



**STAFF REPORT
ACTION REQUIRED**

Proposed structure of the War of 1812 Bicentennial Commemoration Steering Committee and project update

Date:	August 22, 2007
To:	Economic Development Committee
From:	Rita Davies, Executive Director, Toronto Culture Economic Development, Culture and Tourism
Wards:	All
Reference Number:	

SUMMARY

The Bicentennial of the War of 1812 provides an unprecedented opportunity to engage Torontonians in their history and their city, and to raise Toronto’s profile as a premier Canadian heritage and cultural destination.

This report describes the structure and role of the steering committee for the War of 1812 Bicentennial commemoration; the process for identification of our key stakeholders; results of our small focus groups; and recommendations for moving forward. It also provides a brief update of sources of government funding identified to date as previously requested by Council. This report requests Council’s approval of the structure and role of the steering committee so that the planning of the Bicentennial commemoration can move forward to ensure completion of key projects in time for the launch of the Bicentennial in 2012.

RECOMMENDATIONS

The Executive Director, Toronto Culture recommends:

1. Approval for the structure of the War of 1812 Bicentennial Steering Committee as outlined in Appendix A.

Financial Impact

There are no financial implications resulting from the adoption of this report.

DECISION HISTORY

This report responds to Recommendation (1) of the report on the Bicentennial of the War of 1812 presented by Donald G. Eastwood, former General Manager of Economic Development Culture and Tourism at the September 6, 2006 meeting of the Economic Development and Parks Committee. The full report may be found at <http://www.toronto.ca/legdocs/2006/agendas/committees/edp/edp060912/agenda.pdf>.

The report was considered and accepted by the Committee. At its meeting of September 25, 26, 27 and 28, 2006, City Council considered Economic Development and Parks Committee Report 6 and adopted Clause (1) War of 1812 Bicentennial without amendment, <http://www.toronto.ca/legdocs/2006/agendas/council/cc060925/cofa.pdf>. In this clause Council directed staff to form a War of 1812 Bicentennial Steering Committee to provide recommendations to Council on the planning of Bicentennial events and on the development and coordination of supporting infrastructure and that the General Manager of Economic Development Culture and Tourism, in consultation with the Councillor for Ward 19, report back to Council on the composition of the Steering Committee.

ISSUE BACKGROUND

In the past two years, the War of 1812 Bicentennial commemoration has rapidly expanded to a province-wide event, which focuses on six regions. Toronto is one of the six regions. The Province plans to use this event to position Toronto as a heritage and cultural gateway to the province.

This provides an unprecedented opportunity for Toronto to carry out such legacy projects as the restoration and upgrade of Fort York National Historic Site and its access to the city to gain the desired profile, respect, and programming that it merits as the founding site of our city.

It also provides an exceptional opportunity to engage Torontonians in their local history. Clear comparisons can be made between the issues facing the 700 residents of York (now Toronto) in the 1812 era and those facing our 2.5 million residents today.

Toronto has some strong advantages over the other regions. Fort York National Historic Site is the largest collection of original War of 1812 buildings in North America. The City has a wealth of established cultural, heritage, educational, entertainment, and community resources. Together these resources and the Fort can be leveraged to create an unforgettable experience for residents and visitors to commemorate the War, and to celebrate how the outcome of the war laid the foundation for the growth of our city and the evolution of our country.

COMMENTS

While a lead time of 4.5 years may seem long, in fact it is required to finance and build our most ambitious legacy project, the restoration of Fort York, as well as to build strong arts, entertainment, educational, and community components for a grand celebration.

Structure and role of the steering committee

It is recommended that the steering committee be co-chaired by Deputy Mayor Pantalone, Ward 19, and by a member of the private sector (see Appendix A). The steering committee will comprise representation from the key stakeholders identified below and individuals with strong fundraising skills. It may also include provincial and federal representation. In order to keep the committee to a manageable size, it will have approximately 15 members.

To fulfill its mandate of providing recommendations to Council on the planning of Bicentennial events and on the development and coordination of supporting infrastructure, the steering committee will oversee and consult with staff on strategies for execution and fundraising, carry out and facilitate fundraising activities, champion the project, provide advice and offer ideas.

A staff team will support the steering committee and this will be reflected in the 2008 budget. A core team from Toronto Culture will be complemented by staff from Tourism, Special Events, Parks, Forestry and Recreation, Communications, Planning and other areas as required.

Identification of key stakeholders

Key stakeholder groups were identified in a number of ways. The project co-ordinator received information from staff and their contacts. Staff from the offices of Councillors in the neighbourhoods that will be most involved with the Bicentennial sent out meeting notices to their constituents. More suggestions came through a meeting with the province, and in discussions with advisors who have worked with four of the other regions. The key groups identified were: Native Canadians; African Canadians; Fort York; community groups representing local residents' associations and BIAs from Old Town, the waterfront, and Fort York neighbourhoods; Councillors from Wards 19, 20, 28 and the Chair of the Economic Development Committee; community groups representing heritage, youth, etc; the educational sector; historians; and the arts.

Through a series of focus groups, participants identified who they felt should be considered key stakeholders. Staff subsequently met with some groups in smaller meetings.

Staff is now contacting those who may serve as representatives on the steering committee. In this regard, staff is in early discussions with Native groups to determine how best to interpret and commemorate their history related to the War. Likewise the Black history of the War is crucial to an understanding of the 1812 era, and it is a story about which most Canadians are unaware.

Focus groups

The Province provided \$8000 funding to each of the six regions to formulate a strategy to carry out their Bicentennial commemorations. Toronto staff worked with advisors on the initial strategy and to initiate the first step: gauging the degree of stakeholders' interest in

becoming part of the commemoration process. As the Province and the City need an expression of grass roots support for such a massive project, the focus groups and meetings were critical at the outset.

More than 50 people participated in five focus groups on July 23 and 24, 2007 and related meetings at City Hall, Metro Hall, Fort York, and at-risk neighbourhoods. Participants represented all of our identified key stakeholder groups. The overall response was extremely positive.

Next steps

By the end of 2007, the City programs and the broad scope of the commemoration should be firm. This will include first versions of critical paths, budgets, communication plans, and the identification of staff pressures from now until 2013. It will also identify fundraising needs. In 2008, Toronto will synchronize with the Province, begin marketing and sales plans, establish partnerships and fundraise, and begin program and product development. These activities will continue into 2009 as well as the establishment of commitments from the volunteer sectors. In 2010, while programs and products continue to develop, the marketing, sales and publicity campaigns will be launched and initial response assessed. In 2011, the marketing, sales and publicity campaigns will continue in Toronto, throughout Canada, and internationally. In 2012 and 2013 the commemoration will take place with Toronto's "marquee events" (highest profile) in June 2013.

Federal and provincial funding opportunities

City Council, on December 5, 6, and 7, 2005, adopted the Consolidated Clause—Fort York: Adding New Buildings (Ward 19 Trinity-Spadina) without amendment. The Consolidated Clause is part of Economic Development and Parks Committee Report 10. The full report can be found at

<http://www.toronto.ca/legdocs/2005/minutes/committees/edp/edp051109.pdf>.

Recommendation (b) "requested staff and the Board of Management of Fort York to convene a meeting with representatives of the Provincial and Federal governments to get a commitment of funding for the national heritage site of provincial interest at Fort York."

Staff submitted a grant request in January 2007 to the Federal Cultural Spaces Canada program for \$4,332,887 to build the Visitors' Centre at Fort York. This would represent approximately one third of the projected cost. Parks Canada is leading the Federal initiative for the Bicentennial. No specific Federal Bicentennial funding initiatives exist at this time.

The provincial initiative is led by the Ministry of Tourism with the Ministries of Culture and Citizenship and Immigration. Initial meetings indicate that substantial funding will be available for programming but, at this time, none for capital or administrative costs.

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SIGNATURE

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ATTACHMENT

Appendix A: Proposed structure of the steering committee for the
Bicentennial Commemoration of the War of 1812

Appendix A

Proposed structure of the steering committee for the Bicentennial Commemoration of the War of 1812

Co-Chairs: Ward Councillor 19 (Deputy Mayor Pantalone) and a Member of the Private Sector

Approximately 15 Members from the following key stakeholders:

- Councillors from Wards 19, 20, 28 and the Chair of the Economic Development Committee (or a designate)
- Heritage/History/Education
- Arts
- Native communities
- Black communities
- Fort York and Friends of Fort York/Fort York Foundation
- Community groups, including BIAs, from Old Town, the waterfront and Fort York Neighbourhood
- Fundraisers for private sector fundraising and sponsorship