

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, We Educate, 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