

STRATEGIC PLAN

“We Are Here”

2022 – 2024

Venice Pride, Inc.
veniceFLpride.com



Contents

About Us	3
Board of Directors	4
Looking Ahead: <i>Vision, Mission and Values</i>	5
Strategic Priorities	6
Objectives and Key Actions	7-8
• Community Service	
• Partnerships	
• Advocacy	
Get Involved	9
Recent Accomplishments	10



About Us

For several years, we hosted an annual Pride festival in Venice, Florida bringing together the LGBTQ+ community and allies in a day of celebration. We rallied around the message “We Are Here”.

The response was overwhelmingly positive. It led to a growing demand to find more ways to advance the visibility, voice and participation of the diverse LGBTQ+ community and allies.

In 2019, we established Venice Pride, Inc. and in 2020 we obtained our non-profit 501c3 status. In 2021, we developed our *Strategic Plan* to identify a path forward for 2022 to 2024.

This document highlights the key components of our *Strategic Plan* and our commitment to join with many others to serve the LGBTQ+ community and allies living in the Suncoast region of Florida. We invite you to join us on this journey!

Venice Pride, Inc. Board of Directors, June 2021

Board of Directors

Consists of an Executive Committee and Standing Committees.



Kathy Hanas
President



George Ward
Vice President



Beth Ryan
Secretary &
Treasurer



Nancy Wilson
Board Member



Tracy Silver
Board Member

Looking Ahead

Vision

Create a more just future for the LGBTQ+ community and allies where human rights and a commitment to addressing racism is visible and affirmed

Mission

We serve the LGBTQ+ community and allies working together with partners on initiatives where all generations are welcome and thrive

We are guided by these values:

- Diversity:** We appreciate, celebrate and collaborate across differences, including generations, genders and racial/ethnic communities for the greater good of LGBTQ+ people and our allies.
- Creativity:** We harness the creativity of the LGBTQ+ community to dream, imagine, inspire and work towards a future filled with respect and kindness.
- Courage:** We fearlessly and publicly advocate and support rights human rights and a commitment to addressing and an end to racism for the LGBTQ+ community and for all communities.



Strategic Priorities

We have identified three strategic priorities to meet our objectives supported by key actions.

- 1 Community Service**
Advance the visibility, voice and participation of the LGBTQ+ community and allies appealing to all generations.

- 2 Partnerships**
Collaborate across local, state and national levels on common goals affecting our community.

- 3 Advocacy**
Educate around key issues affecting the rights of the LGBTQ+ community and allies by providing thought leadership and opportunities for activism.

Objectives and Key Actions

Priority 1: Community Service

Build a resource center to serve the LGBTQ+ community and allies within the Suncoast region of Florida

Governance

Complete bylaws and related requirements.

Resource Center

Approve plan for center, staff, BOD structure, roles, leadership/diversity training, standing committees, recruitment, and infrastructure.

Program & Services

Increase sponsorships and participation of the festival, parade and youth scholarships.

Implement programs for youth, older adults, families, transgender & communities of color.

Calendar & Contacts

Build database.

Develop financial sustainability to fund activities, programs and services for the LGBTQ+ community and allies

Financial Model

Create a comprehensive plan for funding sources.

Budget

Build projected annual plan.

Cultivate a social identity to inform, educate and mobilize a diverse base

Identity & Marketing

Increase digital platform.

Build a communication/marketing plan to inform the community and partners of the Resource Center and key activities that results in increased supporters.

Objectives and Key Actions

Priority 2: Partnerships

Cultivate dynamic relationships with diverse groups to collaborate on PRIDE events and issues affecting the youth, older adults, families, transgender and communities of color

Relationships

- Establish at least 3 dynamic partnerships.
- Host a meet-and-greet to get to know each other, discuss the festival and find specific ways to collaborate.
- Determine programs, services or issues to co-host and support each other.
- Launch a survey/poll to get feedback on what issues, programs, services and activities are most important.

Priority 3: Advocacy

Respond publicly to compelling social justice issues impacting the LGBTQ+ community and allies

Key Issues

- Identify criteria for selecting 3 top issues and response.
- Send out a survey/poll to get feedback.
- Make a call to action and response.

Education and Training

- Host or co-host at least 1 to 2 annual activities (i.e., workshop, program or events) to educate and inform on social justice issues impacting the youth, older population, families, transgender and people of color.

Get Involved

On behalf of everyone who is involved in the LGBTQ+ movement, we want to say thank you.

The progress that Venice Pride, Inc. has made to date would not be possible without the guidance and vision of so many who came before us, including many activists, leaders and groups who are active today within the Suncoast region of Florida.

We welcome you to continue to support this movement with us as we look to the future and work to make a difference in the lives of the LGBTQ+ community. We look forward to creating a better future for all – together.

If you are interested in learning more about our plan or want to help in any way please contact us at veniceFLpride.com. We look forward to hearing your stories!

Accomplishments

Education

- Presented the first recipient of the Spencer Stephens 2021 Scholarship (May 2021) to Talon Bottenfield.
- Presented three recipients with a Scholarship to William Harless (Venice High School), Zander Moricz (Pine View), and Jaylynn Santacross (Lemon Bay High) in (May 2022).

Proclamation

- Office of the Mayor, Ron Feinsod issued a Proclamation that June 5 as Venice Pride Day and the month of June as LGBTQ Pride Month in 2021 and 2022.



Recent Accomplishments

Engaging with the Community

- Launched “Many Voices” newsletter (Jun 2021) and Website (Oct 2021) highlighting community partners and allies.

Holiday Tree Lighting

- Hosted the first annual tree lighting in Venice, FL (December 2021).

Veniceflpride.com

