

**CITY OF EL SEGUNDO
ARTS & CULTURAL ADVISORY COMMITTEE
GRANT APPLICATION**

Grantee Organization Information:

Name: Gundo Pride

Address: El Segundo, CA

Individual submitting the application:

Name: Sean O'Brien (Co-Organizer)

Email: smobrienla@gmail.com

Phone: (985) 807-8539

Please list any ACC board members or affiliated individuals below

- John Pickhaver

Please submit all of the following together with this application:

Estimated Cost of Expenses: \$5000.00

Estimated Revenue: \$0.00

Will the event organizers be seeking additional funding or donations from other entities? If yes, please list possible sponsors or donors:

- Yes.
- We had a number of sponsors from local businesses and individuals last year. Much of our time was spent seeking donations. This year we are seeking an increased grant from the ACC so we can utilize most of our efforts in putting on the actual event.
- However, we do still plan to seek donations from the community (residents and local businesses) to help cover the cost of non-related Arts & Culture costs such as park fees, permit fees, insurance, food, and other miscellaneous costs.
- **We anticipate these costs to be about \$2000.00 additional dollars**

Is this a fundraising event for the organization? Yes ___ No X

Anticipated Arts & Culture Related Expenses for Event: \$3500.00

Event Information: El Segundo LGBTQ+ Pride Event Celebrating Visibility, Belonging, and Community During Pride Month

Event Title: Gundo Pride

Date: Sunday, 6/1 or Sunday, 6/29

Location: Rec Park Fire Circle

Pending park availability

Starting Time (including set-up): 10AM to 4PM (includes 30 minutes of set up and 30 minutes of breakdown)

Duration (including break-down): 10AM to 4PM (includes 30 minutes of set up and 30 minutes of breakdown)

Marketing Plan: Frequent announcements on El Segundo Facebook Groups, Streets Banners, City and Regional Newsletters, Word of Mouth. Collaborate with the City's Diversity, Equity, & Inclusion Committee.

Anticipated Attendance: 200 attendees

Target Audience: Individuals and families of all ages from El Segundo and surrounding communities. This Pride event welcomes everyone — neighbors, friends, and allies — to come together in celebration, support, and joy. A family-friendly gathering for all identities and generations.

Grant Request: \$3500.00

Estimated Arts & Culture Related Expenses

- Better sponsor sign(s) – \$250
- 2nd selfie sign – \$150
- Wooden backdrop, paint, paint markers, sharpies – \$50
- Decorations for day of (banners, centerpieces, flags, pennants, etc.) – \$100
- Accessories for day of (boas, sunglasses, ribbon wands, etc.) – \$100
- Canva Pro membership – \$40
- Face painter – \$250
- Photographer – \$250
- Live artist – \$250
- Parade Grand Marshal – \$1000
- 2–3 large banners to advertise the event – \$500
- Sign-making materials for day of (markers, boards, sticks) – \$60
- Giveaways (only hats in 2024) – \$500
(hats, t-shirts, cups, bags — possibly partner with community kids on these in the future)

Proof of nonprofit status or a description of the community organization

Founded in 2024, Gundo Pride is a community organization based in El Segundo. Last year, we presented the City's largest Pride event to date—bringing together local businesses, residents, and people of all ages in celebration. In addition to hosting this year's Pride event, we aim to expand our impact by building partnerships with regional LGBTQIA+ organizations and connecting with LGBTQIA+ clubs within El Segundo schools.

Proof of Insurance:

Insurance to be ascertained. We were fully insured last year per City's policy

A Current Board Roster:

- Jodie Davies
- Julie Holop
- Rachel Aelion-Moss
- Sean O'Brien
- John Pickhaver

2025 Statement of Purpose – Gundo Pride

In 2021, the City of El Segundo officially recognized June as LGBTQ+ Pride Month and lit the water tower in rainbow lights for the first time—important symbolic acts that have continued each year. In 2024, Gundo Pride built on that foundation by hosting the City's largest community-wide Pride event: a Pride Walk followed by a celebratory picnic at Recreation Park. With over 200 attendees, the event brought together residents, families, and local businesses in a powerful show of visibility and solidarity.

In 2025, we hope to continue and grow this event—further establishing it as a beloved annual tradition that reflects the values of inclusion and connection that make El Segundo special. At a time when LGBTQ+ communities face increasing marginalization, it's more important than ever to create public spaces that are joyful, affirming, and rooted in belonging.

This year's event will again include a Pride Walk and community picnic, featuring live music, food and drink, lawn games, collaborative art-making, and kid-friendly activities such as coloring and temporary tattoos. Informational signage will highlight LGBTQ+ history and contributions, creating space for education alongside celebration.

By uplifting LGBTQ+ voices and creating opportunities for connection across generations, the event strengthens community bonds and reinforces El Segundo's commitment to being a place where everyone is welcome, supported, and seen.

2024 in Review

A complete list of revenues and expenses, including additional sponsorships or donations received and net profit of event, and attendance numbers

- [2024 Accounting](#)
- [2024 Recap Deck & 2025 Preview](#)
- 200 Attendees

Gundo Pride 2024 in Review: Community Benefit Statement

The 2024 Gundo Pride event brought together over 200 residents, families, allies, and local businesses for a meaningful day of visibility, celebration, and connection. Held at Recreation Park

and preceded by a Pride Walk, the event offered a safe, affirming space for El Segundo's LGBTQIA+ community and their supporters to gather and be seen.

With programming that included music, community art-making, family-friendly activities, and opportunities to learn about LGBTQIA+ history and culture, the event succeeded in creating an inclusive and joyful atmosphere. Local sponsors and volunteers played a key role in making the day a success, highlighting El Segundo's spirit of civic collaboration.

At a time when LGBTQIA+ communities are facing heightened marginalization nationwide, this event reaffirmed El Segundo's commitment to being a welcoming city for all. It strengthened social bonds, elevated community pride, and helped make El Segundo a more inclusive place to live, work, and visit. The event also offered valuable visibility for contributing businesses and reinforced the positive impact of local cultural investment.

Building on the success of 2024, Gundo Pride is poised to become a signature community tradition with lasting social value.

Arts & Culture Expenses

Arts & Culture Related Expenses		
6/14/2024	-\$220.00	Backdrop and delivery
6/17/2024	-\$150.00	Instagram Photo Frame Artist Labor
6/18/24	-\$15.00	Canva Pro membership
6/18/2024	-\$19.99	12 pack solid talecloths
6/18/2024	-\$36.99	50 heart sunglasses
6/18/2024	-\$19.98	2 Pride tablecloths
6/18/2024	-\$7.31	Tax on rows 4-6
6/18/2024	-\$21.99	Sharpie Glam Pop Markers 34 count
6/18/2024	-\$7.99	Sharpie Black 12 count
6/18/2024	-\$45.98	2 packages Ribbon Wands
6/18/2024	-\$7.21	Tax on rows 9-10
6/18/2024	-\$14.99	Trans Pennant Flags
6/18/2024	-\$35.99	48 round rainbow sunglasses
6/18/2024	-\$12.99	Progress flag banner
6/18/2024	-\$19.98	2 Progress flag pennants
6/18/2024	-\$25.53	Pride yard sign
6/18/2024	-\$10.40	Tax on rows 12-16
6/18/2024	-\$7.64	Stakes for walk signs
6/20/2024	-\$81.16	Banner
6/20/2024	-\$193.00	hat materials
6/22/2024	-\$200.00	Board Artist Fee
	-\$1,154.12	Total Expenses
10/23/2024	\$675	ACC Community Grant
	-\$479.12	Shortfall before community donations

Full Accounting

Date	Amount	Description	Notes
5/31/2024	-\$153.00	Fire Pit Rental	
5/31/2024	-\$62.78	Special Event Permit	
5/31/2024	-\$210.06	Fire Pit Security Deposit	
6/14/2024	-\$220.00	Backdrop and delivery	
6/17/2024	-\$201.00	Insurance Policy	
6/17/2024	----	Instagram Photo Frame Materials	
6/17/2024	-\$150.00	Instagram Photo Frame Artist Labor	
6/18/24	-\$15.00	Canva Pro membership	
6/18/2024	-\$19.99	12 pack solid tablecloths	
6/18/2024	-\$36.99	50 heart sunglasses	
6/18/2024	-\$19.98	2 Pride tablecloths	
6/18/2024	-\$7.31	Tax on rows 10-12	
6/18/2024	-\$21.99	Sharpie Glam Pop Markers 34 count	
6/18/2024	-\$7.99	Sharpie Black 12 count	
6/18/2024	-\$45.98	2 packages Ribbon Wands	
6/18/2024	-\$7.21	Tax on rows 15-16	
6/18/2024	-\$14.99	Trans Pennant Flags	
6/18/2024	-\$35.99	48 round rainbow sunglasses	
6/18/2024	-\$12.99	Progress flag banner	
6/18/2024	-\$19.98	2 Progress flag pennants	
6/18/2024	-\$25.53	Pride yard sign	
6/18/2024	-\$10.40	Tax on rows 18-22	
6/18/2024	-\$19.99	10 plates	
6/18/2024	-\$5.32	200 napkins	
6/18/2024	-\$2.41	Tax on rows 24 & 25	
6/18/2024	-\$7.64	Stakes for walk signs	
6/20/2024	-\$81.16	Banner	
6/20/2024	-\$193.00	hat materials	
6/21/2024	-\$79.78	Final park fees	
6/22/2024	-\$200.00	Board Artist Fee	
6/22/2024	-\$125.94	Costco	

Full Accounting

Date	Amount	Description	Notes
6/22/2024	-\$253.57	Pizza	
6/22/2024	-\$75.00	Pizza tip	
6/23/2024	-\$65.59	10 bags of ice	
6/30/2024	\$4,480.00	includes all donations from businesses and residents	
10/22/2024	\$675.00	ACC Community Grant	
BALANCE:	\$2,746.44	Donated to The Trevor Project	

Sponsors/Donations

Name/Business	Business/Personal?	\$8,960.00	
Acorn Family Guidance	Business	\$50.00	
Angie Greenspan Real Estate	Business	\$50.00	
At College Consulting	Business	\$50.00	
Brewport	Business	\$50.00	
Cadman Group	Business	\$100.00	
DR Lambert Custom Painting	Business	\$50.00	
Dragonfly Tech	Business	\$50.00	
Earley Schick Management	Business	\$50.00	
Education Therapy Office	Business	\$50.00	
Family Wellness	Business	\$50.00	
Gate 14	Business	\$50.00	
It's a Vibe	Business	\$50.00	
Kelly's Beach Hut	Business	\$50.00	
Kevin the handyman	Business	\$50.00	
Law Offices of Timothy M. Truax PC	Business	\$50.00	
Midian LLC	Business	\$50.00	
South Bay Child Advocates	Business	\$50.00	
Spacialist	Business	\$50.00	
St. Michael the Archangel Episcopal Church	Business	\$50.00	
Strategic Retirement Partners	Business	\$75.00	
Tara Diaz Wellness	Business	\$50.00	
The Studio Art of Dance	Business	\$50.00	
Wags n Whiskers	Business	\$50.00	
Woke Urban Apparel	Business	\$50.00	
1800 Got Junk	Business	\$100.00	
Eric Warner Home and Electric	Business	\$50.00	
United Methodist Church	Business/Church	\$50.00	
	Biz Donations:	\$1,475	
	Personal Donations:	\$3,005	
	Personal	\$50.00	
	Personal	\$50.00	
	Personal	\$100.00	

Sponsors/Donations

	Personal	\$20.00	
	Personal	\$40.00	
	Personal	\$20.00	
	Personal	\$40.00	
	Personal	\$20.00	
	Personal	\$40.00	
	Personal	\$40.00	
	Personal	\$20.00	
	Personal	\$20.00	
	Personal	\$20.00	
	Personal	\$25.00	
	Personal	\$20.00	
	Personal	\$20.00	
	Personal	\$40.00	
	Personal	\$20.00	
	Personal	\$40.00	
	Personal	\$40.00	
	Personal	\$40.00	
Personal	\$25.00		

