



CALGARY PRIDE

**2017
ANNUAL
REPORT**



MESSAGE FROM OUR EXECUTIVE DIRECTOR

Having begun my employment with Calgary Pride in June of 2017, I am spectacularly impressed with the support of our community members and partners alike. There is no question as to why our Pride is considered the fastest growing in Canada. The sheer diversity of person, in the 60,000 attending public members, spoke to the importance and enormity of cultivating a city where each person has the same universal rights.

As our understanding of the scope gender identity, and sexual orientation spans, so too does the need to further collaborate on initiatives, fostering a continuous learning environment within our city. This is of utmost importance in overcoming violence, intolerance, bigotry and fear still experienced, each day.

It is in your contribution where these learning opportunities, community initiatives and celebrations of success can be both recognized and established. Furthermore, in continuing to work together, we create a home, free from discrimination, honouring the cultural landscape, diversity and history of our city.

Laurissa Chapple
Executive Director
Calgary Pride





MESSAGE FROM OUR PRESIDENT & EXECUTIVE PRODUCER

Our 2017 year, was a banner year for Pride in Calgary. The festival experienced tremendous growth, including a transition from Shaw Millennium Park to Calgary's premier outdoor festival venue, Prince's Island Park. We had record attendance and participation, and tackled important and challenging conversations in the Gender and Sexually Diverse (GSD) community.

It takes a community to bring this culture celebration to fruition, and I am humbled every year by the willingness of Calgarians to stand together, raise awareness for the marginalized voices of the community, and celebrate the success and champions advocating to move the discussion for equality forward. The growth and success of Calgary Pride can be directly attributed to the countless partners, volunteers, and the thousands who come out to support year-after-year. Without the financial contributions, in-kind support, and countless hours donated, none of this would be possible.

On behalf of myself, the Calgary Pride Board of Directors, staff, volunteers, and the GSD community, we thank you for your continued commitment and generosity.

Jason Kingsley
President & Executive Producer
Calgary Pride

NEW INITIATIVES

We're always looking to go beyond our signature Parade and Festival, and bring new events, learning opportunities, and community building initiatives to Calgary.

Executive Director

With the placement of our Executive Director, we have been able to strengthen our community relationships by way of attending over 50 events our fellow non-profit organizations, and community organizations produce, often hosting a Calgary Pride information table.



A New Venue & New Home!

There has been a lot of changes to where you'll find Calgary Pride this year; we've recently taken up residence in the McHugh House, where our permanent offices will be located, as well as many future events.

We were also thrilled to move the parade route onto 6th Ave and 6th St, and to become the first new festival to take place on Prince's Island Park in years! The feedback received on both venue changes has been overwhelmingly positive, and we look forward to further developing those venues.

GSA Roundtable Sessions

Calgary Pride has partnered with Calgary Sexual Health in hosting the monthly GSA/QSA roundtables in our new office. These events provide a space where students and teachers taking part in their GSA/QSA can come together from different schools to provide updates and engage in team building activities together.



GSA Rally

On November 12th Calgary Pride partnered with the Skipping Stone Foundation to host a rally in support of GSA's (gay straight alliances) and Bill 24. This bill protects students from being outed to their parents by teachers or school staff. At the time of the rally, the bill still required a third reading and was opposed by the UCP party. The importance of ensuring these students have a safe space, free from the fear of being outed against their will was of utmost importance. The rally provided space for hundreds of community members to join in support of this.



Community Holiday Dinner

In partnership with more than 10 local organizations, Calgary Pride will be hosting a community holiday dinner to provide a fun, inclusive event for the GSD community, many of whom often find the holiday season to be painful and isolating.

BY THE NUMBERS



176

Parade Entries

46% Non-Profit

17% Large Business

13% Sponsors



114

Marketplace Vendors

38% Small Business

31% Non-Profit

12% Food



60,000 Attendees

as per Calgary Police Service



60% waste diverted from landfill



14 blocks of parade route - 1.95km



150 Faces Painted



3 Painted Crosswalks



65 feet of bouncy obstacle course

MAIN STAGE HIGHLIGHTS

Amy Bishop

Amy Bishop's voice is a combination of smooth pavement and rough gravel, with the ability to charm listeners with her sweet tones; yet stun audiences with the ability to hit any high note.

Man Up

A surprisingly cohesive ensemble cabaret featuring personal anecdotes, devilishly great modern dance and, the real hook, all done by impressively constructed men wearing high heels and little else.

Amy Hef

With Amy's natural talent, compassion and sense of humour, this multifaceted artist brings a truly unique, energized and interesting vibe to everything she does. There is a fun, fresh, bright, kind, insightful perspective in every song and every live show.

Fake Moustache

Fake Mustache is now the largest Drag King Troupe in Western Canada, with over 25 performers. Hosting monthly shows to raise money for queer youth groups they also provide drag workshops and educational sessions on drag as a cultural performative cornerstone.

ASL Interpreters

For the first time ever, we were in the position to provide ASL interpreters for the speeches on the main stage, something we are looking forward to continuing in the coming years.



MARKETING REACH

As one of the single biggest forms of advertising and awareness generators, social media has been a strong tool in our arsenal. With a strong base of support with over 8,000 followers on both Facebook and Twitter, our online presence has flourished, and our ability to get the word out about the Pride Festival is better than ever. *Statistics based on time period Aug 4 - Sept 4, 2017.*



FACEBOOK

8,1327 Total Likes
115,632 Organic Reach
143,916 Paid Reach



TWITTER

7,290 Followers
227.2k Impressions
2,245 Mentions



WEBSITE

29,148 Sessions
58.1% Organic Search
34,312 Unique Page Views

FAVOURITE MOMENTS

Our post-event survey showed overwhelmingly positive responses, as well as some great comments and stories from our community.

This year was simply amazing and outstanding. Keep it up everyone!

So much joy and support I loved it!

Love the new location!!!

Loved the new location appreciated that family activities were included.

Our stage was also graced by a beautiful moment of a surprise proposal in front of tens of thousands of spectators, where the love and emotion was overwhelmingly palpable. Our congratulations to the lovely couple!



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