

# PRIDE

vancouver  
pride  
society



TD **READY**  
COMMITMENT



# 2022 ANNUAL REPORT



# PRIDE

vancouver  
pride  
society

## Board welcome



Some of our board members at the Terry Wallace Breakfast. Simon Havenhand photo

Over 2,000 years ago a philosopher said that “change is the only constant in life.” Funny how something that old can apply so very well to our reality in 2022.

This past year was a dichotomy of sorts as we cautiously moved forward with in-person events and celebrations. There were smiles, connecting and hugs—lots of hugs. The team at Vancouver Pride Society found more ways to give people opportunities to be together, and strengthened our accessibility measures by continuing to offer online activities, and dedicated space for folks that navigate the world differently. Festival Main Stage at Sunset Beach was hosted by Hotlatch, a melding of Indigenous cultures with 2SLGBTQAI+ identities for expressions of Indigenous Queerness in the unceded territory of the Musqueam, Squamish, and Tsleil-Waututh Peoples.

VPS’ commitment to equitable inclusion was clear on the Pride stages this

year, and reflected in the audiences. The pop-up lounges were hosted by grassroots QTBIPOC organizations, showcasing the historically neglected aspects of the queer community and celebrating its diversity.

What many of you may not know is that VPS went through the season without a permanent Executive Director or senior management team in place. While the board attempted to find the right person to lead Vancouver Pride in this next stage the staff team just put their heads down and worked to give the city and our community an amazing Pride season. The board is so grateful for the team that got us through the 2022 season and appreciate how hard they worked to make it feel and look seamless.

Despite the struggle to find leadership, our belief in the work of VPS and more generally the Pride movement helped us to successfully apply to host Canada Pride 2024! We are excited for what’s on the horizon for VPS and feel buoyed by

the leadership in our new co-EDs Allison Dunne and Madison Holding. ●

*Michelle Fortin, Board Chair  
on behalf of the VPS Board of Directors*

### On the cover



Tee Kow at the 2022 Pride Parade.  
Ale Fragoso photo

# 2022 Board and Staff



VPS staff cheesing it up with the unicorn office mascot.

## BOARD

<b>Michelle Fortin</b>	Co-Chair	<b>Claire Ens</b>	Director
<b>Abdollah Fooladhkai</b>	Treasurer	<b>Masa Kateb</b>	Director
<b>John Whistler</b>	Secretary	<b>Chris Kennedy</b>	Director
<b>Orene Askew</b>	Director	<b>Tabitha McIntyre</b>	Director

## STAFF

<b>Lee Keple</b>	Interim Executive Director
<b>Doug Craig</b>	Managing Director
<b>Allison Dunne</b>	Operations Manager
<b>Madison Holding</b>	Events Manager
<b>Serene Carter</b>	Community Engagement Manager
<b>Nick Voutour</b>	Communications Manager
<b>Josephine Gray</b>	Exhibitor Services Coordinator
<b>Jade Weekes</b>	Talent Coordinator
<b>Glenn Stensrud</b>	Sponsorship Manager
<b>Ivy Edad</b>	Communications Coordinator
<b>Maiya Dexel</b>	Volunteer Coordinator
<b>Jay Legaspi</b>	Events Coordinator
<b>Jessana Akehurst</b>	Events Coordinator
<b>Divya Nanray</b>	Accessibility Coordinator
<b>Marium Zaki</b>	Box Office Coordinator
<b>Bakhtiar Yaqub</b>	Communications Intern

A special thank you to the following contractors who assisted us with our Pride season:

<b>Eduardo Ottoni</b>	Event Production & EventLab
<b>Jack Fox</b>	Virtual Content Production
<b>Kaschelle Thiessen</b>	Vancouver Pride Magazine
<b>Mike Keeping</b>	Virtual Content Production
<b>Nadine Hajjaj</b>	Graphic Design and Illustrations
<b>Tara Rafiq</b>	Graphic Design

# Volunteers

251 motivated and committed volunteers contributed more than 1,700 hours of their work to make Vancouver Pride 2022 a reality.



Karaoke at the Volunteer Appreciation party.  
Jade Weekes photo

With our first full in-person season since the pandemic, we definitely needed the support of our volunteers to ensure everything ran smoothly. They definitely delivered! Our volunteers took part and assisted in festivities all over the city throughout the month of July 2022 at our 3 different lounges, as well as our annual parade and festival on Sunset Beach.

Volunteers at VPS contribute their time and skills in a variety of roles ranging from green team, accessibility team, volunteer captains, set up/tear down team, parade marshals, staging area team and more.

Volunteers were invited to a season-ending party at Moxies Bar & Grill on Davie Street as a token of our gratitude for all that they achieved in the season. There, they took part in Pride bingo, sang along to karaoke, and were entered to win fantastic prizes provided by multiple organizations. ●

**Volunteers are needed for the  
upcoming season**

Please contact  
[volunteercoordinator@vancouverpride.ca](mailto:volunteercoordinator@vancouverpride.ca)



# Accessibility and inclusion



*Twin River on the East Side Pride stage with Vanessa, American Sign Language Interpreter. Jade Weekes photo*

## 2022 Initiatives

After two seasons of virtual and hybrid events, VPS returned to full-scale event programming in 2022 with accessibility at the forefront of our planning process. The impacts of COVID-19 provided important learnings for our organization, particularly in regards to finding innovative ways to reach members of our communities who don't have digital access or are unable to attend in-person events. In 2022, we published our third edition of the Pride Magazine, a full-length magazine full of poetry and editorial. To reach folks who don't have access to devices, we shipped the magazine free of charge to approximately 150 individuals and partners Canada-wide and distributed it to physical locations such as Little Sisters Book & Art Emporium on Davie Street. This publication continues to extend our reach to bring Pride into the homes of our communities. VPS continues to produce digital content that can be accessed remotely, including the Queer History Panel and three episodes of Drag Storytime, Pride Proclamation

live stream and Out TV's coverage of the Vancouver Pride Parade.

2022 in-person programming held a number of new and returning accessibility initiatives across the festival, parade and Pride lounge venues.

- Additional staffing allowed for VPS to, for the first time ever, hire a dedicated Accessibility Coordinator to oversee the 2022 season.
- A shuttle service from Waterfront station to the Pride Festival site and main Parade Accessibility Viewing Zone provided additional options for getting to the West End on parade day
- Three Parade Accessibility Viewing Zones provided shade and seating along the route.
- ASL interpretation at the Pride Festival mainstage and community stage, at the main Parade Accessible Viewing Zone, and of virtual programming such as the Queer History Panel and Drag Storytime.
- Parade audio description service was made available on site.
- Low Sensory Zones were provided at East Side Pride, some Pride Lounges, and the Pride Festival site. The zone located at the festival site offered folks access to a quieter, more controlled space. Our partner, Canucks Autism Network, had stim toys, sensory activities, ear plugs, and noise-canceling headphones available. We received great feedback about the addition of the mobile sensory room (hosted by North Shore Disability Network) who supported over 100 individuals by providing a space to escape sensory overload.
- Installation of two temporary curb cuts (ramps) to make the festival site more accessible to those who roll.
- All three lounge locations and the three Pride Festival stages had dedicated accessible shade tents, seating and tables with priority views of the performance area.
- New in 2022, VPS built a raised platform with ramp, washroom access, shade and seating for over 50 people adjacent to the mainstage platform (similar to what is currently offered at other large music festivals). The structure was available for anyone to use but was monitored and fenced to create some separation as we anticipated a large and energized crowd.

- Vancouver Coastal Health provided a pop-up MPV vaccine clinic on site.
- Braille versions of food truck menus were made available at East Side Pride, and a braille version of general event information was made available at the information tent at the Pride Festival.
- New crowd management processes were put into place at the festival site, including directional signage that prevented lineups from blocking accessible routes and notifying mobility-users to skip to the front of the line when queuing for food trucks.
- A new Pride event location was created at Ocean Art Works Pavillion on Granville Island. This Pride lounge provided full shade coverage (a refuge from the summer heat) as well as a venue option that didn't involve navigating downtown Vancouver. The lounge was open for 3 weekends, offering a wide variety of programming to cater to different interests including introvert-friendly and all ages programming like Vancouver Gaymers and Family Day. The Aces and Aros night included a speed-friending activity and made use of the traffic light system (guests opt to wear a coloured badge that indicates their level of comfort for in-person interactions).  
VPS would like to thank our official Accessibility Partner TD and all the community organizations who helped us make 2022 our most accessible season yet! ●

Funded by:



**TD READY  
COMMITMENT**

# Parade



It was finally time for Vancouver to get **Together Again!** The Vancouver Pride Society, 2SLGBTQAI+ communities, queer serving organizations, and allies marched together for the first in-person Vancouver Pride Parade in two years.

The event kicked off as Dykes on Bikes cleared the pathways and got the crowds excited for the parade.

They were followed by the Grand Marshals: Annie Ohana, Kristen Rivers, Empress Fancy Pants and Emperor Victor the Victorious. Historically, 2SLGBTQAI+ serving organizations or individuals who have strengthened our communities have been chosen as the grand marshals. We honour people whose involvement positively enhances our communities and encourages others to participate as we celebrate Vancouver Pride 2022.

Over 120 different groups came together on July 31, 2022 to take up space loud and proud in the downtown core and west end. This was incredibly meaningful for those marching as well as the spectators after the long hiatus of the beloved Vancouver Pride Parade. ●



Top: Vancouver getting Together Again! Bottom: Excited TD parade participant  
Ale Fragoso photos

## Parade Hosts:

**!Kona Katranya**  
**Kendall Gender**

**Joan-E**  
**Yogi Omar**

**Caryl Dolinko**  
**Shanique Kelly**

Supported by:





# Vancouver Pride Festival at Sunset Beach

In a historic first, VPS engaged the community by giving full autonomy to QTBIPOC producers to curate and manage 100% of the onstage programming at the Pride Festival. The annual festival held at Sunset Beach Park, which had been on hiatus since the COVID-19 pandemic, featured an all-QTBIPOC performance schedule across three stages including the licensed zone and mainstage programming.

The three producers were HotLatch (a duo from Słwǫwú7mesh Úxwumixw who are working to promote Two-Spirit and Indigiqueer artists), Normie Corp (founded locally by three bedroom DJs who began hosting Zoom parties during the pandemic to keep community connection) and RiceCake (a local event dedicated to supporting queer Asian artists). These producers created space for their respective communities at Sunset Beach which has not historically been a place where QTBIPOC audiences have seen themselves represented and have often felt tokenized by event organizers. Not only did the event see a significant increase in general attendance after the pandemic hiatus, but QTBIPOC representation was reflected in the broader audience, contributing to a more diverse attendee make up.



*Persephone Estradiol performs at the TD Mainstage. Katrina Dymphna photo*

Other notable changes to the annual festivities included site layout and capacity increases. While traffic changes and the new bike lane along Beach Avenue posed additional challenges for the event, we were successful in expanding our community and artisan booth holders to

a more accessible area of the park, as well as creating a new bike valet location to better manage this popular service. The licensed zone, which is also home to the Stoli Stage and some food providers, was increased to a 2,000 person capacity (previously 1,500 when the event was last held in 2019). Additional lawn space and picnic tables were set up to offer an alternative option for folks to enjoy a post-parade beverage. VPS was thrilled to host headliner Tommy Genesis on the TD Main Stage to close out the night. Across the board, national and international festivals in 2022 have experienced a surge of participants hankering for in-person connection and live programming. Vancouver Pride Festival was no different. All afternoon the site was packed with energized attendees, eager to celebrate the season's theme of being **Together Again.** ●

Event Partners:



*Left: Groovin at the Stoli Stage. Right: Tommy Genesis headlines at the TD Mainstage. Simone Chnarakis photos*



# Pride Lounges

During Pride week, VPS hosted the community at three pop up lounges. The largest venue was the Rainbow Lounge on Granville Island, with a 300+ person capacity. Once again we took over the street across from Jim Deva Plaza to host the Vizzy Lounge with a 250+ capacity. VPS also hosted a pop-up lounge at Bentall Centre. Our largest and most popular zone was at Sunset Beach festival featuring the Stoli Stage. By moving the bicycle valet, we were able to improve the layout and increase capacity by 500 people. Tickets were sold in advance to create an audience during “take over” evenings plus we sold Fast Track passes valid for entry during Pride weekend.

This year we implemented a “take over” structure, which engaged grassroots organizations to curate and produce their own events on our stages. This gave autonomy and support to groups who are featuring fresh talent from a variety of unique lived experiences. VPS continues to center QTBIPOC performers and producers in all programming, and the takeover structure allowed for authentic expression with a captive audience. Several lounge events sold out, many small groups were able to gain a lot of exposure and VPS has significantly increased its list of community partnerships. ●

*Top right: A guest on the dancefloor at the Vizzy Forest Lounge.  
Bottom left: Enby 6 performing a group number at the Vizzy Forest Lounge. Bottom right: Cheryl Trade performing at the Vizzy Forest Lounge. Katrina Dymphna photos*



Event Partners:





# Takeovers



*Rainbow Lounge performers. Jade Weekes photos*



This Pride season, VPS took a larger step in reconnecting with our 2SLGBTQAI+ community by providing stages, support, marketing, volunteers, tech and audiences to grassroots events organizations and producers. Our lounges and festival stages were taken

over by each group's individual programming, curation and talent. VPS did not interfere with any conception, which resulted in an authentic, engaging and enriching experience for all participants. The takeover structure was designed to collaborate with marginalized, and often

overlooked, pillars of the community in an equitable and meaningful way. Every production exceeded expectations and impressed the masses, and VPS looks forward to working with these new community partners ongoing. ●

## Pride Proclamation— City Hall



Representatives from the Musqueam, Squamish, and Tsleil-Waututh Nations gave welcome speeches as they joined city councilors, staff, and VPS members on Monday, July 25. Mayor Kennedy Stewart then read the Pride Week Proclamation to officially kick off Vancouver Pride's 2022 season. Although this event and the majority of Pride week events were in-person, the Pride proclamation was live streamed at [www.vancouverpride.ca](http://www.vancouverpride.ca). ●

*The Mayor with the 2022 Grand Marshals. Left, Empress Fancy Pants, center left, Mayor Kennedy Stewart, Middle Right Annie Ohana, Right Emperor Victor the Victorious.*



# Drag Deliveries

**D**uring the pandemic, VPS created Drag Deliveries to have a presence outdoors throughout the city during Pride week. VPS decided to continue this program in 2022. Every day during Pride week we took to the streets in our Evo car share from 5-6 pm to deliver Pride swag and products from sponsors. A different location was announced on VPS social channels ahead of time and people had to find our team to answer queer trivia to win! It was an upbeat way to engage with residents Downtown & in the West End. Everyone adored our drag hosts

and residents were happy to see us bring the spirit of Pride into their neighborhood. Thanks to our amazing drag performers for looking great under the hot July sun:

- **Dandy** @dandyandfriends
- **Ra** @itsonlyra
- **Justin Abit** @justin.abit.dragking
- **Fonda Vit** @fondavityvr
- **Zi** @exclusivelyzi ●



*Hitting the road for Pride. Justin Abit photo.*

Event partners:



# Queer History Panel

**F**or the third year in a row, the Queer History Panel was organised by VPS in collaboration with Traxstars Entertainment and Jack Fox Media. Five new community members were highlighted on the 2022 Queer History Panel as they discussed their individual 2SLGBTQAI+ experiences.

The panelists shared their coming out experiences, their views on how Pride has changed over time, and how their first Parade experience affected them. Our third edition was incredibly heartfelt and raw, demonstrating how important it is to continue capturing these stories and experiences as much of our queer history is not recorded anywhere. Queer History Panel was posted to the VPS Facebook channel on July 26 and continues to attract viewers on our VPS youtube.com channel. ●



*Panelists during the third annual Queer History Panel.*

## Panelists:

**Brandon Yan**      **Paige Frewer**  
**Orene Askew**    **Kay a.k.a.**  
**Chris Morrissey** **Karmella Barr**

## Host:

**Charmaine de Silva**

Produced by:



Event partners:



# Vancouver Airport Authority



*Left: Artist Lindsey McEwan and Kendall Gender with the YVR Pride themed art installation. Right: The Pride themed Art installation at YVR.*

To celebrate Vancouver's first in-person Pride in over 2 years, Vancouver Pride Society partnered with YVR and local artist, Lindsey McEwan, to create a beautiful art installation; a bold, bright mural which included more than 32 Pride flags, each representing a myriad of queer communities. "The massive space and glass substrate allowed me to realize an archetype of stained-glass windows that honour and respect all queer communities together with pride. My name is Lindsey, I am a transgender,

panromantic woman and I am thankful I was given the opportunity to do this," said Lindsey McEwan. This piece was located in the Canada Line walkway which spans from the YVR Airport platform all the way to the terminal. This dynamic installation was so well received, Vancouver Airport Authority kept it up well past Pride and it was still visible to travelers during the busy festive season (December).

While it took several days to install, the mural was revealed to the public on July 20 during a special edition of Vancouver

Pride Society's Drag Deliveries hosted by the incredible Kendall Gender. Drag Deliveries is a game show hosted by VPS where drag performers walk the streets asking randomly chosen passerby queer trivia in exchange for prizes. Kendall Gender collaborated with YouTubers RyanAndAmyShow in celebration of the art installation and handed out prizes to travelers, visitors and workers. Thanks to @ryanandamysow for creating a FABulous day at Vancouver International Airport! ●



# Drag Story Time with Toddy

This season VPS decided to continue with Drag Story Time and to keep it accessible by having episodes online for the community to watch and share. We scheduled the amazing Toddy to come into our office studio and film three episodes of Drag Story Time. The first episode featured *Pride Puppy* by Robin Stevenson (Illustrated by Julie McLaughlin) and *It Feels Good To Be Yourself: A Book About Gender Identity* by Theresa Thordn (Illustrated by Noah Grigni). The second episode starts with *Princess Kevin* by Michael Escoffier (Illustrated by Roland Garrigue) then finishes with *Bodies Are Cool* written and illustrated by Tyler Feder. The final episode of the season is *Mama and Mommy and Me in the Middle* by Nina LaCour (illustrated by Kaylani Juanita) followed by *Dazzling Travis: A Story about being Confident and Original* written by Hannah Carmona (Illustrated by Brenda Figueroa). We enjoyed curating these



Jade Weekes photo

3 new episodes which included ASL interpretations and captions. We sourced the books this year from Commercial Drive's own Dilly Dally Kids. ●

Event partners: WINNERS®  
 HOMESENSE®  
 Marshalls.

## Performers

Pride has always focused on providing a platform for artists from various communities to express themselves freely. This year we as an organization chose to focus on QTBIPOC performers and organizations, to allow our stages to showcase the amazing diverse talent from our community. We arranged "takeovers" with our community partners for all three stages at the Sunset Beach Festival, our various lounges across the GVA and during the Winter Pride Festival.

This season we featured over 175 artists across over 20 different events. We featured more than 30 Indigenous artists, including the Hotlatch takeover of our mainstage at Sunset Beach.

We had great takeover events with community partners such as Hotlatch, Virago Nation, Level Up, AfroQueer, Comedy Here Often and more! With growing feedback from our community and performers we look forward to next year where we can continue to grow and show all the talent that Vancouver has to offer. ●



Jade Weekes photo

Funded by:



# Making an impression

The 2022 Pride season marked the return to in-person programming and public interest in our events grew offline and online. Instagram saw an increase of 33% in audience, gaining almost 4,000 new followers and with a spike of 431,511 impressions during the high season.

Twitter had an increase in profile visits with an average of 16,500 monthly visitors from June to August and Facebook gained a total of 3,214 new followers.

## Social Media Growth



After two years of virtual and hybrid seasons, **#TogetherAgain** focused on bringing back in-person events. Virtual events like Queer History Panel, Drag Storytime, and a livestream of the Vancouver Pride Parade were available for our audience to access. This year, VPS experimented with the mediums in which virtual events are delivered. All in-person event data shows how much people engaged with multiple in-feed posts and individual event promotion strategies.

### Event Likes and Views

Vancouver Pride Parade:	<b>3,470</b>
Sunset Beach Festival:	<b>1,450</b>
Rainbow Lounge at Granville Island:	<b>1,156</b>
Vizy Forest Lounge:	<b>400</b>
Pride Neighbourhood Patio at Bentall:	<b>187</b>
Drag Deliveries:	<b>268</b>
Queer History Panel:	<b>333</b>
Drag Storytime:	<b>20,026</b>
Posh Ball at Fairmont Hotel Vancouver:	<b>141</b>
Terry Wallace Memorial Breakfast:	<b>52</b>
Parade Viewing Party:	<b>200</b>

## General Website Results

This year, we utilized the website to host all event information, with 52.2% of sessions coming from social media.

Page views: **130,105**  
 Sessions: **185,780**  
 Users: **63,025** ●



*Follow us online to get notifications about new videos and learn about upcoming events, VPS news, opportunities to get involved, local issues impacting LGBTQAI2S+ communities and more.*

**Facebook** @VancouverPrideSociety  
**Instagram** @VancouverPride  
**Twitter** @VancouverPride  
**Twitch** @VancouverPride  
**YouTube** Vancouver Pride Society



# Community Partners

We would like to thank our Community Partners for their continued support and participation. Community Partners are 2SLGBTQAI+ serving organizations who either produce their own programming, are actively involved in advocacy work and/or support VPS year-round. Without their dedication, our Pride festivities would look extremely different. We truly appreciate every single one of our Community Partners for the care, excitement and fabulousness they bring to VPS! ●

- |  |  |
|--|--|
| <b>Aces &amp; Aros</b>                           | <b>Out On The Shelves</b>                            |
| <b>AfroQueer</b>                                 | <b>PFLAG</b>   |
| <b>Asexual Outreach</b>                          | <b>Pinoy Pride</b>                                   |
| <b>BC Center For Disease Control</b>             | <b>Pride at Work</b>                                 |
| <b>Creating Accessible Neighborhoods</b>         | <b>Pride Squamish</b>                                |
| <b>Comedy Here Often</b>                         | <b>Qmunity</b>                                       |
| <b>Forbidden Vancouver</b>                       | <b>Queer ASL</b>                                     |
| <b>Good Night Out Vancouver</b>                  | <b>Queerprov</b>                                     |
| <b>Greater Vancouver Native Cultural Society</b> | <b>Rainbow Refugee</b>                               |
| <b>Health Initiative for Men</b>                 | <b>Ricecake</b>                                      |
| <b>HOTLATCH</b>                                  | <b>Saige Community Food Bank</b>                     |
| <b>JQT Vancouver</b>                             | <b>SHER Vancouver</b>                                |
| <b>Karmik</b>                                    | <b>Sisters of Perpetual Indulgence</b>               |
| <b>Last Door Recovery Centre</b>                 | <b>Theatre Under the Stars</b>                       |
| <b>Level Up</b>                                  | <b>Transgender Expressions Haven</b>                 |
| <b>MangoSweet</b>                                | <b>Vancouver Communities in Solidarity with Cuba</b> |
| <b>McLaren Housing</b>                           | <b>Vancouver Dyke March and Festival</b>             |
| <b>Musqueam Indian Band</b>                      | <b>Vancouver Gaymers</b>                             |
| <b>Normie Corp</b>                               | <b>Van Vogue Jam</b>                                 |
| <b>Out On Screen</b>                             | <b>Virago Nation</b>                                 |

## Bursary Fund

Our low barrier Bursary Fund has been highly accessed by a variety of 2SLGBTQAI+ organizers and community members and partners since 2017. Typically, the Executive Director and Community Partnerships Coordinator have administered the bursary program. Without either of these positions filled until late in the season, not as many bursaries were processed in 2022. The new Community Engagement Team is in the process of restructuring the program and will release the new application

form early in 2023. Our goal with this restructure is to provide our Queer Community with a more concrete, comprehensive, and accessible process to obtain funds for Queer Community initiatives. This year we were able to support 4 organizations/initiatives with bursaries ranging between \$500-\$2,500. We hope with the support from community members, business owners and corporate sponsors that we can increase our impact substantially in 2023. ●

### VPS Bursary Fund Recipients 2022

Asexual Awareness Week: All We Can Do Is Trust—Kelsi James

Surrey Dyke March

Crow Girl

Party Dogs

# Fundraising

VPS offers a variety of micro grants to support community organizations who serve marginalized communities. Each year VPS hosts two major fundraising events in support of this initiative. Planning was underway for the Unicorn Ball (mid-February) but VPS postponed it because we did not have enough staff to manage a successful event.

## Your Independent Grocer



*Tastes so good at Terry Wallace Memorial Breakfast. Simon Havenhand photos*



Terry Wallace Memorial Breakfast is always the best reason to get up early on Saturday during Pride weekend (July 30). The energetic team from Your Independent Grocer took over the corner of Davie & Bute streets and served up delicious pancakes, sausages, fruit & juice. From 9am to noon, breakfast was provided by donation and with help from residents VPS raised approximately \$2,000.

Throughout the year several queer friendly businesses raised funds and awareness for Vancouver Pride Community Bursaries. We are thankful for their efforts!

## Bud Light

This year, Labatt provided a total of \$100,000 to various organizations supporting 2SLGBTQAI+ communities. Bud Light celebrated the unique gender identities of many Canadians with a pronoun-inspired Pride can which were available for a limited time at retail stores in Vancouver during the month of July. The limited edition can was also served at the Sunset Beach 19+ zone.



## Stanley Park Brewing



*Drag brunch at SPB. Bokuria Creative (@bokuria) photo*

The third annual Drag Brunch hosted by Stanley Park Brewing also celebrated their 3rd anniversary of brewing in beautiful Stanley Park. The event was another huge success as West End residents were eager to spend time outside with friends. Stanley Park Brewing invited the community to celebrate on Pride weekend with local Drag Queens Jerrilynn Spears, Jolene Queen Sloane, Persephone, Karmella Barr, Shanda Leer, and Canada's Drag Race Season 3 icon Kaos. These fabulous performers thrilled the crowds as the team from SPB served up a delicious brunch. A portion of ticket sales supported VPS and this popular event raised \$2,000.

## Fairmont Hotels Vancouver



*The Fairmont team celebrating Pride with YVR art piece by Lindsey McEwan.*

Travelers celebrated Pride all summer long with Fairmont Hotels in Vancouver! When booking a LOVE IS LOVE package, plus adding a late check-out, \$50 was donated to VPS. Truly giving new meaning to *Come Sleep With Us!* Fairmont also donated proceeds from several Pride-themed drink specials and the Drag Brunch at Fairmont Waterfront. Over \$11,000 was received, making it our most successful fundraiser supported by four different properties; Hotel Vancouver, Fairmont Waterfront, Fairmont Pacific Rim and Fairmont Airport.

## Wolf Blass Wines – Screw IT

BC Liquor stores celebrated Pride with rainbow theme displays in various stores. During the month of August, \$1 from every bottle of Screw IT was donated to the Pride Bursary Fund. Supply chain issues and a strike at the BCL distribution branch created low inventory at retail stores. As a result the campaign did not perform as well as expected. However we thank Wolf Blass Wines and Mark Anthony Group for donating \$1,500.





# Corporate Sponsorship

## Fountainhead Pub



VPS staff and board with Justin Trudeau at the Fountainhead Pub.

The Fountainhead Pub created new pins of the progressive rainbow flag, and all proceeds from the sales were donated to Vancouver Pride Society's Community Bursary Program. Since the release of these pins, VPS has received a total donation of \$1,230, with a large portion being sold when the Fountainhead Pub hosted Justin Trudeau in early July. The Prime Minister did a meetup with board and staff members of Vancouver Pride Society, our Parade Grand Marshals along with other prominent queer community members. These beautiful pins are available throughout the year so be sure to ask for one during your next visit to the Fountain Head Pub! ●



Katrina Dymphna photo

For the past ten seasons, the sponsorship strategy has been to curate custom experiences for corporate investors that fit within their budgets. This process was significantly impacted because there was no Executive Director from August 2021 until March 2022. Typically, there are meetings between the Sponsorship Manager and Executive Director twice a month during the off season (October-February) and weekly meetings leading up to our core season (March-June). Having a lack of leadership in the organization made it difficult to explore options with new sponsors.

Wherever possible VPS looks to secure multi-year commitments from sponsors; all of which were up for renewal in Aug 2021 (with the exception of TD). During the pandemic, multi-year contracts fueled our bottom line; almost 65% of annual sponsorship revenue came from clients who signed a 3-year contract in 2019. However, in late March the Interim Executive Director decided to restrict all multi-year contracts. This greatly impacted the workflow of the Sponsorship Manager and prompted questions from corporate

clients looking to renew for 3 seasons (2022 to 2024).

Coming out of the pandemic with uncertainties about what kind of restrictions might be placed on events, there were constant changes to our event programming which affected sponsor deliverables. The Sponsorship Manager and VPS team was finally able to strategize with corporate clients and send out proposals in mid-March.

Since taking over the corporate portfolio in 2013, the Sponsorship Manager has generated a total of \$4,693,440 in cash revenue for VPS.

<b>2018 Partnership revenue</b>	<b>\$538,219</b>
<b>2019 Partnership revenue</b>	<b>\$689,925</b>
<b>2020 Partnership revenue</b>	<b>\$497,290</b>
<b>2021 Partnership revenue</b>	<b>\$642,132</b>
<b>2022 Partnership revenue</b>	<b>\$743,510</b>

## 2022 Sponsorship Overview

- 22 – Primary Corporate partners
- 5 – Rainbow partners
- 2 – Public supporters (TransLink & City of Vancouver)
- 3 – Fundraising partners
- 1 – Vendor partner (Tourism Australia)

## Corporate Sponsorship (continued)



Vizzy Lounge performers. Glenn Sten photo

With 2022 seeing the return of live events with no restrictions for the first time since 2019, VPS had to make some tough decisions about capacity limits and financial recovery from the pandemic years. This resulted in curating an event schedule that allowed the 2SLGBTQAI+ community to access multiple, sometimes smaller, spaces throughout the city to celebrate Pride week.

VPS continued to receive strong financial support from the West End BIA and Downtown Vancouver BIA despite having to scale down some events in their catchment areas.

Our Corporate Partners definitely saw the value of supporting in-person events and many were also in a position this year to increase sponsorship amounts. The Sponsorship Manager was also able to build relationships with several new partners.

This season the Sponsorship Manager secured more in-kind products and services than in previous years with an estimated value of \$110,135. Most of this came from the hospitality & travel industry who have not yet seen a return to pre-Covid cash flow but provided in-kind services. The largest investments in this sector came from Fairmont Hotels which was high enough to be featured as a

Bronze sponsor and hosted the Posh Ball. Holiday Inn & Suites on Howe provided free meeting rooms to host volunteer training and parade orientations. Air Canada and Tourism Australia teamed up at Sunset Beach Festival to promote Sydney World Pride in 2023. Air Canada also provided VPS with over \$22,000

of flight credits which allowed us to fly in performers and judges for Posh Ball. Other flight passes were used to fly the VPS team to Guadalajara for the InterPride conference (October 27-30).

The restaurant and food service industry continued to face challenges in 2022 with many owners focused on retaining staff. Moxies Restaurant on Davie was eager to host our post season Volunteer Appreciation party. On Tuesday, August 9, Moxies closed their restaurant and provided food and drinks for over 150 volunteers and VPS Board of Directors. As Bronze sponsor, CRAFT Beer Market at English Bay hosted the best parade viewing party in the West End. Over 250 guests and VIPs enjoyed the parade from 3 different levels. Kendall Gender from *RuPaul's Drag Race Canada* (season 2) and legendary local drag queen JoanE engaged with guests before heading outside to emcee the parade. The ticket price include a curated brunch plus mimosa and the team at CRAFT did an amazing job at creating a first class experience. ●



Glenn Sten photo



# Pride Publications

This season, we continued with the magazine style for our annual publication. VPS appointed Kaschelle Thiessen as editor to engage with the community and develop exclusive content. The 64-page *Pride Magazine* provided a strong voice for Queer and BIPOC writers, who submitted a diverse collection of poetry, short stories and historical observations. We provided free space for community event organizers and did our best to list as many events as possible. Our print run was 7,500 with over 20,000 impressions on the digital version. Volunteers and staff delivered magazines during the second week of July to retailers and community hubs in the Downtown, West End and Commercial Drive plus 100 magazines mailed across the country. 2022 marked the seventh year of our joint venture with Glacier Media who managed all advertising sales along with layout and design. To further the success of our annual publication, Glacier donated the time of their publisher and print manager.

Local and regional business owners were strong supporters of the publication which resulted in 50 paid advertising inserts plus 25 corporate sponsor ads (\$65,000 total revenue). After printing and other expenses, VPS received 20% of net revenue: \$7,343—a slight increase from last year (\$4,387) ●



## Cultivating queer sanctuary through trans cyber utopia

by Angelle Goldsby  
I first discovered my queerness showing poetry and drag basement parties with my friends. We accidentally started introducing drag, discovering the possibilities of diverse pronouns, changing our names, and falling in love with each other. We had cultivated a sanctuary of queer possibility. We did this all through partying, sharing our art, and dancing in our falling apart, old, moldy, and yet perfect basement suite. Right as the pandemic started in 2020, that basement burned down to the ground. In a freak accident, all of our memories, the sanctuary of community, and this physical hub where we had come to discover who we were—literally in flames and ash—emptied. Vanished. Poof.



Ocean (@Oceanphoto.photob)



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I guess I'm supposed to say something about phoenixes and the ways we rise... well, not quite. The pandemic had hit and so much of my queerness and transness was used to the nurturing of in-person queer relation. We were left without a home, and with restrictions on gathering, life coach, poet, and energy worker, Genouev Baker (@Intention.is.Everything) calls the queer yearning for being together, "The need for the medicines of queer in-person connection." This was extinguished from us. The pandemic replaced partying with zoom, authentic conversation with social media, and love poetry recitals with iPhone voice notes.

The first zoom event I put on was a graduation party where I had 100+ folks who would frequent our basement now on zoom. We were coming together to share poems, and celebrate our queer journey and graduation virtually. It was a different energy, but still we were together. We were OK. Perhaps?

For two years, we struggled, imagined, and believed something else could be possible.

I began to understand there is something inherently life-affirming about seeing queerness reflected back to me. I thought, if we can't gather in person, let's be innovative. Myself and a handful of people began the Transgender Expressions Haven—a cyber exploration of trans art, virtual art gallery and performance venue. Here two folks, Sol Cabins and Grimm (Sam Her-



People come out in more elaborate costumes. People show up earlier, people dance harder, people stay longer. People are really present now. Together Again 2022

# Media Partners

As this was the first post pandemic summer, some media outlets faced challenges hiring staff to attend events & festivals. Reduced staff also affected their ability to send reporters to the Pride Parade & Festival. During Pride month, a few interviews were done in-studio while most were phone-in. VPS worked with various media outlets to promote major events along with contest giveaways for a chance to win a Pride VIP experience. We negotiated \$336,250 in promotional campaigns including TV, radio and newspaper along with multiple online media outlets. That is a significant decrease due to a change in leadership in the VPS communications team. We are thankful for the generous campaigns provided by our Media Partners. ●

## MEDIA PARTNERS



# What's next?

With the on-boarding of additional staff, VPS has the capacity to create more programming and events outside our core season (July). Pride-365 programming will include some of the hottest events during the coldest season with our annual Vancouver Winter Pride Festival in February!

Join us for an outlandish dance party and drag show at the Unicorn Disco, celebrate Black History Month with Black Queer Poetry Slam, strut the runway at the Wintour Is Coming ball curated by Van Vogue Jam and more.

At the end of February 2022, VPS presented our bid to host Canada Pride in Vancouver during the National Fierete Canada Pride Conference. Our bid was successful and the team at VPS is already working on a robust schedule aligned with Pride week celebrations in July 2024. This will include a Human Rights conference along with other exciting events around Vancouver. ●



*Guest having fun dancing at Winter Pride. Lung Liu photo*

## RISK MITIGATION

VPS had plans to host its first Winter Pride Festival in February of 2022. Unfortunately an untimely wave of COVID struck the province and VPS re-evaluated our plans in late January. VPS shifted all of our indoor events to later dates; for example our Unicorn Ball moved to May and Thrive with Pride to June. We still produced two outdoor events in partnership with Vancouver Mural Fest in February, which had a full COVID safety plan and procedures in place.

By the summer, everything had opened back up and the season was able to resume as normal. VPS took precautions in our planning by scaling back some events and strongly encouraging mask wearing at all of our events. We also mandated that all accessibility areas were mask-required zones so folks had a space where they could feel safer during the events.

VPS made all efforts to accommodate staff and their comfortability by allowing them to work from home in a hybrid model and ensuring their accessibility needs were met.

VPS continues to utilize an incident reporting system and risk mitigation matrix. These are both reviewed by staff and planning strategies are implemented to future risks. ●



# 2022 Financial statement

See the VPS website for the full Financial Statements and Audit Report. Below is the Income and Expense Statement.

<b>REVENUE</b>	For the year ended August 31	<b>2022</b>	<b>2021</b>
Grants (Note 9)		\$443,715	\$247,203
Contributed materials and services (Note 8)		\$473,481	\$618,405
Partnerships		\$743,510	\$642,132
Event revenues		\$383,994	\$87,438
Canada Emergency Wage Subsidy		–	\$191,629
Canada Emergency Rent Subsidy		–	\$41,595
Donations		\$23,489	\$3,400
Amortization of deferred capital contributions (note 7)		\$11,667	\$11,667
Membership dues		\$3,678	\$1,639
Interest and other		\$2,680	\$827
		<b>\$2,086,214</b>	<b>\$1,845,935</b>
<b>DIRECT EXPENSES</b>			
Contributed services (Note 8)		\$455,685	\$606,405
Contributed materials (Note 8)		\$17,796	\$12,000
Events		\$670,645	\$310,557
Payment processing fees		\$385	\$3,666
Permit costs		\$81,445	\$3,533
Volunteers		\$11,838	\$4,711
		<b>\$1,237,794</b>	<b>\$940,872</b>
<b>OPERATING SURPLUS</b>		<b>\$848,420</b>	<b>\$905,063</b>
<b>GENERAL AND ADMINISTRATIVE EXPENSES</b>			
Advertising		\$51,906	\$69,939
Amortization		\$25,104	\$26,595
Community contributions		\$16,315	\$14,977
Legal, accounting and other professional		\$61,383	\$36,037
Office and miscellaneous		\$42,976	\$46,034
Outreach		\$17,090	\$13,088
Rent		\$83,352	\$80,108
Staff and contractors, wages and benefits		\$705,993	\$606,425
		<b>\$1,004,619</b>	<b>\$893,203</b>
<b>EXCESS (LOSS) OF REVENUE OVER EXPENSES</b>		<b>\$(156,199)</b>	<b>\$11,860</b>

# A special thank you to our 2022 Pride Season sponsors

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