

AGENDA ITEM NO: 7.3

MEETING DATE: May 16, 2023

STAFF REPORT – COVER SHEET

SUBJECT: Chilliwack Pride Festival DATE: May 10, 2023

DEPARTMENT: Recreation and Culture PREPARED BY: Carol Marleau

1. SUMMARY OF ISSUE:

The Chilliwack Pride Society is once again hosting the Chilliwack Pride Festival. The festival will take place on Saturday August 19th, 2023 from 10:00am – 4:00pm and will involve a full day of food, art, artisans, vendors, musicians and drag performers. As with last year the event will be located on Mill Street, Wellington and Victoria Avenue and will also involve Central Community Park. As the event has moved from a Sunday to a Saturday the event hosts are working with the Downtown Chilliwack BIA to ensure that any impact to the merchants in the downtown catchment is considered.

In 2022 the City of Chilliwack provided funding support via the Community Development Funding Initiative Policy Directive C-13 and in the value of \$4,500 to offset the event costs. The Society is seeking \$10,000 in funding this year.

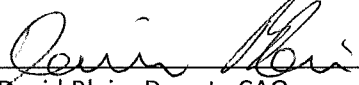
To further support the annual Pride Festival the City will continue to provide the park rental as well as tables and chairs at no cost (valued at \$2,000). With many hard costs, primarily traffic control, increasing for all event staff is recommending a funding level of \$5,000 for this year with the standard proviso that any excess be returned. This approach is similar to what is now being done for the Chilliwack Rotary Christmas Parade

Attached for Council's review is a site map of the event location as well as the projected budget.

Council is asked to consider the following recommendation:

2. RECOMMENDATION:

Recommendation that Council approve funding for annual Chilliwack Pride Festival, the amount of \$5,000 under Policy Directive C-13, Community Development Initiative Funding and that staff direct the host to complete all reporting requirements set out in said policy directive and further that any excess funding be returned.


David Blain, Deputy CAO
Director of Recreation and Culture


3. FINANCE COMMENTS:

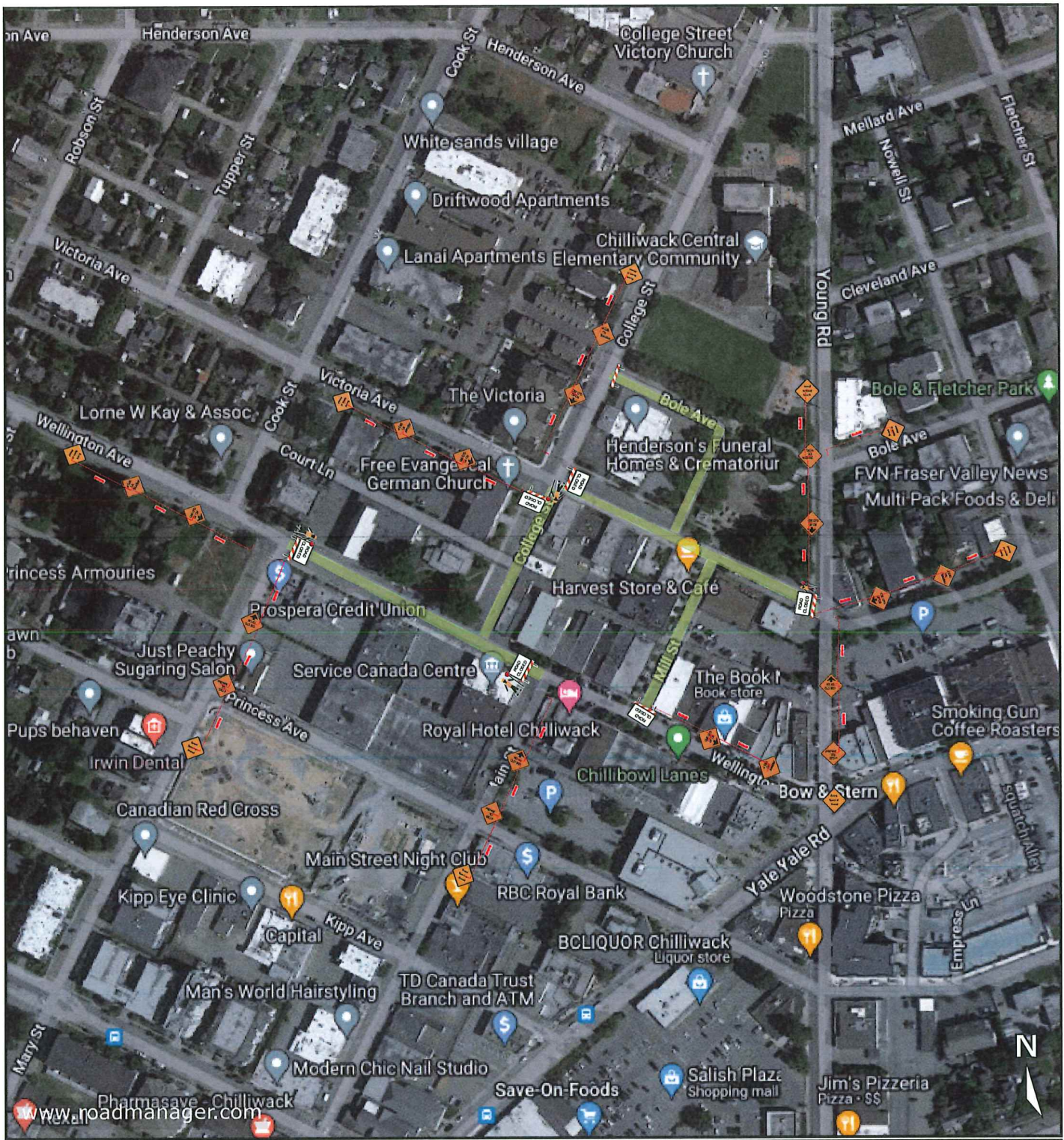
Funding for these events can be accommodated through funding allocated within the approved 2023 Financial Plan towards Community Development Initiatives.


Glen Savard, Director of Finance

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

Supports recommendation.


Chris Crosman, CAO



Plan #: 003		Location: Downtown Chilliwack		Title: Chilliwack Pride Festival 2023	
Notes: TMP in accordance with TMM 2020 MOTI fig 19.2 TCPs at four major closures and will monitor 2 nearby small closures Green highlighted represent festival grounds				On-Site Contact: Cameron Hull	
				Site Induction: Date Drawn: 2023-04-18T00:00:00	
				License #: SN1087313	
Posted Speed: 50		Reduced Speed:		Revision:	
Signature:		Date and Time of Project: Start: 19/08/2023 at 07:30 - End: 19/08/2023 at 16:30		<div style="text-align: center;"> 0 25 50 75 100m Scale 1:5247 </div>	

Budget Estimates

Tables / Chairs / Tents	2000
Insurance	2000
Road Closure	4000
Security	2000
First Aid	500
Additional Bathrooms	3500
Entertainment	3000
Advertising	5000
Supplies	2000
Activities	2000
Merchandise	5000
After Party	4000
Total	35000

Revenue Targets

In-Kind	4000
Vendor Fees	3000
Fundraising	4000
City Grant	10000
Sponsorships	14000
Total	35000