

Pride House Albuquerque Final Report

Our local Pride House was hosted by SAGE Albuquerque during the 2019 National Senior Games, from June 14-25, 2019 in Albuquerque, New Mexico. The final report, due to PHI within 30 days of the end of the event, follows.

What worked well

- Involvement from the City of Albuquerque (COA): We reached out to Brittany Ortiz, Deputy Director of the COA Office on Equity and Inclusion, who responded quickly and enthusiastically. She personally along with other city staff provided us with a large meeting room in a city-owned building (with parking), ½ mile from the 2019 National Senior Games (NSG) village in the Albuquerque Convention Center. This allowed us to offer the Pride House as a safe, welcoming and comfortable space for volunteers and visitors to gather and provide local LBGTIQ+ community resource information, as well as able to make connections while many of us attended and volunteered at different venues and activities throughout the NSG.
- Volunteer recruitment: Peggy Roberts, PHI point person for the National Senior Games, recruited 14 volunteers to staff our Pride House. We talked about the Pride House and NSG at several of SAGE Albuquerque's regular spring meetings, to build awareness and support.
- Signage: We printed "yard signs" and post card-sized handouts to make NSG registrants aware of the Pride House (see photos). This was a last-minute effort and was more expensive (400 USD) than if we had planned better. But they looked professional and inviting.
- Ancillary events: We held a dining at a local restaurant that we invited registrants and volunteers to. This dinner also raised funds for SAGE Albuquerque (10% of what all patrons spent during a nine hour period). This event attracted 100 people, approximately half of whom were SAGE volunteers or members.

What could be improved

- Connection with the National Senior Games: While SAGE Albuquerque had enthusiastic support from the City of Albuquerque, we would have been better advised to forge a connection with the NSG Association, which put on the games. The city staff, while present at the registration site and village, also were not able to get the NSG administration to do anything related to the Pride House, such as: obtaining a room in the convention center; promoting the Pride House to registrants via regular communications prior to the NSG and during the games; having on-site promotion of any sort; and having any synergy with the event of any sort.
- Doing guerilla marketing at the registration venue: Paul walked up and down the line of registrants in the Albuquerque Convention Center with a large Pride House sign on his front for three hours. Peggy, Paul and a few other volunteers put cards on tables at the registration venue and at some sport venue sites, as well as did other promotional activities during the NSG. None of these specifically connected with LGBTQ registrants, though the few connections we made were very positive ones. ("I'm so glad you are doing this." Etc.)
- Starting our organizational and planning efforts earlier: We were most fortunate to organize and gather local support and resources over a period of less than three months before the NSG began.

How PHI can improve

- Could PHI have been able to assist SAGE Albuquerque in making some sort of connection with the National Senior Games Association? Such might have been helpful as we were not successful in doing so.
- Could PHI have provided a simple checklist of organizational steps to bring about a successful Pride House? Such would have assisted us in planning.
- Could PHI have produced some brief case studies of what had worked well in the past and what had not worked? Such might have helped us be more effective.

Recommendations for future Pride House organisers

- Making connections with and gaining the support of event organizers are key. Having and following planning guides (checklists, timetables, case studies, etc.) is important.

Comments

- SAGE Albuquerque hopes to build on the support and involvement we received from the City of Albuquerque in hosting a Pride House during the recent 2019 National Senior Games. We intend to continue collaborating with the city on future projects and advocacy efforts on behalf of LGBTIQ+ persons in our community and state.

Photos – link to online photos for PHI archive and legacy

- Besides sending a few photos, we are attaching copies of our Pride House signs, handout cards, and a 6/10/2019 press release from the City of Albuquerque about our Pride House.

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