

ANNUAL REPORT

2018 - 2019



PRIDE WINNIPEG FESTIVAL INC.

170 SCOTT STREET

WINNIPEG, MB R3L 0L3

ANNUAL REPORT 2018 - 2019

APPROVED BY BOARD OF DIRECTORS ON

NOVEMBER 14, 2019

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MESSAGE FROM THE PRESIDENT



The 2019 Pride Winnipeg Festival was another great success with record numbers at the festival & Parade, advocating and celebrating Winnipeg's gender, sexual, and relationship diverse community. With the huge success of the Kids Zone at the festival site, it shows the strong community we have and ensuring we have an area for the next generation of Pride Winnipeg.

We also launched our first ever Pride Guide App to ensure our commitment towards environmental sustainability and

accessibility.

As a 100% volunteer organization, we are honored and appreciative for the support from all our community partners, sponsors, volunteers and government leaders. Without the support from all of you we would not be able to produce such a successful and important Festival & Parade for our community.

This year's theme was Pride of Colour, was a pivotal point towards the festival's commitment of inclusion and celebrating diversity.

As I close out my first few months as President, I want to thank everyone for their support and guidance as I stepped into this role. I am so humble and honored to be in a role that so many other strong and successful individuals have sat in over the past many years.

While we have gained many successes over the years, we still have many more obstacles to overcome as a community and the best way that we can meet these obstacles is head on, as a united collective. As a community, we may not always



agree with one another on what issues need to be tackled first or how best to address them, however, if we work together and keep an open mind, there is no limit on what we can achieve. We are greater together than we are alone.

Sincerely,

A handwritten signature in black ink that reads "Barry Karlenzig". The signature is fluid and includes a long, sweeping underline.

Barry Karlenzig
He / Him
President
Pride Winnipeg Festival Inc.

ABOUT PRIDE WINNIPEG

OUR VISION

To live in a society in which all gender, sexual, and relationship diverse individuals can live their life without fear or oppression for being themselves.

OUR MISSION

Creating an annual festival that is reflective of our values, advocates for equality, and celebrates Winnipeg's gender, sexual, and relationship diverse communities.

OUR FOUNDATIONAL VALUES

Diversity, Inclusivity, Safe Spaces, Accessibility, and Sustainability.

THAT WAS THEN...

On August 2, 1987, about 250 people marched in Winnipeg's first Pride Day. It was a brave step – a tentative venture out of a dark closet that for too long confined the spirits of those who belong to Winnipeg's LGBTTQ* community.

THIS IS NOW.

Today, thousands attend the Pride Winnipeg Festival to celebrate our many victories and our diverse community, and to remember that there is so much to be proud of and thankful for. Pride Winnipeg has been celebrated annually since 1987, and has evolved from a one-day event into a 10-day festival filled with pride, confidence, fun, colour, music, laughter, optimism, and activism.

2018 - 2019 BOARD OF DIRECTORS

Barry Karlenzig	President & Chair
Tammy Henwood	Vice-President, Operations
Collin Wynter	Vice-President, Community Engagement
Alisa Woods	Vice-President, Marketing

Shauntana Holmes	Human Resources Director
Julie Chapko	Accessibility Director
Renata Machado	Sustainability Director
Kristofer Reid	Community Relations Director
Jai Siwak	Marketing Director
Melanie Isaak	Finance Director
Micaela Reeve	Festival Director
David Wiszniowski	Parade and Rally Director

Sean Carlson	Sustainability Coordinator
Jonah Wilde	Volunteer Coordinator
Ximena Benitez-Cruz	Recruitment Coordinator
Amanda Pratt	Safety & Security Coordinator
Kate Reid	Bylaw and Policy Coordinator
Ana Ritchot	Sales & Merchandising Coordinator
Brett Kelly	Social Media Coordinator
Clara Francabandiera	Senior Graphic Design Coordinator
Ally Gonzalo	Photography Coordinator
Krystofer King	Marketing Coordinator
Annick Kieffert	Translation Coordinator
Darrel Nadeau	Fund Development Coordinator
Allan Gray	Sports & Rec Coordinator
Jenna Haripersad	Sustainability Team Lead
Robbie Yu	Digital Media Team Lead
Steve McConnell	Queer Beer Team Lead
Kaitlyn Kriss	Stage Team Lead
Madeline Emmonds	KidsZone Stage Team Lead
Autumn Linklater	Beer & Beverage Team Lead
Julian Zuluaga	Administration Team Lead
Alanna Gallant	Parade Team Lead
Cameron Mackay	Assistant to the Festival Director
Jill Poiron	KidsZone Manager
Nina Causevic	Controller

YEAR IN REVIEW

PARADE AND RALLY



The 2019 Winnipeg Pride parade is now Winnipeg's largest parade. This year we had 117 entries. Being back on Portage and Main was monumental for the community. We are excited to continue working with the city, to keep this historic route. The support from the city and our community partners helped the board members make this happen. We saw 12,000 parade attendees and participants. Showing the growth of the community and the increasing support from Winnipeg to celebrate diversity and inclusion.

The Rally was well attended, our Grand Marshal, Youth Marshal and Mayor spoke from the heart to the crowd.

FESTIVAL

The 2019 Pride Winnipeg Festival at the Forks took place on June 1st and 2nd 2019. It included components to enhance our connection to the community, here are but a few of these:

- The mainstage showcased local artists, more drag queens, and musicians for the majority of Saturday and Sunday
- Introduction of the new Kids Zone (an additional 35,000 Sq. Feet of new programming)
- Indigenous programming was offered at the Odenna Circle as well as the Two Spirit pow-wow on Saturday
- A larger HIV rapid testing area was offered again in partnership with Our Own Health Centre
- The Red Tent was available at the Festival providing a safer space for women, trans, non-binary and two spirit persons
- Modified Festival grounds layout to reduce congestion
- Pride Mart was located away from stage area for a better experience for the 2nd year
- Food Vendors gathered into one central area with industrial mats down to improve accessibility and create a food village, including a seating area
- Expanded accessible/substance free area, allowing more to find a safe and comfortable space to fully enjoy the main stage events
- Improved Beer & Beverage area, which is constantly adapting to improve service and accessibility for all



VOLUNTEERS

Pride Winnipeg Festival would not be possible without the continued support of the community members that time and time again come out and volunteer their time to make it a great success. We are appreciative of the skills and dedication each and every volunteer brings with them.

This year we had a total of 120 volunteers with approximately 1700 volunteer hours being put into the festival. Again without the volunteers stepping up and helping, we would not be able to provide a spectacular festival each and every year. Thank you from the bottom of our hearts for your time and support!!

HUMAN RESOURCES

Pride Winnipeg's work would not be possible without the dedication of our year round volunteer board of directors. This year we saw the change in president the appointment of Barry Karlenzig. We have appointed 3 new Vice Presidents - Collin Wynter has moved over to VP Community Engagement, Tammy Henwood has taken on VP Operations and Alisa Woods has take on VP Marketing. We have 3 new Directors - Kristofer Reid - Community Engagement Director, Shauntana Holmes - HR Director, Jai Siwak - Marketing Director and Renata Machado - Sustainability Director.

We have a wonderful team of coordinators and team leads which continues to grow and who also support the board on a regular basis. We have been recruiting steadily for new and open positions and our goal is to have them filled by then end of December 2019. We thank you all for your hard work and continued dedication to the board.



ENVIRONMENTAL SUSTAINABILITY

For 2019, Pride expanded its sustainability team with the addition of a Sustainability Team Lead role. This means we can be more ambitious in setting sustainability targets, and working with our board, our sponsors, and festival visitors to reduce our carbon and overall environmental footprint. We continued to adjust our materials management - landfill, recycling, and composting - to accommodate a growing festival. A key initiative was introducing cup reuse in the beverage area, helping us to cut down on single-use cups.



COMMUNITY ENGAGEMENT AND ADVOCACY

Community Engagement is fundamental in the values and mission of Pride Winnipeg. This past summer we were able to attend several prides across Canada and internationally, to march and promote the upcoming Fierté Canada Pride 2020 being held here in Winnipeg. We participated with Red River's Indigenous business program to develop an outline for a Two-Spirit council. This upcoming year we are looking forward to increasing our involvement with additional pride events, such as Pride Night at Zoo lights, and increased space at the festival. We are committed to being visible. If you see us out and about, stop and say hello, we're always available to chat.



SAFETY, SECURITY AND ACCESSIBILITY

Pride Winnipeg works hard to ensure the safety and security of our patrons as well as working toward making all of our events fully accessible. We have continued to integrated accessibility into our operations for the Festival, which includes ASL interpretation during all performances to include song lyrics. This year we added an accessible trolley at the end of the parade to assist participants in joining the parade. Created an accessibility tent equipped with an adult change table and volunteers to support any requests for accommodations. We continued to have a safe space policy posted at various locations at the Festival. There were no major safety or security incidents at the Festival.

DIGITAL MARKETING

Results from October 1, 2018 to September 30, 2019



www.pridewinnipeg.com

73K
(+16%)
Sessions

49K
(+23%)
Users

2.35
(+3%)
Pages/Session



@pridewinnipeg

11.8K
(+7%)
Likes

2.2K
(-36%)
Average
daily reach

168
(-58%)
Average daily
engaged users



@pridewinnipeg

4.7K
(+2%)
Followers

174K
(-68%)
Impressions



@pridewinnipeg

5.6K
(+27%)
Followers

148K
(+16%)
Impressions



RESURGENCE FUND

The legacy project of the 2017 theme of Resurgence: Taking Back Space included the creation of the Resurgence Fund, supported in part by a generous donation from Outwords Magazine. The Resurgence Fund's purpose is to support grassroots community events during Pride week, with the goal to help increase the visibility of traditionally socially excluded groups and promote inclusiveness amongst the gender, sexual and relationship diverse community. Examples of traditionally socially excluded groups include but are not limited to: Female identified, Trans-identified, Queer and Trans People of Colour, Indigenous or Two-Spirited, Seniors (55+), people living with disabilities (visible and non-visible), non-binary, etc.

We received a tremendous response to the call for proposals to the Resurgence Fund with several applications. We were able to support 5 initiatives for a total of \$2,700 distributed to community groups.

As a result, of these grants, Pride 2019 had more diverse, inclusive events during Pride week that included support for initiatives led by the Female identified, Two Spirited, Transgender and Queer People of Colour communities, then it has experienced in past years. A growth that Pride Winnipeg is eager to continue. Together, with sponsorship of our Resurgence Fund, we can build our community to represent all.

THANK YOU To Our Sponsors

PREMIER SPONSOR



DIAMOND SPONSORS



PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



SUPPORTING SPONSORS



OFFICIAL MEDIA SPONSORS





STATEMENT OF FINANCIAL POSITION

As of September 30, 2018

ASSETS	2019	2018
Current assets:		
Prepaid expenses & deposits	439.34	-
Cash and cash equivalents		
PayPal	3,000.00	9.41
TD chequing	84,411.76	41,000.35
TD trust account	10,034.07	5,009.34
Total cash and cash equivalents	\$ 97,445.83	\$ 46,019.10
Accounts receivable	\$ 3,818.80	\$ 28,208.14
Total current assets	\$ 101,703.97	\$ 74,227.24
TOTAL ASSETS	\$ 101,703.97	\$ 74,227.24

LIABILITIES & EQUITY	2019	2018
Current liabilities		
Prepaid expenses payables	-	-
Accounts payables	1,104.99	-
Credit cards	-	-
Total current liabilities	\$ 1,104.99	\$ -
Equity		
Opening balance equity	13,634.70	25,032.55
Retained earnings	39,907.21	11,397.85
Profit for the year	47,057.07	37,796.84
Total equity	\$ 100,598.98	\$ 74,227.24
TOTAL LIABILITIES & EQUITY	\$ 101,703.97	\$ 74,227.24

STATEMENT OF OPERATIONS

As of September 30, 2018

INCOME	2019	2018
Beer and Beverage Sales	57,141.60	55,116.80
Concession Fee	10,495.00	10,850.00
Donations	5,507.47	3,900.47
ScholarTIPS	-	-
Fundraising Income	1,165.00	-
Grant Income	39,619.80	33,000.00
Membership Dues	-	-
Merchandise	17,658.24	10,637.41
Parade Entry Fee	38,115.71	26,457.55
SOCAN	60.00	220.00
Pride Guide/Program Ad Sales	9,785.00	10,331.94
PrideMART	-	-
Revenue Clearing	-	-
Special Event Tickets	300.00	-
Sponsorship	103,331.50	90,500.00
Sponsorship - Reimbursement	-	8,849.00
Total Income	\$ 283,693.54	\$ 249,863.17
GROSS PROFIT	\$ 283,693.54	\$ 249,863.17
Other Income	-	-
Convenience Fee	-	-
Interest earned	24.73	-
Reimbursed Expenses	-	-
Total Other Income	\$ 24.73	

EXPENSES	2019	2018
Accessibility	3,727.50	3,230.11
Annual General Meeting	-	-
Total Bank charges	1,141.89	1,772.06
Charitable Contributions	5,891.75	8,533.75
Conference	1,533.55	2,163.21
Dues and Subscriptions	5,709.24	6,962.36
Total Equipment Rental	52,745.11	52,623.47
Total External Labour	34,584.03	39,608.61
Total Food and Beverage	27,346.52	26,355.18
Fundraising Expenses	1,027.80	-
Insurance	6,132.00	6,159.00
Total Legal and professional fees	2,624.99	1,531.80
Total Licenses and Permits	11,426.16	6,337.89
Total Marketing	16,274.91	14,828.17
Total Media & Communications	-	39.88
Office expenses	777.39	-
Total Performers	22,730.13	17,855.00
POS	1,353.90	454.76
Total Rent or lease payments	2,505.35	2,148.50
Total Site Fees	14,393.11	13,107.45
Total Staff Expenses	11,908.59	4,319.09
Stationery and printing	672.63	1,426.61
Total Supplies	2,614.85	2,169.80
Theme Launch	-	-
Volunteer Appreciation	274.09	439.63
Total Expenses	\$ 235,143.20	\$ 212,066.33
PROFIT	\$ 47,057.07	\$ 37,796.84

LOOKING FORWARD TO 2020

Every year we are humbled by the support we receive from the community towards growing the Pride movement in Winnipeg and across Manitoba. What started as a small march of 250 people in 1987, has now grown to a ten-day festival hosting over thousands of people. In return of your support we continue to work towards our vision and mission, to live in a society in which all gender, sexual and relationship diverse individuals can live their life without fear or oppression for being themselves. As we look back at the past year, we dedicated our theme and our efforts to learning and sharing the experiences of Pride of Colour.

In 2020, we will build on our momentum and focus on emerging community issues as we host Fierté Canada Pride!

In the years to come we will remain focused on our foundational values:

- Diversity
- Inclusivity
- Safe Spaces
- Accessibility
- Sustainability

As always, we encourage you to share any feedback or suggestions for our 2020 festival to feedback@pridewinnipeg.com. We always are looking for dedicated volunteers to help us plan the festival by joining our board of directors. Take a second and look at the current opportunities at www.pridewinnipeg.com/current-opportunities/ and discover what you and your voice could bring to our Pride Winnipeg Family.





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