



CALGARY PRIDE

PARADE & FESTIVAL

2023
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



As we reflect on the past year, we are filled with gratitude for the incredible journey we've experienced together at Calgary Pride. 2023 was an exciting, complex, challenging, but ultimately successful year. With the support of our dedicated volunteers, staff, and sponsors, 2023 was by many measures the most successful year in Calgary Pride history. Despite the challenges we faced, the 2SLGBTQ+ community has much to celebrate, and be proud of in 2023.

Among the many successes was the annual Pride Parade & Festival. Returning to Prince's Island Park and moving to a 2-day festival allowed many more Albertans to see why Pride is so important to our community. This year we had over 200 groups in the parade viewed by 110k+ spectators. The festival allowed 96 exhibitors and vendors to engage with the community while featuring local and international artists. We're also very proud of our year-round programming. 200 Calgarians joined us at the Central Library for our annual Queerly Festive event. Featuring local performers, Queerly Festive was a low-cost event that allowed participants of all ages to get into the holiday spirit in an inclusive and safe environment. Additionally, we've continued to partner with TD Bank and Calgary Public Library to host our Reading with Royalty events across the city. This is a great way for kids to engage in age-appropriate materials highlighting the importance of friendship, inclusion, and diversity.

Operationally, the board has focused on continuing to make Pride sustainable for the future. Much of this hard work happens behind the scenes and involves modernizing our policies and procedures to ensure our organization remains nimble and efficient. We were very happy that so many folks put their names forward for the board in 2024. This is a great barometer that Calgary Pride is a respected organization and moving in the right direction.

Foremost, among our challenges in 2023 was a declining safety environment for the 2SLGBTQ+ community in Calgary and across the country. Our Reading with Royalty program was a prominent target of protesters and hate online. We are thankful to the community supporters, volunteers, and Royal Readers who continued to come out to support even in challenging circumstances. Additionally, security was heightened at the parade and festival in ways which were both visible and not. The board and staff are committed to holding fun and safe events and work tirelessly with our community partners to do so. The 2SLGBTQ+ community in Calgary proved our resilience and refusal to be bullied in 2023!

Finally, we want to close by saying thank you. Calgary Pride could not operate without the support of our sponsors, volunteers, staff, and community partners. Without you this organization could not continue to provide the vital services to the community that we do. Thank you all for everything you do and we'll see you at Pride in September!

Yours in pride,
The Calgary Pride Board

JUSTICE, EQUITY, DIVERSITY & INCLUSION



An enduring commitment to justice, equity, diversity, and inclusion are the pillars of Calgary Pride. We draw strength and inspiration from the vibrant tapestry of our intersectional communities. Calgary Pride is committed to sustaining programming that reflects the vast intersections of our community, supporting those at the edges of marginalised communities. This includes Black, Indigenous, racialized, disabled, youth, and seniors. Our initiatives and activities work to share the diverse lived experience of 2SLGBTQ+ people, including their many contributions to art and culture, while acknowledging the histories and present reality of ongoing discrimination. Calgary Pride intentionally invites artists each year from individuals who represent the manifold intersections of 2SLGBTQ+ people in the queer community.

We seek to inspire empathy and understanding that uplifts all people, as we collaborate together to create a city free from discrimination against gender identity, gender expression, and sexual orientation. This year we were honoured to welcome 2023's Pride Parade Marshals Suzette Mayr, Shane OnYou, Aalayna, Cece Chow, and Adora Nwofor to celebrate and amplify Trans voices. By highlighting the important contributions made by the gender and sexually diverse community, we can bring awareness to the ongoing challenges and hardships that persist in our society.

Calgary Pride provides opportunities for 2SLGBTQ+ people and their allies to come together in learning and mutual support. We remain committed to making our events as accessible as possible, offering an accessible viewing platform on the parade route and in front of the stage at Prince's Island Park, as well as free-of-charge accessible transportation at the end of the parade to bring folks to the festival site.

At every step, Calgary Pride remains dedicated to weaving the threads of reconciliation into the fibre of our Pride movement, fostering unity and understanding to establish a more inclusive and equitable society for all members of our community. Indigenous Two Spirit leaders opened Calgary Pride Week with an Indigenous prayer ceremony and led the Pride Flag Raising at City Hall. These Two Spirit Knowledge Keepers were further invited to lead the annual Pride parade, holding an honoured role in Calgary Pride's celebrations.



CALGARY PRIDE WEEK HIGHLIGHTS



TWO SPIRIT CEREMONY & FLAG RAISING



Since 2021, Indigenous Two Spirit leaders have opened every Calgary Pride Week with a ceremony and led the Pride Flag Raising at City Hall. At the Flag Raising, remarks were shared by a Two Spirit Knowledge Keeper from Siksika Nation, Calgary Pride Co-Chair Veronica Carlton, and Her Worship, Jyoti Gondek the Mayor of Calgary. Remarks were followed by a Two Spirit drumming song. In 2023, our Two Spirit Knowledge Keepers also led the front of the annual Pride Parade, holding an honored role in Calgary Pride's celebrations.

QUEER HISTORY EXHIBIT WITH THE CALGARY PUBLIC LIBRARY



In collaboration with the Skipping Stone and the Calgary Public Library, Calgary Pride helped to produce a series of posters featuring key 2SLGBTQ+ figures in history. This collection, called "Always Been Here," aimed to honour trailblazing queer and transgender individuals who have shaped history. Displayed prominently in Calgary's Central Library, this series worked to illuminate stories that inspire us all to embrace and celebrate the power of diversity.

CALGARY PRIDE PARADE



On September 3rd, 2023 we welcomed folks from Mohkinstsis / Calgary and beyond to celebrate the 2SLGBTQ+ community along our parade route on 9th ave in downtown Calgary. Our annual parade began at 9th Ave and 4th Street, ending at Fort Calgary. From there attendees enjoyed the leisurely walk down to Prince's Island Park, opting for freely accessible transportation options as needed. Both allies and 2SLGBTQ+ community members alike donned their brightest colours to march proudly in solidarity and celebration of Pride.

CALGARY PRIDE TWO DAY FESTIVAL



After the parade, festival-goers gathered at Prince's Island Park to enjoy sensational performances by iconic headliners alongside amazing local talent and DJs, relax in our beer garden, explore food trucks, peruse a curated marketplace, and take in the sights and sounds of Pride! New this year, Calgary Pride introduced a dedicated sober space called the "Queer Garden" for those attendees who prefer an alcohol-free space to unwind.

VOLUNTEER AND COMMUNITY APPRECIATION PARTY



Following an absolutely incredible Pride Week, Calgary Pride hosted a Volunteer and Community Appreciation Party on October 1st, 2023. This free event was organized to show our thanks to the tireless individuals who enabled our success during Pride Week. We shared incredible performances by Fake Mustache Drag, hosted by James Demers, and ended the night with an open dance to the musical stylings of DJ Zane. Attendees enjoyed free pizza from UNA and desserts provided by Crave Cupcake. We are grateful to the Hyatt Regency Hotel for offering their space in-kind, and for providing ample support. Generous donations by our community partners enabled us to properly thank our volunteers for their enormous efforts!

CALGARY PRIDE PARADE MARSHAL PHOTOSHOOT



On November 7th 2023, Calgary Pride hosted an editorial photoshoot featuring our remarkable 2023 Pride Parade Marshals - Suzette Mayr, Shane OnYou, Aalayna, Cece, and Adora Nwofor — who united in a celebration of love, acceptance, and amplification of Trans voices. This photoshoot was created to highlight our 2023 Parade Marshals, their powerful messages, and the year-round work they do for our local communities.



CALGARY PRIDE PARADE



Calgary Pride is a safe haven for the 2SLGBTQ+ community where we amplify and elevate voices to advocate for positive change, celebrate our authentic selves, and educate for passionate allyship. Central to this initiative is a commitment to creating inclusive events, like the Calgary Pride Parade & Festival, which is one of the the largest free events in Alberta that celebrates the 2SLGBTQ+ community. Every year attendance to Calgary Pride's Parade and Festival has grown.

The annual Pride Parade and Festival is the pinnacle week dedicated to acknowledging historical and current-day contributions and challenges of the 2SLGBTQ+ community and their allies. It is a tangible experience that visibly acknowledges our community.

Pride began as a protest, and attendees at first wore masks and other disguises to hide their identities in fear of retaliation. Today, Pride offers visibility to the 2SLGBTQ+ community, a powerful means through which an individual's identity is not only affirmed, but celebrated. This year, we had 110,000+ attendees, 200+ parade entries, with 76,000+ folks marching in the streets of Calgary in celebration of our communities.





CALGARY PRIDE FESTIVAL



In 2023, Calgary Pride piloted its first two day festival. The two day festival format was chosen to address community needs, creating the opportunity to host 18+ programming on the first day, followed by an all-ages parade and festival the second day. The same year, Calgary Pride hosted its first dedicated sober space called the “Queer Garden”. This new spot was appreciated by attendees, who enjoyed having an alternative space to unwind in addition to our beer gardens. 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 50,000+ folks at the festival grounds over our two day event!

Calgary Pride was absolutely thrilled to host performers from the National Access Arts Centre, the newly named 1+1 (formerly Indigihauz), Jolene Queen Sloane (the first South Asian Punjabi Drag Queen), Brat Pack!, Rice Queens (of Toronto fame), All That Beth, and Sinzere. Every year, Calgary Pride works to invite a number of talented local and non-local artists to hold performances during the yearly parade and festival who represent the vast intersections of the 2SLGBTQ+ community.



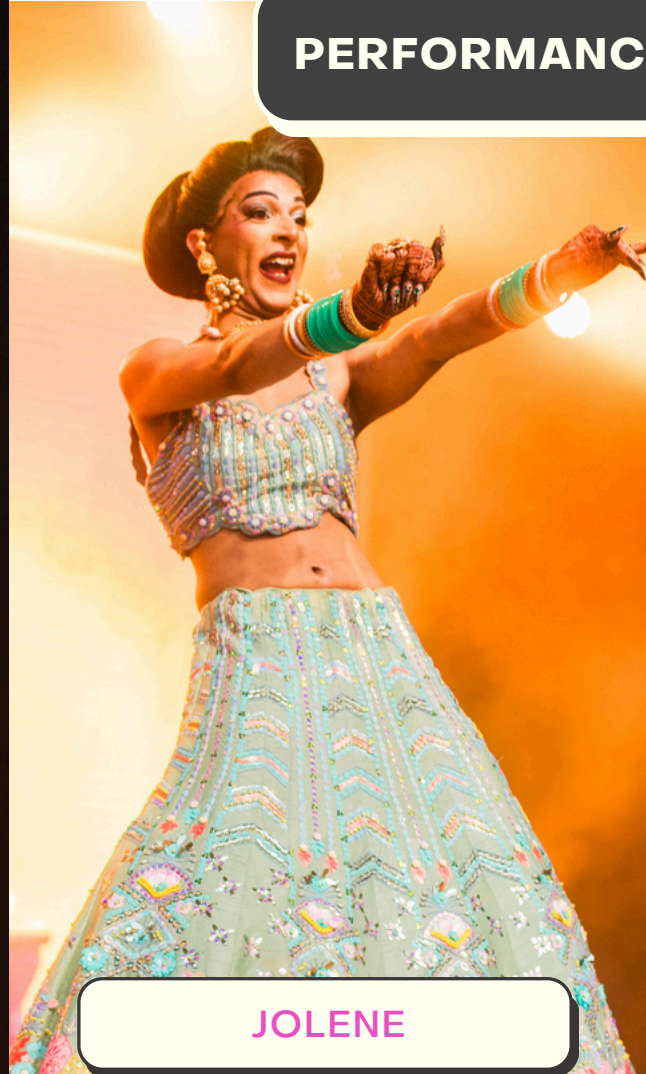
BRATPACK

BETH



SINZERE

RA/SOL



JOLENE

DJ GINGERBEAR



RICE QUEENS

KING NEPTUNE



FRANCESKA DYNAMITE

EL REY DEL SOL



INDIGHAUZ

SYNTHIA KISS



PERFORMANCE HIGHLIGHTS

QUEERLY FESTIVE



On December 15th, 2023, the Calgary Central Library came alive with the vibrant spirit of Queerly Festive. This all-ages, free-to-attend holiday soirée, hosted by the charismatic Shane OnYou, offered a magical blend of local entertainment, delicious food, and heartwarming camaraderie. Joined by a lineup of talented performers, including Calgary Men's Chorus and Youth Drag Group, Shane guided attendees through a program that showcased both established voices and incredible emerging talent from Calgary's queer community.

With ASL interpreters and a commitment to sobriety, the event welcomed everyone to share in the festive cheer. A public live stream option ensured that no one missed out on the celebration.

Big thanks to all the amazing volunteers who played a crucial role in making this event a success. We couldn't do it without the support of our community. Shoutout to The Palomino and the Hyatt Regency hotel for generously providing us with an incredible dinner and desserts! Further thanks is offered to the many community partners who reached out to provide us with an array of holiday giveaway prizes.

Queerly Festive 2023 was a testament to love, acceptance, and the power of unity. It was truly a privilege to have the opportunity to host this yearly gathering, and we eagerly anticipate the joy of our community uniting once more in 2024!





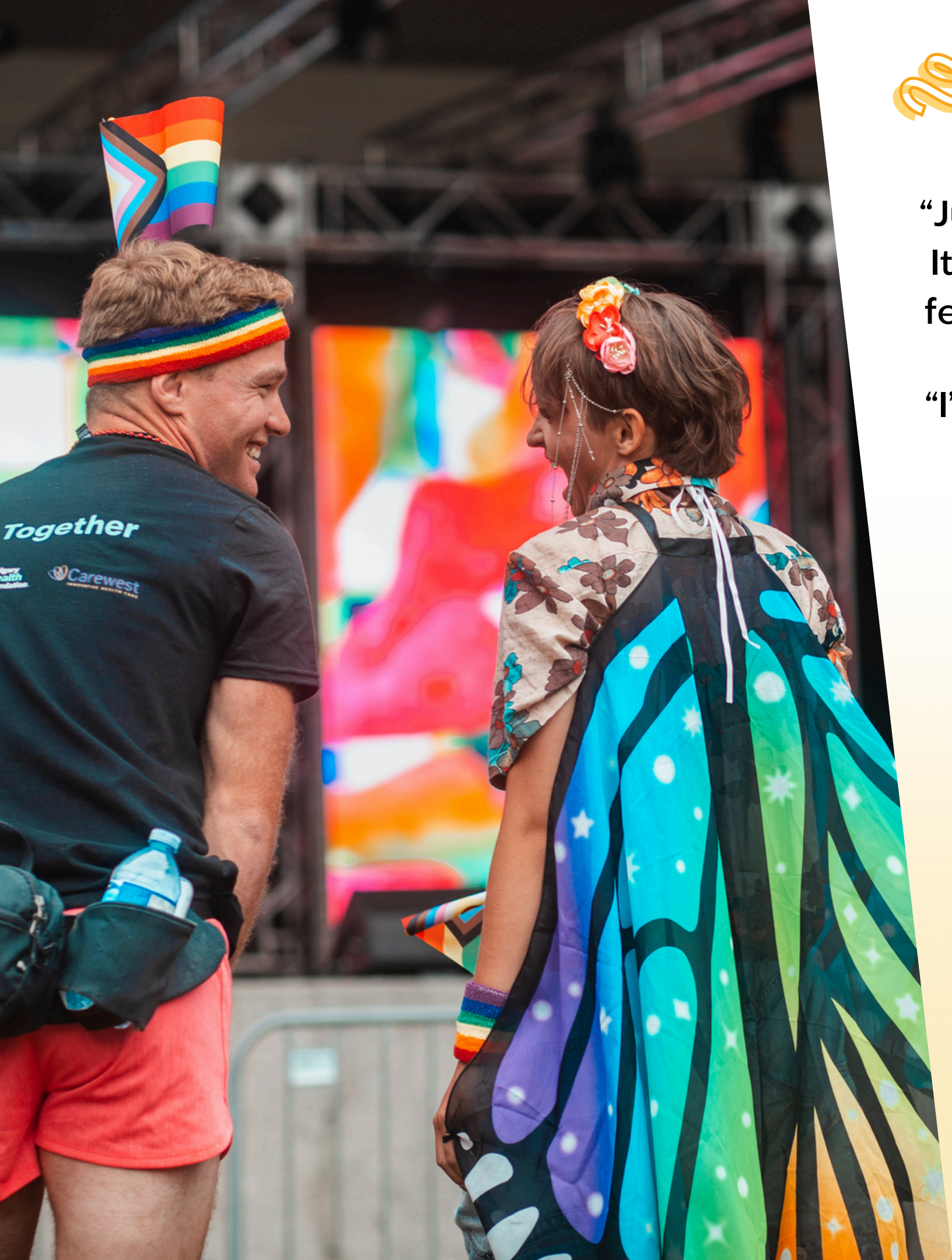
READING WITH ROYALTY



Reading with Royalty is a beloved initiative, where local drag performers enchant children and families with glamorous, age-appropriate storytime sessions. Calgary Pride has successfully implemented our Reading with Royalty program in various community settings, responding to specific requests and aiming to raise awareness. Our program has been delivered in diverse locations such as East Village, Airdrie Public Library, Okotoks Library, Calgary Zoo, and outdoor reading sessions at Central Memorial Park and St. Patrick's Island. Additionally, we've extended our reach to venues like Esker Foundation, Central Library, and participated in events like Beakerhead.

In recognition of our commitment to inclusivity and safety, Calgary Pride organized a comprehensive training session in 2023. This training was attended by all our readers, staff, and library personnel, providing essential knowledge on Drag 101, Storytime-101, and ensuring familiarity with critical safety protocols to handle disruptions effectively during our events.

In 2021, our program made a significant impact, reaching 1070 individuals through 36 virtual and in-person programs. The following year, in 2022, our reach expanded further with 1257 individuals benefiting from 34 in-person programs. Despite challenges faced in 2023, our impact remained substantial, as we reached 908 individuals through 26 in-person programs. Calgary Pride currently has eight dedicated readers, including one youth participant. These numbers highlight the consistent growth and effectiveness of our initiatives, emphasizing the importance of continued funding to sustain and expand our reach within the community.



COMMUNITY FEEDBACK

“Just wanted to say thank you Calgary, today was a fun Pride parade day. It was great to see so many folks out cheering along the route and at the festival afterward. Warms my heart to see the crowds grow every year!”

“I’m disabled and have major food restrictions. I’ve now volunteered for 3 years and Calgary Pride has always gone above to accommodate my restrictions and abilities.”

“I had so much fun running the Love is Love Mile race. It's so cool to run the parade route!”

“Prince’s Island Park is a perfect location for everybody to enjoy. Lots of sitting areas and a park for the kids to play. Close to the river which was great!”

“Thank you for all your hard work! Pride is very meaningful to me and I look forward to the parade and festival every year.”

“I took my kids down for the parade and the festival and we all had a lot of fun. It’s such a friendly, positive, love-filled event. The message of being yourself is so important for them to hear.”



CALGARY PRIDE

2023 STATS

110K+
PARADE ATTENDEES

200+
PARADE ENTRIES

188K+
PARADE PARTICIPANTS

60K+
FESTIVAL ATTENDEES

120+
PARTICIPATING 2SLGBTQ+
AND BIPOC PERFORMERS

1K+
VOLUNTEER HOURS

\$43.5K+
TO SUPPORTING
QUEER LOCAL TALENT

120
VOLUNTEERS DURING
PRIDE WEEK

96
EXHIBITORS AND
VENDORS


100+
EVENTS ACROSS
CALGARY PRIDE WEEK

2023 PRIDE ONLINE ANALYTICS



177,512k
REACH ↑ 32%

14.9k
FOLLOWERS ↑ 14%



70k+
WEBSITE VISITS

325k+
VIEWS ↑ 17%



19,079k
VISITS ↑ 84%

15.7k
FOLLOWERS ↑ 17%



100k+
NEWS CLIP VIEWS

PROUD PARTNER SAMPLE POSTS



Calgary Pride
Published by Hootsuite · August 29 ·

From our #ProudPartners at Lawson Lundell:
When we celebrate together, we create community together. At Lawson Lundell, we believe that no matter your gender, sexual orientation, age, race, or religion, everyone deserves to be respected for who they are. Happy Pride Calgary!
#YYCPride #Pride2022 #WeAreCalgaryPride



LAWSON LUNDELL
Together
#WeAreCalgaryPride



Calgary Pride
1,187 followers
4mo

Celebrating Calgary Pride is one way **Cenovus Energy** shows support for the LGBTQ2S+ community 🏳️‍🌈🏳️‍🌈 They are committed to creating a diverse, equitable, and inclusive workplace where people feel respected year-round. Learn more at: <https://bit.ly/441I523>



HAPPY CALGARY PRIDE 2023!

PRIDE @CVE

cenovus

2023 TRADITIONAL MEDIA ANALYTICS

5K+ published articles, billboards, television and radio broadcasts with a total potential reach of 365 million

Event Announcements – Reach of 50.1 million



The image shows a screenshot of a CurioCity website article. The article title is "Calgary Pride kicks off next weekend: Here's everything you need to know about the festival this year". Below the title is a large photograph of a Pride parade with people holding rainbow flags and signs that say "RAINBOW-TASTIC" and "ALBERTA THEATRE PROJECTS". Below the photo is a CityNews Everywhere navigation bar with links for News, Watch, Listen, Weather, Traffic, Gas Prices, and Contests & Events. Below the navigation bar is a social media share section with icons for X, Facebook, and Email. The main text of the article begins with "Calgary Pride returns this weekend" and is accompanied by a photograph of a rainbow flag flying in front of a building. A caption at the bottom reads: "FILE - The pride flag waves outside McDougall Centre in downtown Calgary ahead of the start of pride month. Monday, Aug. 27, 2018. (CityNews image)".



Calgary Pride Morning News Promotion – Reach of 3.3 million



The image shows a screenshot of a television broadcast from Global News. Three people are seated on a red couch in a studio setting. On the left is a man with a beard and a colorful scarf. In the center is a woman with a white headband and a denim shirt. On the right is a man in a blue suit. Behind them are large screens displaying a rainbow flag. A lower-third graphic identifies the woman as "Anna Kinderwater | CALGARY PRIDE COMMUNICATIONS MANAGER". The Global News logo is in the bottom right corner. A large black banner at the bottom of the screen contains the text "Calgary Pride Parade and Festival this weekend".





2023 PRIDE FINANCIALS

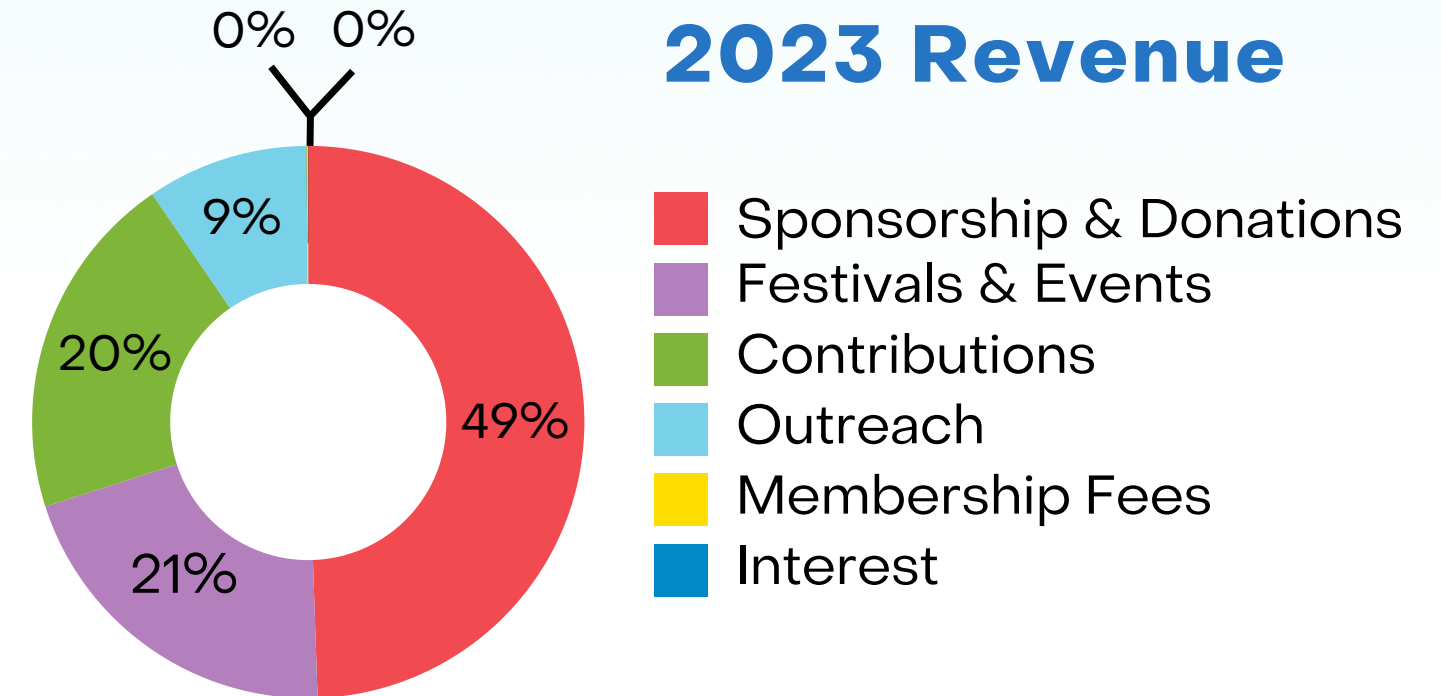


With the hard work of the staff, generosity of our sponsors, and dedication of our volunteers 2023 was a successful year financially for Calgary Pride. Last year we exceeded our expectations for donations, grants, and applicant/vendor fees which helped us end the year with positive income despite increased costs.

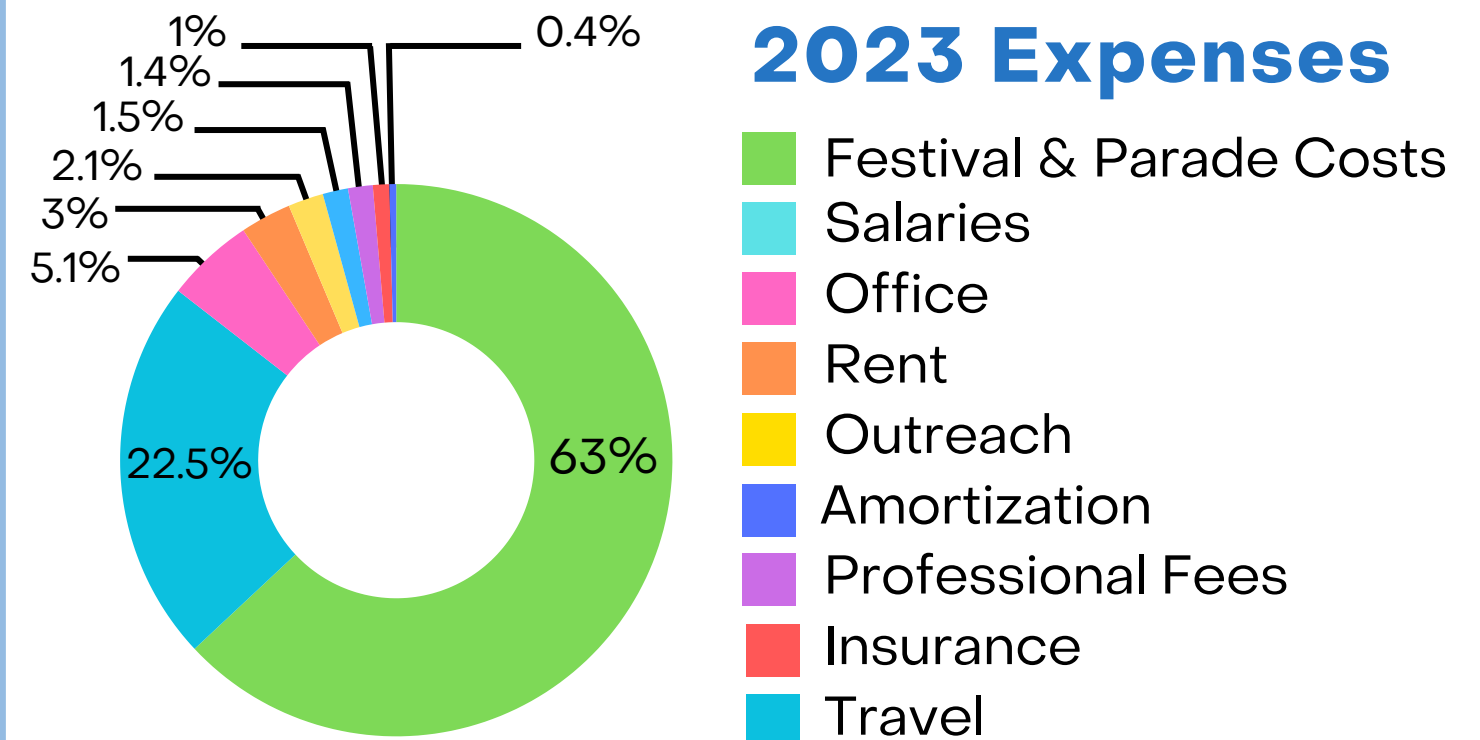
In 2023 we projected a total income of \$745,950. However, our total income for the year was \$947,922 which was almost \$200,000 more than 2022. Like all Canadian households and businesses we were challenged with increased costs in 2023. Our total expenses in 2023 was \$933,218 with the biggest pieces being staffing and the costs of running the parade/festival. Additionally, security/policing costs were substantially higher due to a challenging environment we're all too aware of: the cost of security and police/municipal services were over \$125,000 for the parade/festival this year which was almost 200% the cost of 2022.

Despite our increased costs we ended the year with net income of \$14,000. In a challenging environment for non-profit organizations this is a big accomplishment and one our organization is very proud of. Thank you very much to all of our sponsors and supporters and we look forward to seeing you at Pride 2024!

2023 Revenue



2023 Expenses



OUR 2023 PRIDE PARTNERS!

PRESENTING

PRESENTED BY



DIAMOND



TRAVEL



BEVERAGE



OFFICIAL MEDIA



PUBLIC SUPPORT



GOLD



RAINBOW



SILVER



MEDIA



OUR 2023 PRIDE PARTNERS!





ON BEHALF OF CALGARY PRIDE
THANK YOU!

