

# Proposal for the City of Stratford to Purchase and Display Rainbow Pride Flags

**To:** Stratford City Council

**From:** Stratford-Perth Pride

**Date:** April 2nd 2026

**Subject:** Proposal for the City of Stratford to Purchase and Display Rainbow Pride Flags in the Downtown Core and Along Lakeside Drive

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## Purpose

This proposal requests that the **City of Stratford purchase and display Intersex Inclusive Progress Pride Flags** on municipal lightposts throughout the **downtown core** and along **Lakeside Drive** during Pride Month and during the Summer Season. This initiative would demonstrate the City's ongoing commitment to diversity, and inclusion as outlined in **The City of Stratford's Strategic Priorities..**

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## Background

The **Rainbow Pride Flag** is a globally recognized symbol of diversity, inclusion, and solidarity with the **2SLGBTQIA+** community. Displaying these flags in public spaces communicates that Stratford is a **welcoming, safe, and inclusive community** for all residents, visitors and tourists.

Many municipalities across Ontario—including the town of **St. Mary's**—have incorporated the display of Pride flags as a civic expression of inclusion and support. We are very thankful that for the past years, the City of Stratford has flown a Pride flag during Pride Month, as well as installing a Pride Crosswalk in front of City Hall.

As we look to the future, we want to ensure that our community members, visitors and tourists feel safe and represented in our community. By taking this step, Stratford would join a growing number of municipalities that are visibly aligning municipal practices with principles of equity and belonging.

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# Alignment with the City of Stratford's Strategic Priorities

This proposal strongly aligns with several **values and guiding principles** within Stratford's Strategic Priorities:

## 1. Fostering an Inclusive and Welcoming Community

- The Strategic Priorities calls on the City to create environments that reflect and celebrate Stratford's diversity.
- Installing Rainbow Pride Flags on City-owned flagpoles is a visible demonstration of Stratford's dedication to inclusion and respect.

## 2. Representation and Belonging

- Visibility matters. The Pride flag represents a tangible signal of belonging to 2SLGBTQIA+ residents, visitors, and employees of the City.
- It reinforces the City's stance that everyone is valued and accepted, regardless of gender identity or sexual orientation.

## 3. Working Together for Greater Impact

- The Strategic Plan emphasizes the importance of ensuring that public spaces are inclusive and welcoming.
- The display of Pride flags along key public corridors achieves this by integrating inclusion into the daily fabric of community life.

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## Proposal Details

### Flag Locations

- **Downtown Core:** Flagpoles currently not being used for other purpose, along Ontario Street between Queen St and St Andrew St, Downie Street between Octario and St. Patrick St., Market Place between Wellington St. and Downie Street, and Wellington Street between Downie St and St. Patrick Street.
- **Lakeside Drive:** Flagpoles along the waterfront and near the Festival Theatre and public parks.

### Display Period

- Annually during **Pride Month (June)**, including surrounding months installing the flags in early May and remove them at the end of summer (after labour day) with the possibility of longer with consideration for additional observances such as:
  - **Transgender Awareness Week (November)**
  - **International Day Against Homophobia, Biphobia and Transphobia (May 17)**
  - **October is LGBTQ+ History Month**

## Flag Design

- The City would purchase Intersex **Inclusive Progress Pride Flags**, which incorporate inclusive colors representing the diversity of the 2SLGBTQIA+ community, including Black, Indigenous, and trans individuals.







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## Implementation Plan

### 1. Procurement:

- The City will purchase high-quality, weather-resistant Progress Pride Flags through a local provider.
- Estimated cost per flag: **\$75–\$100**, depending on size and quantity ordered.

### 2. Installation and Maintenance:

- Installation and removal would be coordinated by the **City's Public Works Department**.

- Flags would be stored and reused annually as part of the City's official inventory.
3. **Communications:**
- The initiative can be announced through City channels and social media, highlighting Stratford's commitment to its inclusion, diversity and its partnership with community organizations such as **Stratford-Perth Pride**
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## Financial Implications

- **Estimated Cost:**
  - Purchase of 80 Pride Flags: **\$6,000 - \$6,500**
  - Installation and removal (staff time): **In-kind, using existing resources**

This modest investment delivers significant community impact and aligns with the City's existing DEI budget priorities.

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## Expected Outcomes

- Increased visibility and inclusion for 2SLGBTQIA+ residents, employees, and visitors.
  - Enhanced public alignment with Stratford's **Strategic Plan** for Belonging and Inclusion.
  - Strengthened image of Stratford as a **progressive, welcoming community** that values diversity and human rights.
  - Promotion of civic pride and belonging throughout the community.
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## Conclusion

By purchasing and displaying Rainbow Pride Flags on municipal lampposts throughout the downtown core and along Lakeside Drive, the City of Stratford would take a visible and meaningful step toward achieving the goals outlined in its **Strategic Priorities**. This will also create a more welcoming environment for local members of the 2SLGBTQIA+ community as well as visitors and tourists coming to the area.

This initiative demonstrates Stratford's commitment to ensuring that all people—regardless of sexual orientation, gender identity, or expression—feel welcome, safe, and valued in our community.

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**Respectfully submitted,**

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