

TO: CHAIR AND MEMBERS
EXECUTIVE COMMITTEE OF COUNCIL

DATE: 2020 February 21

FROM: DIRECTOR PLANNING AND BUILDING
DIRECTOR PARKS, RECREATION AND
CULTURAL SERVICES

FILE: 1750-20
Reference: LGBTQIA2S+

SUBJECT: CITY INVOLVEMENT IN BURNABY PRIDE

PURPOSE: To propose expanded City involvement and support of Burnaby Pride.

RECOMMENDATIONS:

1. **THAT** the Committee request Council to approve the City involvement in Burnaby Pride as outlined in *Section 4.0* of this report.
2. **THAT** the Committee request Council authorize use of one time Gaming Interest funds in the amount of \$70,000 in support of Burnaby Pride, as outlined in *Section 4.2* of this report.
3. **THAT** a copy of this report be forwarded to the Financial Management Committee, the Social Planning Committee and the Parks, Recreation and Culture Commission for information.

REPORT**1.0 BACKGROUND**

At its meeting of 2020 February 5, the Executive Committee passed a motion requesting staff to bring forward a report outlining avenues for the City to support the financial and operational sustainability of the annual Burnaby Pride community celebration. This report responds to that request.

On 2018 August 11, the first-ever Pride celebration was hosted in Burnaby on Jubilee Avenue in the Metrotown area. This important inaugural event attracted approximately 800 people and featured local performances, booths showcasing community resources, and unveiled Burnaby's first rainbow crosswalk¹. Based upon requests from the public, the event was organized by an ad-hoc group of representatives from local non-profit organizations (e.g. Burnaby Neighbourhood House, Burnaby Family Life), with the informal support of Burnaby Public Library, City of

¹ Since 2018, five more rainbow crosswalks have been installed, one in each quadrant of the City and one in front of City Hall across Deer Lake Parkway.

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Burnaby Youth Services, and Social Planning. The event received a Festivals Burnaby grant of \$3,500 in 2018.

The 2019 event took place over two days at Civic Square (August 9) and again on Jubilee Avenue (August 10). These celebrations attracted approximately 1,500 people and featured a wide range of performers, participatory art experiences, and community resources and programs. The event was again organized by the working group noted above, and with the input of a Pride Community Advisory Network (composed of a wide range of Burnaby community members). Burnaby Public Library, City of Burnaby Youth Services and Social Planning again informally supported the event, with the added participation of Bonsor Recreation Complex and Community Arts staff. As well, Burnaby RCMP provided security for the event. The event received a Festivals Burnaby grant of \$12,500 in 2019.

This report outlines a suggested scope of City involvement in Burnaby Pride 2020, in order to support the financial and operational sustainability

2.0 POLICY CONTEXT

The suggested scope of City involvement in Burnaby Pride is supported by the following policy context:

- Equity Policy, approved by Council in 1994, which states that “The City has a duty to its citizens to set a positive example and foster a climate of understanding and mutual respect”; and the
- Burnaby Social Sustainability Strategy, approved by Council in 2011, includes a primary goal of ‘Community Inclusion’. This goal is particularly concerned with ensuring the City is “welcoming of all cultures, identities and abilities”, and focuses on “principles of economic and social security and justice”.

In addition to the policies noted above, the *Plan* supports a number of goals and sub-goals of the *Corporate Strategic Plan*:

- ***An Inclusive Community***
 - Celebrate diversity – Create more opportunities for the community to celebrate diversity
 - Serve a diverse community – Ensure City services fully meet the needs of our dynamic community
 - Create a sense of community – Provide opportunities that encourage and welcome all community members and create a sense of belonging
- ***A Thriving Organization***
 - Organizational culture – Ensure that our core values are reflected in our policies, programs and services delivery

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3.0 LGBTQIA2S+ COMMUNITY MEMBERS IN BURNABY

As a result of the long-standing discrimination that LGBTQIA2S+² community members have, and continue to, experience, a dearth of longitudinal statistics exist. However, it is generally estimated that approximately 2-5% of the Canadian population identify as LGBTQIA2S+. These numbers have increased over time, and are higher among younger people. Approximately 10% of those aged 18 to 34 years self-report as LGBTQIA2S+.

Limited services for LGBTQIA2S+ community members currently exist in Burnaby. Those that are in place are largely for youth via the Burnaby School District, SFU and BCIT. In the absence of such programs individuals have to travel outside of Burnaby, primarily to Vancouver and Surrey, in order to access appropriate programming and services. This reality demonstrates how LGBTQIA2S+ individuals still experience marginalization in terms of access to supports and services.

Within this local context, the hosting of an annual Pride event is of particular importance as a symbol of visible community inclusion and celebration. The following quote, received by staff from a Burnaby community member after the 2019 event, underscores this importance:

“Thank you, heartfelt from my soul – know that all your effort and passion have had an incredible positive impact on so many people and for so many people. I grew up in Burnaby and never thought I’d get to participate in an intergenerational event like Burnaby Pride in my own city.”

Pride also has provided as an opportunity for community members to connect and learn about resources, particularly for Burnaby young people and their families. As well, the event has proved important for the formation of partnership between non-profit organizations, and has led to the expansion of several targeted programs into Burnaby (e.g. Chronically Queer at Burnaby Neighbourhood House / ‘I Belong’ at MOSAIC).

For the larger Burnaby community, the event promotes understanding and fosters a sense of community while symbolizing the City’s (and the wider community’s) commitment to celebrating diversity and creating inclusion.

4.0 BURNABY PRIDE

In 2020, Burnaby Pride will be hosted on Saturday, July 25th from 2:00pm – 9:00pm at Civic Square (next to Bob Prittie Metrotown Library). Collected feedback from 2019 Pride indicated that attendees loved the centrality and beauty of the Civic Square location. As well, it was suggested to keep the event to one day to focus community energy and attention. From 2:00pm – 5:00pm, a range of all-ages activities will occur including performances by local artists, participatory arts projects, children’s games, informational booths about local/regional services and programs for the LGBTQIA2S+ community, a ‘pop-up’ library, and a range of food options. From 5:00pm – 9:00pm

² LGBTQIA2S+: Lesbian, Gay, Bisexual, Transgender, Queer, Intersexual, Asexual, Two-Spirited and ‘other’.

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the focus will shift to the main stage, which will feature local drag artists and a two-set performance by the locally famous, self-proclaimed “LGBTQ Event Band” Queer as Funk. A range of food and drink options (non-alcoholic) will also be available.

4.1 Proposed City Support for Burnaby Pride

As this important community event has increased in size and complexity, the organization of it has become increasingly large-scale, and the existing ad hoc working group require capacity and financial support to ensure the event’s continued sustainability. The community members and supportive non-profit organizations involved in the event working group have communicated to staff that they wish to retain ‘ownership’ of the event in terms of its content and direction. However, there is a crucial logistical supportive role for the City.

More specifically, it is proposed that an Arts Services events staff member (within Cultural Services – Parks, Recreation and Culture Department) join the event planning working group to contribute their logistical expertise in planning and hosting large-scale events. Burnaby Public Library and Social Planning staff will also continue to provide organizational support to the Pride Community Advisory Network noted above. Burnaby RCMP will also again be approached to provide event security.

In addition to this logistical event support, it is proposed that the City assist Burnaby Pride with marketing and promotion, more specifically:

- Posting the event on the City website, in the calendar section and as a time-limited feature on the home page;
- Promotion of the event through City Connect and civic social media channels;
- Inclusion of event poster in City allotted bus stop panels; and,
- Other promotion avenues as determined by staff.

These efforts will continue to ‘spread the word’ about Pride and further underscores the City’s efforts to implement the *Corporate Strategic Plan* in order to be inclusive and welcoming for all community members.

4.2 Proposed Funding

In order to enable the support outlined above, it is proposed that \$70,000 in one-time Gaming Interest funds be allocated to Burnaby Pride 2020. If approved, these monies will be managed by Arts Services and includes the staffing capacity described above, infrastructure costs (e.g. fencing, portable toilets, staging and sound equipment), artist’s fees to support local talent, and promotional activities. Beyond 2020, associated costs will be included in the annual Arts Services budgeting cycle. If approved, these monies would support Burnaby Pride in lieu of receiving further Festival Burnaby grant applications.

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5.0 RECOMMENDATIONS

Pride events are of particular importance to create a sense of belonging for LGBTQIA2S+ community members, many of whom continue to experience stigma, bias, and limited access to services and safe spaces. The sense of inclusion generated by such an event also benefits all community members and encourages community cohesion.

As such, it is recommended that the Committee request Council to approve the City involvement in Burnaby Pride as outlined in *Section 4.0* of this report. As well, it is recommended that the Committee request Council authorize use of one time Gaming Interest funds in the amount of \$70,000 in support of Burnaby Pride, as outlined in *Section 4.2* of this report. Finally, it is recommended that a copy of this report be forwarded to the Financial Management Committee, the Social Planning Committee, and the Parks, Recreation and Culture Commission for information.



E.W. Kozak, Director
PLANNING AND BUILDING



D. Ellenwood, Director
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RM/sa

cc: Director Corporate Services
Director Engineering
Director Finance
City Solicitor
Director Public Safety and Community Services
City Clerk

Fire Chief
Chief Building Inspector
Chief Librarian
OIC – RCMP