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March 4, 2013

Councillor Michael Thompson
Chair, Economic Development Committee

RE: REQUEST FOR WORLD PRIDE 2014 PRESENTATION

Background:

In a partnership with Tourism Toronto and the City of Toronto, Pride Toronto in 2009 submitted a successful bid for Toronto to host WorldPride in 2014. This major event will take place from Friday June 20, to Sunday June 29, 2014, and is being held in North America for the first time since its inception. The event is awarded to a host city by InterPride, the International Association of Pride Organizers with member associates from pride organizations from around the world.

The 2014 WorldPride will be hosted simultaneously with Toronto's Pride Week, and the program for this festival will include: an opening ceremony; parade of nations; international human rights conference; a variety of social, networking, celebratory, community and family events, as well as an exhibition celebrating the 45th anniversary of the Stonewall Riots. It will be a major economic, tourism, and community lead-up to both the Tuesday July 1, 2014 Canada Day celebrations, as well as subsequent the Friday July 4, 2014 U.S. Independence Day celebrations, for our American neighbours visiting Toronto.

The WorldPride theme is "*Rise Up!*" and it celebrates the achievements, courage, diversity and future of Toronto's, of Canada's, and of global LGBT communities. The event will involve up to 2000 volunteers, built on Pride Toronto's existing base of 1,200, and is already being planned and prepared by over 100 people on volunteer teams and committees. Pride Toronto has been working with potential sponsors and partners to increase the scope of activity during WorldPride, including programming with the City of Toronto's 10 Major Cultural Institutions. The Bonham Centre for Sexual Diversity Studies at the University of Toronto is producing the 3-day human rights conference by agreement with Pride Toronto.

Pride Toronto has also undertaken consultation with Toronto's BIAs to ensure Toronto and all its neighbourhoods are prepared to host the world in 2014.

It is:

- a culturally diverse expression of the quest for equality and liberty of LGBT people world-wide;
- a rallying of communities on a global level;
- promotion of the universal quest for freedom and human rights; and
- an international celebration incorporating activism, education, history and culture of global LGBT communities.

It builds on one of the world's largest and most successful Pride events: Toronto's own successful and world-renowned Pride festival. WP14TO will feature an expanded program of activities with premier entertainment, opening and closing ceremonies, and a substantive discussion of human

rights, as well as a series of events taking place across the City of Toronto over the 10-day period leading up to the well-known Pride Parade, Dyke March and Trans March.

It presents an unparalleled opportunity to increase the awareness of Toronto, of Ontario, and of Canada globally and to promote our city and its communities, economy, culture, and citizens as a beacon. It is an unprecedented opportunity to issue an invitation to global LGBT communities to participate in a spectacular celebration and a global dialogue in Toronto in 2014.

2014 WorldPride Toronto anticipates support from the local and provincial economic development, investment, tourism, and cultural sectors whose interests in profiling Toronto internationally and attracting visitors to Toronto coincide with Pride Toronto's for this signature global event.

Recommendation:

Request that the General Manager of Economic Development and Culture invite Pride Toronto to provide a full presentation to the Economic Development Committee at the next meeting on the economic, cultural and tourism opportunities generated by World Pride 2014; and to offer recommendations on how the City of Toronto can capitalize and support their ongoing initiatives in order to have the most impact across the city-wide event locations.

Thank you for your attention and consideration.

Respectfully submitted,



Kristyn Wong-Tam
Councillor, Ward 27
Toronto Centre-Rosedale