Atlanta Pride Festival
October 12-13, 2013

Contact
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Onsite during event: 404-919-1969 (Calls our Operations Center directly)

EVENT SUMMARY

• Anticipated Attendance
  o Saturday, October 12 – 35,000-45,000
  o Sunday, October 13 – 45,000-50,000

• Anticipated Participants
  o Same as above

• Date/Time
  o Setup – October 7 start at 8am – October 12 9am
  o Event Day 1 – October 12 10am – 9pm (permitted until 10pm)
  o Event Day 2 – October 13 10am – 9pm (permitted until 10pm)
  o Dismantle Day 1 – October 13 9pm – Midnight
  o Dismantle Day 2 – October 14 7:30am – 8pm
  o Dismantle Day 3 – October 15 7:30am – 8pm

Event Type:
This event is mainly a festival, held in Piedmont Park, but also includes a walk/march on Saturday Evening and a parade/march Sunday afternoon. There will be a variety of programming inside the park for the festival. A schedule of events is currently being developed. Please note, the Atlanta Pride Festival is no longer a 3-day event and no longer runs until 11pm. Not running Friday and closing at 9pm each day should help mitigate the impact on the surrounding neighborhoods, especially in terms of sound. There are also scheduled, afterhours events in private indoor facilities to encourage patrons to leave the park area.

Atlanta Pride Committee staff and volunteers are trained prior to the event on emergency management procedures, basic first aid procedures, and the importance of ensuring health, safety and welfare of everyone throughout the weekend.

Street Closings:
On Saturday evening at 6pm, the Dyke March will exit the park from Charles Allen, travel west on 10th street to Peachtree, north on Peachtree to 14th, east on 14th street and will reenter the park at the 14th Street gate. The march lasts approximately 1 hour (including set up). Two lanes will be closed for this event, not entire streets. The entire march takes about 30 minutes to complete and lanes closed as marchers approach and reopen as marchers pass. No lanes are closed for longer than about 10 minutes.

On Sunday afternoon, the Atlanta Pride Parade kicks off at 1pm from the MARTA Civic Center Station assembly area on W. Peachtree Street, travels east on Ralph McGill, north on Peachtree, east on 10th and terminates at the Charles Allen Gate on 10th Street. The Parade lasts approximately 3 hours. Entire streets will be closed during the Parade.

Lane Closure:
Off-duty officers will be placed at the intersection of 10th and Monroe and 10th and Charles Allen to facilitate the lane closure. Friday, October 11, 10am until 5pm, and Saturday and Sunday, 9am-10pm, two lanes of 10th street, closest to the park, will be closed from Monroe to Charles Allen. These lanes will be used for load in purposes, as well as operational parking. There will be no structures in the lane and the lane reopens each night after closing. East-west travel on 10th will be possible in the two lanes of traffic closest to Grady High School. Off-duty Atlanta Police officers will be hired to direct traffic in this area.
Numbers of Officers required:

Saturday, Oct. 12  Festival Hours:  10am-9pm – 40 Officers – anticipated attendance 35,000-40,000  
Sunday, Oct 13  Festival Hours:  10am-9pm – 54 Officers – anticipated attendance 45,000-50,000

Posts:

One officer stationed at Park Drive and Monroe, the 12th Street gate entrance, 14th Street gate entrance, one officer patrolling Orme and Park Drive. There will be patrol officers patrolling the 3-block radius of the event (see districts below). All other officers will be assigned specific areas inside the park to monitor. There will be one officer at each stage and patrolling the lane closure at all times. Police stations will be located directly next to medical tents. These stations will be visibly marked for patrons and/or neighbors that may need attention.

2013 ATLANTA PRIDE FESTIVAL – OFF-DUTY ASSIGNMENT

Outside the park assignments include:

<table>
<thead>
<tr>
<th>Supervisor</th>
<th>Traffic – Myrtle @ 10th, Dist #6</th>
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<tbody>
<tr>
<td>Motorcycle Officer</td>
<td>Roving Patrol, Dist #1 &amp; 8</td>
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<tr>
<td>Traffic – Monroe @ Orme Cir, Dist #2</td>
<td>Roving Patrol, Dist #2</td>
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<tr>
<td>Traffic – Eikmont @ Monroe, Dist #3</td>
<td>Roving Patrol, Dist #3</td>
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<tr>
<td>Traffic – 10th @ Monroe, Dist #5</td>
<td>Roving Patrol, Dist #4</td>
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<tr>
<td>Traffic – Monroe @ 8th, Dist #5</td>
<td>Roving Patrol, Dist #5</td>
</tr>
<tr>
<td>Traffic – 8th @ Charles Allen, Dist #5</td>
<td>Roving Patrol, Dist #6</td>
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<tr>
<td>Traffic – Piedmont @ 10th, Dist #6</td>
<td>Roving Patrol, Dist #7</td>
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We are also adding motorcycle patrol to districts 5 & 6 to deal with parking issues (such as parking in front of drive ways).
**Neighborhood Parking:**

Atlanta Pride Committee will utilize paid parking lots in the Midtown area for vendors, including the new SAGE deck and Colony Square deck. Pride staff will park INSIDE THE PARK along the active oval roadway from the 14th Street Gate to right before the Botanical Garden stairs. There are no event elements taking place in or around this area. MARTA will be advertised on our website as the best option for patrons. We will also promote the use of Central Parking and will provide a listing of all of their local lots for patrons. Atlanta Pride is partnering with the Atlanta Bicycle Coalition to offer two Bike Valet parking stations inside the festival at the 12th Street and Park Drive entrances to the park. This will be widely publicized through Atlanta Pride and the Atlanta Bicycle Coalition’s communication channels. We will also encourage festival attendees to walk to the park on the BeltLine.

The area below is where we will have an increased police presence to manage parking issues.

**Emergency No Parking Signs:**

Signs will be placed throughout neighborhoods on the standard designated streets.

**Sanitation:**

Atlanta Pride has contracted Whitten Waste Management for festival sanitation services. Atlanta Pride will also use the City of Atlanta Sanitation Department for street sweeps and blue trash barrels for the surrounding areas of the festival. Based on feedback from the neighbors of the park, APC requests the City place more blue trash barrels around the park and extend them further on all streets leading into surrounding neighborhoods, including along Monroe and the streets east of Monroe.

**MARKETING PLAN:**

The Atlanta Pride Festival will be promoted through a variety of media outlets, including internet/web resources, newspapers, magazines, radio, and electronic newsletters.

While our advertising campaigns will primarily take place on the local level, we will utilize some regional and national outlets. Our electronic newsletter has about 4000 subscribers and our website receives about 2000 hits from unique visitors leading into Pride and has about 23,000 hits from unique visitors during Pride week.

Most advertisements are broad based and focused on the general public, and not focused on one particular demographic.

The Atlanta Pride Festival also receives promotion through articles written by various publications through the country, as well as the annual magazine we produce. We print pride guide magazines and 20,000 foldout maps with event listings each year.