

**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: \$10,000.00

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 rely on donations from El Segundo residents, and local businesses to cover additional expenses. (See 2025 recap for last year's sponsors)

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

Anticipated Arts & Culture Related Expenses for Event: \$4000.00

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

Event Title: Gundo Pride

Date: Sunday, 6/28

Location: Rec Park Fire Circle

Start/End Time (including set-up): 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: \$4000.00

Estimated Arts & Culture Related Expenses

- **Arts & Culture Related Vendor Fees: \$3250.00**
 - Event MC - \$750.00
 - Band - \$750.00
 - DJ - \$500.00
 - Face Painter: \$500
 - Photobooth: \$500
 - Photographer: \$250
- **Decorations/Supplies: \$750**
 - Banners/Posters: \$500
 - Arts & Crafts/Decorations: \$250

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.

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
- Christibelle Villena
- Sean O'Brien
- John Pickhaver

2026 Statement of Purpose – Gundo Pride

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.

Community Benefit Statement

Gundo Pride brings together residents, families, allies, and local businesses for a day of visibility, celebration, and connection in El Segundo. Held at Recreation Park and preceded by a Pride Walk, the event creates a safe, affirming space for LGBTQ+ individuals and allies to celebrate Pride Month together.

The event is 100% free for attendees and includes entertainment and food.

Programming includes live entertainment and community art activities. The event fosters an inclusive, welcoming atmosphere that reflects the diversity of the community. Local sponsors, organizations, and volunteers play an essential role in making the event possible, demonstrating El Segundo's strong tradition of civic participation and collaboration.

Gundo Pride strengthens social connections, promotes mutual understanding, and affirms the City's commitment to being a place where all residents feel welcome. It provides meaningful visibility for LGBTQ+ community members while offering local businesses and organizations a chance to engage positively with the public.

As an annual gathering, Gundo Pride contributes lasting social and cultural value by building community cohesion, encouraging inclusivity, and creating a tradition that residents can share across generations.

For Gundo Pride 2025 Recap see attached PDF

GUNDO PRIDE 2025





THANK YOU 2025 GUNDO PRIDE SPONSORS

EVENT SPONSORS:

EL SEGUNDO
CULTURAL
DEVELOPMENT
PROGRAM



RAINBOW SPONSORS:



EST. 1978
FRENCH FLORIST

It's a vibe



SEA
CHANGE

Prime
PIZZA



ThriveWell
PARTNERS, LLC.

TARA DIAZ WELLNESS, AT COLLEGE CONSULTING, SOUTH BAY BLOOMERS,
WOKE URBAN APPAREL, THE STUDIO, ACORN WELLNESS, BREWPORT TAP HOUSE & KITCHEN

ACCOUNTING

- Cultural Development Grant.....\$3186.44
- Business & Community Donations.....\$4095.00
- Total Funds.....\$7281.44
- Total Spent.....\$9124.73
- **Initial Event Debt.....-\$1843.29**
- **T-Shirt/Hat Sales.....\$3240.00**
- Surplus.....\$1396.71
 - Donated to The Trevor Project

CULTURAL DEVELOPMENT GRANT

AWARDED: \$3500.00

ACTUAL.....\$3186.44

(City did not reimburse tips to vendors)

SPENT.....\$3336.44

DEBT.....-\$ 150.00

- Vendors: \$2432.50
 - Parade Grand Marshall.....\$750.00
 - Photobooth..... \$495.00
 - Face Painter/Balloon Artist....\$437.50
 - DJ.....\$350.00
 - Photographer.....\$250.00
- Supplies/Decorations: \$551.82
- Printed Materials: \$202.12

BUSINESS & COMMUNITY DONATIONS

FUNDS RAISED: \$4095.00

- City Fees.....\$ 952.73
- Insurance.....\$ 315.00
- Food/Drink.....\$1235.83
 - Pizza.....\$691.72
 - Cookies.....\$312.00
 - Drinks/Ice.....\$231.91
- Cups/Plates/Napkins.....\$ 71.58
- T-Shirts/Hats.....\$3213.15

FUNDS SPENT.....\$5788.29

DEBT.....-\$1693.29