Vancouver Pride Society
2019 Annual Report
What makes a moment?

In 1967, Everett Klippert was declared a dangerous sexual offender and sentenced to indefinite detention—life in prison—for consensual homosexual acts, otherwise known as gross indecency, sparking a national conversation.

This year, as people across the country recognize the 50th Anniversary of the passing of Bill C-150, the Criminal Law Amendment Act, we ask ourselves what makes a moment? Do we focus on a single snapshot in time, or the innumerable collective actions made by many which allowed progress to occur? For that matter, was Bill C-150 progress?

On August 28, 1971, during the We Demand demonstrations, activists on Parliament Hill in Ottawa and in front of the Vancouver Court House read out a list of 10 demands. Amidst ending legal discrimination against lesbians and gays, these demands sought to address the limits of Bill C-150. While We Demand was the first national demonstration by LGBTQ2+ communities, it was not the last. What has followed from the 1969 Criminal Law Amendment Act has been 50 years of fighting.

Progress is not a singular event, but the story of our collective dreams, actions and battles for liberation across time. As we recognize the 50th Anniversary of partial decriminalization, we invite you to consider the obstacles, opportunities, and possibilities that radiated out from that historical moment. As we recognize the monumental gains won in the last half century, we are reminded that it has been 50 years and we are still here. Fighting.

294 dedicated and passionate volunteers gave... 2,584 hours of their time to make Vancouver Pride 2019 happen.

Volunteers are needed for the upcoming season. Please contact volunteercoordinator@vancouverpride.ca

In 2019...

Volunteers

BOARD AND STAFF

BOARD
Charmaine de Silva – Co-Chair
Michelle Fortin – Co-Chair
Darius Mace – Treasurer
John Whittier – Secretary
Alan Jernigan – Director

STAFF
Josephine Gray – Exhibitor Services Coordinator
Glenn Stensrud – Partnership Coordinator
Nadine Hajjaj – Event Coordinator
Sadie Livingshorne – Event Coordinator
Daniella Pettenon – Volunteer Coordinator
Evergreen Park – Talent Coordinator
Nadine Hajjaj – Event Support Team

9,797 PLANNING HOURS!

Andrea Arnot – Executive Director
Alicia Prawer – Managing Director
Kaschelle Thiessen – Communications Manager
Madison Hidding – Events Manager
Sonnie Carter – Community Partnerships and UTBPOC Outreach Coordinator

WELCOME

50 years and still fighting!

This past year we celebrated a milestone in our community while still calling out the work to be done. While many organizations were focused on the 50th Anniversary of Stonewall, VPS was reflecting on the onerous legislation from June 1969, that criminalized gay sex along with some other social justice rights and freedoms like contraception. We wanted to hold up the work done by our elders and comment on the limitations and barriers experienced by trans folks, Indigenous folks and people of colour in our community.

As a board of directors, we have had the privilege of receiving feedback from our diverse community through intentional community engagement, social media and direct criticism. The engagement of a staff person focused and dedicated to stronger engagement and visibility for the Black, Indigenous, People of Colour (BIPoC) in our diverse community. This much needed addition to the VPS team is intended to help us understand opportunities, create safer spaces and be more accountable.

This past season saw a successful UTBPOC specific organized and delivered event—hopefully, the first of many. Vancouver Pride Society was honoured to have Musqueam, Squamish and Tsimshian-Watuth host nations participate in the Pride Parade and to continue our long-standing relationship with the Greater Vancouver Native Cultural Society.

This past year we were pleased to be one of three cities in the country that was granted federal funds to support the work of pride across Canada. As a board, we see this as an opportunity as well as a responsibility. We invested time and energy in strategic planning with senior staff that allowed us to increase the number of events over the pride season, as well as, plans for pride activations throughout the year.

We would like to express our thanks to Andrea Arnot, our incredible Executive Director and her amazing team of regular and contract staff for their commitment to the organization. To the volunteers who are the heart of the organization, thank you! And lastly, to our fellow board members, we are so grateful for your dedication to the mission of VPS and willingness to have uncomfortable conversations.

Volunteers needed for upcoming season.
In 2018, VPS introduced a sensory tent at the Sunset Beach Festival so attendees at the event could access their services. Accessibility Audit Since 2016, VPS has been focusing on greatly expanding accessibility services while creating a more inclusive experience for more members of their communities. Feedback from the community consultations has directly impacted the accessibility planning, including the addition of beaches along the parade route, hiring disabled performers and including sensory friendly areas at events. In order to further respond to the needs of community, VPS hired Citizens for Accessible Neighbourhoods (CAN) to conduct an accessibility audit of all of their major events this year. Thanks to funding provided by the Western Economic Development Fund, VPS was able to have an audit conducted at East Side Pride, Picnic in the Park, Pride Outside, East Village Promenade, Terry Wallas Memorial Breakfast, Sunset Beach Festival and the Pride Parade. An audit will be conducted at the Uninc Bar in February, 2020.

CAN was chosen due to their commitment to providing feedback from lived experience, extensive experience in auditing dynamic environments, and their ability to educate and train VPS staff and volunteers. In addition to auditing seven events, CAN provided consulting services as VPS planned enhanced accessibility services in 2019. VPS looks forward to receiving staff training on disability justice and accessible event planning, volunteer training materials and policy and practice suggestions for long term planning.

In 2019, VPS is proud to have built a partnership with DJ-duo and producer of the event, and the pride parade is called “QTBIPOC PRIDE” (Queer/Trans/2 Spirit People who are also Black/Indigenous/People of Colour). VPS is committed to listening and working with all of our communities in order to make institutional changes to better serve the array of people they strive to include. VPS recognizes that Pride organizations have historically and contemporaneously silenced, left out and marginalized members of their communities. Since 2016, in an attempt to begin addressing these issues, VPS has engaged in a public community consultation process; this began with a general consultation which collected feedback from those further marginalized within broader LGBTQ2S+ communities.

In 2019, VPS launched a QTBIPOC-centric consultation as a continuation of this process. Prioritizing the voices of QTBIPOC and other communities who are also Black/Indigenous/People of Colour (QTBIPOC), this consultation sought to give racialized members of the community platforms to share what meaningful inclusion looks like; through an anonymous online survey, individual in-person meetings with community members and groups, phone calls, e-mails, and a QTBIPOC-only consultation, VPS heard from the QTBIPOC community members about how the organization can continue to work on creating events that are safer, more approachable, and expansive of what it means to celebrate pride.

Across every medium, VPS consistently heard that “BIPOC [need to be] represented at the forefront of an inclusive, diverse, and authentic narrative” and that: “sometimes meaningful inclusion requires more privileged groups to give up their spaces, visibility and platforms.” Based on this feedback, VPS is committed to prioritizing the hiring of QTBIPOC talent on stages and are increasing QTBIPOC visibility in media presence.

Additionally, consultation participants asked VPS to support QTBIPOC event organizers by uplifting their events through financial support and resources. Community groups and organizers who are creating events can apply to VPS for funding to support the work they are doing. In 2019, VPS is proud to have built a partnership with DJ-duo and community organizers Judah Kong and Mohammed Ibrahim, collectively known as Mango Sweet, to create the first QTBIPOC-centred event during Pride Week. The event was well attended and VPS paid 29 QTBIPOC individuals for their work—a total of $10,392 going directly to QTBIPOC artists, performers, DJs and event crew.

VPS is committed to being a leader in transforming the Pride experience for all QTBIPOC by ensuring that the organization is a place of inclusion and expansive of what it means to celebrate pride. In 2019, VPS was able to continue providing shaded seating areas at festivals, ASL-English interpretation at event sites, and live description of the Pride Parade for those with vision loss. In response to community feedback, VPS doubled the capacity of the two Accessible Parade Viewing Areas this year to ensure more attendees could enjoy the parade.

New in 2019
Funded by

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The 41st annual Vancouver Pride Parade had approximately 130 entries this year, and included special guests—Prime Minister Justin Trudeau, NDP leader Jagmeet Singh and Green Party leader Elizabeth May marching together.

In the end of season survey sent out to parade entrants, 24% were new entries, and 38% were LGBTQ2AIS+ serving organizations, community groups and non-profits. 100% said they would participate in the parade again in the future.

Orene Askew aka DJ O Show is a Two-Spirit activist, DJ, inspirational speaker and one of the youngest elected members and Spokesperson for the Squamish Nation Council. As an inspirational speaker, Orene inspires drive and ambition in all generations. DJ O Show has explored many genres of music but remains true to her love for hip hop and R&B, incorporating beats that ensure you will never want to leave the dance floor. DJ O Show proves time and time again that “Diversity Makes Beautiful Music.”

Canadian Indigenous Artista Idris Hudson’s passionate work over three decades has touched the hearts of peers in communities of harm reduction, community empowerment, and luxury hospitality. As a TEDx speaker, Idris’s heartwarming and personal talk “Consciousness is Irreversible,” Idris encouraged participants to build dialogue with homeless citizens to clearly understand how to be helpful. Idris evokes powerful emotions through music, and has built memorable sets for artists, fashion designers and celebrities. Idris is a founding supporter of Untoxicated, a substance-free dance party that furthers the message that addiction recovery is LIVING! Founded by Zoée Montpetit after they witnessed regular inaccessibility in queer spaces, Queer ASL offers an accessible, affordable and safer space for folks to learn ASL. Queer ASL, taught by a group of Deaf queer instructors, builds bridges by increasing communication access for Deaf and hard of hearing folks in Vancouver queer communities. Marginalized students are able to recognize and relate to the shared aspects in Deaf culture and the history of ASL, and in turn relate to and feel motivated by a sense of solidarity with Deaf communities.

The annual party at the end of the parade route featured an outdoor licensed area, 3 stages, bustling vendor market and a food truck village where attendees could refuel between watching the floats and hitting the dance floor. Highlights included headlining international drag superstars Eureka O’Hara and Shuga Cain on the TD main stage. Event enhancements this year included 2 new water wagons, free phone charging lounges, and funky new merch items to collect, such as Pride fan brush body paints. At just a stone’s throw from the beach, Pride Festival 2019 kept attendees celebrating all afternoon.

The annual Terry Wallace Memorial Breakfast was once again held in the heart of Davie Village. Attendees enjoyed a delicious, by-donation breakfast, provided and served by cheerful staff from Independent Grocer. New this year, participants could visit the kombucha bar to taste different flavours. Entertainment was provided by renowned jazz guitarist, Henry Young and cooking equipment was kindly donated by the SuperSave Group. This event raised $2,051 to be used for future VPS events.

East Side Pride at Grandview Park
A community favourite, East Side Pride 2019 offered a full day of free entertainment, market area and an outdoor barbeque to celebrate the beginning of the summer season. Highlights included drag story-time and book signing with author Carol Thompson Gardner. Carol’s heart-warming new picture book Lily Loves Beards features a young girl who experiments with gender expression. Entertainment highlights include local bands Gusun and Panther Panther, while Saige Community Foodbank dished out tasty hot dogs and snack packs by donation.

Comments taken from the end of season survey sent out to parade entrants and participants:

“This was the most positive parade experience we’ve ever had! What a delightful and joyful event—thank you.” —Parade participant

“It was absolutely amazing. We made the trip from the west Kootenays just to attend the parade with our kids. We all loved it so much and can not wait to attend again!” —Parade attendee

“Very well organized, lots of great floats, one of the best I’ve attended!” —Parade attendee

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Season Highlights

Picnic in the Park at Second Beach

VPS partnered with the Vancouver Frontrunners to raise funds for the LOUD Business Association Pride Youth Scholarships. The Pride Run & Walk started off the day early, with participants raising $8,747.41 towards the scholarships and $9,033.41 towards Out in Schools. Picnic in the Park returned to its roots this year with classic activities such as a Teddy Bear Picnic, watermelon eating contest, tug-o-war, and drag race. Other activities included a voguing workshop, storytime, yoga class, volleyball, ultimate frisbee, salsa lessons, and curling.

Event partners

Pride Premiere at šxʷə̓nəq Xwtl’ə7enk Square

Pride Premiere in 2019 was bigger and better than ever before! Robson Square had its own stage that featured a drag showcase with Tuck Entertainment, and a voguing lesson, as well as, many talented individual performers. Participants were able to visit a queer community group, get their face painted, enjoy food trucks and vendors, as well as, engage with an HFour interactive light up art piece called Teta Velo. KiSS FM took over a portion of the space for their KiSS corner, where they had a photobooth, music BINGO and many prizes for people to win.

At šxʷə̓nəq Xwtl’ə7enk Square, attendees were able to experience the exciting FIDO Main Stage (hosted by Public Disco), a 19+ zone and vendor market area, along with a free sparkle station, hula hoop zone, music performances, drag performers, and a photobooth on wheels called the Shutterbuggy. The Budweiser Silent Disco returned once again allowing listeners to choose their favorite DJ to dance to on their headset.

Even though it rained this year at Pride Premiere, it didn’t bring Vancouver’s mood down. Everyone kept on dancing until the event was over at midnight.

Event partners

Pride at the Pier at Shipbuilders’ Square

Unofficially named “North Vancouver Pride”, Pride at the Pier was a resounding success once again! VPS worked closely with the City of North Vancouver and North Shore Pride Alliance to create an unforgettable evening for the LGBTQAI2S+ community. The evening included some new activities this year—a mini parade, table tennis, mobile ball pit bus, button making and catwalk competition. Performances included drag by Tuck Entertainment, West Vancouver Circus group, and local artists Marlee Walchuck and Patrick Masse.

VPS consulted with a committee of youth from GSAs in North Vancouver to get their input on planning this youth and family friendly event.

Event partners

Davie Village Promenade

After taking a year off to revamp, Davie Village Promenade was born. This three-day event held in the heart of Davie Village created a welcoming gathering spot for members of the queer community, allies, and visitors to Vancouver during Pride weekend. The Pride Patio licensed area provided an opportunity to people watch, have a drink with friends and experience some spectacular entertainment. Jim Deva Plaza was full to the brim of interactive art pieces designed to captivate attendees. A larger stage at Thurlow and Davie Streets, fire performances, a giant solar powered tricycle, circus performers, pink bus ball pit, family area and lounge spaces rounded out the event experience.

Event partners
Growing a following on social media enables VPS to reach a wider audience. This ensures more people learn about events and services while providing a greater reach for social advocacy campaigns. A larger web audience provides value to supporters, enabling VPS to obtain increased sponsorship spending. As our social media audience grows, VPS can further monetize these platforms while helping partners to connect in a genuine way with followers.

Through our bursary fund, VPS was able to support multiple community events and initiatives throughout Pride season and beyond. Some of the events we were able to financially support included:

- Dyke March
- Qmunity
- Aging With Pride
- The Transgender, Two-Spirit, Genderqueer, Intersex March
- Black Lives Matter’s March on Pride
- All Others Gathering at Ulluilsc
- The Coalition Against Trans Antagonism
- Mango Sweet—Hot Fruit QTBIPOC Dance
- 2sqtilgbipoc Alliance
- Saige Community Foodbank
- Delta Pride
- North Island Pride
- Pride Squamish
- Dawson City Pride

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

VPS continues to strive at greening events. Again this year, VPS offered bicycle valets at 2 locations at the Sunset Beach Festival, and at one location along the Parade route.

By utilizing the power of Portable Electric volt stacks to power the majority of events, VPS saved an estimated:

- 182 kg of carbon dioxide emissions
- 721 kWh of energy

This equates to:

- driving a car 876km
- powering an average household for 24 days straight.

New in 2019, the VPS offered water refill stations at three events - Pride Premiere, Picnic in the Park, and Sunset Beach Festival. They promoted this through communication channels and encouraged attendees to bring reusable water bottles with them.

VPS’ enthusiastic “green team” of volunteers worked at every event to ensure event sites were left in great condition.

In 2019...

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@VancouverPride
@VancouverPride
@VancouverPrideSociety

In 2019...

VPS partnered with the Vancouver Aquarium to deliver a scintillating under the sea Pride experience complete with drag performers, the sea and sea creatures.

Patrons of the VAS on Pride night were treated to “living library” talks from queer artists, an opportunity to drink wine and contribute to a giant paint-by-numbers. Love Me Bingo and exhibits by LGBTQAI2S+ artists. The team from Air Canada engaged with patrons throughout the evening.

Green Events

A green Portable Electric generator in the parade staging area with happy participants. Portable Electric photo

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2019 OFFICIAL PRIDE EVENTS AND PRIDE PARTNERED EVENTS

Nov 2-4, 2019  Lumiere Festival
Feb 2, 2019  Unicorn Ball
Mar 13, 2019  Canucks Everyone Can Play Pride Night
June 22, 2019  East Side Pride
July 21, 2019  Picnic in the Park / Pride Run & Walk
July 26, 2019  Pride Premiere
July 27, 2019  Hot Fruit, Big Sweat
July 29, 2019  Pride Proclamation
Theater Under the Stars Pride Night
July 30, 2019  Pride at the Pier
Fresh Air Cinema Pride Movie in the Park
August 1, 2019  Pride After Hours
at the Vancouver Aquarium
August 2, 2019  Pride Night at Vancouver Art Gallery
August 2-4, 2019  Davie Village Promenade
August 3, 2019  Terry Wallace Memorial Breakfast
August 4, 2019  41st Annual Pride Parade
Sunset Beach Festival
Unsolicited

COMMUNITY PARTNERS

We are so grateful that the VPS had the wisdom to create the Community Partner Program as it made it possible for us to take part. The Community Partner Program balances the need for the Pride society to raise funds from registration fees while ensuring that important and long standing LGBTQ+ organizations can still participate in the festival. We can’t say enough good things about this - thank you for making it possible for us to participate in Pride.
—Positive Living BC

Through the VPS Community Partnership Program, VPS has been able to reduce barriers for smaller organizations to attend events, and to support their annual community initiatives. VPS had a total of 30 Community Partners in 2019, 8 of whom were new in 2019. By providing community partners with funding, insurance, staff support, volunteers, equipment loans, and advertising, VPS is able to share resources with those who serve communities in ways that VPS can not.

• Dance in Transit
• Forbidden Vancouver
• Gordon Neighbourhood House
• Greater Vancouver Native Cultural Two-Spirit Society
• Karmik
• Kwantlen Polytechnic University
• Last Door Recovery Centre For Men
• Music Heals
• Out On Screen
• Out On The Streets
• PFLAG
• Pixy Pride
• Public Disco
• QMUNITY
• Queer Arts Festival
• Queer ASL
• Rainbow Refugee Society
• Rain City Ultimate Club
• Safeway
• Sher Vancouver
• Sisters of Perpetual Indulgence
• Squamish Nation
• Theatre Under The Stars
• Tsleil-Waututh Nation
• Together We Can
• Vancouver Acorn and Aros
• Vancouver Communities in Solidarity
• With Guts
• Vancouver Dyke March
• Velvetteen Vintage
• VocalEye
• West End Seniors Network

PRIDE YOUTH SCHOLARSHIPS

The Pride Youth Scholarships reward individuals for their contributions and leadership in LGBTQAI2S+ communities. The LOUD Business Association brings together community partners to recognize youth for their work in creating safe spaces and promoting queer inclusion and rights.

In May of this year, three outstanding individuals each received a $2,000 grant funded by the Vancouver Pride. The Society is incredibly proud of this year’s recipients and want to thank the LOUD Foundation Selection Committee. Congratulations to Karl Chen, Alyana Lalani, and Allison Ulrich.

Since 2014, the VPS has partnered with Vancouver FrontRunners to host the annual Pride Run Walk along with Picnic in the Park. The 13th Annual Pride Run & Walk was on July 21 and raised $17,780 from registration fees. Since again the beneficiaries included Out in Schools ($9,033) and the LOUD Foundation Pride Youth Scholarship Fund ($8,747). This annual event allows VPS to fund the scholarships.

CORPORATE PARTNERSHIPS

In addition to cash investments, the Society received $377,016 of in-kind product and services from corporate sponsors. This is a significant increase, most of which came from VPS’ newest partner Translink who provided 400 One Zone passes for volunteers. Subway kept volunteers strong by preparing and delivering sandwiches and snacks at official events. Returning partner, Air Canada, doubled the flight barter account which VPS used to send delegates to conferences and give away flight passes for pride season contests.

The Partnership Coordinator focused on securing multi-year contracts which resulted in 6 major partners renewing until 2021. This process took much longer than expected as most larger partners required a more detailed contract to align with changes to federal sponsorship guidelines.

TD – Presenting
Fido – Platinum
SoCIAL LITE Craft Cocktails – Gold
Stoli Vodka – Gold
Labato/Stanley Park Brewing – Silver
Hollyburn Properties – Bronze

These multi-year contracts will provide the society with a baseline income of $361,500 per year which is a significant increase considering the society’s entire partnership portfolio was valued at approximately $180,000 during its 2012 season.

VPS’ partnership with Translink resulted in a savings of $30,000 of in-kind transit services for Davie Village Promenade.
2019 FINANCIALS

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

REVENUE

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<tr>
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DIRECT EXPENSES

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OPERATING SURPLUS

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GENERAL AND ADMINISTRATIVE EXPENSES

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EXCESS OF REVENUE OVER EXPENSES

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<td>$120,864</td>
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# A Special Thank You to the Vancouver Pride 2019 Partners

## Presenting Partner
- **TD The Ready Commitment**
- **Canada**
- **British Columbia**
- **City of Vancouver**
- **TransLink**
- **Vancouver 2010**

## Supported By

### Platinum and Gold Partners
- fido
- Air Canada
- bubly
- durex
- Microsoft
- Social Sport
- Siodi

### Silver Partners
- Bud Light
- Dilawri
- downtown
- Stanley BC
- IHE

### Bronze Partners
- CUBS Kids
- evo
- Hollyburn Management
- HomeSense
- lyft
- Marshalls
- milestones
- Skip Dishes
- Subway
- Walmart
- Winners
- YVR

### Rainbow Partners
- Capilano University
- Luzia
- Clio
- EA
- Facebook
- Hoostsuite
- Independent
- CP Pacific Centre
- East of Vancouver
- YYoga

### Media Partners
- Global BC
- Kiss FM
- OUT
- StarMetro Vancouver
- Daily Hive
- Glacier Media Group
- Global News
- ROCK 97.3
- CFOX
- Citytv
- Q101
- Newstalk 1040
- TSN
- Vancouver Sun
- News1130
- V TV
- Home Culture
- ION TV

### Fundraising, Volunteer & Hotel Partners
- KPU
- Safeway
- freshpre
- Safeway

### Official Suppliers
- AArdvark Armadillo Tents
- AmFab
- BDO Canada LLP
- Bicycle Valet
- Canada Wide Communications
- Canucks Autism Network
- Cascade Tents and Event Rentals
- Citizens for Accessible Neighbourhoods
- Edge Catering
- Eduardo Ottolini–Davie Village Producer
- Genesis Security Group
- Glacier Media
- HFour Design Studio
- HQ Staffing Agency
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