

AGENDA ITEM NO: 7.5

MEETING DATE: July 2, 2025

STAFF REPORT – COVER SHEET

SUBJECT: Chilliwack Pride Festival -2025 DATE: June 25, 2025

DEPARTMENT: Recreation and Culture PREPARED BY: Carol Marleau

1. SUMMARY OF ISSUE:

The Chilliwack Pride Society will be hosting the annual Chilliwack Pride Festival on July 13, 2025, and is seeking funding in the amount of \$5,000 through the Community Development Initiative Funding Policy Directive No C-13. The requested funding would help offset key operational costs associated with hosting the event, such as traffic control, amenity rentals, and other related logistical needs.

Last year, the festival welcomed over 25,000 attendees. This year's event promises to be equally vibrant, featuring a full day of food, family-friendly activities, artisan vendors, live entertainment, and collaborations with more than 60 local community organizations and small businesses.

The Chilliwack Pride Festival directly supports Council's objectives of *fostering inclusivity, strengthening community partnerships, promoting economic development, and providing accessible public programming*, as outlined in the attached request document.

Should Council approve the recommendation, the funding will be provided in accordance with the requirements specified in Policy Directive No. C-13, including submission of receipts and related reporting.

2. RECOMMENDATION:

That funding for the Chilliwack Pride Festival be approved in the amount of \$5,000 under the Policy Directive NO C-13, Community Development Initiative Funding based on submitted receipts and reporting requirements set out in the said policy.



Darrell Lindhout,
Director of Recreation and Culture

3. FINANCE COMMENTS:

Funding for these events can be accommodated through funding allocated within the approved 2025 Financial Plan towards Community Development Initiatives.



Glen Savard, Director of Finance

**4. CHIEF ADMINISTRATIVE OFFICER'S
RECOMMENDATION/COMMENTS:**

Supports recommendation.



David Blain, CAO

Hayley Tarrant

Director of Community Outreach
Chilliwack Pride Society
community@chilliwackpride.com
604-991-2480
chilliwackpride.com

Date: June 10, 2025

City of Chilliwack

Attn: CDI Committee
8550 Young Road
Chilliwack, BC V2P 8A4



**Re: Application for Community Development Initiative Funding
Chilliwack Pride Festival 2025**

Dear Committee,

On behalf of the Chilliwack Pride Society, I am writing to respectfully submit our application for the City of Chilliwack's CDI Funding. We are seeking your support for the **Chilliwack Pride Festival 2025**, a vibrant and inclusive community celebration scheduled for July 13, 2025, in the heart of downtown Chilliwack, Central Community Park.

The Chilliwack Pride Festival is more than a celebration, it is a platform for community connection, diversity, and belonging. Last year, our annual event welcomed over 25,000 attendees from across the Fraser Valley and beyond, showcasing the rich cultural diversity and resilience of 2SLGBTQIA+ communities. It features local artisans, live entertainment, educational resources, family-friendly activities, and partnerships with over 60 community organizations and small businesses.

Our Goals:

- **Foster inclusivity and civic pride** by creating a safe, joyful space for individuals of all backgrounds to connect.
- **Strengthen community partnerships** through collaboration with local nonprofits, service providers, and Indigenous groups.
- **Promote economic development** by drawing tourism and foot traffic to the downtown core.
- **Offer accessible public programming** that reflects the City's commitment to diversity and community well-being.

To ensure the event remains free and accessible to all, we rely on sponsorships, grants, and community donations. Funding from the CDI would be instrumental in supporting costs related to site logistics, accessibility services (such as ASL interpretation and mobility accommodations), insurance, audio equipment, security and more.

Funding Request: We are requesting \$5,000 to help cover core operational and accessibility-related costs. A full budget breakdown is included with this letter.

We believe this festival aligns closely with the City of Chilliwack's strategic goals for community engagement, social inclusion, and economic vibrancy. Your investment in this event is an investment in building a welcoming and resilient city for everyone.

Thank you for considering our application. We would be honored to partner with the City in making Chilliwack Pride Festival 2025 the most inclusive and impactful yet. Please do not hesitate to contact us should you require any additional information.

Warm regards,

Hayley Tarrant

Director of Community Outreach

Chilliwack Pride Society

community@chilliwackpride.com

604-991-2480

chilliwackpride.com



Chilliwack Pride Society
2025 Festival Budget
As At June 23 2025

In House Funds in Bank 33,638 07

Income

Sponsorships 20,800 00
Food Truck Fees 2,750 00
Market Vendor Fees 5,250 00
Grants 0 00

Total Income 28,800 00

Fixed Expenses

Chilliwack Healthier Communities Fee 250 00
Insurance 4,750 00
School Rentals 324 08
Security & First Aid 3,705 58
Traffic Control 2,462 46
Tent/Chair/Table rentals 2,763 01

Total Fixed Expenses 14,255 13

Main Stage Expenses

Queer As Funk 4,200 00
Performers 2,150 00
Honorariums 350 00
Sound Tech 630 00
Sound Equipment 953 24
Performers Hot Meals 360 00

Total Main Stage Expenses 8,643 24

Budget Allocations

Acoustic Stage 500 00
Accessibility 2,500 00
Kids Zone 1,500 00
Merch 1,400 00
Marketing 4,100 00
Volunteers 1,700 00
Youth After Party 600 00

Total Allocations 12,300 00

Total Expenses 35,198 37
(6,398 37)