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## Gerald A. Notaro Collection of St. Pete Pride Archives : A Collection Guide

Nelson Poynter Memorial Library. Special Collections and University Archives.

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Gerald A. Notaro,

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# **Gerald A. Notaro Collection of St. Pete Pride Archives**



**A Collection Guide by  
Amber Thessen**

Special Collections Assistant  
September 2012

**Special Collections and University Archives  
Nelson Poynter Memorial Library  
University of South Florida St. Petersburg**

## **Introduction to the Collection**

Gerald A. Notaro, librarian emeritus at USF St. Petersburg, donated his collection of photographs and ephemera from St. Pete Pride, an annual event in the Grand Central District that has grown into one of the largest gay, lesbian, bisexual, and transgendered (LGBT) celebrations in the southeastern United States. The rich collection of photographic images documents St. Pete Pride events in the early 2000s. Notaro donated these items on 15 March 2012, shortly before his retirement from the USFSP faculty.

## **Scope and Contents**

The collection occupies 3.00 linear feet, with photographic prints and negatives and other three-dimensional ephemera constituting the bulk of the collection.

## **Provenance of the Notaro St. Pete Pride Archives**

This collection falls under the Local and Regional History provenance of the Special Collections and University Archives department, Nelson Poynter Memorial Library, USF St. Petersburg.

## **Biographical Note: Gerald A. Notaro**

Gerald A. Notaro came to USF St. Petersburg as an openly gay librarian and has championed gay rights and issues for decades. As a board member of the ACLU of Pinellas County he worked to make sure that gay and lesbian issues were addressed. He was also the original advisor for the LGBT student organization at USF St. Petersburg. Mr. Notaro also helped found Camp Torreyea, a summer camp for LGBT youth and created a support group within the Florida Library Association that works to understand the needs of the LGBT community in libraries.

Mr. Notaro has participated in many gay pride events, including attending New York gay parade in 1979 that commemorated the tenth anniversary of the Stonewall Riots. He also took part in the first gay pride parade in Pinellas County in 1989 at William Park that had only about 50 people in attendance. He was a member of St. Pete Pride from its beginning in 2003 and served on the organization's board of directors for two years and as the secretary and archivist for two years.

## **Historical Note: St. Pete Pride**

St. Pete Pride is an annual gay pride event that occurs every June that culminates with a parade and street festival in St. Petersburg's Kenwood neighborhood and Grand Central District. St. Pete Pride began in 2003 as another gay pride organization, Greater Tampa Bay Pride, began to falter. St. Pete Pride wanted to focus on promoting the gay and lesbian community in St. Petersburg and Pinellas County that had been underserved by the Greater Tampa Bay Pride organization. The event also gained

more support and prominence when the Hillsborough County Commission passed a controversial resolution prohibiting that county on the eastern side of Tampa Bay from recognizing or acknowledging gay pride in any way, including displays in public libraries.

The size of the event has grown significantly from its beginnings in 2003. The inaugural parade had an estimated 10,000 attendees while the crowd estimates for the parades since 2009 have been over 80,000. St. Pete Pride is the largest city sponsored event of the year, larger than Martin Luther King Jr., Day and the annual Opening Day celebration of the Tampa Bay Rays baseball team at Tropicana Field. It is the largest gay pride event in the state of Florida and the largest event in the South outside Atlanta. The size of the parade itself has also grown over the years. At its beginning it took less than fifteen minutes for the parade to reach its end, while in 2011 it took over four hours.

Although the size and scope of St. Pete Pride has changed since its beginning in 2003, this event has retained much of its original character. It remains free to all attendees in order encourage those for whom fees might be a roadblock to participate and it takes place in a neighborhood that has been supportive of the LGBT community for years.

Perceptions of St. Pete Pride by the local community and government have also evolved since 2003. Sponsorship has shifted increasingly from local businesses to a large number of national sponsors, which have included Macys, Wells-Fargo, Coca Cola, and Jet Blue. While the event has always received warm support from the St. Petersburg City Council and the city government, it has only recently received any acknowledgement from the Mayor's office. While former Mayor Rick Baker's attitude towards St. Pete Pride could be described as "silently non-supportive," Mayor Bill Foster has given greater attention to St. Pete Pride and the gay community. Although, like his predecessor, Foster refused to sign the city council proclamation recognizing St. Pete Pride, he did attend the reading of the proclamation and some of the ancillary events related to parade.

As evidence of St. Pete Pride's growth in importance and size, it has become an important driver of tourism among the gay and lesbian community at the international level. The parade has made St. Petersburg into a tourist destination for the LGBT community. Hotels catering to the LGBT community become fully booked during the three days surrounding the parade.

## **Inventory of Collection**

### **St. Pete Pride, 2003-2009**

#### **Commemorative Items, 2003-2004**

##### **2003:**

Can cooler: A white can cooler of "koozie" featuring the St. Pete Pride logo on one side.

Clothing: 2 polo shirts featuring the official logo of St. Pete Pride in the upper right. One shirt is white and the other is blue. The blue shirt says "Committee" under the logo.

Framed and signed Event Photo: Photo of Inaugural St. Pete Pride Promenade and Street Festival signed with a thank you from two organizers of the event.

Key chains: 2 key chains featuring the official St. Pete Pride logo.

License plate: Decorative white license plate featuring the St. Pete Pride logo.

Mouse Pads: 2 white mouse pads featuring the St. Pride logo.

Wine glasses: 2 wine glasses featuring the St. Pride 2003 logo each with a business card promoting the "A Taste of Pride" wine tasting fundraising event on June 26, 2003.

#### **2004:**

Badges: 2 volunteer badges with the St. Pete Pride logo

Clothing: White t-shirt featuring the St. Pete Pride logo on the upper right.

Coffee Mug: White coffee mug with the logo of St. Pete Pride on its face.

Patch: Clothing patch of the St. Pete Pride logo.

Pricing and Sales information: Pricing and sales sheets

#### **Unknown Date:**

Flag: Small, hand-held sized rainbow flag.

#### **Events, 2003-2009**

American Stage Presents "A Prelude to Pride", June 20: Program and ticket stub

Artitarian Award, March, 12: Program

St Pete Pride

Event Guide: 2003, 2004, 2005, 2006, 2007, 2009

Newspaper Articles: *Watermark*, June 16-June 29, 2005

#### **Photographs, 2003-2005**

#### **2003**

##### **St. Pete Pride #2**

37 photographs

## **2004**

### **Art Reception, 6-11-2004**

1 contact sheet, 1 index sheet, 1 compact disc, 24 negatives, and 12 photographs

### **Board Meeting, 4-21-2004**

1 compact disc, 10 negatives, and 6 photographs

### **Casino Night, 5-22-2004**

1 contact sheet, 1 compact disc, 24 negatives, and 11 photographs

### **Community Property, 6-16-2004**

1 contact sheet, 1 index sheet, 1 compact disc, 9 negatives, and 5 photographs

### **Drag 4 Pride, 5-23-2004**

**Set 1:** 1 contact sheet, 1 compact disc, 25 negatives, and 17 photographs

**Set 2:** 1 contact sheet, 1 compact disc, 24 negatives, and 23 photographs

**Set 3:** 1 contact sheet, 1 compact disc, 23 negatives, and 20 photographs

### **Finale, 6-27-2004**

**Set 1:** 1 contact sheet, 1 compact disc, 25 negatives, and 13 photographs

**Set 2:** 1 contact sheet, 1 compact disc, 14 negatives, and 6 photographs

### **Gay Skate, 6-22-2004**

1 contact sheet, 1 compact disc, 25 negatives, and 13 photographs

### **Kings of Peace Volunteer Meeting, 5-6-2004**

1 contact sheet, 1 compact disc, 23 negatives, and 18 photographs

### **NCBI (National Coalition Building Institute) "Prejudice . . .", 6-13-2004**

**Set 1:** 1 contact sheet, 1 index sheet, 1 compact disc, 25 negatives, and 21 photographs

**Set 2:** 1 contact sheet, 1 index sheet, 1 compact disc, 15 negatives, and 15 photographs

### **Night at the Movies, 6-25-2004**

1 contact sheet, 1 compact disc, 17 negatives, and 13 photographs

**Night at the Trop, 6-25-2004**

1 contact sheet, 1 compact disc, 25 negatives, and 16 photographs

**Orientation, 6-21-2004**

1 contact sheet, 1 index sheet, 1 compact disc, 25 negatives, and 25 photographs

**Party Other Side, 6-11-2004**

1 contact sheet, 1 index sheet, 1 compact disc, 25 negatives, and 22 photographs

**Promenade, 6-26-2004**

**Set 1:** 1 contact sheet, 1 compact disc, 25 negatives, and 14 photographs

**Set 2:** 1 contact sheet, 1 compact disc, 25 negatives, and 11 photographs

**Set 3:** 1 contact sheet, 1 compact disc, 25 negatives, and 10 photographs

**Set 4:** 1 contact sheet, 1 compact disc, 25 negatives, and 7 photographs

**Set 5:** 1 contact sheet, 1 compact disc, 22 negatives, and 20 photographs

**Set 6:** 1 contact sheet, 1 compact disc, 25 negatives, and 25 photographs

**Taste of Pride, 6-24-04**

**Set 1:** 1 contact sheet, 1 compact disc, 25 negatives, and 18 photographs

**Set 1:** 1 contact sheet, 1 compact disc, 21 negatives, and 14 photographs

**Volunteer Recruiting – Sun Coast, 5-2-2004**

1 contact sheet, 1 compact disc, 21 negatives, and 18 photographs

**Youth Prom, 5-29-2004**

**Set 1:** 1 contact sheet, 1 compact disc, 25 negatives, and 25 photographs

**Set 2:** 1 contact sheet, 1 compact disc, 25 negatives, and 19 photographs

**Set 3:** 1 contact sheet, 1 compact disc, 24 negatives, and 21 photographs

**2005**

**Miscellaneous**

1 index sheet

**Event: First Annual St. Pete Pride Artitarian Award**

**Set 1:** 1 contact sheet, 1 index sheet, 24 negatives, and 23 photographs

**Set 2:** 1 contact sheet, 1 index sheet 25 negatives, and 17 photographs

**Set 3:** 1 contact sheet, 2 index sheets, 36 negatives, and 31 photographs

**Miscellaneous**

1 index sheet and 7 photographs

**Concert KOP/Metro Center**

1 contact sheet and 25 photographs

**Cruise, Prom, Gulfport**

**Set 1:** 1 contact sheet, 3 index sheets and 26 photographs

**Set 2:** 2 contact sheets and 25 photographs

**Gay Skate**

1 contact sheet and 26 photographs

**KOP (King of Peace Metropolitan Community Church) Volunteer Meeting**

**Set 1:** 1 contact sheet, 1 index sheet and 25 photographs

**Set 2:** 1 contact sheet, 1 index sheet and 19 photographs

**Miscellaneous: Jerry Notaro Photographs, 27 photographs**

Promenade: Promenade Assembly, Metro Center Float, JP Morgan Chase Float, *t.b.t.* Float, St. Pete Fire Department American Flag Bearer, St. Pete Pride Co chairs with Macys' Marching Unit, Promenade volunteer photos (2 photographs).

Pride Night at the Trop.: Candace Gingrich

Rain Bow Skate: small group playing air hockey, skaters, St. Pete Pride Board Member, Jennifer Edwards skating.

St. Pete Pride Art Festival: group photo, event photo, Co-Chair Chris Lovett's donation to silent auction, first place winner "Icarus Descending" by Michael Newburry.

Antique Car Show: "Georgie's alibi".



Black Tie Event: Sponsors, Artitarian Award program, Flori-Mezzo Orchestra performing, Artitarian Award for Mr. Lester Wolff, volunteers serving wine, buffet, Lester Wolff receiving plaque, Art Festival Chairs, group photo.

**Miss ASAP Pageant Volunteer Meeting**

**Set 1:** 1 contact sheet, 1 index sheet and 22 photographs

**Set 2:** 2 contact sheets, 1 index sheet, and 25 photographs

**Pride Annual Meeting, September**

1 contact sheet, 1 compact disc, and 25 photographs

**Pride at Movies**

1 contact sheet and 15 photographs

**Pride Holiday Party, December**

2 Contact Sheets, 1 Compact Disc, and 39 photographs

**Pride Night at the Trop**

1 contact sheet and 37 photographs

**Pride Photo Compact Discs, 10 compact discs**

American Stage, Prelude to Pride

Art Festival

Cruise, Prom, Gulfport

Pride Holiday Party, December

Miss ASAP, 6-11 Volunteer Meeting

Promenade, Street Festival, Finale, Concert

Promenade, Street Festival, Devil Rays, Finale

Taste of Pride, Gay Skate, Pride at the Movies

Torch Song

Volunteer Meetings, KOP

**Promenade**

**Set 1:** 1 contact sheet and 25 photographs

**Set 2:** 1 contact sheet and 25 photographs

**Set 3:** 1 contact sheet and 25 photographs

**Set 4:** 1 contact sheet and 25 photographs

**Set 5:** 1 contact sheet and 25 photographs

**Set 6:** 1 contact sheet and 25 photographs

**Set 7:** 1 contact sheet and 37 photographs

**Set 8:** 1 contact sheet and 25 photographs

#### **Promenade Set Up**

**Set 1:** 1 contact sheet and 25 photographs

**Set 2:** 1 contact sheet and 15 photographs

#### **Street Festival**

**Set 1:** 1 contact sheet and 37 photographs

**Set 2:** 1 contact sheet and 25 photographs

**Set 3:** 1 contact sheet and 23 photographs

**Set 4:** 1 contact sheet and 25 photographs

**Set 5:** 1 contact sheet and 25 photographs

**Set 6:** 1 contact sheet and 25 photographs

#### **Street Festival ROTC**

1 contact sheet and 37 photographs

#### **Sun Coast Finale**

1 contact sheet and 24 photographs

#### **Taste of Pride**

Black and White: 1 contact sheet and 18 photographs

Color: 1 contact sheet, 25 photographs

## **Promotional Material**

### **Advertising, 2004**

St. Pete Pride Event Guide Ad Order Form, "Bar Pages"

St. Pete Pride Event Guide Ad Order Form, "Non-Bar AD Sales"

Sponsors and Ad Sales

### **Pamphlets, 2007**

5<sup>th</sup> Annual St. Pete Pride 2007 Promenade and Street Festival

### **Posters, 2004-2007**

**2004:** Calendar of Events, "Paradise: a Slice of Diversity"

**2005:** Calendar of Events

**2007:** Calendar of Events (2 versions), Comedy Festival: June 29, 2007, Pride Night at the Trop: June 27, 2007, Tropical Wave Silent Auction: June 22, 2007

**Drafts and Correspondence, 2004:** A Taste of Pride, Pride Night of Films at the Palladium Theater, Pride Events, Email Correspondence. Includes 1 compact disc

**Tampa Bay Devil Rays VS Florida Marlins, June 24, 2005:** baseball game ticket