



STAFF REPORT INFORMATION ONLY

Hosting WorldPride 2014

Date:	October 25, 2013
To:	Economic Development Committee
From:	General Manager, Economic Development & Culture Division
Wards:	All
Reference Number:	

SUMMARY

This report outlines the City of Toronto hosting strategy for WorldPride 2014.

Financial Impact

Pride Toronto has requested assistance from the City for ten items in support of World Pride 2014. City staff have estimated that the request for Fireworks at the enhanced opening ceremonies at Nathan Phillips Square and a Banner program would cost approximately \$150,000.00. Funding for these two items is available in the base budget of Economic Development and Culture subject to Council approval of the 2014 Operating Budget. In addition, the City will work to accommodate the remaining items requested in support of World Pride as part of regular operations with any incremental costs being borne by Pride Toronto.

The Deputy City Manager and Chief Financial Officer has reviewed this report and agrees with the financial impact information.

DECISION HISTORY

On September 19, 2013, the Economic Development Committee referred a presentation from Pride Toronto and motion by Councillor Shelley Carroll to the General Manager, Economic Development and Culture for consideration and review (ED24.1).
<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2013.ED24.1>

The motion stated:

"That the General Manager, Economic Development and Culture be requested to report back to the next meeting of the Committee on the need for a World Pride City Secretariat and a financial plan to address outstanding needs, as highlighted by the Pride Toronto presentation, as well as a City of Toronto host City event during WorldPride 2014."

ISSUE BACKGROUND

Bidding for WorldPride 2014

In October 2009, a team from Pride Toronto, supported by representatives from the City of Toronto, Tourism Toronto and the Toronto Police Service, won the rights to host WorldPride 2014 from InterPride. Toronto competed against Stockholm through a competitive bid process. 2014 will mark the first time WorldPride is held in North America.

InterPride

The International Association of Pride Organizers (InterPride), a not-for-profit organization, was founded in 1982 with a mission to increase the capacity of Lesbian, Gay, Bisexual, Transgender/Transsexual and Intersexed (LGBTI) Pride organizations around the world, raise awareness of cultural, social and legal inequality, and to effect positive change through education, collaboration, advocacy and outreach.

InterPride hosts Regional Conferences, an Annual World Conference (AWC), licenses the World Pride title and selects an annual International LGBTI Pride Theme. World Pride was first held in Rome in July 2000, followed by Jerusalem in 2006, London in 2012. After Toronto in 2014, WorldPride will be held in Madrid in 2017.

Pride Toronto

Pride Toronto, a not-for-profit organization, has been in existence in various forms since the late 1970's. Pride Toronto hosts Pride Week, one of the premier arts and cultural festivals in Toronto and one of the largest Pride celebrations in the world, with an estimated attendance of over 1.2 million people over the 10-day festival. In 2013, a Pride Toronto economic impact study estimated \$286 million in direct spending related to the festival.

In 2013, the City of Toronto awarded Pride Toronto a grant of \$139,960 through the Major Cultural Organizations program.

WorldPride 2014

WorldPride 2014 Toronto (WP14TO) will bring together Lesbian, Gay, Bisexual, Transsexual, Transgender, Intersex, Queer/Questioning, 2 Spirited, Allies (LGBTTIQQ2SA) people from around the world. Pride Toronto estimates 2 million people will attend activities over the 10-day festival and approximately 25%, or 500,000, will travel from more than 80 km.

The event will run from June 20-29, 2014 and some of the proposed programs and activities include:

- Opening Ceremonies at Nathan Phillips Square, Closing Ceremonies and Flag Raising
- International Human Rights Conference – Three days at the University of Toronto with over 150 international thinkers, activists and leaders
- WorldPride Gala and Award Ceremony
- Art Exhibits and Installations with local galleries and institutions
- WorldPride Parade, Dyke March, Trans-March
- Festival hubs/sites with comedy, cabaret, music, social and cultural activities
- Commemorative City Walk – permanent installations highlighting the history of Canada as a world leader in Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ) human rights

International outreach, marketing and promotional activities are underway in conjunction with Tourism Toronto and the Ontario Tourism Marketing Partnership. WorldPride 2014 Toronto already has over 30,000 "likes" on Facebook from over 50 countries.

Travel Destination

Hosting WorldPride highlights Toronto as an international human rights leader, home of Canada's largest LGBTQ community and one of the most diverse cities in the world, and has the ability to position Toronto as one of the top ten LGBTQ travel destinations in the world and the perfect city to host international events.

International Test Event

Leading up to the 2015 Toronto PanAm/Parapan Games, World Pride 2014 can provide an opportunity to test city resources and plans for hosting large crowds at multiple event locations.

COMMENTS

WorldPride Requests

The Economic Development Committee requested that staff examine the feasibility and financial plan for in-kind services, staff and financial support for cultural activities and marketing associated with the WorldPride 2014. Pride Toronto's request is included in Table 1 below:

TABLE 1: WorldPride 2014 – Request for City Services/Assistance
1) Establishing a "World Pride city staff Secretariat"
2) Fireworks at Nathan Phillips Square for enhanced opening ceremonies and flag raisings
3) Queen's Park Crescent for enhanced parade route
4) Allan Gardens 10-day licensed venue for comedy, cabaret and artists shows

5) Access to 311 Language Services for international visitors
6) City of Toronto website presence – the City of Toronto welcomes the world
7) Banners – poles, DVP for the month of June
8) Rainbow street markings/décor across the streets
9) Front Street activation – for event with St. Lawrence Centre/Sony Centre
10) TTC Branding and Promotion

Staff Comments

Establishing a "World Pride city staff Secretariat"

There is currently a "WorldPride 2014 Internal Working Group" established comprised of staff from Economic Development & Culture, Parks, Forestry & Recreation, and Social Development, Finance & Administration. This group is working alongside dedicated staff from Toronto Police Services and the Event Support Team.

The Event Support Team (EST) is composed of staff from various City of Toronto departments, agencies, boards and commissions to provide a "one-stop shop" to event producers to help facilitate their events within Toronto. The EST includes representatives from Economic Development & Culture, EMS, Facilities Management, Municipal Licensing & Standards, Parks, Forestry & Recreation, Office of Emergency Management, Protocol, Public Health, Solid Waste Management, Strategic Communications, Toronto Fire Services, Toronto Police Services, TTC, and Transportation.

The EST has been involved in the coordination of hundreds of annual events and many international events including recent events such as the 2011 International Indian Film Awards (IIFA) and the 2012 100th Anniversary Grey Cup Championship.

Event Consultation

The Event Support Unit in Economic Development & Culture will provide event consultation and support services to WorldPride, and will be a "first point of contact" for all WorldPride requests for permits and services.

Community Festivals & Special Events ("Community Festivals") Investment Program

In 2014, Community Festivals will encourage applications from community groups requesting support for events that coincide with WorldPride. Festivals will celebrate the theme of WorldPride by bringing people together to have fun and get to know each other and their communities. Priority will be given to events held in neighborhoods outside the downtown core.

Fireworks at Nathan Phillips Square for enhanced opening ceremonies and flag raisings

Pride Toronto is currently negotiating an agreement with the TD Jazz Festival to use Nathan Phillips Square for their Opening Ceremonies on Friday, June 20, 2014, as the TD Jazz Festival has a permit from the City of Toronto for this date.

The City of Toronto "host city event" will co-sponsor the Opening Ceremonies on Nathan Phillips Square and enhance the programming through a celebratory fireworks extravaganza.

Queen's Park Crescent for enhanced parade route

WorldPride has proposed a new enhanced parade route. Staff from Transportation and Toronto Police Services will be meeting to review the feasibility of the proposed route and consult with internal and external stakeholders (such as the Ontario Legislature, University of Toronto, and local BIAs). Approval of an expanded parade route will also examine impact to local business, construction projects, emergency access, and resources required.

Allan Gardens 10-day licensed venue for comedy, cabaret and artists shows

Allan Gardens is a city park which can be permitted for WorldPride contingent on submission and review of the proposed footprint given the park is heavily forested. Additionally, two construction projects are ongoing in the park the Gerrard - Elm - D'Arcy - River Street Watermain Replacement (Toronto Water) with a 2015 completion date and a new playground with a July 2014 completion date.

Access to 311 Language Services for international visitors

The City of Toronto's "Language Line" account can be extended to WorldPride to access through their general information providers. In addition, general event information can be entered into the 311 Knowledge Database for local residents.

City of Toronto website presence – the City of Toronto welcomes the world

Strategic Communications will facilitate a "WorldPride page" on the City's website toronto.ca. A link to this page will be promoted periodically and during the month of June from the City's home page.

Banners – poles, DVP for the month of June

The City of Toronto, through Cultural Services, will initiate a "Welcome to Toronto" banner campaign for Bridge and Pole Banners over the Gardiner Expressway, Don Valley Parkway and throughout Toronto.

Rainbow street markings/décor across the streets

Staff from Transportation will review the feasibility of street markings, including paint products, safety, placement and location.

Front Street activation – for event with St. Lawrence Centre/Sony Centre

Staff from Transportation will review the feasibility of road closures once event details and site needs are confirmed. Approvals of road closures also examine construction projects, emergency access, and resources required in addition to consulting with local resident associations and the BIA, residents and business.

TTC Branding and Promotion

The TTC outsources marketing in transit stations and on transit vehicles to Pattison Outdoor. The City of Toronto outsources street furnishings (transit/bus shelters, info pillars) to Astral Media. The City of Toronto will initiate communications with TTC to examine these opportunities.

Visitor Services

Visitor Services, a unit in the Economic Development and Culture Division, will be promoting WorldPride in the following ways:

- Incorporate the event message into "We've Been Expecting You" (WBEY) hospitality excellence training for front line hospitality industry staff.
- Include in WBEY resource website and kits.
- Feature on the Festival & Events Calendar and in the June newsletter that goes out to hotel concierge desks, information desks and front line staff across the industry.
- Distribute collateral and information "Toronto Desk" in the Ontario Travel Information Centre (relocating to Union Station).
- Promote at InfoToGo Mobile kiosks at spring 2014 events.
- Locate the InfoToGo Mobile at key WorldPride sites to assist visitors on-site and promote other Toronto attractions and things to do, in addition to distributing WorldPride specific information.

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SIGNATURE

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