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CONSULTING

**LONG BEACH**  
**LESBIAN & GAY PRIDE, INC.**

**Economic Impact Study  
of the  
Lesbian & Gay Pride Celebration**

**May 21 - 23, 2004**

**November 2004**

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## SECTION 1 EXECUTIVE SUMMARY OF FINDINGS

The annual Long Beach Lesbian & Gay Pride Celebration is one the nation's largest such events, and one of Long Beach's largest community event. This year's Celebration<sup>1</sup> included a Friday night concert featuring Patti Labelle, the Festival on Saturday and Sunday, and the Sunday Parade.

The entire Celebration is estimated to have attracted 70,200 attendees, who generated an estimated \$9.7 million of net direct spending (excluding sales and hotel taxes) to Long Beach, and a grand total of \$19.5 million to the regional economy (inclusive of Long Beach).

### Attendance

Celebration attendance is summarized below, followed by spending tables.

**Table 1**  
**2004 LONG BEACH LESBIAN/GAY PRIDE CELEBRATION**  
**ESTIMATED ATTENDANCE**

Category	Persons
Total Festival and Concert	40,748
Paid Attendance - Entertainment Festival	38,362
Total Unpaid Attendance - Festival	1,402
Paid Attendance - Concert	984
Total Parade Crowd <sup>2</sup>	29,429
Net Parade-Only Attendees	294
<b>Total Attendance at All Celebration Events</b>	<b>70,177</b>

- ▼ As shown above, a total of 70,177 people attended the entire 2004 Long Beach Lesbian and Gay Pride Celebration. Of these, 40,700 attended the Festival and/or the concert, including 1,400 volunteers who also attended the events on a non-ticketed basis.

<sup>1</sup> The term Celebration denotes the overall combined weekend's activities, whereas Festival refers to the two day entertainment/vendor festival held at Marina Green Park.

<sup>2</sup> Parade attendance was first estimated by LBLGP and independently corroborated by CIC Research, Inc. based on the survey results.

- ▼ The Sunday Parade attracted an estimated 28,600 attendees, nearly all of whom, 28,300, also attended the Festival.
- ▼ The overall Celebration and selected individual attributes were rated in the "very good" to "excellent" range.
- ▼ Of the total attendees, 24% were Long Beach residents, with the other 76% being from outside the area. Of non-locals, 63% were from Southern California, 8% from other parts of Southern, or Northern California, and 5% from other areas of the U.S.
- ▼ Of the 76% non-Long Beach residents, 30% stayed overnight in Long Beach, averaging 1.7 nights. Most overnight visitors, 68%, stayed in a hotel or motel, while 11% lodged in private residences of friends or relatives.
- ▼ Of all event attendees, 49% were Caucasian, 35% were Latino/Hispanic, with the remaining 16% split between African American, Asian American, Native American, and others.
- ▼ The median age was 35 years old; 23% had children under 18 in their household.
- ▼ Median household income was \$52,200.
- ▼ Males comprised 56% and females 44% of total attendees.

### **Summary of Economic Impact 2004 Celebration**

The total economic and fiscal impacts<sup>3</sup> of the 2004 LBLGP Celebration are as follows:

- ▼ The total spending impact in Long Beach from all 2004 Long Beach Lesbian and Gay Pride Celebration attendees is an estimated \$9.7 million. Each attendee spent an average of \$159 per day both at the events and in the local economy.

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<sup>3</sup> Sources: CIC Research Inc., and LBLGP, Inc.

- ▼ This spending generated estimated sales tax revenues of \$669,100. Most, \$396,900 (88%) went to the State of California and Los Angeles County, with \$54,700 (12%) to the City of Long Beach.
- ▼ Another \$217,500 was generated in local hotel transient occupancy tax.

**Table 2**  
**Summary of Total Economic Activity**

	Total	Long Beach	Los Angeles County
Economic Impact	\$19,478,216	\$9,679,441	\$9,798,775
Taxes Impact	\$669,097	\$272,270	\$396,827
Total Household* Income	\$6,470,000		
Employment* Generated	224		

\*cannot be split by area

In addition to economic and fiscal impact generated from attendee spending in the area, LBLGP paid a total of nearly \$98,000 in fees to the City for various services and permits as shown below. This amount was 50% higher than in 1996. City facilities and land use accounted for the greatest expense, \$33,000, or about one-third, followed by \$18,000 for police services.

**Table 3**  
**Fees Paid To City Of Long Beach**

	1996	2004
City Health Permit	\$ 1,914	\$ 907
City Bus. Lic. Fees/Permits	8,083	100
Police	18,915	37,203
Fire Dept./Life Guard	1,285	4,302
Parks & Rec Services	0	750
Public Works Dept.	0	11,092
Street Sweeper	321	695
Park Damage Fee	150	7,500
City Park Permit and Use Fee	400	9,172
City Facilities/Land Use Fee	33,000	18,456
Other Misc. City Fees	0	7,781
<b>Total Fees Paid</b>	<b>\$ 64,068</b>	<b>\$ 97,958</b>

In addition, but excluded from this analysis, was spending by LBLGP, Inc. to stage the event for related the goods and services such as food and beverages, entertainment, merchandise, printing, advertising, sound systems, tents, etc. Also excluded is area spending by the 232 Festival vendors of food, goods and services.

Also not included, are contributions made by LBLGP Inc. to bona-fide not-for-profit organizations engaged in worthwhile community programs. In 2003 LBLGP Inc. distributed over \$100,000.

**Comparison to 1996 LBLGP Celebration**

The same study was conducted in 1996 for LBLGP, Inc. by LSC. A comparison of the attendance figures is shown below.

**Table 4  
Comparison of Pride Celebration Attendance 2004 and 1996**

Category	2004	1996	Total % Change
<b>Total Festival and Concert *</b>	<b>40,748</b>	<b>38,725</b>	<b>+5.2</b>
Paid Attendance - Entertainment Festival	38,362	34,400	+11.5
Total Unpaid Attendance - Festival	1,402	2,425	-42.2%
Paid Attendance - Concert	984	1,900	-48.2%
<b>Total Parade Crowd <sup>4</sup></b>	<b>29,429</b>	<b>75,000</b>	<b>-60.8%</b>
<b>Net Parade-Only Attendees</b>	<b>294</b>	<b>49,000</b>	<b>-99%</b>
<b>Total All Celebration Events</b>	<b>70,177</b>	<b>113,725</b>	<b>-39.3%</b>

\* In 1996 the event was a dance concert and in 2004 it was a music concert with no dancing.

There was a slight 5.2% increase in Festival and Concert attendance, but a big difference in parade attendance. Given the methodology, we believe that the 1996 parade attendance is over-estimated.

As shown below, the result for spending is vastly different than for attendance. Total economic impact nearly doubled to \$19.5 million in 2004 from \$10.9 million in 1996. The total tax impacts more than tripled, whether to the region, or to Long Beach.

**Table 5  
Comparison of Pride Celebration Attendance 2004 and 1996**

	Regional Total		Long Beach		Los Angeles County	
	2004	1996	2004	1996	2004	1996
Economic Impact	\$19,478,000	\$10,900,000	\$9,679,000	\$3,800,000	\$9,799,000	\$7,100,000
Taxes Impact	\$669,097	213,000	\$370,000	\$74,000	\$397,000	\$139,000
Total Household Income*	\$6,470,000	\$2,500,000				
Employment Generated*	224	108				

\* these two estimates can not be split-out by area as the impacts are regional.

<sup>4</sup> In 2004 Parade attendance was first estimated by LBLGP and independently corroborated by CIC Research, Inc. based on the survey results. In 1996 the estimate was given to LBLGP by the Long Beach Pres Telegram. Note that route was different in 2004 than in 1996.

The main reason for the rise in total economic impact, despite flat Festival attendance and much lower Parade attendance, is the tremendous increase in per-capita daily spending at Celebration events as well as throughout the Long Beach area, as shown below by spending category.

- ▼ Lodging and Meals out contributed the greatest impact due to both the amount spent and the extent of the increase.
- ▼ Even groceries/miscellaneous, a small spending category in 1996 grew to a mid-level category in 2004.

**Table 6**  
**Per Capita Daily Spending By Category 2004 versus 1996**

Category	Net Per Capita Spending(1)		
	2004	1996	% Change
Meals Out/eating	\$34.20	\$16.87	+102%
Beverages Out/drinking	25.05	15.62	+60%
Lesbian/Gay Pride Events	15.98	15.37	+4%
Shopping/souvenirs	19.34	14.46	+34%
Lodging/hotels	28.99	11.68	+148%
Daily transportation	6.57	6.82	-4%
Attraction admission(2)	6.38	1.79	+256%
Groceries/miscell.	11.95	1.16	+930%
Overall Average	\$158.67	\$45.00	+253%

Notes:

- (1) Per capita average spending in Long Beach, including those who spent \$0 in that category.
- (2) Admissions for attractions not associated with Long Beach Lesbian & Gay Pride events.