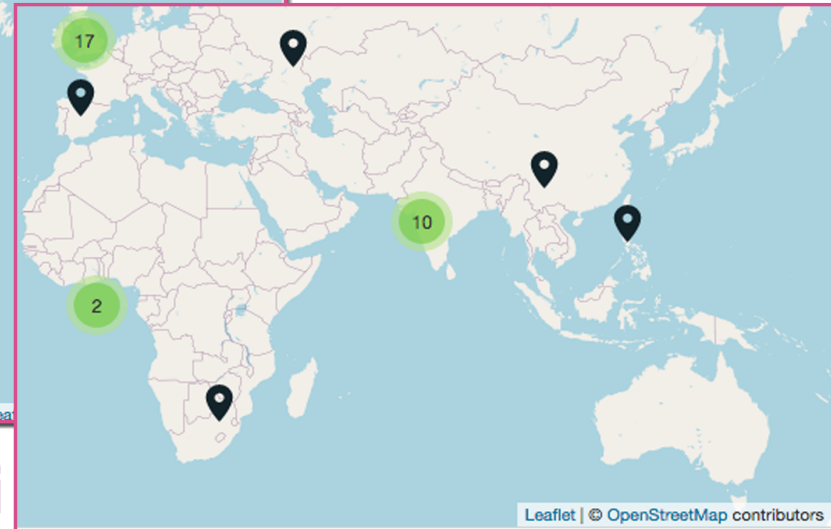
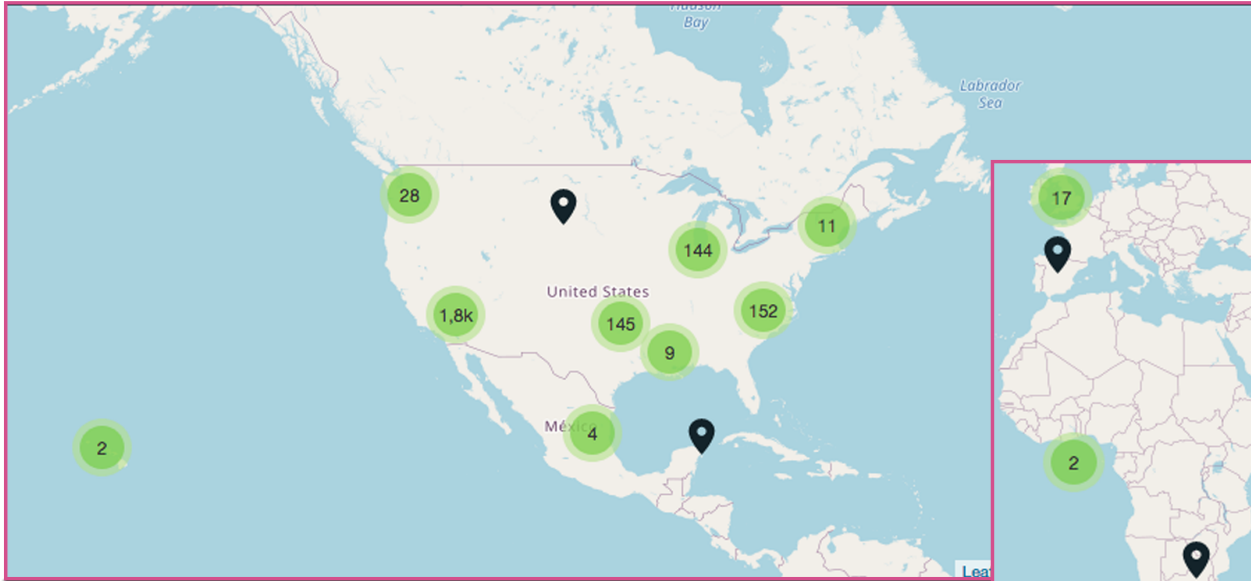
[See all](#)



TRAVEL & TOURISM FESTIVAL INTEREST IS HIGH

2021 STATISTICS FROM THE HOVP WEBSITE SHOW
SEARCHES FROM ALL OVER THE WORLD

TOP SEARCH - USA UNITED KINGDOM MEXICO & CANADA



[HOUSEOFVEGASPRIDE.ORG](https://houseofvegaspride.org)
 [HOUSEOFVEGASPRIDE](https://www.instagram.com/houseofvegaspride)

MAINTAINING THE MOMENTUM

Maintaining the Momentum: The reach and success of House of Vegas Pride Festival has demonstrated that the heartbeat of the culture has many lanes in Pride programming and the spirit that the LGBTQIA+ equality movement yearns for cohesiveness. We created this festival to drive visibility and support for the LGBTQIA+ community at a time when we needed it most. We've made progress across the industry, but our work doesn't end here. That's why we must continue to expand our efforts, find new ways to reach the LGBTQIA+ community, and reaffirm our commitment to equality and inclusion while helping those that are searching for it the most. The third year of the program, which will take place in August 18-20, 2023, will continue to uplift the voices of LGBTQIA+ people and raise funds that support the organizations and programs that help raise visibility and drive accurate, authentic representation of this treasured community.

ANNUAL PROGRAMMING CONSIST EXCITING THEMED EVENTS



- Ribbon Cutting Ceremony
- Kick-Off Party
- Fashion Show
- Music Festival
- Pool Party
- Vogue Ball Competition
- Health & Job Community Resource Fair



The festival supports local venues on and off the Las Vegas Strip



OVER 7 PROCLAMTIONS RECEIVED IN THE CITY OF LAS VEGAS



CONTACT US
HOUSE OF VEGAS PRIDE
info@vegaspridehouse.com
www.houseofvegaspride.org

Powered by Social Influence Foundation 501(c)3 Non-Profit Organization



Thank YOU

A heartfelt “thank you” to all guests and community partners during the House of Vegas Pride Festival. Our work engaging communities to activate the power of equality simply would not be possible if it weren’t for the support of people from our community: people who are passionate about improving the lives of individuals, strengthening communities, and providing equitable resources to an inclusive community.

