

# LAVANDA

LGBT+ Music & Arts

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# Problem: A Need for Safe Space

## Issue:

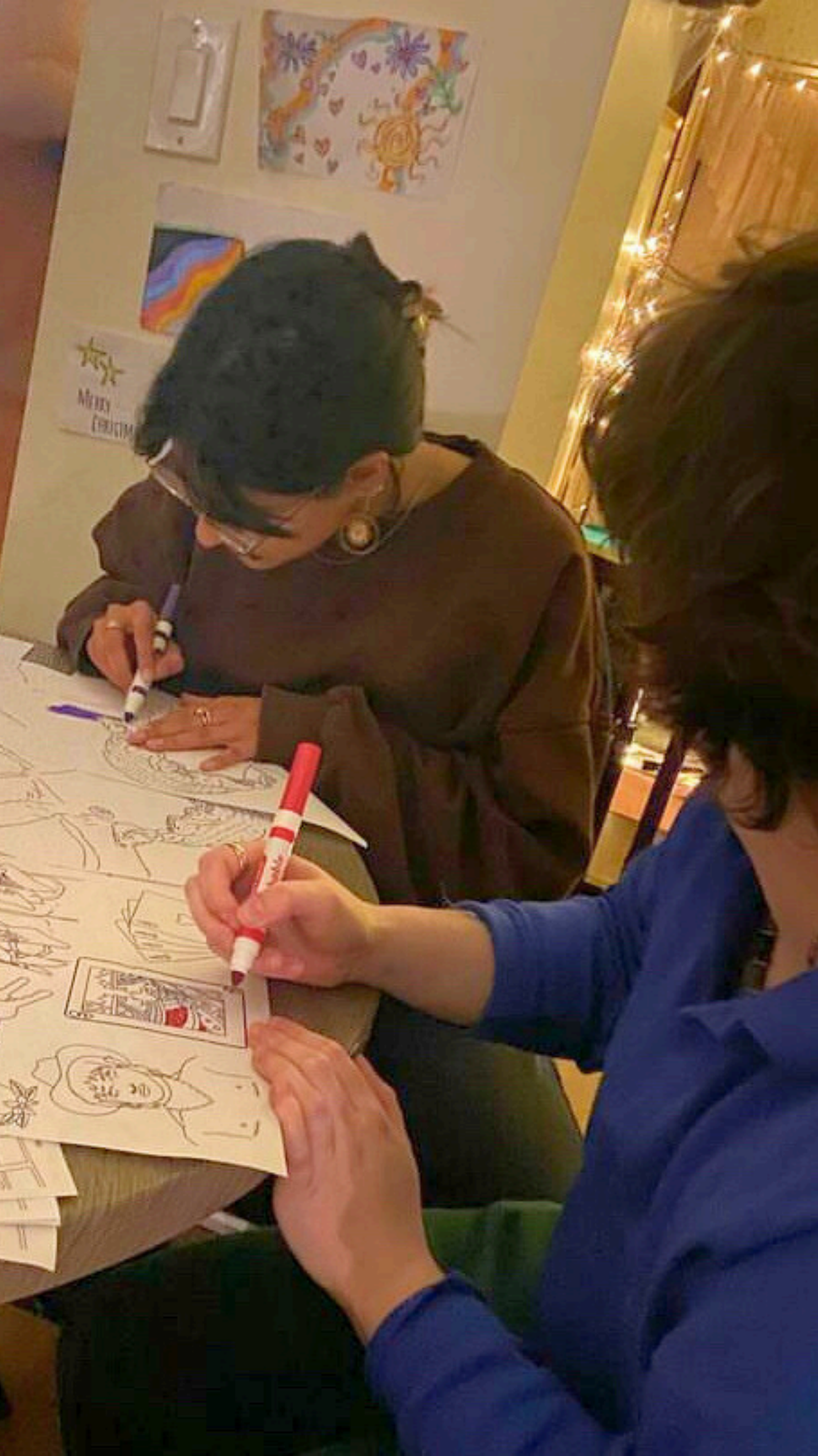
Through conversations we have discovered most of our LGBT+ Peers have felt unsafe or threatened in their community.

According to the Addiction Center, "An estimated 20 to 30% of the LGBTQ+ community abuses substances, compared to about 9% of the general population."

## What We're doing to address

- Anonymous Feedback on our website
- Security
- Easily Identifiable Staff
- (mostly) Dry Events
- Providing other activities and entertainment
  - crafts, music, vendors, coloring, ect.





# What does Lavanda Do?

Lavanda is a grassroots LGBT+ Music and Arts organization bringing together Boston's Queer Community through monthly events.

Lavanda festivals provide a break from standard alcohol centered queer events by focusing on connection and hands-on activities. In addition to performances and vendor booths from queer folk, our festivals typically include free coloring pages and supplies, crafting kits, mocktails, and more.



# Target Market

- LGBT+/Queer People
- Ages 18-30yrs
- interested in music, crafting, lgbt+ community
- Sober or sober-curious





Direct Competitors

Lavanda does not currently have any direct competitors

Indirect Competitors

- Brighton Bazaar
- Sofar Sounds
- Boston Hassle Market
- Nice Fest
- Analouge Records



# Competitive Advantage

**More than a Market**

**More than a festival**

**100% Queer Run**

**Fully Immersive and intimate**



# GROWTH

## Anticipated Crowd

We expect our draw to grow from 50 to 80-100 people after our upcoming events, particularly our June 28th Pride Festival in the Boston Commons.

## Engagement and Demographics

Instagram	+152% Last 90 days		Total Followers: 378		3,589 engaged last 90 days		
Location	Boston	NY	Brookline	Cambridge	Somerville	USA	UK
Percentage	59.1%	2.9%	2.6%	2.4%	2.4%	98.4%	0.5%
Age	13-17	18-24	25-34	35-44	45-54	55-64	65+
Percentage	0.2%	64%	21%	8.2%	2.1%	2.9%	1.3%



# Upcoming Events





# Lavanda Team



Emma Whitney  
Founder and Director



Stacey Brie  
Sound Engineer and  
Community Engagement



Hannah Jane Crouse  
Content Team



Grace Harkey  
Artist Coordination



Kris McCarthy  
Vendor Coordinator



Shea Dewan  
Content Team



Isha Kinare  
Artist Coordination



Colleen Rhatigan  
Content Team



Kenny Elrod  
Content Team