COVID-19 AND PRIDE: WHAT YOU NEED TO PLAN AND DO

(based mostly on a Webinar developed by EPOA and InterPride)

I. Establish a Coronavirus Advisory/Response Team
   a. Select Your Team Members
      i. Executive Director
      ii. Community Relations
      iii. Media/PR
      iv. Sponsors
      v. Operations
   b. Assign Tasks/Areas of Responsibility
   c. Set up Initial and Subsequent Meetings

II. Create a Trigger Timeline for Canceling or Postponing
   a. Absolute Latest Date for Signing Contracts
   b. Sponsor Fulfillment or Sponsor Refunds
   c. Notices to the Public
   d. Who Makes the Final Decision?
   e. When Is D-Day? Decision Made in Concert with...
      i. Mayor
      ii. City Health Department

III. Funding and Financial Risk
   a. Insurance Will Not Cover Coronavirus/Cannot Be Written In
   b. Add No Refund Clause to Pride Contracts with Sponsors and Participants
      i. Think of other options, so they do not feel taken advantage of
   c. What Amount of Loss Can You Manage?
   d. Leverage Support — Do Your Sponsors Really Want to be Seen as Damaging You?
   e. Merchandise/Logos — Create Without Dates?
   f. Product Buy-Back
      i. Beverages

IV. Ancillary Actions
   a. Medical Issues
      i. Set Up Quarantine Area Onsite
      ii. Set Up Special COVID-19 Procedures for During Event
      iii. Arrangement with Local Transport/Hospitals
   b. Hold off Publicity about Entertainment or Official Events
      i. Be Honest in Our Concerns
      ii. Point Out That We’re Not Just a Street Fair or Festival, WeEducate, Support

V. What to Watch?
   a. Ireland’s Cancellation of St. Patrick’s Day Parade
   b. Austin, TX South by Southwest Musical Festival (SXSW)
   c. Other Pride Cancellations/Postponements (LA Pride, South Florida)
   d. Monitor Growth of Virus and Hot Spots