

Provincetown SummerONE Program

Welcoming the Next Generation of Visitors

PBG // Provincetown Pride Center

Timing of Program:

Provincetown Pride: May 31- June 2, 2024

What We'll Do:

Objective /

Less than 6% of Provincetown visitors are under the age of 35. The Provincetown Pride Center is proposing a partnership with PBG lodging members to offer an accessibility opportunity for first-time Provincetown visitors between the ages of 21-29. Not only will we share the magic of Provincetown with select visitors, but the program itself will generate PR buzz to serve as a reminder to younger LGBTQ+ generations that Provincetown is a space for them too, and that our community needs to seek out new ways to welcome future generations so they will continue to visit Provincetown as it becomes more accessible to them.

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Details /

The PBG will partner to acquire 20 rooms for a 2-night stay in Provincetown over Pride Weekend and compensate lodgers at a standard rate to turn over those rooms, plus staff tip. The PBG will generate, distribute & market a lottery system application (with a focused eye on diversity and inclusion) to fill those rooms with first-time LGBTQ+ visitors who wish to come to Provincetown at an affordable rate (\$50/night.) The PBG will also partner with the ferry services to accommodate discounted travel, provide them with event tickets, and share with them the magical experience of their first trip to Provincetown.

Partnership Proposal

PBG Member Lodgers to Provide

- 1-2 Unreserved rooms for Pride Weekend May 31 - June 2
- Normative services that come with a guest's stay
- Share costs associated with turn over to PBG

Actual Cost: \$0

PBG/Pride Center to Provide

- Detailed guest information
- SummerONE community sponsor recognition
- 2X Tickets to 'Pride Queer Comedy Showcase' at Town Hall
- Pride in supporting next-generation LGBTQ+ Ptown
- Reimbursement for volume of room turnovers

Please note: The PBG will have each SummerONE guest sign an agreement to treat each space with care and respect.

Next Steps:

If you are interested in participating in the 2024 SummerONE Program, please email Carmen at: carmend@ptown.org.

Please confirm your participation by March 22nd.