



**Capital
Pride**
Ottawa's most colourful festival
Le plus coloré des festivals d'Ottawa
Fierté
dans la capitale

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CAPITAL PRIDE

2009 Annual Report

*Capital Pride is squarely on the map as the
National Capital Region's most colourful festival!*



GAYER THAN YOU THINK!



ANNUAL REPORT PREPARED BY THE 2009 CAPITAL PRIDE BOARD OF DIRECTORS

OCTOBER 7, 2009

Preface

The Capital Pride 2009 Annual Report is a summary of the organization's activities over the past year and provides the highlights of the 2009 festival. In addition to Board Meetings, Annual General Meetings, special public meetings, Festival Overview Meetings and the Capital Pride Newsletter, the Annual Report is another way for the Capital Pride Board to communicate with its members and the community at large.

The annual report will not only serve as a communication tool; it will also serve as a strategic development tool for the 2010 Capital Pride Board. All of Capital Pride's coordinators have produced detailed reports of their own roles, highlighting the strengths, opportunities and concerns that exist in their respective areas. These reports will be merged with the 2009 Annual Report to be used by future boards and coordinators in developing effective business plans.



Last year was a busy one for the Capital Pride Board and there is much to be proud of. Thanks to much dedication and support, Capital Pride has set new records. While this report highlights the great number of successes realized this year, it also emphasizes areas for future growth. As a growing organization and one that seeks growth through new opportunities, we believe that it is important to bring attention to possibilities for increased success.

Mission, Vision and Core Values

At the core of what we do as an organization, you will find our mission, vision and values. Together, these inspire, inform and guide every aspect of how we work at Capital Pride.

Mission

The mission of the Pride Committee of Ottawa-Gatineau Incorporated (Capital Pride) is to perpetuate the spirit of pride in our community's identity throughout the year, culminating in an entertaining and professional pride festival and ensuring a year-round presence by holding regular events; all of which provide a positive economic impact on the region of Ottawa-Gatineau.

Capital Pride's mission encompasses the overall goal of advancing the Gay, Lesbian, Bisexual, Transsexual, Transgendered, and Questioning (GLBTTQ) movement to resist isolation and to achieve a larger social justice community where GLBTTQ individuals and their allies can live and where the next generation will flourish. We strive to raise the profile of GLBTTQ persons throughout Canada and the world by working successfully with Fierte Canada Pride (the National Pride organization) and InterPride (the international Pride organization representing over 56 countries).

Festival Vision

The vision of the Capital Pride Festival is to become one of the best-attended celebrations in Ottawa, reflecting the diversity and the uniqueness of our National Capital Region, and to increase the viability of establishing a self-sustaining organization.

In 2009, this vision was brought to life through the strategic plan adopted by the Board: *Operating within Capital Pride's SPACE*. Under this vision, Capital Pride continued to perpetuate the spirit of Pride in Ottawa by building a diverse program with something for all members of GLBTTQ communities and their allies, and that delivered the following message:

Together, as a community and with our supporters, we create the face of pride and we raise our voices to celebrate, liberate and put CAPITAL PRIDE ON THE MAP!

– Capital Pride's working theme for 2009

The current vision focuses on the fact that 'pride' means many things to many people: an action, a movement, a celebration, a tradition or simply a feeling. Through acceptance of the various meanings of 'pride,' the 2009 festival program capitalized on these connotations by offering a very diverse set of events to GLBTTQ communities and supporters. This came to life by reaching out to all members and organizations in the community through an enhanced community partnership program.

Capital Pride's Core Values

Diversity

Strong, healthy cities are cities that embrace diversity. We believe in promoting, fostering and embracing a more diverse society where GLBTTQ individuals can live and where the next generation will flourish.

Empowerment

By operating through a community organizational model that takes a bottom-up approach to bring about positive community change, we empower GLBTTQ communities and create bonds to facilitate understanding of our communities. By engaging these communities, we work to reduce intolerance and stereotypical attitudes through education; build self-esteem for GLBTTQ individual; and fosters leadership in our community members.

Community

At the heart of any society are individuals and communities. Capital Pride is run by members and allies of GLBTTQ communities and is fundamentally an organization that works to empower the people it represents. Like all community groups, Capital Pride's success depends on the support of the community and its members. We work to foster a strong sense of community and treasure working with all community members and organizations to bring about increased synergies and advance the Pride movement. Capital Pride would not exist without the valuable contributions made by its volunteers, members, sponsors and community partners.

A Just Society

Pride movements all around the world occurred because of the unjust treatment that GLBTTQ individuals faced. Our history should not be forgotten and we must continue to ensure that GLBTTQ individuals have the same human rights as all citizens of our country. Capital Pride strives to make our communities, our country, and our world a safer and more just place to live.

Respect

As an organization built around different communities and people, Capital Pride recognizes and values diversity and puts a great deal of attention to ensuring that all members of our communities are equally respected.

Fun and Pride

Capital Pride values entertainment, laughter and good, wholesome FUN! We perpetuate the spirit of Pride by hosting professional and entertaining events year-round and our annual festival, all of which engages and empowers the GLBTTQ communities. We take great Pride in every aspect of our organization and in all of our work!

2009 Board of Directors



Alan Chaffe
Chair



Micheal Lafontaine
Vice-Chair



Brodie Fraser
Vice-Chair



Doug Saunders
Secretary



Joseph Jacques
Treasurer



Ken James
Director



James Rioux
Director



Joanne Law
Past Chair

Photos were generously provided by Sam Jazzy

Chair's Report

*"If success can be measured from the perspective of an economist and a community change agent—**my perspective**—one that measures success based on profitability and opportunity cost (the economist's perspective) and one that measures success through the rate at which the community 'buys in' to the change process and engages in the project (the community change agents perspective), **then the last 12 months have been successful like no other!**"*

On all accounts, the 2008/2009 fiscal year was a banner year for Capital Pride. Of course, banner years only happen with lots of hard work, dedication and support from various individuals and groups. The valuable contributions made this year from the various individuals and groups in our community have helped build and sustain Capital Pride and put Capital Pride squarely on the map has a highly-anticipated summer festival. These groups and individuals include Board members, coordinators, volunteers, donors, sponsors and community partners who all truly embody the spirit of Pride and whom it has been an ultimate pleasure working with over the past year.

After being the treasurer in 2007/2008, I made it a personal mission to step up and take on the Chair position in 2008/2009. After a year learning about the solid foundation that the previous 23 committees had built for the organization, I saw great potential for implementing strategies that would further solidify the foundation and others that would build new rooms. This potential was not going to be created by one person, but rather a team of dedicated and hard working individuals who would accept the challenges before them. Fortunately, I was surrounded by seven other Board members and a slew of coordinators and volunteers who were exactly that—dedicated, hard working and willing to take on a new and challenging journey.

The Plan

Much of Capital Pride's success this year is owed to the development of the strategic 2009 Operating Plan: *Operating within Capital Pride's S.P.A.C.E.* This strategic plan focused on five pillars central to maintaining a profitable and sustainable organization:



Each pillar specified four specific actions (making 20 in total), some of which were completely new and others that were simply modifications to previously set and determined functions.

Sponsorship and Grants

- ✓ Establish new partnerships with organizations and have specific event sponsors (e.g., presenting parade sponsor)
- ✓ Rebuild bridges with past sponsors and supporters
- ✓ Conduct an extensive overview of all available grants for the festivals
- ✓ Redevelop the sponsorship package to offer more incentives and sponsorship levels

Building the **P**ride Product

- ✓ Hold an official opening event
- ✓ Recognize that Pride is not just a party and further diversify the event schedule by holding new events and expanding on existing ones to satisfy the tastes of all members of the GLBTTQ communities (e.g., hold youth specific events, etc.)
- ✓ Consistent marketing through words, look and feel of all communications
- ✓ More frequent and cost-effective advertising

Accountability and Transparency

- ✓ Continue to develop relationships with the community at large and key community change agents (e.g., politicians, city staff, etc.)
- ✓ Further engage the community (e.g., offer quarterly membership meetings, increase communication via e-mail, hold a Festival Overview Meeting, etc.)
- ✓ Continue to build on best practices for financial reporting and record keeping that were initiated in 2007/2008
- ✓ Conduct a survey of the Capital Pride Festival

Community Building and Improved Communications

- ✓ Develop a Capital Pride Newsletter
- ✓ Revise the website: make it more appealing, ensure that the information is relevant and constantly updated, and begin to research the possibilities of making it bilingual and more interactive (e.g., interactive registration forms)

- ✓ **Redevelop the membership program to offer membership benefits and a membership card with sponsor logos**
- ✓ **Initiate an improved community partnership program**

Economies of Scale

- ✓ **Revisit Capital Pride's fundraising strategy and set signature events**
- ✓ **Implement an improved donation strategy**
- ✓ **Make better use of resources and redevelop the fee structure for the Capital Pride Parade and Information Fair to capitalize on revenues**
- ✓ **Hold more third party events to make the most of fundraising efforts**

Central to this action plan (and seen as lacking on some past Boards of Directors) was the requirement for a very effective and efficiently-operated Board. Therefore, in conjunction with this five-point action plan, a sixth pillar, which would lay the foundation for the other five, was Board Development.

The Board development pillar recognized the importance of teamwork, common understanding and respect, and effective channels of communication among Board members. The Board Development process was ongoing and began with a two-day Board retreat at the beginning of the year. This process involved several facilitated and well-planned exercises such as conflict management and team building activities; the creation of several documents outlining expectations, community standards and responsibilities; and the encouragement of open communication and real-time feedback (constant and ongoing).

Regularly planned Board events during the year also facilitated the Board Development process. This process was highly effective as it minimized Board conflict, resulted in effective and productive Board meetings, brought members together as a team and established a more horizontal (as compared to top-down) structure and culture to the Board, whereby the focus was ultimately on the team to complete the projects, as opposed to the process (vertical model).

The Results

The 24th Annual Capital Pride Festival held August 21 to 30 was a banner one for Capital Pride. The 10-day festival included over 40 events—the organization’s largest festival to date—including health, wellness and fitness activities; large dance parties; a dyke march; a human rights vigil; the Miss Capital Pride pageant; flag raising ceremonies at Ottawa’s central Police and Paramedic stations and Ottawa City Hall; and several youth events, all culminating in the largest parade and festival fair in the organization's history. The 2009 theme: **“Putting Capital Pride on the Map”** put barriers to the test and recognized the significant place the festival now holds in the nation’s capital.

With the increased focus on involving all members of the community in the annual Pride celebrations through the initiation of an enhanced community partnership program and with the goal of offering a more diverse program to satisfy all members of GLBTTQ communities, Capital Pride realized exponential growth this year. Nearly all of the above four actions set out in each of the five pillars (*S.P.A.C.E*) was carried out and were the leading contributors to the success. Due to limited resources, however, a few of the action items were not completed and should be followed up in 2009/2010:

- Conduct a survey of the Capital Pride Festival
- Redevelop the membership program to offer membership benefits
- Conduct an extensive overview of all available grants for festivals (an overview was conducted but was by no means extensive)
- Implement an improved donation strategy (while donations increased through other marketing efforts, this was not the result of a new specific donation strategy)

Through its various overarching achievements, including the creation of the Capital Pride Youth Committee; the successful implementation of a new sponsorship package that led to the receipt of record sponsorship dollars; the largest parade to date (over 1,800 participants) which included the Canadian Military and RCMP marching for the first time; the first ever Capital Pride Newsletter; the establishment of 27 community partners including a 'sistership' with Kingston Pride, Capital Pride truly showed that it belongs squarely on the map as the National Capital Region's most highly-anticipated summer festival.

2009 Highlights

We take great Pride in this year's achievements, which resulted in the most colourful 10 days in Ottawa!

The following is a summary of the overarching accomplishments realized during the 2008/2009 fiscal year.

- ◆ **Youth engagement through the creation of the first ever Capital Pride Youth (CPY) Committee.** With an emphasis on connecting with all members of the GLBTTQ community, one segment that the Capital Pride Board felt was absent was the youth of our communities—our future leaders. As a result, the Capital Pride committee established a Capital Pride Youth Committee to engage and connect with youth:

We are the CPY (“SPY”)—**Capital Pride Youth**—engaging in dynamic, organic and raw entertainment to empower and include our Youth Community in Pride.

– *Mission of the Capital Pride Youth Committee (CPY)*

CPY put on two very successful youth-only events (Pride Rock: A battle of youth bands event, and Pride Oasis: A youth seminar, workshop and networking event).

- ◆ **An enhanced Community Partnership Program (CPP) resulted in the establishment of 27 partners!** A call out at the beginning of the fiscal year was made to further engage local community organizations in the Capital Pride Festival and to offer a more diverse program. As a result of these efforts, the community partnered with Pride to help put on over 40 some events—the largest number of events during the festival. These efforts also led to further promotion of the Capital Pride Festival and increased donors and sponsors. Also part of the CPP was a ‘sistership’ with Kingston Pride.

- ◆ **An improved sponsorship package and a more outreach resulted in an increase of cash sponsorship revenue by nearly 300%!** Capital Pride’s sponsorship program realized substantial growth this year. This is largely due to the redevelopment of the sponsorship package that offered increased returns to sponsors. As well, increased outreach to local community organizations and corporations was also a large factor for the success realized. A rebuilding initiative of past relationships with local organizations also contributed to the success.

A substantial improvement made to the City of Ottawa grant, through meetings with City of Ottawa officials and a revamp and update of previous records of information used in the grant application resulted in a \$3,000 increase.

- ◆ **An improvement to the pricing structure of the Capital Pride Parade and Information Fair resulted in registration income nearly doubling!** The Capital Pride Board revisited its pricing structure for the Information Fair and Capital Pride Parade, increasing registration fees on all levels to ensure cost recovery. However, much effort was made to keep fees low for non-profit organizations. For the 2009/2010 fiscal year, it is recommended that political parties and unions have their own fee, separate and higher than other non profit organizations.

- ◆ **Improved branding, more effective communication and more marketing equalled more awareness!** Effective and detailed advertising plans in various outlets (Capital Xtra, Facebook, website, etc.) set a consistent message and brand image to the public at large. The creation of extensive e-mail banks also allowed for more effective communication with community members and organizations. Increased efforts through outreach by networking at local community events gave a more powerful ‘face’ to the organization.

- ◆ **Board development improvements made for a more productive and effective Board.** Focus was made to ensure a healthy and productive Capital Pride Board. This was accomplished by various means and began with a two-day retreat at the

beginning of the fiscal year. Conflict management workshops, Board engagement exercises and team building activities were the focus of the Board retreat.

The Capital Pride Board also established a set of Community Standards: local norms created by the entire Capital Pride team (Board members, coordinators and volunteers) bounding acceptable behaviour and values. The list of standards continuously evolved as we learned to better communicate and work together as a team. Also developed was a hierarchy of roles and responsibilities, outlining the specific communication channels and duties each member is responsible to fulfil. The establishment of biweekly Board meetings also helped to garner a more productive and efficient Board as it allowed for more open communication of all aspects and operations of the organization and facilitated more teamwork strategies in all tasks.

- ◆ **The largest Parade and Information Fair to date—along with a few firsts!** Increased marketing and outreach led to Capital Pride’s largest parade. This year the Capital Pride Parade had nearly 1,800 participants (up from 1,200 the year before) and 79 entries (up from 68 the year before). As well, there were a few firsts with members of the Canadian Military and RCMP marching in the Capital Pride Parade in uniform. The creation of a Capital Pride Creative Workshop document circulated to all parade entrants helped make the Capital Pride Parade more exciting and visually attractive for over 35,000 spectators.
- ◆ **First ever Capital Pride Newsletter!** With the objective of keeping members and the public more informed and connected to their Capital Pride Festival, the first publication of Capital Pride’s Newsletter was launched at the Capital Pride Media Launch.
- ◆ **More media more hype!** Increased marketing efforts and improved product branding attracted significantly more media than the organization had received in previous years. Increased media came from a number of sources including an increase in articles published in Metro, the Ottawa Citizen and the Ottawa Sun. More radio interviews and promotion was obtained from a variety of radio supporters (CHUO, CFRC Kingston, CHIN, Live 88.5, CBC, etc.) and several television interviews (A Channel). Other notable media included an online article in Maclean’s magazine and an article in the Étre/2B magazine. Ottawa Festivals also beefed up their advertising of the Capital Pride Festival on their website.
- ◆ **Increased accountability.** Capital Pride continued its mandate of being more accountable by paying down previous Board members debt and reducing the City of Ottawa debt. The Board dedicated more resources towards the budgeting process at the beginning of the year and to finding ways to reduce costs. As well, more detailed project budgets were prepared and managed for all major events.

- ◆ **Improved documentation.** Much effort was made to update several forms used by the organization to give them a consistent and professional feel and look. Membership forms, volunteer applications, and registration forms for the Capital Pride Parade and Information Fair were all updated. As well, more detailed minute taking for all meetings was also implemented and detailed responsibility and information binders were created and maintained for festival logistics, sponsorship, the information fair and the parade. The Capital Pride website was also upgraded to include these forms.
- ◆ **Economies of scale realized.** Through an initiative to reduce unnecessary costs, time was dedicated at looking into expenses that could be reduced by using other resources. For example, the Capital Pride Board significantly reduced hotel fees for performers by making better use of their sponsorship agreement with the Arc Hotel. In addition, the Board was also able to substantially reduce expenses for office supplies and phone and internet and City of Ottawa services.
- ◆ **Recognition of the importance for long-term planning was made.** The Capital Pride Board established a Strategic Long-Term Steering (SLTS) Committee and we are currently looking to fill this committee with a number of community members. The ultimate objective of the committee should be to develop medium- and long-term strategies for the future growth of the organization: time-frames, feasibility studies, appropriate transition processes, and a new Board structure for bringing on a paid staff member should be closely considered in developing such a strategy.

Overall, the 2009 Capital Pride Board continued to change the face of the organization and the 24th annual festival was a huge success! A profit of nearly \$24,000, an increase of over \$10,000 for the second consecutive year, and more community excitement around the Capital Pride Festival and committee is proof of our success!

Opportunities for Future Growth

Let us not shy away from concerns but embrace them for exponential future growth moving forward!

The following is a summary of potential growth areas where Capital Pride could consider dedicating resources towards during the 2009/2010 fiscal year and beyond to realize further growth.

- ◆ **Increased efforts made in enrolling new Board members and Coordinators.** As the Capital Pride organization grows, more volunteers will be required. Volunteer resources are already thin and more efforts need to be made to attract volunteers. While the organization has offered free memberships to volunteers, more incentives need to be implemented. It is particularly important that the organization seek

volunteers with professional experience in the area of finance and accounting, marketing, sponsorship, and event and business planning.

- ◆ **Work towards building the Capital Pride membership base.** As a community group here for the members of the community, the Capital Pride committee should commit resources towards attracting more members. This could be accomplished through an online registration and payment for memberships and by offering benefits to members.
- ◆ **More effort to attract larger sponsors and research into other festival grants.** While research into new grants was conducted this year, a more detailed analysis is required. The organization should also seek out corporate sponsors; however, a careful balance between non-corporate and corporate sponsors is a must.
- ◆ **More resources dedicated to establishing medium- and long-term business plan.** While the Capital Pride committee has created a Long-Term Steering (SLTS) Committee, we are still looking to fill this committee with members of the community who are interested in forming these plans. Resources must be dedicated to this project to ensure the future sustainability of the organization.
- ◆ **While efforts have been made to reduce the organization's debt it still remains sizeable and is a major constraint to the operations of the organization.** This will likely remain a concern for some time. It is recommended that the organization try to reduce its debt load by engaging in arrangements with creditors that would result in a reduction or elimination of the liability.
- ◆ **The creation of a Capital Pride Festival Survey to be conducted biannually.** This year the Capital Pride Board put together a database of over 60 survey questions. Such a survey will help organizers better plan the festival, meet the demands of the community and could also be valuable in soliciting funding. The carefully designed and implemented survey should allow for an economic analysis and impact of the festival. More resources must be dedicated to this project.
- ◆ **Focus energy on projects/events that will reap higher monetary and non-monetary returns.** Two areas where the organization could benefit from increased revenues include the running of the concession stand on Pride Day and the production of its own Capital Pride guide. While the later may not be feasible in the short term, resources should be allocated to allow the organization to run its own concession. It is also apparent from fundraising efforts that hiring mainstream DJs does not come with a higher return on investment as non-mainstream DJs. This is apparent from this year's Rainbow Party, which ran high DJ costs and the significantly less profit than last year. This should be considered for all events in the future. It is also apparent that the choice of venue is very important and has a huge impact on the success of an event. This is likely due to the nature of the GLBTTQ community who

are looking for safe spaces. Unfortunately, there are a limited number of GLBTQ establishments in Ottawa.

These opportunities have the potential to bring about increased growth to the organization and will help ensure the future sustainability of the organization.

Outgoing Words

It has been truly inspirational to be the Chair of the Capital Pride Festival this past year. I am moved by the extensive support that this community has for such an important movement and am grateful for and deeply value all of the relationships that I made over the course of my two-year term on the Board of Directors, many of which have turned into great friendships.

The National Capital Region truly embodies the spirit of Pride and it has been fascinating to experience this firsthand by dedicating my last two years and many hours to advancing and advocating for the Capital Pride organization. The Capital Pride Festival truly stands out among any other Pride Festival in the country as one that embodies and embraces a sense of community and one that recognizes the importance that communities play in creating positive change for all of its members. This is something that we should be very proud of!

The next steps in the GLBTQ movement are likely to be just as challenging as they have been in the past and it is important that GLBTQ community groups and organizations become further united, giving way to a more powerful and unified voice. Educating society on the culture of GLBTQ communities, ensuring that young people never suffer in the closet alone, reducing the isolation of GLBTQ individuals, and ensuring full acceptance and equal human rights for our transgendered friends are perhaps some of the next frontiers in the GLBTQ movement.

While more can always be done, the Capital Pride membership and its supporters should be tremendously proud of the accomplishments that this organization has achieved, not only this year but in its entire 24 years of existence. I look forward to my next challenge of being the Past Chair on the Capital Pride Board and serving as a mentor to the new committee and engaging in projects to help Capital Pride continue on the path of the increased growth that is at the forefront of the organization.

Yours always in Pride and Diversity,

Alan Chaffe
Chair
2009 Capital Pride Board

Vice-Chair Report: Operations

Summary

Aside from moments of rain and a drop in temperature, 2009 was a highly-successful year. We ended the year with great momentum to propel us into 2010—our 25th anniversary!

Ideas to carry forward

1. Negotiations with the Porta-Potties company should remain constant as the price with delivery was a great deal this year.
2. Getting the radios at the beginning of the week helped with coordination. The three-year contract for the radios stands until 2011.
3. Six-colour groups of balloons throughout the site added lots of colour to the festival.
4. Having garbage cans at bag check worked great. It prevented dumping of liquids onto the brick walkway and reduced city cleanup cost.
5. Nine gates for the first hour worked well—the bulk of the crowd was processed within 45 minutes.

Suggestions going forward

1. Logistics and entertainment should be run by two individuals. It is difficult for one person to take on both roles effectively; it was hard to ensure that everything was running smoothly on the day of the festival without being able to be in two places at once as many issues arise simultaneously and are too much for one person. For better control on costs between both Saturday and Sunday, if one person looks after entertainment, it will allow for a smooth flow with Site/Logistics Coordinator in booking equipment and stage.
2. Double-check all city-related tasks with Ottawa City Hall: lack of electrical use for Info Fair, turning off bells for flag raising, etc. Every detail needs to be covered carefully and documented. Bring a camera to document anything out of the ordinary and ask when the sprinkler test will be done as this was an unexpected surprise this year.
3. Get a larger stage with a side section for solo performers and keep a thrust stage that extends out. The cat walk was a great hit with the bands and the drag performers.
4. Acquire quotes from various suppliers between November and December and have all quotes in place by January (suggest three quotes per item). Have all orders ready

to go by April the latest; this will leave time for the little details that add up and anything that may have been overlooked.

5. Gates became a bit of an issue, but was quickly resolved by opening extra gates. In the future it would be best to have three types gates: one for those pre-purchased wristbands and passes; one for then exact change and one for non-exact change.
6. Security needs to remain at open gates to ensure people are not simply walking onto site without paying.
7. Clearly sate in vendors' agreement the permitted teardown time and when vehicles are permitted on site. Some venders wanted to shut down early and complained that they could not bring their vehicles on site before the allotted time.

Expenses for Festival Site

Site	Budget	Actual
City Site Services	\$5,500.00	\$3,600.82
Port-a-Potties	\$2,400.00	\$2,310.00
Stage and Sound	\$9,000.00	\$9,643.41
Fencing	\$1,700.00	\$2,542.00
Radios	\$1,200.00	\$1,238.48
Picnic Tables & Garbage Cans		\$881.40
Tables, Tents, Chairs	\$4,400.00	\$4,049.56
Total	\$24,200.00	\$24,265.67

Decorations	Budget	Actual
Balloons	\$1,000.00	\$474.56
Total	\$1,000.00	\$474.56

Service	Budget	Actual
Red Cross	\$510.00	\$476.00
Police	\$5,400.00	\$6,163.38
Waste Disposal & Cleanup	\$900.00	\$870.99
Private Security	\$4,200.00	\$4,063.00
Total	\$11,010.00	\$11,573.37

Permits	Budget	Actual
Sound Permit	\$50.00	\$50.00
Insurance	\$4,500.00	\$4,285.44
Total	\$4,550.00	\$4,335.44

Refreshments	Budget	Actual
Food	\$700.00	\$596.85

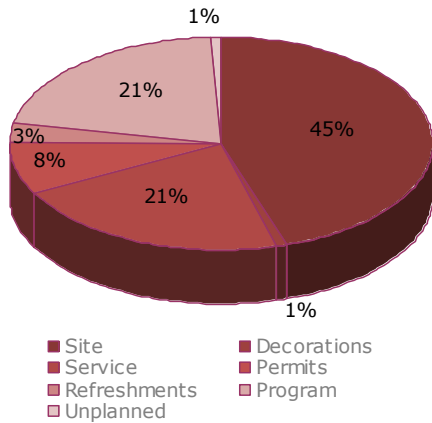
Drinks 160 tickets @ \$5.25 ea		\$840.00
Ice for back stage		\$54.00
Total	\$700.00	\$1,490.85

Program	Budget	Actual
Performers	\$9,600.00	\$8,766.50
Drag Queen Performers	\$240.00	\$140.00
Travel	\$2,100.00	\$2,100.00
Hotel	\$1,000.00	\$314.14
Other		
Total	\$12,940.00	\$11,320.64

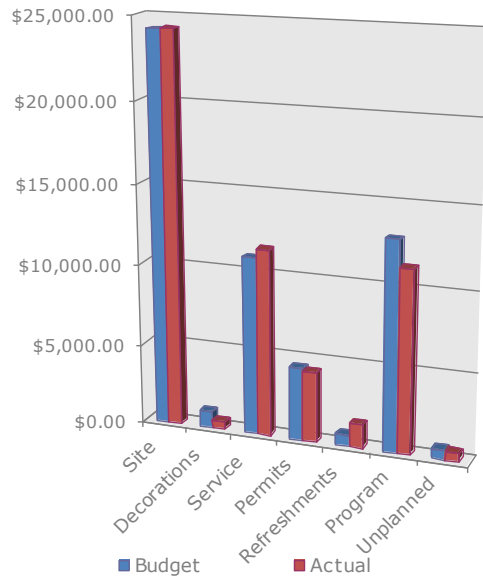
Unplanned	Budget	Actual
Business Licence		\$270.00
Wristbands		\$251.04
Other Festival Event Supplies	\$600.00	
Total	\$600.00	\$521.04

Total Expenses	Budget	Actual
	\$55,000.00	\$53,981.57

Actual Cost Breakdown



Budget vs. Actual



Prepared by Micheal Lafontaine
 Vice Chair, Site Logistics
 2009 Capital Pride Board

Vice Chair Report

Sponsorship, Media and Marketing

Sponsorship

Summary and Highlights

Capital Pride's sponsorship program grew in 2009—particularly in the areas of private revenue and community-based sponsorships—nearly tripling revenue from 2008. A redeveloped sponsorship package that introduced sponsorship levels, increased support from returning sponsors and more community outreach were the main contributors to the growth.

- Knowledge Circle, a returning sponsor, was the Presenting Parade Sponsor and provided the largest financial donation to the 2009 festival, matching fundraising dollars and donations dollar-for-dollar up to a maximum amount
- Woody's Vodka Coolers (Bruce Ashley Group), a new sponsor in 2009, was a Rainbow Level Sponsor
- Financial support from unions was strong, with the Ontario Public Service Employees Union (OPSEU) Rainbow Alliance as a Gold Level Sponsor and donations from the Professional Institute of the Public Service of Canada (PIPSC) and the Public Service Alliance of Canada (PSAC)
- Beau's All-Natural Brewery returned as the exclusive beer sponsor of the 2009 festival and a Gold Level Sponsor

Several local businesses and community groups chose to take advantage of Capital Pride's sponsorship program this year.

- Wilde's supported Capital Pride by sharing the profits from sales of official Pride merchandise
- Aunty Loos Treats sold cupcakes on site and donated one dollar for every cupcake sold
- Jer's Vision partnered with Capital Pride to host the Landmark Gala and donated half the profits from the event
- Queer Ottawa hosted FIRE and donated %40 of the profits from the event

Sponsorship Package

The development of a sponsorship package helped to increase overall sponsorship from private revenue and attracted new sponsors to the festival. The sponsorship package featured tiered sponsorship, where sponsors could choose from one of five levels: Presenting (\$8,000), Rainbow (\$5,000), Gold (\$3,000), Silver (\$1,500) and Bronze (\$500). Each level corresponded with a fixed financial donation and specific benefits that were outlined in the package.

Having a comprehensive package for sponsorship helped to accelerate and streamline the negotiation process. Upon request, potential new sponsors were quickly provided all the information they needed to know about Capital Pride's sponsorship program in one simple package.

In-kind Sponsorship

The value of the services and items received through in-kind sponsorship (including media sponsorships) grew in 2009. Although there was growth, Capital Pride needs to focus on obtaining more relevant products and services through in-kind donations. Having a more streamlined process of analysing products and services that are needed and acquiring them through sponsorship rather than paying for them would be a major cost-saving measure for the organization.

The loss of certain in-kind sponsors who provide essential services is a concern. Capital Pride has become dependent on these services. It would involve a huge outlay of resources that the organization does not have to replace these services should an in-kind sponsor choose not to renew their contract. Not overburdening these sponsors and fostering a more professional approach is necessary to maintain these relationships. Developing better professional networks throughout the community may also facilitate identifying other potential areas of support for these services.

Sponsor and Community Partner Reception

The Sponsor and Community Partner Reception was held in the Councillor's Lounge at Ottawa City Hall. The event was well attended by sponsors (including representatives from Knowledge Circle and Woody's), community partners, volunteers, members and politicians including Councillor Diane Holmes whose office covered the expenses for the room. Holding the sponsor reception immediately following the Official Flag Raising Ceremony at Ottawa City Hall contributed to a high attendance.

Other costs were kept to a minimum through negotiating sponsorship contracts for the catering services, the alcohol served at the event and the gift each sponsor and community partner in attendance received.

Recommendations to 2010 Board of Directors

- Improve documentation for new board members or coordinators taking on sponsorship duties and responsibilities
- Post entire sponsorship package to website for easier access for potential sponsors
- Revamp the Silver Sponsor level and decrease the cost from \$1,500 to \$1,000
- Do not include hotel rooms as a sponsorship benefit
- Obtain more relevant in-kind sponsorship products and services
- Event coordinators analyse the resources required for their event and submit their requirements in advance to the Sponsorship Coordinator for possible in-kind sponsorship
- Develop better professional networks to identify potential in-kind sponsorship services
- Approach city councillors for more financial help with city-related expenses (e.g., cost of renting rooms at City Hall)
- Apply for more grants, particularly federal, provincial and municipal grants

Media and Marketing

Summary and Highlights

In 2009, Capital Pride received more media attention and coverage than ever before. A good number of print, radio and television media (see Appendix C) and a good online presence contributed to an overall positive public image for the organization.

Many local newspapers published articles about particular events in the festival program. The events that received the most media attention were the 'Walk the Bridge in my Shoes' event commemorating the 20th anniversary of the hate crime murder of Alain Brousseau and the Capital Pride Parade.

Facebook has proven to be an invaluable marketing tool in terms of promoting events and creating awareness of the festival program. The Capital Pride Facebook group now has over 1,000 members and is still growing.

Media Launch

The 2009 media launch coincided with the 40th anniversary of the passing of Pierre Elliot Trudeau's Omnibus Bill, on May 14, 1969, which officially decriminalized homosexuality in Canada. The event was well attended and received a media mention in Metro Newspaper. While the event was an overall success, more effort should be made next year to attract more media to the event.

Website

The Capital Pride website (www.capitalpride.ca) is the organization's most valuable and effective marketing tool. If the website is made more visible, given better navigation and kept up to date, it would drastically increase its effectiveness.

Communication with the website administrator was an issue this year. While the practice of a single point of contact between the Board of Directors and the website administrator worked well, a more effective process for getting content updated on the website needs to be established. Possible solutions include finding more people who have the skills to redesign and make updates to the website and establishing a comprehensive schedule of when updates need to happen.

Newsletter

Capital Pride published the first issue of the Capital Pride Newsletter in 2009. Key messaging, such as the year's theme (Putting Capital Pride on the Map), special events and highlighting community partnerships were well communicated through the newsletter, which was distributed to members, volunteers, community partners and sponsors.

While a newsletter can be a very effective marketing tool for the purpose of creating a more positive and clear public image, it requires more resources to produce it than Capital Pride currently has. Unless a coordinator can be found to produce the content, liaise with the Communications Coordinator on messaging and see things through production and distribution, it is too much work to produce the newsletter.

Promotional Materials

Capital Pride produced a variety of promotional materials in 2009. There are currently no measures in place to gauge the effectiveness of these materials so it is difficult to gauge their success.

A consensus among members was that posters were not an overly effective method of marketing and should not be used as extensively as they were this year.

Postcards were produced in English and French and were distributed at Kingston, Toronto and Montréal Pride and at various locations throughout the City of Ottawa. The largest benefit the postcards had in terms of marketing were the fact that they had the website URL printed on them and thus led to greater traffic on the website.

The Pocket Pride Guide was produced in June and was distributed at Toronto and Montréal Pride and at various locations throughout the City of Ottawa. The guide helped the Board establish a solid schedule for the festival by the end of June; however, in terms of marketing, the guides were not overly effective. What would have been more effective would have been to post the festival program schedule to the website and produce something in print that lead people there.

The Ultimate Pride Guide (UPG), produced by Capital Xtra, was distributed throughout the City of Ottawa. As part of a sponsorship agreement, all of Capital Pride's events were listed in the UPG. The UPG was an effective way of distributing the festival program, in print, throughout the city. It was also posted in PDF on the website.

Recommendations to 2010 Board of Directors

- Secure media contracts as early as possible to develop a clear media run schedule
- Media and Marketing Coordinator plan media launch
- More media at media launch
- Improve website content and navigation
- Future marketing materials should focus on creating website traffic
- Find a Newsletter Coordinator to work the with Communications Coordinator
- Improve communication with website administrator

- Maintain practice of a single point of contact between the Board and the website administrator
- Keep website content up to date
- Implement a process to gauge the success of marketing materials
- Use posters only in specific locations where target market will see them
- Postcards or rave cards should be the main print marketing materials and should focus on leading people to the website
- Post schedule of events to website; discontinue Pocket Pride Guide

Prepared by Brodie Fraser


Vice Chair, Sponsorship, Media and Marketing

2009 Board of Directors

2009 Sponsorship Revenue Balance Sheet

	Revenue	Notes
Private revenue		
Auntie Loos Treats	432.00	All profits above cost of cupcake sales
Beau's All-Natural Brewery	3,000.00	
Jer's Vision	250.00	Half of all profits from Capital Pride Gala
Knowledge Circle	7,500.00	Dollar-for-dollar match of fundraising
OPSEU Rainbow Alliance	3,000.00	
Queer Ottawa	210.00	40% of profits from door cover of FIRE
University of Ottawa Residences	250.00	
Wilde's	1,373.75	Half of all profits from Pride product sales
Woody's Vodka Coolers	5,000.00	
<i>Total private revenue sponsorship</i>	<i>21,015.75</i>	
In-kind sponsorship		
ARC.the.Hotel	5,000.00	Rooms, Board Retreat and Media Launch
Auntie Loos Treats	300.00	Cake and gift certificate
BearWear International	750.00	T-shirts for volunteers
Beau's All-Natural Brewery	850.00	Beer, serving stations and cups
Budget Car Rental	500.00	Vehicle rentals
Dragonfly Way Productions	4,000.00	Website maintenance and upgrades
End Result Fitness	2,500.00	25 x \$100 gift cards for personal training
Jack of All Trades Design	4,000.00	Graphic design work
Morvision Video Productions	3,500.00	Video production
Pat Croteau Digital Imaging	3,000.00	Photography and website hosting
The WORKS	350.00	Milkshake and dinner for two coupons
Thyme and Again	700.00	Catering services for sponsor reception
VIA Rail	3,000.00	VIA Rail travel vouchers
<i>Total in-kind sponsorship</i>	<i>28,450.00</i>	
Media sponsorship		
Capital Xtra	26,472.00	
HOT 89.9 Ottawa	33,475.00	
Metro	5,000.00	
OUTtv	9,000.00	
PROUD FM Toronto	5,825.00	
<i>Total media sponsorship</i>	<i>79,772.00</i>	
Total sponsorship revenue	129,237.75	

2009 Sponsorship Package



2009 Capital Pride Festival
August 21 to 30, 2009

Partner with Capital Pride for the most colourful festival in the nation's capital

Contents

- The Capital Pride Festival 1
- Major 2009 Pride Week Events 1
- 2009 Capital Pride Impressions 1
- Sponsorship Levels 2
- Sponsorship Benefits 3
- Sponsorship Registration Form 4

Capital Pride
P.O. Box 2408
Ottawa, Ontario
K1P 5H 5

www.capitalpride.ca
416-593-8888
8122K 429

The Capital Pride Festival

The Capital Pride Committee would like to invite you to become a sponsor of the 24th annual celebration of the Capital Pride Festival!

We are an organization of volunteers who reach out to the community, raise awareness and educate people about issues that affect gay, lesbian, bisexual and transgendered, transsexual and questioning (SLBTQ) people.

Because the SLBTQ community is an ever-growing one socially and culturally here, our festival attracts an amazingly diverse crowd of festival goers, which in turn offers our sponsors multiple points of access to niche markets.

Major 2009 Pride Week Events

As Canada's fourth-largest Pride festival, we raise money through sponsorship and fundraising to provide people with a 10-day festival of over 20 events.

From the Health and Fitness Fair and Family Day in the Park to some of our signature events like the Pride Parade, the Capital Pride Festival is by far the most colourful festival in the nation's capital!

Some of our signature events include:

- Capital Pride Parade (30,000 to 35,000 people)
- Pride Day Festival (4,000 to 5,000 people)
- Dyke March (900 to 1,000 people)
- Capital Pride Halloween Party (500 to 600 people)

2009 Capital Pride Impressions

Impression Location	Visibility
Capital Pride website	10,000 hits annually
Main Newspaper	Daily readership of 35,000
Capital Star Newspaper	71 weekly readership of 25,000
OTT 89.1 radio station	Daily listening audience of 25,000
Pride parade float	30,000+ spectators and festival goers
Information booth at festival site	4,000+ spectators and festival goers on site
Official 2009 Pride Guide	25,000 distributed to Ottawa, Montreal, Toronto and Vancouver
Capital Pride Newsletter	300 distributed to members, volunteers and sponsors

2009 Capital Pride Sponsorship Levels

Presenting Sponsor – \$8,000

By being our presenting sponsor you will get exclusive branding opportunities through the Pride Parade, all festival week events and signature events throughout the year. You are also guaranteed high-profile visibility of your brand at www.capitalpride.ca. By choosing this package, your brand will reach over 100,000 people.

Rainbow Sponsor – \$5,000

The most colourful sponsorship package you could endorse! Capital Pride will make your brand visible to tens of thousands of people through all promotional activities for our events, on our website at www.capitalpride.ca, in print and radio advertisements, and through direct exposure to our membership, volunteers and associated organizations.

Gold Sponsor – \$3,000

This package offers you a range of advertising through print, radio and online media. Your brand will be prominently displayed at all Capital Pride events, on all of our banners, posters and promotional materials, and distributed to our membership and volunteers via our official newsletter. Free entry to the Pride Parade and a free information booth at the festival site are also included.

Silver Sponsor – \$1,500

Silver Sponsors receive a print and online presence of your brand and visibility of your brand on all other official Capital Pride banners, posters, flyers and other promotional materials. On the day of the Pride Parade, you get a free parade entry and a free information booth on the festival grounds.

Bronze Sponsor – \$500

This sponsorship package is a great return on investment! For the low cost of this package, your brand will receive exposure through Capital Pride's online and print media.

In kind Sponsor

Capital Pride welcomes the opportunity to partner with you in any capacity that works for you! In kind sponsorship benefits are negotiated on a case-by-case basis. In exchange for products or professional services, there are many benefits our in kind sponsors take advantage of.

Sponsorship Benefits

Branding opportunities	Presenting	Rainbow	Gold	Silver	Bronze
Brand displayed on website	✓	✓	✓	✓	✓
Link on website	✓	✓	✓	✓	✓
Brand in Capital Pride Newsletter	✓	✓	✓	✓	✓
Brand on official Facebook group	✓	✓	✓	✓	✓
Visibility of brand inside event sites	✓	✓	✓	✓	✓
Posters and Flyers	✓	✓	✓	✓	✓
Visual recognition at all events	✓	✓	✓	✓	✓
Volunteer t-shirts	✓	✓	✓	✓	✓
Brand printed on membership card	✓	✓	✓	✓	✓
Business at all event locations	✓	✓	✓	✓	✓
10 Official Pride correspondence	✓	✓	✓	✓	✓
Website home page banner	✓	✓	✓	✓	✓
Brand in Capital Star newspaper	✓	✓	✓	✓	✓
Brand mentioned on OTT 89.1 radio	✓	✓	✓	✓	✓
Brand in Main newspaper	✓	✓	✓	✓	✓
Logo in Pride Parade Guide	✓	✓	✓	✓	✓
Logo in Ottawa Pride Guide	✓	✓	✓	✓	✓
Festival					
Parade entry	✓	✓	✓	✓	✓
Info tent booth	✓	✓	✓	✓	✓
Media demonstration opportunities	✓	✓	✓	✓	✓
Home space on festival site	✓	✓	✓	✓	✓
Booth/sign on festival site	✓	✓	✓	✓	✓
Public recognition by the Chair of Capital Pride	✓	✓	✓	✓	✓
Hospitality					
Access to Capital Pride festival events	✓	✓	✓	✓	✓
Hour Invitations to Halloween Party 10	✓	✓	✓	✓	✓
Two free copies of the Parade Guide	✓	✓	✓	✓	✓

For more information on Capital Pride's sponsorship packages, our media or other sponsorship opportunities, visit our website at www.capitalpride.ca or email public@capitalpride.ca

2009 Media Summary

Print

- Xtra, Capital Xtra and Xtra West
- Metro
- Être/2B magazine
- Ottawa Citizen
- Ottawa Sun
- 24

Television

- CTV
- 'A' Channel

Radio

- HOT 89.9 Ottawa
- PROUD FM Toronto
- CBC Radio
- LIVE 88.5
- CHUO Radio (University of Ottawa)
- CFRC Radio (Kingston)
- CHIN Radio

Online

- Capital Xtra
- Ottawa East EMC
- Macleans Magazine
- Ottawa Tourism
- City of Ottawa
- Ottawa Festivals
- London Pride
- Moncton Pride
- Hamilton Pride
- Interpride
- Fièrté Canada Pride

Financials

Pride Committee Ottawa-Hull Incorporated Balance Sheet

September 30,
2009

Assets

Current assets

Cash	\$15,796
Accounts receivable	6,252
Less: Allowance for doubtful accounts	-
Outstanding deposit	1,232
Festival network sustainability fund	1,054
PayPal	210
Prepaid expenses	-

Total Assets **\$24,544**

Liabilities and Deficit

Current liabilities

Accounts payable	\$7,633
Accounts payable to past board members ³	-
Creditors agreeing to 2006 restructuring ¹	8,039
All other creditors	14,432
Short-term debts payable: City of Ottawa	-

Total current liabilities **\$30,104**

Long-term debt

City of Ottawa, unsecured, interest free, scheduled to be repaid over a period of 10 years starting in 2007	\$35,060
Fleet Sound, interest free loan to be re- paid over 10-12 years in sponsorship services ²	19,319

Total long-term debt **\$54,379**

Total Liabilities **\$84,483**

Deficit **-59,940**

Total Liabilities and Equity **\$24,544**

Notes:

1. In 2006, several creditors accepted a restructuring offer of 25 cents on the dollar.
2. Previous records indicate that Fleet Sound agreed to a restructuring agreement whereby debt would be reduced each year by an agreed amount, assuming that Capital Pride commits to using their services. This amount is still in negotiation.
3. Capital Pride eliminated the \$2,687.88 that was due to past Board members this year.

Pride Committee Ottawa-Hull Incorporated
Summary of Statement of Revenues and Expenditures

	2008	Preliminary 2009	\$	%
	Actuals	Actuals	Change	Change
Revenue				
Fundraising activities, pre-Pride week	\$10,952	\$14,181	3,229	29
Conference income	3,221	-	-3,221	-100
Festival income	44,783	44,366	-416	-1
Sponsorships and grants	23,400	38,776	15,376	66
In-Kind sponsorships	86,800	108,222	21,422	25
Memberships	130	110	-20	-15
Donations	1,852	1,112	-740	-40
Miscellaneous	164	-	-164	-100
Total revenue	\$171,301	\$206,767	35,466	21
Expenses				
Administration and training	\$7,621	\$6,393	-1,228	-16
Conference expenses	2,357	-	-2,357	-100
Fundraising activities, pre-pride week	5,326	7,126	1,800	34
Entertainment	11,715	10,682	-1,034	-9
Advertising and promotion	1,495	2,230	735	49
Festival site/preparation fees	42,356	47,570	5,214	12
In-Kind expenses	86,800	108,222	21,422	25
Miscellaneous	363	560	197	54
Total expenses	\$158,033	\$182,783	24,749	16
Surplus	\$13,267	\$23,984	10,717	81

Pride Committee Ottawa-Hull Incorporated

Statement of Revenues and Expenditures

For the year ended September 30	2008 Actual	2009 Preliminary	\$ Change	% Change
Revenues				
Fundraising activities, pre-Pride week				
New years eve event	-	\$5,291	5,291	n.a
Public service pride	\$775	850	75	10
Swirl and twirl	-	795	795	n.a
Hallowqueen	\$839	737	-102	-12
Yuk yuk's	-	1,373	1,373	n.a
Other fundraising activities	9,338	5,135	-4,203	-45
<i>Total fundraising activities</i>	<i>\$10,952</i>	<i>\$14,181</i>	<i>3,229</i>	<i>29</i>
Conference income	\$3,221	-	-3,221	-100
Festive income			0	-100
Festival fundraisers (Includes queen pageant)	\$3,908	\$1,788	-2,120	-54
Gate receipts	19,288	17,718	-1,570	-8
Liquor sales	6,118	6,367	248	4
Registrations	6,920	11,659	4,739	68
Parade flag collection	563	456	-107	-19
Food vendors	1,400	2,315	915	65
Rainbow party	6,585	3,640	-2,945	-45
Opening party	-	423	423	n.a
<i>Total festival income</i>	<i>\$44,783</i>	<i>\$44,366</i>	<i>-416</i>	<i>-1</i>
Sponsorships and grants				
City grant	\$15,000	\$18,000	3,000	20
Knowledge Circle	5,000	7,500	2,500	50
Beau's	2,000	3,000	1,000	50
OPSEU	-	3,000	3,000	n.a
Auntie Loo's	-	432	432	n.a
Queer ottawa	-	220	220	n.a
Ottawa U residence	-	250	250	n.a
Wilde's	-	1,374	1,374	n.a
Woody's	-	5,000	5,000	n.a
TAO	1,400	-	-1,400	-100
<i>Total sponsorships and grants</i>	<i>\$23,400</i>	<i>\$38,776</i>	<i>15,376</i>	<i>66</i>
In-Kind sponsorships	\$86,800	\$108,222	21,422	25
Memberships	\$130	\$110	-20	-15
Donations	\$1,852	\$1,112	-740	-40
Miscellaneous revenue	\$164	-	-164	-100
Total revenue	\$171,301	\$206,767	35,466	21

For the year ended September 30	2008	2009	\$	%
	Actual	Preliminary	Change	Change
Expenditures				
Administration and training				
Rent and storage	\$1,438	\$1,411	-27	-2
Phone and internet	1,156	308	-848	-73
Bank fees	457	253	-204	-45
Office supplies postage and photocopying	1,368	669	-699	-51
Parking and gas	578	992	415	72
Volunteer	1,398	1,346	-52	-4
Training and development	820	966	146	18
Membership fees	406	447	41	10
<i>Total administration and training</i>	<i>\$7,621</i>	<i>\$6,393</i>	<i>-1,228</i>	<i>-16</i>
Conference expenses	\$2,357	-	-2,357	-100
Fundraising expenses, pre-Pride week				
New year's eve	-	\$4,738	4,738	n.a
Yuk yuk's	-	1,500	1,500	n.a
Other fundraising activities	\$2,784	-	-2,784	-100
General fundraising product	2,542	888	-1,654	-65
<i>Total fundraising expenses, pre-Pride week</i>	<i>\$5,326</i>	<i>\$7,126</i>	<i>1,800</i>	<i>34</i>
Entertainment				
Performance fees (excl. drag queens)	\$8,555	\$8,827	272	3
Performers hotel fees	2,472	314	-2,158	-87
Performers food and beverage	608	1,401	793	130
Drag show performance fees	80	140	60	75
<i>Total entertainment</i>	<i>\$11,715</i>	<i>\$10,682</i>	<i>-1,034</i>	<i>-9</i>
Advertising and promotion	\$1,495	\$2,230	735	49

For the year ended September 30	2008	2009	\$ Change	% Change
	Actual	Preliminary		
Festival site/preparations expenses				
Stage and sound	\$8,880	\$9,643	764	9
Police	5,012	6,163	1,151	23
Private security	4,139	4,063	-76	-2
Insurance	4,285	4,285	0	0
City services	4,989	3,601	-1,388	-28
Port-a-potties	2,226	2,310	84	4
Tables, tents and chairs	4,182	4,931	749	18
Waste disposal and clean-up	885	871	-14	-2
Fencing	1,695	2,542	847	50
Radios	1,130	1,238	108	10
Decorations	1,042	475	-568	-54
Sound permit	50	50	0	0
Other festival event supplies	592	521	-71	-12
Red cross	504	476	-28	-6
Festival fundraising event expenses	1,233	853	-380	-31
Sponsorship reception	-	625	625	n.a
Miss capital pride pageant	-	519	519	n.a
Opening party	-	479	479	n.a
Rainbow party	1,511	3,925	2,413	160
<i>Total site/preparations expenses</i>	<i>\$42,356</i>	<i>\$47,570</i>	<i>5,214</i>	<i>12</i>
In-Kind expenses	\$86,800	\$108,222	21,422	25
Miscellaneous	\$363	\$560	197	54
Total expenditures	\$158,033	\$182,783	24,749	16
Surplus	\$13,267	\$23,984	10,717	81

Capital Pride's Supporters

Capital Pride thanks the following organizations and individuals that joined us to help make Capital Pride what it is today. We could not have done it without their support, generosity and involvement!

Sponsors



Community Partners

- | | | |
|--------------------------|------------------------------|--------------------------|
| After Stonewall | Breathless | conxity.com |
| Fierté Canada Pride | GoodLife Fitness | InterPride |
| Kingston Pride | Ladyfest Ottawa | The Lookout Bar |
| Mr. Ottawa Bears | Ottawa Family Services | Ottawa Festivals |
| Ottawa Frontrunners | Ottawa Out Golfing | Ottawa Paramedic Service |
| Ottawa Tourism Committee | Ottawa Police Service | Ottawa Police Liaison |
| PFLAG | Public Service Pride Network | Sexual Overtones |
| Shanghai Restaurant | 2009 Dyke March Ottawa | Venus Envy |
| The Village | Yuk Yuk's Comedy Club | |

Coordinators

- | | | | |
|---------------|----------------|------------------|-----------------|
| Marion Steele | Julien Lavoie | Jason Hanson | Matthew Florzyk |
| Megan Wiper | Morris Rothman | Frankie Chaloner | |

Thanks to the over 50 volunteers and all members of the GLBTTQ communities who supported Capital Pride!

In 2010 we celebrate 25 years of Pride!! Join us August 20 to 29, 2010 for the 25th edition of the Capital Pride Festival...live your Pride your way and always!

