

# 2019

## ANNUAL REPORT



CALGARY PRIDE







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# MISSION

Calgary Pride is a not-for-profit organization that exists to promote equality and celebrate Calgary's diversity.



# VISION

Our city, free from discrimination against gender identity, gender expression, and sexual orientation.



# VALUES

## EQUALITY

We create an environment where everyone enjoys the same universal rights.

## CELEBRATION

We celebrate the cultural landscape and history of our community.

## LEARNING

We facilitate the growth of a just and inclusive society through continuous learning.

## RESPECT

We cultivate a city that embraces diversity with respect and dignity.

## COLLABORATION

We engage the community, seeking opportunities for mutual benefit.

## ANCESTRAL LAND ACKNOWLEDGEMENT

Calgary Pride acknowledges the traditional territories of the Blackfoot and the people of the Treaty 7 region in Southern Alberta, which includes the Siksika, the Piikani, the Kainai, the Tsuut'ina, and the Stoney Nakoda First Nations, including Chiniki, Bearspaw, and Wesley First Nation. We would also like to note that the Calgary Pride Festival and all the work we do takes place on land adjacent to where the Bow River meets the Elbow River, and that the traditional Blackfoot name of this place is "Mohkinstsis" which we now call the City of Calgary. The City of Calgary is also home to Métis Nation of Alberta, Region III.

We thank these communities for their stewardship of the land we collectively inhabit today.

# MESSAGE FROM THE PRESIDENT



## DEAR FRIENDS OF CALGARY PRIDE,

This past year has been one of monumental learning and change and we could not have accomplished any of it without all of you. Thank you. Thank you for caring enough to say the beautiful things and the hard things; it is because of you that we know, beyond a shadow of a doubt, that we are all on this journey together.

And what a remarkable journey it is! Did you know that Calgary Pride has grown 1,000 times its participation in 30 years, and 10 times its participation in the last five years? What an astonishing demonstration of Calgary's growing culture of welcoming and belonging, and a testament to the thousands of volunteers, handful of staff, and board members who have rowed, steered and captained this ship for its 30 year history.

As 2019 began, the Calgary Pride board knew that the rapid growth we had been experiencing could lead to unsustainable workloads and a dwindling ability to adapt as an organization, so we leaned into our next significant evolution; we hired Calgary Pride's second full time staff member and began taking steps to transition from an operating board toward a governance board.

After almost two years of working with our powerhouse Executive Director, Parker Chapple, we knew we could confidently empower them to create operating committees and recruit talented and dedicated community members who would step into new leadership roles for Calgary Pride. As a result, eight new committees were created, guided by 10 new leaders, who, along with more than 80 other volunteers, worked tirelessly throughout 2019 to deliver Calgary's largest, and most colourful Pride festival to-date! In fact, it was such a success that we outgrew our parade route entirely, and have a new route to announce for 2020.

We also strengthened our fiscal controls in 2019, hired a bookkeeper and just had an external accountant complete



CALGARY PRIDE HAS GROWN 1,000 TIMES ITS PARTICIPATION IN 30 YEARS, AND 10 TIMES ITS PARTICIPATION IN THE LAST FIVE YEARS.



Calgary Pride's first ever financial audit. And thanks to further support from the community, we hosted our first big fundraiser, **evolve: pride amplified**, raising more than \$55,000 and supporting three other amazing organizations serving LGBTQ2S+ youth across Calgary.

Learning remains an ongoing area of focus for Calgary Pride and this year we invested time and resources into governance learning as part of the Board Development Program offered by Alberta Culture, Multiculturalism and Status of Women; Anti-Racist Organizational Change training through CommunityWise Resource Centre (supported by Voices – Calgary's Coalition of Two-Spirit & Racialized LGBTQIA+); and LGBTQ Tourism workshops offered by CMI Community Marketing & Insights, leaders in LGBTQ research since 1992.

Within these pages, you will find many more highlights from 2019; thank you for making all of this possible, and for your continued support to make Calgary a welcoming city for anyone along the spectrums of gender and sexual diversity. We believe that Calgary is a city where everyone can feel a sense of belonging, and sharing that belief with you is what makes it seem so possible!

Sincerely,

**Shone Thistle**  
Board President



# PROGRAMMING <



## READING WITH ROYALTY

In the last two years of this wildly successful program, we've partnered with the Calgary Public Library and Calgary Queer Arts Society to make a monumentally positive impact on children and families alike. This glamorous, family-friendly storytime program, led by local drag performers, celebrates inclusion and diversity and sparks the imagination to think beyond gender stereotypes. With an audience to-date of almost 3,500 kiddos at over 65 events, this unique programming is the first and only of its kind in Alberta, combining the importance of literacy and dynamics of gender expression to children ages 12 and under.



## EVOLVE: PRIDE AMPLIFIED

Our innagural fundraising event, *evolve: pride amplified* was two days of magic, music and fundraising for Calgary Pride and city-wide programs that support queer youth. Day one was a free event for queer youth, including a joy filled circus celebration by Le Cirque de la Nuit coupled with the soul, hip-hop, music and storytelling genius of Too Attached. Day two was more for the adults who care about the youth, complete with a cocktail-hour meet and greet with our amazing artists, plated dinner, fundraising, and unforgettable performances. Together we raised over \$55,000 - thank you to our beautiful guests and amazing sponsors! [evolveprideyyc.com](http://evolveprideyyc.com)



evolve  
pride amplified



## ALLY TOOLKIT CONFERENCE

We often hear about the challenges that professionals face in understanding how to best support their clientele, volunteers and employees as it relates to LGBTQ2S+ identities. This conversation evolves at what often seems like a daunting speed. The Ally Toolkit Conference was a three-day learning experience bringing together leading perspectives from community organizers, healthcare professionals, and corporate leaders in order to promote a holistic model of wellness, discuss ally-ship, give people a safe place to ask questions, and share tools to create more equitable communities.

Presented in partnership with Calgary Queer Arts Society, we received overwhelming support for its delivery, and are thrilled to have taken part.

## QUEERLY FESTIVE DINNER & SHOW

Because of the tremendous success of this all-ages, free-to-attend event in 2018, this year's celebration was moved to the main welcome gallery of our Central Library which increased our capacity to over 200 guest spots. Our catering partner, The Palomino Smoke House, prepared a sumptuous buffet dinner complete with turkey, brisket, roasted corn, and veggie stir fry. Guests could enjoy our stage showcasing the musical performances of One Voice Choir, Mason Jenkins, Damase Ellis, and the always glamorous mix of drag Kings, Queens and Monarchs who inspire and entertain! The response was immensely warm and our teams were deeply moved by the experience of connecting with the community over a warm holiday dinner.



PHOTO BY MICHAEL GRONDIN





MEMORIAL PARK PRIDE



MEMORIAL PARK PRIDE

Moving into its second year of kicking off Pride Week, Memorial Park Pride provided accessible programming for the public to engage including workshops and speaker sessions such as “Colonialism on Canvas,” QTBIPOC and the history of Burlesque, Anti-Racist Organizational Change, and LGBTQ2S+ 101. Attendees could learn more about community organizations and their resources, try a turn on the gyroscope, or enjoy the stage performances of over 75 local LGBTQ2S+ artists.

Additionally we were pleased to also provide financial support to the below events providing the producers to offer these as free to the public.

REVERSED RACISM

The show breaks the traditional Calgarian mold of a predominantly white-centered entertainment space, celebrating the brave and strong voices of LGBTQIA2+ racialized family members. All were welcome, but most importantly the voices of our racialized sisters, brothers and siblings.

50 SHADES OF COLOUR

For all that support and love queer people of colour, this evening celebrated the art of vogue with categories open to everyone. “50” to honour the 50th anniversary of the Stonewall riots, “Shades” because we’re shady, and “Colour” because this event puts QTBIPOC people front and centre; that’s what a ball is all about y’all.

This group of programming and events proved an invaluable opportunity for members of our community to engage in Pride by igniting conversation, encouraging connectivity, and further strengthening the community ties within our city.

PARADE & FESTIVAL

We’ve come a long way baby! From the humble beginnings of a backyard BBQ, to a few dozen marchers along 17th Avenue, to small parades in areas that would disrupt the least amount of traffic, and on to the current celebration attracting 100,000 spectators and 177 parade entries!

This year we are excited to be introducing a new parade route that will run down 9th Avenue from 5th Street SW to 4th Street SE, and moving to Olympic Way toward our new festival venue at the Stampede grounds!





# STATS & HIGHLIGHTS

177  
PARADE ENTRIES

8,000  
PARADE PARTICIPANTS

100,000  
TOTAL ATTENDANCE

529  
VOLUNTEERS

3,796  
VOLUNTEER HOURS

117  
EXHIBITORS

194  
ARTISTS

20  
FOOD TRUCKS



**MARKETPLACE**  
Our marketplace was expanded to include 140 exhibitors from community groups, businesses, food trucks and artisans.



**ENTERTAINMENT**  
We are proud to have presented over 100 LGBTQ2S+ performers during Calgary Pride Week. This included our headliners Le Cirque de la Nuit, Too Attached, Milk & Bone and Tynomi Banks.



**SHELL FAMILY ZONE**  
This is one of the most well attended areas of the festival that has something for every kiddo and their caregivers to enjoy. This included making robots, an all inclusive movement workshop, puppet making, and of course our ever popular Reading with Royalty.



**ACCESSIBILITY**  
We have been working hard with Universal Access, to ensure that Calgary Pride is as accessible as possible. This included providing specialty training to volunteers, arranging for transportation from the parade route, and at the park, providing viewing areas at parade and festival, and having ASL interpreters for all of our stages.



**BOARD OF DIRECTORS**  
The Pride Calgary Planning Committee operates as a volunteer board of directors, who are directly responsible for the planning and execution of the annual Pride Parade & Festival

**President**  
Shone Thistle (She/Her)

**VP Tourism & Marketing**  
Bailey Ady (She/Her)

**VP Programming**  
Jay Fajardo (He/Him)

**Director of Human Resources**  
Derrick German (He/Him)

**Director of Community Engagement**  
Raymond Jordan Johnson Brown (He/Him)

**Director at Large**  
Arif Hirani (He/Him)

**Director at Large**  
Dallas Henault (He/Him)

**Director at Large**  
Subi Subramani (She/Her)



Parker Chapple, Executive Director.

PHOTO BY MICHAEL GRONDIN



**STAFF**  
**Executive Director**  
Parker Chapple (They/Them)

**Logistics Manager**  
Maddie Papson (She/Her)



**COMMITTEE LEADERS**  
**Accessibility**  
Aaron Baranac (He/Him)  
Rachel Peters (She/Her)

**Arts & Culture**  
Lysh Piekarski (He/Him)

**Marketing & Social Media**  
Sam Brown (They/Them)

**Parade Logistics**  
Justin Zalewski (He/Him)

**Community Engagement**  
Jeremy Chapdelaine (He/Him)

**Site Operations**  
Mo Rose (They/Them)

**Volunteer Engagement**  
Robyn Craig (She/Her)

**Youth Engagement**  
Ranee Drader (She/Her)





# PARTNER PROJECTS

In addition to our core programming, we are honoured to work with numerous community partners in supporting initiatives throughout the year.



PHOTO BY SAM BROWN

## OUTLIERS: QUEER HISTORY IN CALGARY

Calgary Pride was pleased to partner with Calgary Queer Arts Society, the Big Kitty Crew, and the Loughheed House, to present this exhibit and event series. Attendees were invited to explore notions of gender expression and identity with an emphasis on challenging the ideals of both the recent and historic past, while also learning more about LGBTQ2S+ history within Calgary.

## TREATY 7 DYKE & TRANS MARCH

The Treaty 7 Dyke and Trans March is a group dedicated to community building for queer and LGBTQAI2S+ people, central to Calgary. With overarching goals of ongoing accountability, affirmation, and accessibility, we strive to provide platforms for internally marginalized members of the community. In addition to the annual march that Calgary Pride was proud to offer financial support too, they host events, engage in community outreach, and provide resources and education throughout the year.

## TRANS DAY OF REMEMBRANCE

Community members from Calgary and surrounding areas were invited to join this free event of remembering those who have gone ahead of us. The central part of this event is reading aloud the names of those who have died this past year because of their trans identity. Understanding the importance of recognizing the impacts of transphobia and violence in our community, Calgary Pride was honoured to provide financial support to this community driven event.

## OTAHPIAAKI

Otahpiaaki is a social innovation project based at Mount Royal University that platforms Indigenous designers, performers, and artists. Each year, Otahpiaaki hosts Indigenous Beauty, Fashion and Design Week, featuring some of Canada's most inspiring Indigenous artists and designers. Committee Leaders and members of Calgary Pride were able to attend this event, in recognition of our organization sponsorship of this remarkable initiative.



## PERMANENT CROSSWALKS

Calgary Pride was thrilled that on Sunday, July 21, Calgary unveiled its very own rainbow and trans flag crosswalks on one of its busiest pedestrian and tourist roadways, immediately east and west of Centre Street on Stephen Avenue. We were honoured to help bring together community voices and city administration, and our gratitude is immense to our friends at Zoom Painting for their commitment to ten years of painting and maintenance on the crosswalks.



PHOTO BY MEL SUTJIADI

## THORGY THOR

Calgary Philharmonic Orchestra proudly presented the fabulous Thorgy Thor, famed worldwide from the hit show RuPaul's Drag Race, in a thoughtful and hilariously theatrical show. With her outrageous fashion sense, razor-sharp wit, and virtuoso chops on violin, viola, and cello, Thorgy is the reigning "queen of classical music!" Thorgy enthralled and inspired with song, dance, and hilarious symphonic shenanigans.

## FAST LOVE

2019 was also the year for Calgary to experience the world's most prestigious and professionally produced show paying tribute to the life and work of George Michael at Arts Commons. Direct from London's West End, this tribute show featured all the hits from Wham! and his solo career, including Careless Whisper, Faith, Father Figure and many more. In addition, this show became the launching pad for a partnership initiative with Arts Commons, RBC and Calgary Pride providing LGBTQ 101 learning opportunities for friends and partners of all three organizations and open to the public free of charge!



BETWEEN JULY 1<sup>ST</sup> TO SEPT 1<sup>ST</sup>

505M

TOTAL REACH IN TRADITIONAL MEDIA

# MEDIA REACH

## » FACEBOOK



1.3M  
IMPRESSIONS

6.7K  
REACTIONS

1.3K  
SHARES

619  
COMMENTS

## » TWITTER



303.7K  
IMPRESSIONS

12K  
LINK CLICKS

435  
RETWEETS

1.5K  
LIKES

## » INSTAGRAM



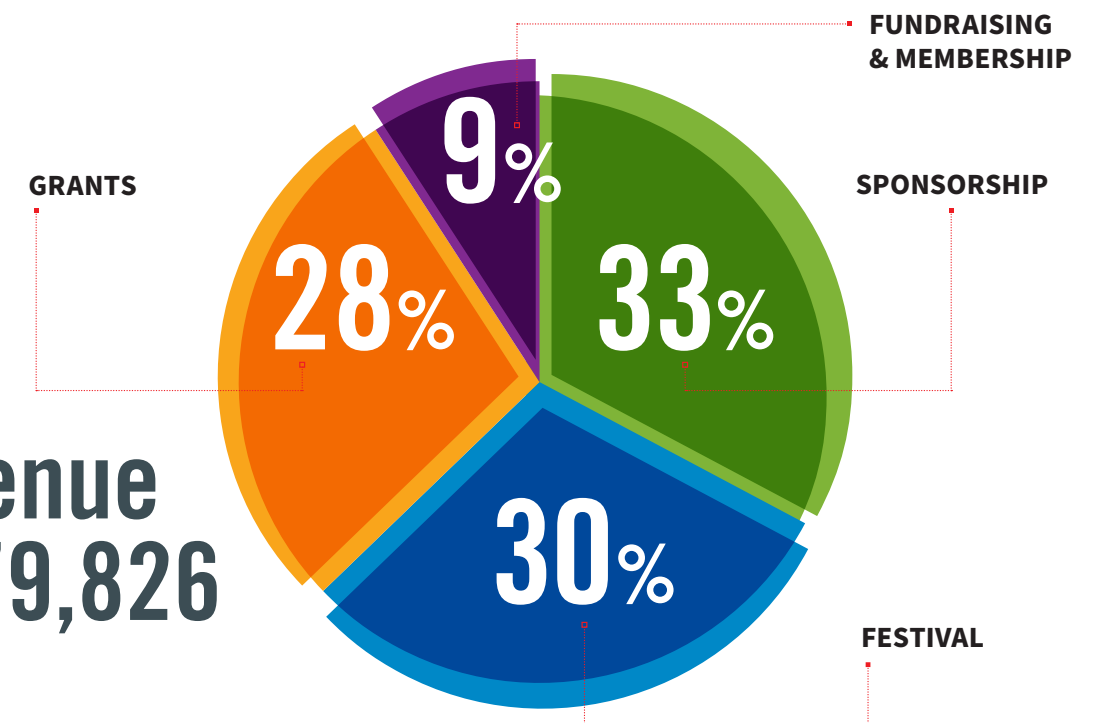
11.3K  
LIKES

268  
COMMENTS

6.1K  
FOLLOWERS

# » FINANCIALS

Revenue  
» \$779,826



Expenses  
» \$764,947

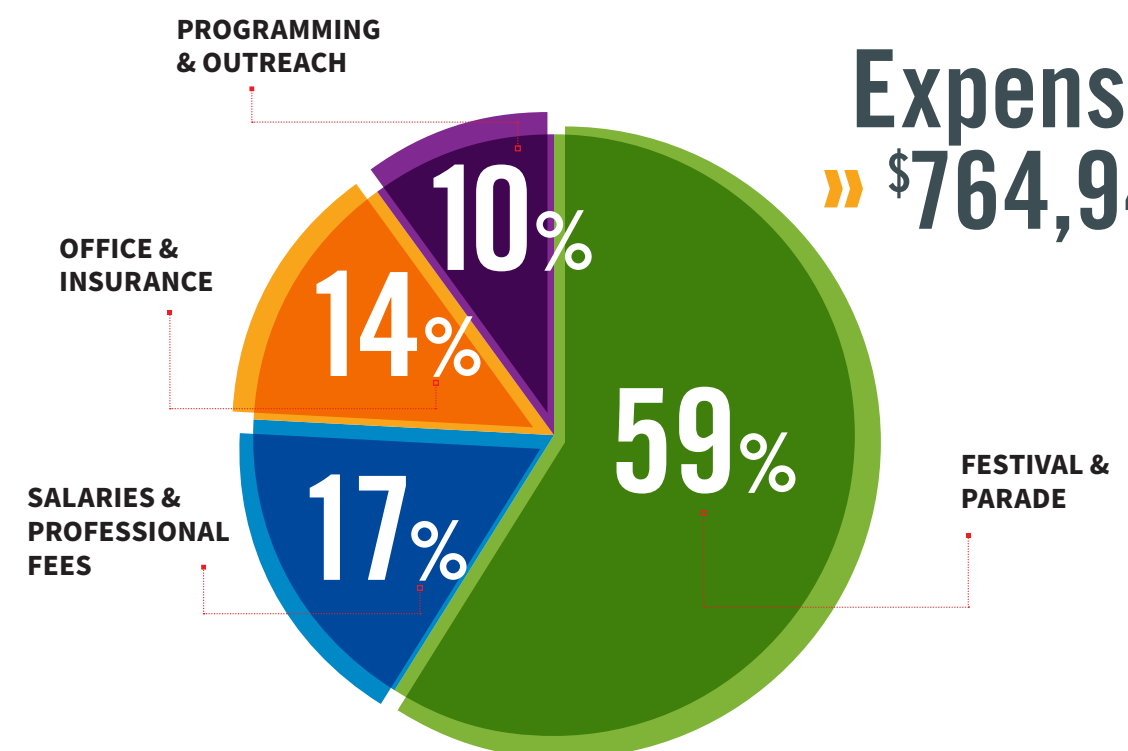


PHOTO BY MICHAEL GRONDIN



# PARTNERS

## PRESENTING PARTNER

ATB

## PUBLIC SUPPORT

Canada

Alberta  
Government

Calgary

calgaryarts  
development

## OFFICIAL AIRLINE

AIR CANADA

## OFFICIAL HOTEL

SHERATON  
Suites Calgary Eau Claire

## HOTEL PARTNERS

Fairmont  
HOTELS & RESORTS

HYATT  
REGENCY  
CALGARY

## VENUE SUPPORT PARTNER

CALGARY  
PUBLIC  
LIBRARY

## DIAMOND PARTNERS

Blakes  
LAWYERS

ENMAX

SHELL

zoompainting.ca

## PLATINUM PARTNERS

Beakerhead

KALTIRE

Imperial

Esso Mobil

GREAT EVENTS  
RENTALS

THE  
REC  
ROOM  
EATS & ENTERTAINMENT

showpass

## MEDIA PARTNERS

Bell  
Media

90.9 fm  
cjsw

ROGERS

IN  
MAGAZINE

GayCalgary  
magazine

## OFFICIAL BEVERAGE PARTNERS

mike's

VILLAGE  
BREWERY

WILLOW PARK  
WINES & SPIRITS

## ACCESSIBILITY PARTNERS

ATB

SHERATON  
Suites Calgary Eau Claire

Calgary

## GOLD PARTNERS

benevity

ALBERTA  
BLUE CROSS

Blush Lane  
ORGANIC MARKET  
SUSTAINABLE / LOCAL / SEASONAL

COWBOYS  
MUSIC FESTIVAL  
CALGARY

WINNERS  
HOMESENSE  
Marshalls

Deloitte

lit

NORTON ROSE  
FULBRIGHT

PonyFriday

twis-ted  
element  
Nightclub & Cabaret Lounge

VCA  
Animal Hospitals

United Way  
Calgary and Area

BOW VALLEY  
COLLEGE

UNIVERSITY OF  
CALGARY

SAIT

## SILVER PARTNERS

ABC WASTE  
Management / Potties Ltd.

Alberta  
University of the  
Arts

BD&P | Burnet,  
Duckworth  
& Palmer LLP  
Law Firm

Cummins

dogma  
behaviour & education centre

KIND

Spotpower

The  
Costume  
Shoppe

REGIONAL  
FERTILITY  
PROGRAM

R N D S Q R

## BRONZE PARTNERS

Alberta  
Federation  
of Labour

BOWEN GROUP  
POWERING · DIVERSE · WORKFORCE · SOLUTIONS

GoodLife  
FITNESS

HIV COMMUNITY LINK  
(prevention + support + advocacy)

H

LAWSON  
LUNDELL

MC  
COLLEGE

MOUNT ROYAL  
UNIVERSITY  
1910

THE PADDOLE STATION  
EST. 2017

## SOFTWARE PARTNERS

slack

zapier





CALGARY PRIDE