



June 28 • Houston, Texas

# Pride Houston 365

## Background

The 47th annual [Pride Houston 365 Festival and Parade](#) will take place on June 28. The festival will be open to the public from 11am to 6pm, local time, featuring vendors and live entertainment, with the parade starting at 7pm from Houston City Hall. Road closures will be in effect throughout the day, with a map of closures available [here](#). Maps for the festival and parade route can be found [here](#).

The [2024 event](#) saw upward of 75,000 ticketed attendees and 800,000 parade spectators. The “New Faces of Pride” group will not host a parade this year after internal disputes caused split events last year, according to [Chron](#).

Following [FBI, State Department, and Homeland Security](#) warnings of increased terrorism risks, Pride Houston 365 boosted its security in 2024. Texas also recorded one of the highest rates of anti-LGBTQ+ attacks that year, with incidents rising sharply during Pride Month. This year’s Pride coincides with the 10th anniversary of nationwide same-sex marriage legalization, which could drive additional mobilization.

Samdesk analysts have produced the following assessments for potential threats and an overview of the planned security measures.

Terrorist attacks: **Medium**

Protests: **Medium**

LGBTQ+ Hate Crimes: **High**

See below for more detail.

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# Analysis

## Terrorism

The threat of a terrorist attack during the Houston Pride Parade is assessed as **medium**.

Likely potential threat actors include ideologically motivated domestic violent extremists (DVEs) and foreign terrorist organization-inspired homegrown violent extremists (HVEs).

The [Department of Homeland Security](#) (DHS) expects these individuals to continue posing a **high** threat across the United States. In 2024, the Federal Bureau of Investigation (FBI) and the DHS released a [joint public service announcement](#) warning that Foreign Terrorist Organizations (FTOs) or their supporters target Pride celebrations and members of the LGBTQ+ community across the US. As both [radical Islamic and right-wing extremist organizations](#) share common ground in targeting the LGBTQ+ community, Pride parades remain **likely** targets for potential attacks.

Vehicle-ramming attacks pose a significant threat to large public gatherings, such as parades. These types of attacks have increased in recent years, and remain a popular method in soft target attacks. Following the [January 1 New Orleans vehicle ramming attack](#) that killed 14 people, the FBI and DHS issued a [public service announcement](#) warning about copycat attacks. Since then, samdesk has detected at least 11 similar incidents in several cities, although not all were classified as terrorism:

- [Marseilles](#)
- [Berlin](#)
- [Stuttgart](#)
- [Mannheim](#)
- [Munich](#)
- [Rochdale](#)
- [London](#)
- [Jinhua](#)
- [Toronto](#)
- [Vancouver](#)

- [Liverpool](#)

Firearms and improvised explosive devices (IEDs) should also be considered as likely methods for attacks. During the New Orleans attack, the perpetrator also [fired indiscriminately toward law enforcement](#) and placed suspected IEDs around the French Quarter. In the 2016 Pulse Nightclub shooting, the attacker deliberately targeted LGBTQ+ groups, killing 49 and injuring 58.

In response to the elevated threat level of terrorist attacks in 2024, Pride Houston 365 organizers partnered with over [25 federal and local law enforcement agencies](#), including the FBI, Homeland Security, and the Houston Police Department, to strengthen security for the event. Parade organizers have taken proactive steps to deter potential attacks this year, including increasing security staff, enhancing their on-site presence, and conducting regular risk assessments and crisis scenario planning. To date, no formal measures have been announced, however, last year included coordination with law enforcement to deploy [watch towers and sniper positions](#), as well as vehicle checkpoints and the use of radio-equipped security teams at all access points. Uniformed and plain-clothed police officers from [at least 10 different agencies](#) also conducted patrols around the parade route. Similar security measures should be expected this year.

## Protests

The threat of disruptive or violent protesting during the Houston Pride Parade is assessed as **medium**. While protests specifically targeting the event have not been identified, spontaneous or last-minute disruptions or clashes remain possible.

The event comes shortly after the US nationwide “No Kings” anti-administration protest and ICE related protests which resulted in hundreds of arrests, clashes and curfews. During a “No Kings” protest in Philadelphia, a man was arrested on [suspicion of illegally carrying a firearm](#) near the protest and was later discovered to have pipe bombs and explosives at his home.

In 2024, anti-LGBTQ+ protests occurred across [Texas](#), including at school board meetings, drag shows, a North Texas LGBTQ+ Pride Festival, and Planet Fitness locations. [GLAAD](#) recorded 30 protests in Texas, the most common form of hate incident in the state that year. That same year, pro-Palestinian protesters partially disrupted the Houston Pride Parade, resulting in [two arrests](#). Similar demonstrations occurred in cities like [Philadelphia, Boston, and Denver](#) under the slogan “No Pride in Genocide.” Samdesk has identified similar sentiment on social media as of June 1, from groups such as

the [American-Arab Anti-Discrimination Committee](#) and [CODEPINK](#). Meanwhile, anti-LGBTQ+ groups have intensified their anti-Pride messaging, calling for their adherents to stop “tolerating” local Pride events. [The Greater Houston LGBTQ Chamber of Commerce](#) reports growing rising negative sentiment around Pride Month, particularly in Houston. In 2024, Houston pride parade organizers allocated [resources](#) to identify and assess credible threats made on social media, precautions likely to be repeated this year given the current threat landscape.

Social media users are also calling for boycotts of both institutions seen as too “woke” and of companies that have scaled back their diversity policies or public advocacy. Brands supporting Pride events this year face growing backlash, as seen with [Bud Light and Nike](#) last year. In response, some [corporate sponsors](#) appear to be distancing themselves from Pride celebrations to avoid similar pushback. Similar boycotts are likely to occur in Houston ahead, or during, planned Pride events.

In 2023, Harris County Precinct One Constable Alan Rosen donated approximately [\\$44,000](#) worth of officer resources and time to the event. This year, volunteers will also assist with [parade marshalling and safety coordination](#) to manage crowd control and foot traffic. The increased security presence aims to deter last-minute protests from escalating or becoming violent.

## LGBTQ+ Hate Crimes

The threat of hate crimes occurring during the Houston Pride Parade is assessed as **high**. The [Anti-LGBTQ Extremism Reporting Tracker](#) shows Texas had one of the highest rates of anti-LGBTQ+ attacks in 2024, with incidents rising sharply during Pride Month. FBI data from the [Crime Data Explorer](#) confirms consistent spikes in hate crimes in Texas during Pride Month over the past three years. Hostile actors may seek to capitalize on the parade’s large attendance and cultural significance, making event attendees or LGBTQ+ communities at a higher risk in general.

Previously, [hate crimes in Texas](#) have included:

- Sexual assault
- Bomb threats
- Arson
- Vandalism
- Property damage
- Theft

Individuals targeted by perpetrators have included:

- Drag performers
- LGBTQ+ elected officials
- Schools
- Healthcare centers
- Corporations associated with the LGBTQ+ community

On [June 1](#), actor Jonathon Joss was killed in a shooting at his residence in San Antonio, Texas. His partner [reported](#) the suspect yelled “violent homophobic slurs” at the couple before firing. In another incident, arsonists set fire to the Community Unitarian Universalist Church of Plano in [July 2023](#) after church leaders publicly criticized an anti-LGBTQ+ hate group.

In past years, an increased law enforcement presence has been deployed along the parade route to deter such attacks during the Pride Parade and Festival. This year, volunteers will assist with safety coordination and report any incidents to authorities and local captains. Despite these efforts, the variety and frequency of past hate crimes suggest such attacks will **likely** continue to take place during Parade celebrations this year.

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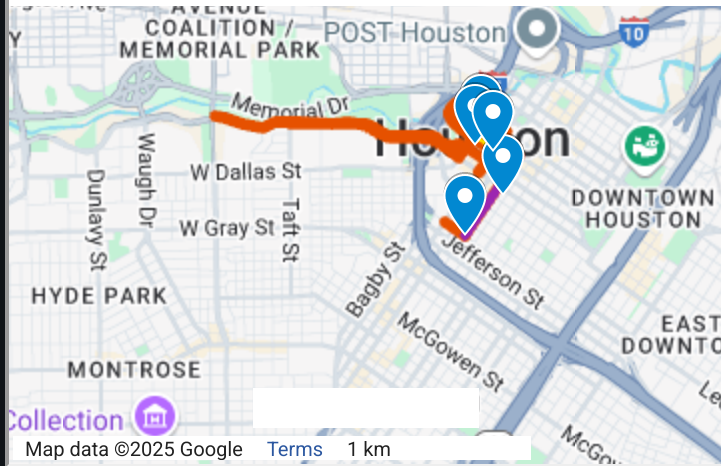
Resources



## Houston Pride

Lusha Lowndes

About



## Interactive Map

View Map

## Stream Suggestions

### Topics

- ✓ Top Headlines
- ✓ Emergency and Safety
- ✓ Geopolitics
- ✓ Infrastructure

### Locations

Houston, Texas

### Keywords (Optional)

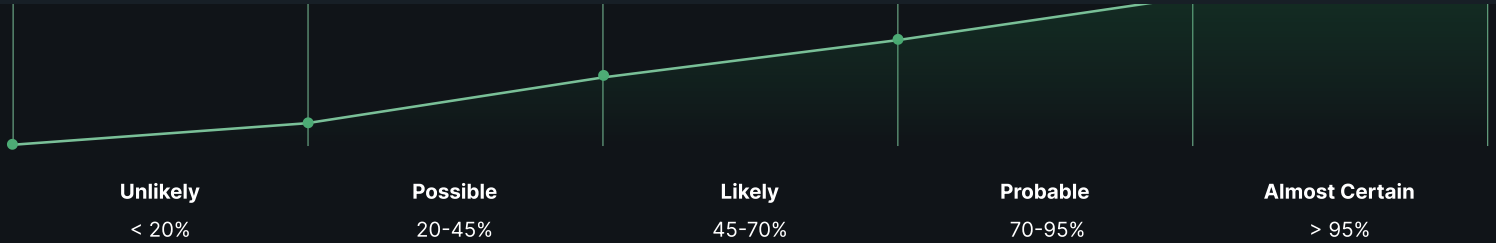
- Active Shooter
- Avoid the Area
- Bomb Scare
- Evacuation
- Explosion
- Fire
- Lockdown
- Public Disruption
- Public Safety Incident
- Shelter in Place
- Shooting
- Stabbing
- Suspicious Package
- Vehicle Ramming
- Weapon Threat

## Keywords

Pride Parade  
Parade  
Pride  
Pride 365

Pride Houston 365  
Pride HOU  
Houston 365

## PDF Version

[View as PDF](#)

# Resources

## X List

[Twitter/X list](#)

## Further resources

[Official website for Pride Houston 365](#)

[Official website for Houston](#)

[Emergency Preparedness \(Houston OEM\)](#)

[The Montrose Center](#)

[The Trevor Project](#)

[LGBT Switchboard Houston - 713-529-3211](#)

## Local Accounts

[Houston Mayor John Whitmire](#)

[Houston Mayor's Office](#)

[Houston Police Department](#)

[City of Houston](#)

[Pride Houston 365](#)

[FBI Houston](#)

[Visit Houston](#)

## Emergency Assistance

Police/Fire/Ambulance: 911

Houston Police Department Non-Emergency: 713-884-3131

Houston Fire Department Non-Emergency: 713-884-3143

Houston EMS Non-Emergency: 713-884-3144

Houston Public Works 24/7 Emergency Hotline: 713-843-5483

Houston Emergency Management: 1-713-884-4500

Texas Poison Center Network: 1-800-222-1222

Texas Division of Emergency Management: 1-512-424-2208

Texas Department of Public Safety Suspicious Activity Hotline: 844-643-2251

Federal Bureau of Investigation: 1-202-324-3000

FBI Houston Field Office: 713-693-5000

Homeland Security: 202-282-8000

The Montrose Center Houston Switchboard: 713-529-3211

If you have any questions or concerns, reach out to your Customer Success representative directly or email [support@samdesk.io](mailto:support@samdesk.io)