

Subject: RE: Request for Support - Mississauga Pride 2020

From: Nathan Whalen

Sent: Tuesday, June 2, 2020 12:35 PM

To: Mayor Bonnie Crombie <mayor@mississauga.ca>; Stephen Dasko <Stephen.Dasko@mississauga.ca>; Karen Ras <Karen.Ras@mississauga.ca>; Chris Fonseca <Chris.Fonseca@mississauga.ca>; John Kovac <John.Kovac@mississauga.ca>; Carolyn Parrish <Carolyn.Parrish@mississauga.ca>; Ron Starr <Ron.Starr@mississauga.ca>; Dipika Damerla <Dipika.Damerla@mississauga.ca>; Matt Mahoney <Matt.Mahoney@mississauga.ca>; Pat Saito <Pat.Saito@mississauga.ca>; Sue McFadden <Sue.McFadden@mississauga.ca>; George Carlson <George.CARLSON@mississauga.ca>; Diana Rusnov <Diana.Rusnov@mississauga.ca>; City Clerk <City.Clerk@mississauga.ca>

Cc: Natasha Mistry <Natasha.Mistry@mississauga.ca>; Robert Trewartha <Robert.Trewartha@mississauga.ca>

Subject: Request for Support - Mississauga Pride 2020

To Mayor and Councillors,

In 2019, with the support of City Council, we launched Rainbow Sauga Alliance, an organization with a purpose of building the LGBTQ2S+ community in Mississauga.

We were delighted to have the support of City Council at our 2019 Pride activities and are once again **looking for your support of the LGBTQ2S+ community during our 2020 Pride calendar.**

Did you know **Mississauga is the only top 10 city in Canada without a large pride celebration?** This year, with your support, we'd like to launch a full programme for **Mississauga Pride 2020** - all online!

We're specifically asking for City Council to:

- **Approve a Pride Flag Raising ceremony** (broadcast virtually and speakers to be physically distant) in early July 2020
- **Approve a Building Lighting of City Hall and Celebration Square** to begin the same day as the flag raising (in rainbow and trans colours, the same as last year).
- **Unveil the City of Mississauga's Pride Logo**, outfitted in rainbow colours, to demonstrate the city's support of the LGBTQ2S+ community and to support the city's branding alongside Mississauga Pride-related activities and messaging.
- **Approve virtual LGBTQ2S+ supports to reduce isolation of residents during COVID-19.** We recognize the challenge COVID-19 is placing on the City Budget; we're instead requesting **in-kind sponsorship of \$25,000 for Mississauga Pride 2020** through the use of resources at city departments to host LGBTQ2S+ focused events, amplified through the Mississauga Pride platform. This will enable the City to be broadcast as a Platinum Sponsor of Pride 2020.
 - Examples of leveraging existing city programming and placing an LGBTQ2S+ focus, include:
 - Mississauga Libraries to potentially host virtual LGBTQ2S+ focused activities (e.g. Drag Story Time; feature LGBTQ2S+ artists)
 - Mississauga Business Enterprise Centre to host virtual LGBTQ2S+ themed business workshops
 - Mississauga Recreation to host a virtual Pride themed cooking class, at-home workout, or recreational skills workshop
 - Mississauga Culture to host a virtual Pride-themed artists, creative classes, or film

- In-kind marketing via MiWay Transit and social media platforms

In short order, we'll share with you the launch details for Mississauga Pride 2020 alongside the full suite of events and activities planned for July 2020.

Thank you in advance for your support as we build the LGBTQ2S+ community in Mississauga, together.

Nathan Whalen
President
Rainbow Sauga Alliance

Background on Pride in Mississauga

- Cities across Canada celebrate Pride during different times in the summer; for 15 years, the Region of Peel has held Pride Month activities in July 2020.
- Mississauga has had some forms of Pride over the past 30 years, most often organized at a Region level, almost exclusively held in Brampton.
- In 2019, the City of Brampton hosted a full Pride celebration called 'Pride in the Square'; with a higher population and strong growth trajectory, Mississauga has an opportunity to be a leader in this area.
- Toronto is one of the most important Pride cities in the world; while many Mississauga residents attend Toronto Pride, residents enthusiastically feel the need for Mississauga to host local programming.
- The City of Mississauga is increasingly attracting a diverse and vibrant LGBTQ2S+ community, which have identified an opportunity for increased LGBTQ2S+ focused activity.