



ED14.4.2

June 6, 2012

To: Mayor Ford and Members of Council

From: Councillor Shelley Carroll

**RE: ED14.4 2012 Major Cultural Organizations Allocation****The following highlights issues and concerns that should be noted while Council is considering item ED14.4:**

City Council supports Pride Toronto's mandate of affirming sexual and gender diversity and confirms its 2012 funding commitment recognizing the significant economic, social and cultural contribution the Pride Festival makes to the city and residents of Toronto.

City Council promotes respect and tolerance of the diversity of views of all citizens and residents. The city has a long history and a robust set of policies that support equality and diversity and provides grants to groups that work to advance these principles as well as provincial and federal human rights codes and charters that protect speech, rights and freedoms. Importantly, no group that has applied to participate in Pride 2012 has been found to violate the criminal code, human rights code or the City of Toronto's own Anti-Discrimination Policy.

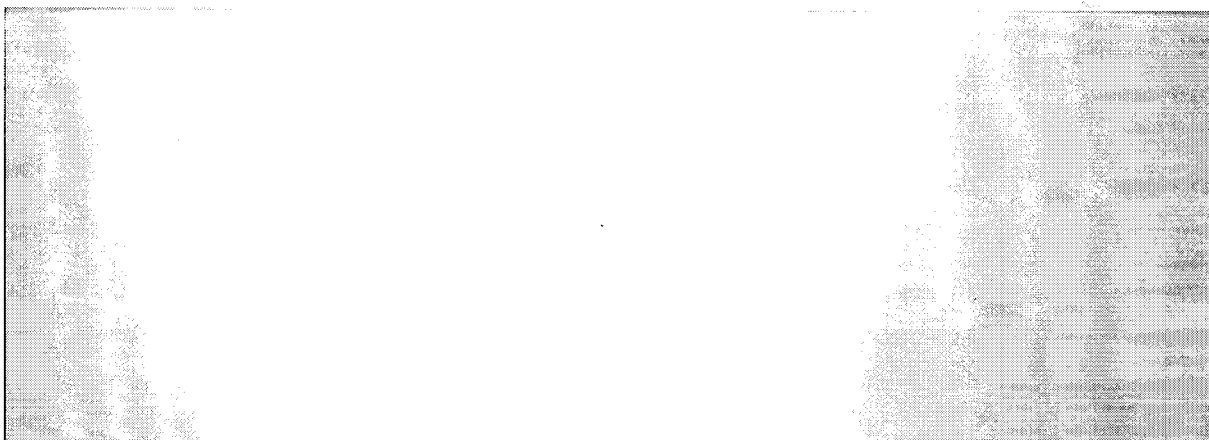
It is understood that all rules and conditions of City of Toronto grants must apply equitably and fairly to all cultural groups the city supports.

According to the report to Executive Committee titled "Compliance with the City of Toronto's Anti-Discrimination Policy-Pride Toronto" (April 2, 2012, EX6.21), Pride Toronto has been found to be in full compliance with City policies and procedures, and agreed and complied with additional conditions including:

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- Developing a policy framework to assist the Board of Pride Toronto to ensure it defines its mission, vision and values and operates consistently with the mandate;
- Providing recommendations to the board to structure the board's strategic planning process and, as appropriate, organization/governance elements to ensure the viability and sustainability of the organization and a positive relationship with the broader LGBTQ communities
- Striking a community advisory panel which subsequently created a conflict resolution mechanism"

Mayor Ford's proclamation on May 17, 2012 states clearly that "Toronto is a society open to everyone including the LGBT2ST community who are an important part of our city's diversity. Toronto is an active participant in the fight for the elimination of all forms of discrimination and is committed to equal treatment of all people and their right to live in conditions of dignity, respect and peace. (The purpose of this proclamation is to) send a strong message that the LGBT2ST community, like all communities, are welcomed, safe and valued in our city."



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Pride Toronto as a cultural festival is a major event and a significant source of employment opportunities and revenue to the City. In 2009 alone, an Enigma Research Corporation report commissioned by Pride Toronto and Industry Canada estimated that the Festival generated \$94.3 million and created 600 full time jobs in Toronto. Festival attendance was 410,000 people, including 62,000 domestic tourists and 36,000 international tourists. It was also estimated that the Festival generated an additional \$21 million for Toronto's local economy resulting from local residents going to restaurants, bars and clubs.

2012 marks the 32<sup>nd</sup> year of the Pride Festival and planning is underway for 2014 WorldPride. It is anticipated that WorldPride will generate five times the economic impact of the Toronto Pride Festival.

Recognizing that participating organizations ascribe to a variety of diverse political views, City Council does not endorse the individual political positions of any single participating organization, but does endorse Pride Toronto events and programming as a means of opposing homophobia and transphobia and sending the message that the LGBT2ST community, like all communities, are welcomed, safe and valued in our city. It is understood that the city will continue, as in the course of regular business, to monitor and ensure that all grant recipients of city funding continue to comply with city conditions and policies.

**Therefore, it will be my intention to move the following as additional recommendations to item ED14.4:**

1. City Council recognize the economic, social and cultural value of Pride as a major cultural event in the city of Toronto
2. City Council confirm it does not endorse the political positions of any single group or organization participating in the Pride Festival and Parade.

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