



VANCOUVER
PRIDE
SOCIETY

Vancouver Pride Society **Annual Report 2017**



**Minuteman
Press**
The First & Last Step In Printing.

Annual Report printing kindly donated by
Minuteman Press, 1348 Burrard Street, 604-685-0016

MY PRIDE

What's your Pride?

Vancouver Pride Society recognizes that for each individual, Pride week can be a very unique personal experience with both celebratory and deeply emotional components. Our theme for 2017 was **"My Pride"** with the tagline **"What's your Pride?"**

Throughout the fall of 2016 and winter 2017, we heard from many community groups about their concerns. We embarked on a process of community consultation with a commitment to work with groups and individuals so they could feel comfortable at our events. Through community consultation dialogues and survey results, VPS was able to collect **My Pride** stories from community members through social media, mini on-the-spot interviews and photos, as well as our digital Pride Living Library.

WELCOME

Dear Vancouver Pride Society Members,

We are so honoured to, once again, have been able to celebrate Pride on the traditional invested territory of the Musqueam, Squamish and Tsleil-Waututh First Nations.

And what a wonderful celebration it was!

Vancouver Pride 2017 was able to bring together so many people to celebrate how far we have come, and remind us of how much farther we have to go.

We celebrated Pride's unique meaning for each and every person. Our theme, **"My Pride,"** highlights the individual stories that make Pride such an important celebration.

While the conversations around police participation in Pride were challenging, they were important conversations to have. We are proud of our staff team for facilitating those conversations.

Vancouver Pride 2018 will no doubt come with many more reasons to celebrate, and other issues that continue to deserve our attention. We look forward to that challenge.

Charmaine de Silva & Michelle Fortin
Co-Chairs, Vancouver Pride Society



2017 Board and Staff

BOARD

Charmaine de Silva - Co-Chair
Michelle Fortin - Co-Chair
Darius Maze - Treasurer
John Whistler - Secretary
Alan Jernigan - Director
Azza Rojbi - Director
Catherine Jenkins - Director
Nicola Spurling - Director

STAFF

Andrea Arnot - Co-executive Director
Kieran Burgess - Co-executive Director
Josephine Gray - Exhibitor Services Coordinator
Glenn Stensrud - Partnerships Coordinator
Kaschelle Thiessen - Community Partnerships Coordinator
Alicea Praeker - Volunteer Coordinator
Madison Holding - Event Coordinator
Daniyah Shamsi - Event Coordinator
Dasha Cotic-Ehn - Event Coordinator
Laura Melczer - Communications Intern

Photo Credit: Ziyang Zhang, Javier Otárola and Shannon RD Miller (front cover)

VOLUNTEERS

The Vancouver Pride Society wants to thank VOLUNTEERS for their amazing support, generosity, and kindness this Pride season. We could not have put on the extent of our 2017 events without the time and dedication from these folks.

Volunteers are a valued part of the Pride team, offering their time and expertise assisting with roles such as event hosts, green team, volunteer care crew and parade ambassadors. We had approximately 300 volunteers throughout the season; in return the VPS offered fun, food, swag and an appreciation party at MILESTONES on Cambie. We rely heavily on our volunteers to make the events the best they can be and want to thank volunteers from the bottom of our hearts.

“ I have lived in Vancouver since 2005 and attended many pride parades. This year I passed my citizenship test and wanted to show my appreciation for Canada and its values by volunteering with this group that has meant so much to me over the years.
—Anonymous volunteer

To learn more about volunteering with VPS, visit our website at www.vancouverpride.ca



ACCESSIBILITY AND INCLUSION



“ Thank you for making inclusion a priority!

A participant in our community consultation process helped us re-frame the conversation away from events that are strictly “accessible” and towards events that are inclusive. In addition to continuing many of our long standing programs, VPS added several initiatives in 2017 aimed at working towards inclusion while increasing accessibility.

Our StandOUT! Awards became a relaxed performance space for the first time this year, and we added a Chill-Zone to our Davie Street Festival. This year we actively worked to curate performers with differing abilities across our stages and increased visibility of disabled queer performers. We worked with QueerASL to create an ASL-English video promo of our events to distribute online, and to prioritize the hiring of independent, trans and queer ASL interpreters. We also introduced the new Beach and Broughton Accessible Parade Viewing Area which contained additional space, multiple seating options, and adjacent parking for friends and family.

SEASON HIGHLIGHTS

39th Annual Pride Parade

The 2017 Vancouver Pride Parade had 137 entries which consisted of 70 non profit and community groups, 16 unions and public service organizations and 51 businesses.

In the end of season survey sent out to parade entrants, 94% were satisfied with the organization of the parade, 97% found the parade safety briefings and staff helpful, and 100% said they would participate in the parade again in the future.

Highlights this year included celebrity appearances such as cast members from TV shows Sense 8, Riverdale, and Arrow, as well as from the Federal Defence Minister Harjit Sajjan. The crowd also went wild for Kiss Radio's KISS cam, and Last Door Recovery's Starship Enterprise float.



2017 Grand Marshals

CARRIE SERWETNYK - Carrie is the first female to be featured in the Canadian Soccer Hall of Fame, and the founder of Equal Play, a non-profit organization which runs the Girls Leadership World Cup Project.

THE WILSON FAMILY (TRU, MICHELLE, GARFIELD, JUDE, AND JASLYN) - The Wilsons filed a human rights complaint (and won) against Catholic Independent Schools of the Vancouver Archdiocese when they would not support Tru's gender identity.

FRASER DOKE - Fraser was nominated posthumously by loved ones. Fraser was a long term McLaren Housing Society program participant, a founding member of the Gay and Grey seniors group, formerly a Raise the Rates chair, and a board member/ volunteer of Positive Living BC and the Vancouver Pride Society.



StandOUT! Awards at the Roundhouse



The StandOUT! Awards, previously the Legacy Awards, celebrated outstanding individuals who have made positive and meaningful contributions to the LGBTQ2+ community.

Working to address challenges that face our community, these nominees have created and supported initiatives that help to make our communities safer and more inclusive for LGBTQ2+ folks. This year the VPS teamed up with Milestones and Queer Arts Festival to create a night that the community would not soon forget.

The annual Queer Arts Festival was in full swing with its UnSettled theme featuring two-spirit artists. Other highlights included Daily Hive's Zain Meghji as host, canapes by Celebrity Chef Jack Demers, a Down Ceremony presented by the Greater Vancouver Native Cultural Society, and speeches from the award recipients.

SEASON HIGHLIGHTS

Prance on the Pier at Lonsdale Quay

This year we introduced Prance on the Pier in partnership with the City of North Vancouver, an event tailored to LGBTQ2+ youth, and people who live on the North Shore.

The event featured local community groups, drag performances, food trucks and more. The event received an extremely positive response from the community and will be even bigger and better in 2018.



Pride Festival at Sunset Beach

This sizeable event grows every year, this time with beer garden capacity expanding to 1,500, and the addition of a Community Zone to the far west of the site. The Community Zone (13 partner organizations provided with new donated space), Family Picnic Zone (family-orientated activities and food trucks), Main Stage & Vendor Village, and Beer Garden made for quite a sprawling venue to explore.

With the relocation of parade accessibility seating to the Jervis cross street, the demand on accessibility parking, and the high number of food vendors, the western section of the event site has never been so busy. Contracted traffic management ensured smooth operations in these areas while entertainment, (29 performances from local musicians and drag performers), kept the celebrations going well after the parade concluded.



East Side Pride at Grandview Park

This small scale, east-side community gathering hosted 34 local organizations, a record number for this event. Family-friendly activities were offered throughout the day, including the always popular Parachute Game and a Salsa dancing lesson.

Leveraging the city parking spaces on Commercial Drive, the VPS was able to offer more food trucks which has historically been a challenge due to site limitations.

The event hosted 18 performances including 6 drag performers, a First Nations blessing ceremony and emcee Tonye Aganaba.

“Amazing line up—best yet! Loved that you booked a queer disabled WOC to emcee. Great visibility, great vibe!”
—2017 East Side Pride survey respondent



Davie Street Party in Davie Village

The Davie Street dance party was filled to capacity once again with revelers enjoying 2 sound stages, a chill zone with live music, Fido's Silent Disco, drag performers extraordinaire, roving performers, interactive art installations, vendors, food and fun.

Producer Lana Wachowski and some of the cast members from the Netflix hit show, Sense8, did a meet and greet. Fans lined up by the hundreds to have their photos taken with them.

This event has a short run-way for setup and many moving parts, making it one of the most challenging events that VPS produces. We really appreciate all of our partners and volunteers who help to make this party happen.

The interactive art installations in the Jim Deva Plaza, during the event, were appreciated and photographed by thousands.

SEASON HIGHLIGHTS



Pride Gateway at Jim Deva Plaza

Vancouver Pride Society staff set up camp in the Jim Deva Plaza for the duration of Pride week. They handed out Pride Guides, event cards, educated the public about the LGBTQ2+ community with an interactive game and encouraged passers-by to engage with the exciting interactive art installations.

People enjoyed (and selfied with!) the Life Size Lite Bright, Let it Reign Cloud Swing, giant LED Rainbow Phoenix Rainbow and voice activated Pride Obelisk sponsored by Fido.



Terry Wallace Memorial Breakfast

The annual Terry Wallace Memorial pancake breakfast, held in the Jim Deva Plaza, was bustling and busy this year. Participants enjoyed a delicious, by-donation breakfast, provided and served by cheerful staff from Independent Grocer. We had guest pancake flipper, Randy Boissonnault, MP and Special Advisor to the Prime Minister on LGBTQ2+ Issues, greet community members. Entertainment was provided by renowned jazz guitarist, Henry Young and Roundhouse Radio.

Pride Sports Day and Pride Run & Walk at Second Beach



After a scaled down version of Picnic in the Park in 2016, Pride Sports Day at Second Beach was a hit - even in the misty rain. Vancouver Canucks, BC Lions and Vancouver Whitecaps FC participated alongside many local LGBTQ2+ sports leagues. Kids and adults alike were invited to join in on a variety of games including ultimate frisbee, mini soccer matches, ping pong, curling, and volleyball.

To start the day, VPS partnered once again with the Vancouver Frontrunners to raise funds for the LOUD Business Association Pride Youth Scholarships.



Downtown Pride Premiere at Robson Square

We experimented with holding our annual Pride Premiere event in Robson Square. This event was designed as a "Queer 101" pop-up party. LGBTQ2+ serving community groups provided educational information to tourists, downtown shoppers and passers by. The public enjoyed interacting with the "Let it Reign" cloud swing, the pink "Love Bus" ball pit, misting station and giant 2 story LED rainbow. Roving performers and drag performers rounded out the experience.

EXTRA INITIATIVES

Bi-sexual invisibility is an issue that cropped up during our VPS 2016 Community Consultations. In response to this, we were pleased to sponsor Katie Sly to produce a Bi Cabaret at the Fox Theatre.

VPS presence at the Vancouver Canucks Pride Game was a huge success. Over 100 groups of fans paused to pose with Conni Smudge and engage with VPS staff and volunteers. The rainbow warm-up jerseys were absolutely fabulous.

Staff and volunteers were excited to present our winter fundraiser, the Unicorn Ball, at the Imperial. All proceeds from this event provided bursaries for community groups to participate in Vancouver Pride events or to host their own. Participants really brought it with costumes and enthusiasm.

This year we expanded our programming to include an entire week of Pride events. We kicked off Pride Week on Monday with a Mary Poppins Pride Night with Theatre Under The Stars. Tuesday followed with a sing-a-long screening of Beauty and The Beast at Second Beach with Evo's Fresh Air Cinema. Wednesday we premiered our first event on the North Shore, Prance On The Pier, an all ages dance event which had crowds grooving until 10pm at the Shipyards. Thursday VPS partnered with the Canadian International Council, Rainbow Refugee and Rainbow Railroad to host an LGBTQ2+ Refugee panel. It was a packed house at the SFU Centre for Dialogue. When Friday and the Davie Street Festival arrived, we had already delivered a pride packed week of diverse, family-friendly events.

Living Library

When we tell our stories, we are humanized by those not like us, we chronicle our histories, we own our experiences, and through this process, we give others the permission to be themselves.

"This was an incredible experience, and I am so grateful to all the participants who shared their stories."

Modeled after the Living Library Project, our Pride Living Library brought to life stories from our communities to educate, to illuminate, and empower. Participants worked with actor, director and filmmaker Ana Maria Carrizales to craft their stories. Filmmaker, Gregory



Brown, captured and edited eight stories on film and VPS displayed them at kiosks at our 2017 events.

Partnered Events

The VPS was proud to partner with the following events through logistical support, volunteers, marketing and/or financial support.

- Untoxicated Dance
- Dyke March and Festival
- Pride Proclamation
- Pride Premiere
- Queer Prom
- Bi-Cabaret
- Fresh Air Cinema – Pride Movie in the Park
- Aging With Pride
- LGBTQ2+ Immigration Panel
- Trans and Genderqueer March
- Prance on the Pier
- Pride Night with Theatre Under the Stars
- Canucks Pride Game
- BC Lions Pride Game
- Whitecaps Pride Game

Green Events

VPS strives to continue greening our events. We expanded the Bike Valet space available at Sunset Beach and offered bike valet services at Pride Sports Day and along the Parade route.

We were able to utilize even more silent Portable Electric batteries thus eliminating noisy gas generators.

Our enthusiastic “green team” of volunteers worked at every event to ensure we left event sites in great condition.

COMMUNITY PARTNERS

“ Getting on board with VPS, at long last! All components of working with you folks has been tremendous and we look forward to continuing it for years to come!

Through our Community Partnership Program, we lower barriers for community organizations to attend our events, and support the initiatives they are doing to support the local community. We were proud to partner with thirty community partners, sixteen of whom were new in 2017!

From Vancouver Communities in Solidarity with Cuba leading delighted dancers in Salsa lessons to the Asexual Visibility and Education Network raising awareness about folks on the Ace Spectrum to Last Door Recovery Centre hosting an outdoor sober lounge complete with DJs at the Davie Street Festival, our partnerships are mutually beneficial relationships which serve to enrich, educate, and support, our LGBTQAI2S+communities.

We know that we can't be everything to everyone; this



is why we were proud to support eleven community events and marches in 2017. By providing our community partners with funding, insurance, staff support, volunteers, equipment loans, and advertising, we are able to share our resources with those who serve our communities in ways that we can not.

The Vancouver Pride Society would like to thank their 2017 Community Partners

- 2SQTILGBIPOC Pride
- BC Centre For Disease Control
- BOLDfest
- Consent Crew
- The Frank Theatre Company
- Gordon Neighborhood House
- Greater Vancouver Native Cultural Two-Spirit Society
- Karmik
- Last Door Recovery Centre For Men
- Music Heals
- PFLAG
- QMUNITY
- Queer Arts Festival
- Queer, Trans and Two Spirit Adult Upgrading
- Rainbow Refugee Society
- Rain City Ultimate Club
- Reconciliation Canada
- Safeway
- Sher Vancouver
- Sisters Of Perpetual Indulgence
- Theatre Under The Stars
- The Switch
- Together We Can
- Vancouver Board of Parks and Rec - Trans Inclusion Strategy
- Vancouver Communities in Solidarity With Cuba
- Vancouver Dyke March
- Velveteen Vintage
- VocalEye
- Young Ideas
- Whistler Pride

OUTREACH COMMITTEE

This year the Outreach committee focused on support, education and promotion while travelling to Pride celebrations outside of Vancouver. The committee and volunteers attended the following Pride celebrations:

Whistler: Jan 28, 2017

Puerto Vallarta Pride: May 23-30, 2017

Nanaimo Pride: June 10, 2017

Quesnel Pride: June 17-18, 2017

Fort St. John: June 17-18, 2017

Surrey Pride: June 25, 2017

Prince George Pride: July 7-9, 2017

Bellingham Pride: July 9, 2017

Fraser Valley Pride: July 15, 2017

Okanagan Pride: Aug 18-20, 2017

New Westminster Pride: Aug 19, 2017

Central Island Pride: Aug 26-27, 2017

Kootenay Pride: Sept 1-4, 2017

Salt Spring Pride: Sept 9-10, 2017



PRIDE PUBLICATIONS

Vancouver Pride joint ventured with Westender newspaper and Glacier Media to publish the Official Pride Guide. Lower advertising sales resulted in a reduced page count, however; we still maintained a strong level of editorial content. Vancouver Pride's in-house team developed all the features and event listings and reached out to community partners to provide queer focused stories. The Westender provided graphic design and layout services along with an experienced advertising sales team. VPS received \$7,300 for the publishing rights.

Our media partner Metro News published an expanded Pride edition which was released on July 28th. Metro provided a writer/reporter who worked extensively with the VPS team to develop content. The Pride feature was designed as a pull-out section with rainbow page header, event listings & site maps. Metro's July 28th edition received one of the highest weekend pick-up rates of the year. We also collaborated with a new media partner, North Shore News, to produce a pride feature and promotion campaign for Prance on the Pier.



PRIDE YOUTH SCHOLARSHIPS



Pride Youth Scholarships serves to reward individuals for their contributions and leadership in the LGBTQ2+ community. Since 2015 VPS has partnered with LOUD Business to encourage youth to create safe spaces and promote queer inclusion and rights.

VPS honored three outstanding individuals during the StandOUT awards on June 24th at the Roundhouse Community Centre Theatre. LOUD Board member, Graeme Boyd, acknowledged the work of Venessa Tufts, Elisse Merchassaults and Sylvia Machat. We are incredibly proud of this years recipients and each was rewarded with a \$2000 grant funded by the VPS.

Vancouver Pride works with business owners and corporate donors to host events, so we can continue funding scholarships. Milestones hosted two fundraising events at their restaurant in July and August raising \$1000. We also joint venture with community partners including Vancouver Frontrunner's who donate a portion of registration fees from the annual Pride Run & Walk which raised \$6352.47.



CORPORATE PARTNERSHIPS

Over the past five seasons, VPS has focused on creating custom programs for our signature partners.

This continues to be a successful approach which has resulted in a steady increase of corporate contributors. Revenue from our corporate portfolio has improved by over 60% resulting in \$1,719,921 the past five years.

2013 Partnership revenue	\$285,185
2014 Partnership revenue	\$323,300
2015 Partnership revenue	\$290,233
2016 Partnership revenue	\$377,500
2017 Partnership revenue	\$448,508

Securing long term investments is vital to the success of Vancouver Pride. Rather than negotiating annually with over 30 corporate partners; Gold - Platinum & Presenting partners are structured as multi-year agreements. This strategy ensures Vancouver Pride as an annual corporate expense and allows us to schedule pre-season payment. These contracts have improved the Society's renewal baseline and in some cases, include a yearly rate increase. Vancouver Pride has also negotiated an early season payment from our presenting partner for 2018.

The Partnership Coordinator established a new Premium Vendor program for advertising agencies. This program allowed us to tailor the investment for agencies who represent national brands but do not want to be an official partner. Our first year of negotiating Premium Vendor programs resulted in \$24,800 in revenue.

2018 committed renewals	\$224,000	(Q1 billables \$130,000)
2018 projected renewals:	\$175,000	(Partners who renewed the past 5 seasons)

2017 FINANCIALS

Revenue	2017	2016
Contributed materials and services	\$517,823	\$517,540
Event revenues and grants	\$887,040	\$816,836
Partnerships	\$143,108	\$97,100
RFID wristband sales	\$19,145	-
Direct contributions	\$9,051	\$21,431
Membership dues	\$4,874	\$4,862
Interest and other	\$151	\$100
Operating grant	-	\$2,700
Other income	-	\$2,494
	\$1,581,192	\$1,463,263

Direct Expenses		
Contributed services	\$503,920	\$484,640
Events	\$659,080	\$418,544
Transactions	\$36,639	\$19,241
Permit costs	\$19,046	\$14,000
Volunteers	\$15,977	\$8,261
Contributed materials	\$13,903	\$33,100
Printing costs	\$13,736	\$17,256
	\$1,262,301	\$995,042

Operating Surplus	\$318,891	\$468,221
--------------------------	------------------	------------------

General and Administrative Expenses		
Staff and contractors, wages and benefits	\$332,562	\$260,941
Office and miscellaneous	\$67,735	\$48,602
Travel	\$47,010	\$23,240
Advertising	\$37,197	\$7,267
Rent	\$35,646	\$38,370
Legal, accounting and other professional	\$31,826	\$33,625
Amortization	\$4,623	\$5,822
Loss on disposal of assets	\$918	-
	\$557,517	\$417,867

Excess (deficiency) of Revenue over Expenses	(\$238,626)	\$50,354
---	--------------------	-----------------

A SPECIAL THANK YOU TO THE VANCOUVER PRIDE 2017 PARTNERS

PRESENTING PARTNER



PLATINUM PARTNER



GOVERNMENT PARTNERS



GOLD PARTNERS



SILVER PARTNERS



BRONZE PARTNERS



PREMIER MEDIA PARTNERS



RAINBOW PARTNERS



MEDIA PARTNERS



FUNDRAISING PARTNERS



VOLUNTEER PARTNERS

OFFICIAL SUPPLIERS

Aardvark Armadillo Tents

Super Save

Tuck Entertainment

Showmax

Connect Cash

On the Rocks

Minuteman

St John Ambulance

Genesis Security

Phoenix Tent Rentals

Edgeceptional Catering

ANNUAL REPORT PRINTING KINDLY DONATED BY



Minuteman Press

1348 Burrard Street • 604-685-0016 • dtvancouver@minutemanpress.com