



2022

# CALGARY PRIDE

ANNUAL REPORT

# LAND ACKNOWLEDGMENT



Calgary Pride proudly serves Treaty 7, on the traditional territory of the Niitsitapi Confederacy (Siksika, Kainai, Piikani), Îyarhe Nakoda (Chiniki, Bearspaw, Wesley) and the Tsuut'ina. This land is also home to the Métis Nation of Alberta, Region 3 within the historical Northwest Métis homeland. This place, where the Elbow river meets the Bow, is known by many names to many people, including Mohkínstsis (Niitsitapi), Wincheesh-pah (Nakoda), Kootsisáw (Tsuu'tina), Otos-kwunee (Cree), and Calgary (English). We thank the Indigenous communities of Turtle Island for both the historic and ongoing stewardship and protection of the land we collectively inhabit today. Many nations and people, Indigenous and non, are fortunate to call Moh'kinsstis and Treaty 7 territory our home.

Acknowledging the land is Indigenous protocol, which we honour as a step towards reconciliation and fulfilling our responsibilities as Treaty people. Working alongside all Nations, Indigenous and non, we strive to create safe spaces where everyone can live openly and authentically.



## ♥ MISSION ♥

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

## ▣ VISION ▣

Our vision is a 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.





## A MESSAGE FROM OUR PRESENTING PARTNER TD BANK

**TD is so proud to be the presenting partner for Calgary Pride, supporting not only the main summer event but also the incredible community building and educational work done year-round.**

We have a long-standing history of supporting the 2SLGBTQ+ community and remain committed to continue helping create progress. The last few years have been challenging and even more so for members of the 2SLGBTQ+ community where many have felt the impacts of the pandemic unequally. As the 2SLGBTQ+ community continues to push progress, one thing remains clear - we all need each other to help drive tangible, real change forward. Pride is a movement that allows us to gather, celebrate and create real change together.

Through the TD Ready Commitment, our global corporate citizenship strategy, we are helping create the conditions people need to feel like they can succeed and fully participate in a changing world. We continue to support more than 175 2SLGBTQ+ initiatives throughout the year that focus on affordable housing, financial literacy, health and social wellbeing.

Our goal is to help all members of the 2SLGBTQ+ community feel included and help make a meaningful positive impact with organizations, such as Calgary Pride. Together, we can help create progress for even more reasons to celebrate each year.

Robert Ghazal  
Senior Vice President, Branch Banking, Prairie Region  
TD Bank Group





## A MESSAGE FROM OUR BOARD OF DIRECTORS



This year was defined by celebration, resilience, and solidarity through pride. In 2022, Calgary Pride returned to our full in-person programming for the first time in three years. A year of segue, learning, and innovation seemed to be recurring and resounding themes this year, in many aspects of our operations. This year we welcomed 13 new board members, watched three recently hired staff members excel in restructured and non-hierarchical roles, and we moved into an office space in the vibrant East Village.

Following two years of uncertainty and distance due to the pandemic, our new team focused our full attention on planning and hosting a breadth of Calgary Pride Week events. This year was our largest Pride in Calgary's history, with over 100,000 folks joining us to celebrate the 2SLGBTQ+ community. We were thrilled to welcome 2SLGBTQ+ refugees as this year's parade Grand Marshals. The Parade moved to a new location along 9th ave to accommodate our growing audience. The Festival temporarily shifted to a new venue to allow the City of Calgary to finish flood mitigation construction. Calgary Pride is thrilled to announce that we will return to Prince's Island Park for the 2023 festivities.

We continue to improve our governance and operations models to serve the needs of our community more holistically by seeking consultation regarding strategic planning and the Intersectional Advisory Council.

Calgary Pride has also had its share of challenges in 2022. This year saw increased costs related to the parade and festival due to inflation and unexpected venue changes. As a community, we have also experienced increased vitriol towards 2SLGBTQ+ space and drag performances. Now more than ever, we must stand together in solidarity to support our communities. Calgary Pride continues to strive towards our organizational vision - our city, free from discrimination against gender identity, gender expression, and sexual orientation.

Yours in pride,  
The Calgary Pride Board



## JUSTICE, EQUITY, DIVERSITY & INCLUSION

Commitment to justice, equity, diversity, and inclusion must be at the forefront and heart of the Pride movement. Pride relies on the strengths and stories of our intersectional communities. In 2022, Calgary Pride was honoured to continue our engagement with Indigenous and Two Spirit leaders from Treaty 7 Nations and the Métis Nation of Alberta, Region 3 to ensure Calgary Pride practices active reconciliation. Indigenous leaders opened Calgary Pride Week with a ceremony and led the Pride Flag Raising at City Hall on August 26, 2022. At the Flag Raising, remarks were shared by a Two Spirit Knowledge Keeper from Siksika Nation and a Two Spirit drumming song was then shared. Additionally, Calgary Pride participated in rebuilding a sweat in Treaty 7 and gratefully received an Indigenous blessing at our new office space in East Village.

Calgary Pride remains committed to making our events as accessible as possible. This year we expanded our ASL offerings at events, including offering interpretation at the parade - a first for Calgary Pride. We also expanded our accessibility viewing areas to include a raised platform and stage-adjacent area at the Festival to ensure folks with different accessibility needs may access our programming.

We were honoured to welcome 20 2SLGBTQ+ refugees as this year's Calgary Pride Parade Grand Marshals! The marshals represented many countries including Afghanistan, Belgium, Iran, Mexico, Mongolia, Nigeria, Pakistan, Serbia, and Ukraine. It's important to remember that the fight for 2SLGBTQ+ rights isn't over. This year's Marshals represent the courage and resiliency of Pride. We'd like to extend a sincere 'thank you' to End of the Rainbow and The Centre for Newcomers for collaborating with Calgary Pride and for all of the important work they do for our communities!





# CALGARY PRIDE PROGRAMMING HIGHLIGHTS



Calgary Pride Week was held August 26 to September 5, 2022. Calgary Pride successfully planned and hosted the Parade & Festival alongside a breadth of unique programming. Through our programming we showcased the talents of over 150 BIPOC and 2SLGBTQ+ performers. We had fantastic performances from our headliners, including Stephanie Prince and Cartel Madras.

## READING WITH ROYALTY



Calgary Pride was thrilled to continue Reading with Royalty, our year-round programming in collaboration with the Calgary Public Library. This program runs three times per month at public libraries across the city. Spark your imagination and celebrate inclusion, diversity, and acceptance with fabulous local drag monarchs! Participants are encouraged to dress up and partake in family-friendly stories and songs.

## INDIGENOUS FLAG RAISING



For the second year in a row Calgary Pride opened Pride Week with Two-Spirit and Indigenous Knowledge Keepers, Elders, and Leaders from Treaty 7 Nations and the Metis Nation of Alberta, Region 3. Prior to the flag raising at City Hall we welcomed words from Warren Winnipeg, Brain Duggan, and Her Worship, Jyoti Gondek the Mayor of Calgary. Prior to the flag raising, Calgary Pride participated in a ceremony with Indigenous Leaders at Fort Calgary.

## SHAW PRIDE MARCHES ON



Together with Calgary Pride, the City of Calgary, and Calgary Arts Development, our Proud Partners at Shaw commissioned three murals from 2SLGBTQ+ artists and allies. The three beautiful murals which celebrate the history and diversity of the 2SLGBTQ+ were on display at Central Memorial Park throughout August and September. The painted pride and trans flags adorned the adjacent sidewalks, a visible statement of support and solidarity for the intersectional 2SLGBTQ+ community.

## PRIDE IN THE PARK



This year we kicked off Pride Week with the return of Pride in the Park! Hosted at Central Memorial Park, we welcomed dozens of 2SLGBTQ+ vendors and organizations alongside a variety of family friendly performances, including Reading with Royalty, DJ Molly Fi, Electronica D, and The Corey Hotline. Thousands of folks joined us for the Kickoff which signaled the start of Calgary Pride Week.

## PRIDE CAST



The daily Calgary Pride Cast was released throughout Pride Week. This digital interview series highlights the achievements and stories of 2SLGBTQ+ folks in Mohkinstsis / Calgary. Hosted by all of the Calgary Pride staff, this year's Pride Cast included interviews with Kristian Lo, Kat Simmers, Shane On'you, Molly Caldwell, Michael Broadfoot, and Justin Larioza. We'd like to thank TJX for their generous support of Pride Cast as well as CJSW for hosting us in their studios.

## CALGARY PRIDE PARADE



On September 4, 2022 we welcomed folks from Mohkinstsis / Calgary and beyond to celebrate the 2SLGBTQ+ community along our new parade route on 9th ave in downtown Calgary. This was our first in-person parade since 2019 and it was Calgary Pride's largest in history! The 2SLGBTQ+ community and supporters were eager to come together once again to march and celebrate in solidarity with our communities.

## CALGARY PRIDE FESTIVAL



Following the parade, we hosted the Calgary Pride Festival at Fort Calgary against the stunning backdrop of the Makhahn / Bow River. This year's Festival featured over forty acts across our two stages - the TD Main Stage and 5th St Square Stage. We were honoured to welcome tens of thousands of folks to Fort Calgary. The Festival also featured a marketplace, food truck vendors, a beer gardens, a kid-friendly zone, pet-focused activities, and Wellness Oasis.

## PRIDE APPRECIATION



Following a very successful Pride Week, we hosted the Pride Appreciation Party in September. This free event was thrown as a way to show appreciation for our volunteers and our communities, both of which work tirelessly alongside us during Pride Week. We were honored to host hundreds of folks at Platform Calgary for this accessible event which included some family-friendly games, food trucks, and performances from Fake Moustache Drag, Homofonik, NIYA, and DJ Jhnn.



## CALGARY PRIDE IN THE PARK



We were thrilled to host a long standing tradition for Calgary Pride Week - the Calgary Pride Kickoff at Central Memorial Park! On August 27, we welcomed thousands of folks to Central Memorial Park to celebrate the 2SLGBTQ+ community and mark the beginning of Calgary Pride Week. This event is free, accessible, and open to all! Throughout the day we hosted a variety of family-friendly performances from local queer artists, including Reading with Royalty, Shane On'you, Angelina Starchild, and a talk on Martha P. Johnson from the House of Cards podcast. Attendees also had the chance to visit the dozens of local vendors from community organizations, 2SLGBTQ+ and BIPOC artisans, and small businesses. Central Memorial Park is an important space for Calgary's queer history, in 1990 it was the site of the first organized Calgary Pride rally. This year we were honoured to acknowledge that history while celebrating the 2SLGBTQ+ community at the Kickoff event.





# CALGARY PRIDE PARADE



2022 was a momentous year for Calgary Pride! After 40 years, we are thrilled to say that 2022 was the largest Pride Parade in Calgary's history. Pride began as a protest, the first pride in Calgary was a rally for human rights with a few hundred folks attending, many wearing masks to hide their identities. Pride is at its essence a celebration of resiliency, community, and love. This year proved that the need for Pride is as strong as ever.

To accommodate the continued growth in both participants and attendees, the Pride Parade was hosted along a new route along 9th ave. It launched in the heart of downtown Calgary at 6th St and concluded in the vibrant neighbourhood of East Village. This year, we had 100,000+ attendees, 150+ parade entries and 20,000+ folks marching in the streets of Calgary in celebration of our communities.





# CALGARY PRIDE FESTIVAL



After the Parade, the fun continued at the Festival venue - Fort Calgary. Attendees experienced live performances, food truck vendors, marketplace vendors, kid-friendly activities, a pet zone, beer garden, and Wellness Oasis all against the stunning backdrop of the Makhabn / Bow River. The Calgary Pride Festival is one of the largest free and accessible events in Alberta that celebrates the 2SLGBTQ+ community and this year we welcomed 30,000+ folks to the all day event!

A highlight of this year's event was the breadth of incredible performers. The Calgary Pride Festival hosted hundreds of performers in 40+ acts at both the TD Main Stage and the 5th St Square Stage. This year's performance highlights include Drag Race alumni Stephanie Prince and Kaos; Indigihauz, the all 2Spirit and IndigiQueer lineup of drag performers; Cartel Madras, a Canadian Experimental hip-hop duo; and The Coven, a queer vogue collective.



FESTIVAL PERFORMANCE HIGHLIGHTS



MATTHEW & THE KEYS

CARTEL MADRAS



STEPHANIE PRINCE

REBECCA RAABIS



THE COVEN

TUGS CUCHINA



CEDAR T

SARI



KAOS

ZENON+



INDIGHAUZ

ROBIN CISEK



# QUEERLY FESTIVE



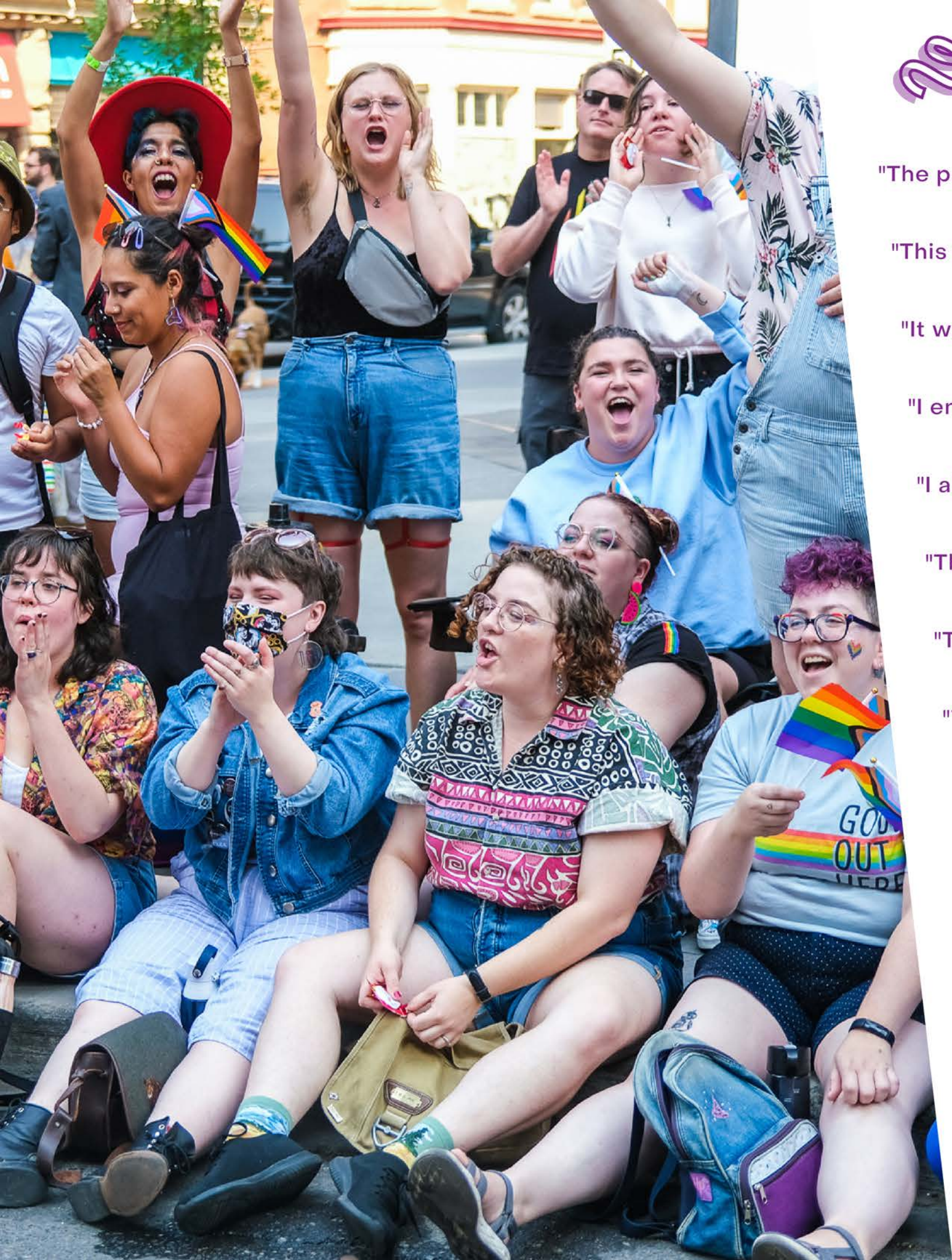
After a three-year hiatus due to COVID-19, Queerly Festive returned in 2022! During the holidays, we know folks from our community may feel isolated, Queerly Festive is our answer to this. This event is free, accessible, and includes a variety of exciting performances and a meal.

Queerly Festive was held on Friday, December 16, 2022 at Sunalta Community Hall. The night was filled with warm laughs, delicious food, and some incredible dance moves. Thank you so much to our amazing performers, including The Calgary Gay Men's Choir, ZENON+, Shane Onyou, The Public Access Creative Collective, and DJ GoodMedicine, all of who put on fantastic performances.

We'd also like to thank the incredible volunteers who were integral to the success of this event. We can't host our events without the support of our community. The fantastic food and beverages were generously provided by The Palomino, Monogram Coffee, and Vero Foods.

We were honoured to host this annual event and we can't wait to see our community come together again in 2023!





# COMMUNITY FEEDBACK

"The parade was really amazing. It felt very affirming to see so many people that care about the LGBTQ+ community"

"This year was fantastic! Everyone was out to have a great time, the performers were amazing and very diverse"

"It was so genuinely lovely to be surrounded by a diverse, welcoming, happy and wonderful crowd of people"

"I enjoyed all the performances! Great representation of all people and styles of pride themed entertainment."

"I absolutely loved it all and had the best day ever! My children still haven't stopped smiling!"

"This was my first year participating in pride and it was amazing - family friendly and inclusive!"

"Thank you for such a wonderful pride. It was my first chance to march and it was such a good time!"

"Thank you for a great effort: courageous, compassionate and professional - nicely done!"

"I felt very happy to go to the pride parade, it made me feel less alone in the world"

"I think it was very meaningful to see how many people came out to support Pride this year"

"I loved it!!! Lots of diverse groups and people and it was so joyful!"

"It was exceptional, Calgary Pride has grown so much over the past 10 years, keep up the good work"

"Overall, a great event, great community support and energy. Very positive."

"Thank you all for the inclusivity and space you hold for queer individual within Alberta"



# CALGARY PRIDE STATS

100K+  
PARADE ATTENDEES

30K+  
FESTIVAL ATTENDEES

\$32K+  
RAISED THROUGH  
#OURPRIDE INITIATIVES

169  
PARADE ENTRIES

150+  
PARTICIPATING 2SLGBTQ+  
AND BIPOC PERFORMERS

96  
EXHIBITORS AND VENDORS

20K+  
PARADE PARTICIPANTS

1780  
VOLUNTEER HOURS

100+  
EVENTS ACROSS CALGARY  
PRIDE WEEK

3K+  
VIEWERS WHO WATCHED  
PARADE LIVESTREAM

156  
VOLUNTEERS DURING PRIDE  
WEEK

\$60K+  
GIVEN TO PRIDE  
PERFORMERS AND  
ENTERTAINERS

# 2022 PRIDE ONLINE ANALYTICS



250K+  
REACH

10K+  
VISITS, UP 21% FROM 2021

13.5K+  
FOLLOWERS

## CALGARY PRIDE TOP POST IN 2022!



120K+  
REACH

32K+  
VISITS, UP 68% FROM 2021

13.1K  
FOLLOWERS, UP 20% FROM 2021



Calgary Pride

Published by Hootsuite · August 15, 2022

Calgary Pride has a long history with Central Memorial Park and we are so proud to once again see the Philadelphia and Trans Pride Flags painted in the heart of downtown Mohkinstsis/Calgary.

These crosswalks are a visual reminder of the progress we've made and the further steps we have to take towards equality for the 2SLGBTQ+ community.

Follow the rainbow road to see the sidewalks, the beautiful murals by Shaw Pride Marches On artists, and be sure to visit Central Memorial Park on August 27th for our Pride Kickoff Event starting at 11AM.

Photos by Michael Grondin

[#CalgaryPride](#) [#2SLGBTQ](#) [#YYCEvents](#)

Image Description: [Two images. One depicting the Philadelphia pride flag (black, brown, red, orange, yellow, green, blue, purple) painted on a sidewalk. One depicting the trans pride flag (blue, white, pink) painted on a sidewalk.]



257K+  
IMPRESSIONS

92K+  
VISITS

9K+  
FOLLOWERS



61K+  
IMPRESSIONS, UP 50% FROM 2021

2.3K+  
ENGAGEMENT, UP 70% FROM 2021

900+  
FOLLOWERS, UP 60% FROM 2021



WEBSITE

280K+  
PAGE VIEWS

50K+  
CLICK THROUGHS

80K+  
FESTIVAL HOMEPAGE



# 2022 PRIDE FINANCIALS

Calgary Pride engaged Geoff Heal, CPA, to complete an audit and file taxes for 2022. Calgary Pride will continue to work with a bookkeeper in daily financial management and will continue to have the annual audit & tax filing completed by an independent Chartered Professional Accountant to provide an independent opinion on the state of our finances.

The 2022 financial audit shows an decrease in operating revenue of \$13,339 compared to the 2021 financial audit, with the majority of annual revenue being driven by sponsorships and donations (60%) and funding support from the Municipal, Provincial, and Federal governments (30%)

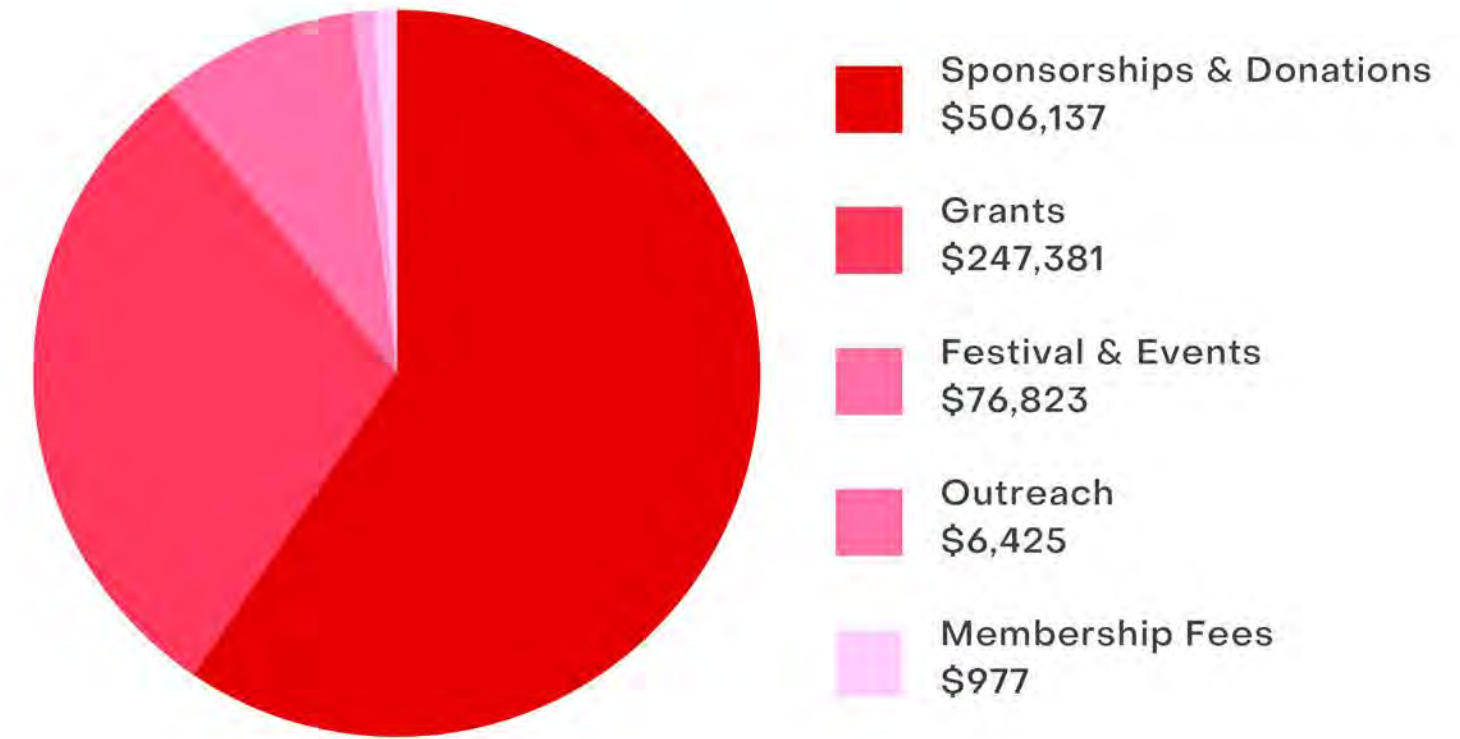
Calgary Pride ended 2022 with \$98,317 cash on hand and \$104,122 in accounts receivable collection. Total net assets at the end of 2022 is \$213,972.

Calgary Pride's expenses rose significantly from 2021 as we shifted back to a full in-person parade and festival for the first time in three years. The largest increases were in parade & festival costs (up \$165,317 from 2021) as there were associated costs with returning to an in-person parade & festival. Significant and unexpected expenses included a \$40,000 cost for City services that wasn't budgeted for. Typically, City costs are covered by subsidies, but the City reduced subsidy support in 2022 as we did not apply for subsidy support in 2020 or 2021. We did not apply for subsidy support in 2020 or 2021 as large-scale events weren't permitted due to the COVID-19 pandemic.

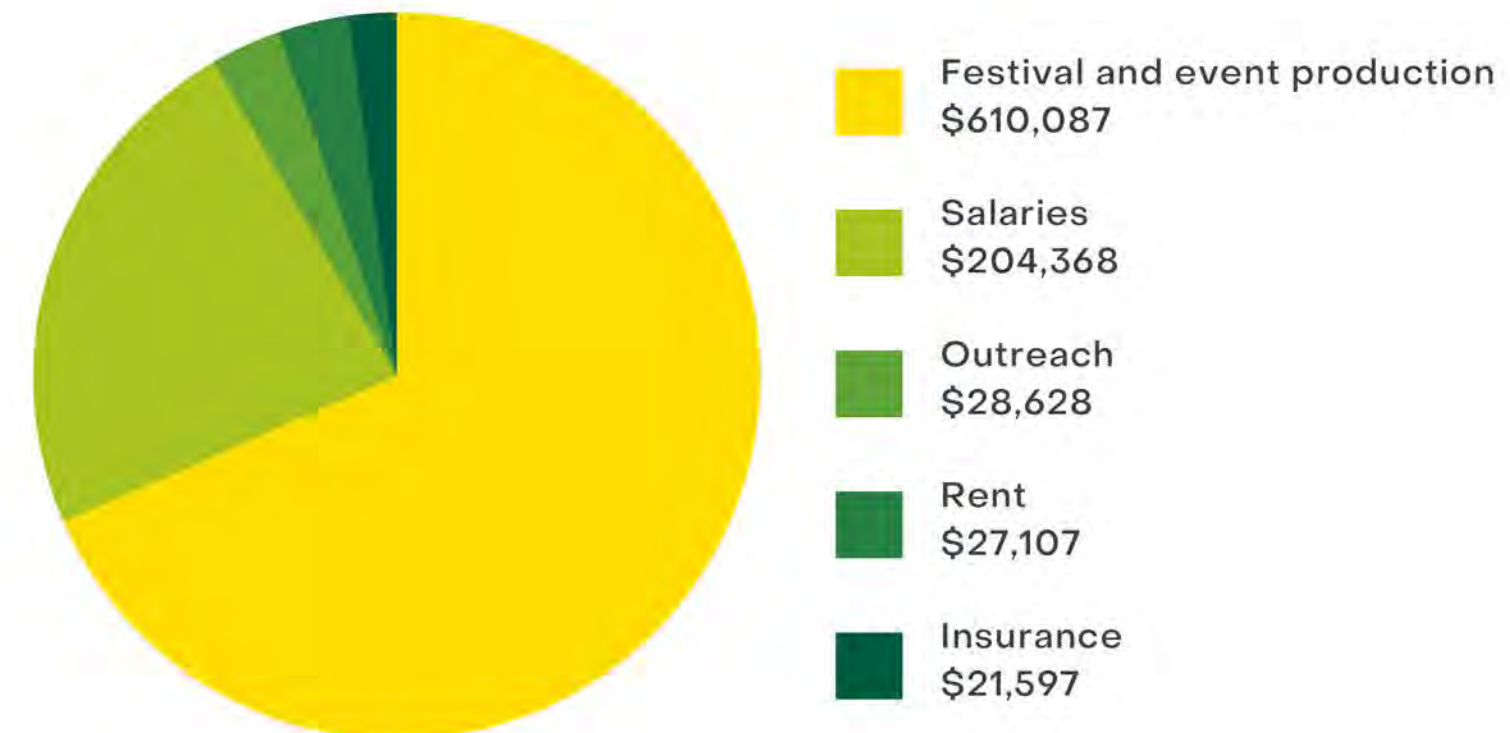
Other increased costs included salaries (up \$16,970 from 2021) due to additional support staff related to parade & festival planning. Rent costs (up \$21,165 from 2021) also increased as we moved into a new office in the East Village after not having an office space since 2020.

Calgary Pride's revenue in 2022 was largely driven by sponsorships and donations, to a total of \$506,137, or 60% of revenue. This was a significant increase of \$321,816 from 2021. This change over 2021 was due to our return to in-person activities and increased interest from corporate sponsors. Revenue from grants in 2022 was \$247,381, down from \$340,700 in 2021. This decrease was caused by various government agencies ending COVID-19 support grants which Calgary Pride utilized in 2020 and 2021.

## 2022 REVENUES: \$837,851



## 2022 EXPENSES: \$944,045





# OUR 2022 PRIDE PARTNERS!

PRESENTING



DIAMOND



PLATINUM



OFFICIAL MEDIA PARTNER



PUBLIC SUPPORT



VENUE & BEVERAGE SUPPORT



# OUR 2022 PRIDE PARTNERS!

## GOLD



## MEDIA PARTNERS



## SILVER



## RAINBOW





**ON BEHALF OF CALGARY PRIDE**  
**THANK YOU!**

