



CITY OF HARRISONBURG
**PARKS &
RECREATION**

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TO: Ande Banks, City Manager
FROM: Matt Little, Recreation and Events Manager, Parks & Recreation
DATE: 3/11/26
RE: Shenandoah Valley Pride Celebration

Summary: Consider the special event application request for the Shenandoah Valley Pride Celebration on Sunday, September 20, 2026.

Background: The Shenandoah Valley Pride Celebration is an annual event that takes place in downtown Harrisonburg. This year's event will take place at the Turner Pavilion.

This application was reviewed and approved by the Special Events Committee on March 5, 2026.

The total cost of this event is estimated to be around \$7500. The event organizer is responsible for payment of applicable charges.

Key Issues:

- PW Support (barricades, no parking signage, roll off container, flusher truck)
- HPD Support (off-duty officers)
- Commissioner of Revenue (food tax, business licenses)
- COI and endorsement to be submitted prior to the event
- ABC permit will be submitted prior to the event