

**Proposed program for the City's Bicentennial
Commemoration of the War of 1812**

Date:	August 26, 2008
To:	Economic Development Committee
From:	Deputy Mayor Joe Pantalone, Co-Chair of The City of Toronto Bicentennial Commemoration of the War of 1812 Steering Committee Rita Davies, Executive Director, Cultural Services
Wards:	All
Reference Number:	P:/2008/Cluster A/EDCT/ECON DEV/ed0809-038 (AFS #7690)

SUMMARY

At its September 25, 26, and 27, 2006 meeting, Council adopted the War of 1812 Bicentennial report that recommended the establishment of the Bicentennial Commemoration of the War of 1812 Steering Committee. The Committee was established to provide recommendations to Council on the planning of Bicentennial events and on the development of supporting infrastructure. In addition, the Committee was mandated to work with stakeholders to expedite initiatives outlined in "Fort York: Adding New Buildings" and other documents previously endorsed by Council in time for the Bicentennial.

Furthermore, at its May 26, and 27, 2008 meeting, Council adopted the proposal to nominate Fort York for inscription in the World Heritage List of UNESCO. Fort York National Historic Site has the largest collection of authentic War of 1812 structures in Canada. The nomination will be a significant project in the City of Toronto's Commemoration of the War of 1812.

The purpose of this report is to request Council direction for City staff to proceed with the City's Bicentennial Commemorative Program recommended by the Bicentennial Commemoration of the War of 1812 Steering Committee. This will ensure that staff can engage internal and external resources to pursue project funding for the Commemoration of the War of 1812 in June 2012 through to June 13, 2013.

Four legacy projects—Fort York's revitalization, UNESCO World Heritage Designation for the Fort, the Fort York Pedestrian Bridge, and the Toronto Heritage Trail Network—will provide new and renewed facilities that will make the Bicentennial memorable and benefit our city for decades to come.

The program supports the Creative City Elements of the Agenda for Prosperity identified in The Creative City Planning Framework including:

- The investment in major cultural infrastructure to brand Toronto as a global cultural capital and tourism driver,
- The support for building creative convergence centres, and
- The development of tools to attract and retain cultural assets and to develop their commercial potential.

The War of 1812 was a bloody confrontation between British, American and First Nations that shaped the future, not only of Toronto, but also of North America. The four legacy projects will be a lasting commemoration of the War of 1812 for future generations.

RECOMMENDATIONS

The General Manager of Economic Development, Culture and Tourism and the Co-Chair of the City of Toronto Bicentennial Commemoration of the War of 1812 Steering Committee recommend:

1. City Council adopt the City of Toronto War of 1812 Bicentennial Steering Committee recommended program for the City's Bicentennial Commemorations (outlined in Appendix A).
2. Cultural Services staff report, for consideration, through the 2009 Budget process and submission, on any operating and capital budget requirements for the implementation of the program in 2009 and beyond.
3. City Council authorize staff to solicit funding, partnerships and support from other orders of government and the private sector, in full accordance with existing City of Toronto guidelines, in order to carry out the recommended Bicentennial Commemoration program.
4. City Council direct the appropriate staff to develop, deliver and report as appropriate and in a timely fashion on the necessary actions for achieving the City of Toronto's Bicentennial of the War of 1812 Program.

Financial Impact

Capital Budget

There are no direct capital financial implications arising from the adoption of this report.

The City's main capital expenditure will be the revitalization of Fort York. As previously reported for "Fort York: Adding New Buildings," the cost of the revitalization will be \$12.4 million gross and \$5.7 million net to the budget. Additional sources of funding will come from the Provincial and Federal governments and the private sector through the fundraising efforts of the Fort York Foundation.

Capital funds for preparation of the UNESCO nomination in 2009 are estimated at \$100,000 and will be identified from outside sources, resulting in a net zero impact to the budget.

As previously reported, Waterfront Toronto estimates the total cost of the Fort York Pedestrian Bridge is in the range of \$14 to \$18 million, excluding property acquisition. To date, \$440,000 from within the Waterfront Capital Program have been approved by Council for the environmental assessment that will be managed by the Waterfront Secretariat. The Mayor and Deputy Mayor are mandated to seek funding from other levels of government and stakeholders for the design and construction of the bridge.

Capital funds for the preparation of content for the Heritage Trails Network in 2009 will be identified from external sources. The estimated cost is \$50,000. Based on estimates established through work with other City departments and the provincial government, Cultural Services will report during the 2010 budget process on the capital costs of the Heritage Trail Network and on the operating impact after its completion. The network will be part of a province-wide initiative with expected funding from the provincial government and federal governments, and private sector partners resulting in net zero impact to the budget.

Operating Budget

The City's primary contribution will be administrative support. For 2009, requirements for additional funding for staff and programming will be identified in the Operating Budget submission. The Province is estimating a contribution of at least 33 per cent of administrative costs.

The events, programs and artistic commissions for Toronto's bicentennial will cost between \$5 million and \$10 million. The scale of the events and programs will depend on available funding from the provincial and federal governments and the private sector.

Promotion, marketing and advertising funding for the whole 1812 program will be shared by the provincial government, Tourism Toronto, corporate partners and sponsors.

The Deputy City Manager and Chief Financial Officer has reviewed this report and agrees with the financial impact information.

DECISION HISTORY

This report comes out of recommendations approved in the report on the Bicentennial of the War of 1812 from the General Manager of Economic Development, Culture and Tourism Division at the September 12, 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>

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.

Council also directed the General Manager of Economic Development Culture and Tourism and the General Manager of Parks, Forestry and Recreation to continue to work with the Friends of Fort York, the Fort York Management Board, and other stakeholders, to expedite initiatives outlined in “Fort York: Adding New Buildings” adopted at the Council meeting of December 5, 6, and 7, 2005 and other documents previously endorsed by Council in time for the Bicentennial.

At its meeting of September 26 and 27, 2007, City Council considered Economic Development Committee Report 7 and adopted Clause (3) Proposed Structure of the War of 1812 Bicentennial Commemoration Steering Committee and Project Update without amendment:

<http://www.toronto.ca/legdocs/mmis/2007/ed/minutes/2007-09-17-ed07-mn.pdf>

<http://www.toronto.ca/legdocs/mmis/2007/cc/minutes/2007-09-26-cc12-mn.pdf>

At its meeting of December 11, 12 and 13, 2007, City Council considered Executive Committee Report 15 and adopted Clause (19) Fort York Pedestrian Bridge:

<http://www.toronto.ca/legdocs/mmis/2007/ex/reports/2007-11-26-ex15-cr.pdf>

<http://www.toronto.ca/legdocs/mmis/2007/cc/minutes/2007-12-11-cc15-mn.pdf>

At its meeting of June 23 and 24, 2008, City Council considered Executive Committee Report 21 and adopted Clause (12) Fort York Pedestrian Bridge:

<http://www.toronto.ca/legdocs/mmis/2008/ex/bgrd/backgroundfile-13224.pdf>

<http://www.toronto.ca/legdocs/mmis/2008/cc/decisions/2008-06-23-cc22-dd.pdf>

At its meeting of May 26 and 27, 2008, City Council considered Economic Development Committee Report 13 and adopted Clause (4) Proposal to Nominate Fort York for Inscription in the World Heritage List of UNESCO:

<http://www.toronto.ca/legdocs/mmis/2008/ed/reports/2008-05-14-ed13-cr.pdf>

<http://www.toronto.ca/legdocs/mmis/2008/cc/minutes/2008-05-26-cc21-mn.pdf>

ISSUE BACKGROUND

Toronto’s Commemoration and Celebration Program June to August 2012 and April to June 2013 (detailed description in Appendix A)

Cultural Services staff has developed the commemoration proposal together with the City of Toronto War of 1812 Bicentennial Commemoration Steering Committee. Under the working theme: “The War of 1812 and the Transformation of Toronto,” the program

places the emphasis on four legacy projects that will have lasting value to Toronto's residents and visitors well beyond the bicentennial.

Toronto's bicentennial special events and programs presented by the arts and educational sectors, business, community, and heritage organizations will take their inspiration from the history of the War of 1812 and the four legacy projects. The full program is a work in progress but currently, the legacy projects are:

- Revitalization of Fort York National Historic Site, which includes the creation of a coherent open space plan of the entire 43-acre site, construction of a new visitors' centre outside the ramparts, restoration and reinterpretation of the buildings inside the ramparts. New programming will be developed with a diversity of partners to broaden the site's audiences. The revitalized Fort will provide an amenity to local residents such as community gardens and space for community festivals. It will also be able to accommodate large-scale outdoor rental and fort-generated events providing expanded options for revenue generation.
- Nomination of Fort York for inscription on the UNESCO World Heritage List is based on its connection to the War of 1812, which has already been recognized by UNESCO as an event of international significance. The designation would be a major contribution to the shared goal of the Province, the City, and Tourism Toronto to make the city a gateway to cultural and heritage tourism in Ontario and to position Toronto as a distinctive premier tourist destination. It would offer maximum protection for the preservation of the Fort, and with its enhanced national and international status, the Fort will be more attractive for provincial, federal governments and private sector funding, as well as increase visitation and revenue for the Fort.
- Creation of the Toronto Heritage Trail System, including an 1812 to Confederation trail, to provide a way-finding system for visiting historical and notable sites and providing local economic benefits as visitors explore neighbourhoods. The Toronto system would link to a proposed province-wide system. It would consist of signage for heritage sites, a way finding guided system that works well and consistently in the City and throughout the Province. Funding will come from the provincial and federal governments and the private sector. Revenue generation for local businesses should make the trails an attractive proposition for private sector funding.
- The construction of the Fort York Pedestrian Bridge will connect the Niagara Neighbourhood community to Garrison Common at Fort York. The bridge will provide an important new north-south pedestrian and cycling link for communities north of the Lakeshore rail corridor to Fort York and the Waterfront.

Timing

While the provincial commemoration will begin in June 2012 and end in approximately December 2014, Toronto's commemoration will take place in two phases:

Phase One will launch over three days from June 15 to the 200th anniversary of the declaration of the War on June 18, 2012. It will inaugurate the legacy projects with a series of festive special events and performances at Nathan Phillips Square, Old Town, the Waterfront, Fort York and the Heritage Trails. The target markets will be local, national and international. The launch will likely coincide with the last weekend of Luminato and will continue until Simcoe Day in August 2012.

Phase Two will launch special programming on Saturday April 27, 2013 at Fort York to mark the 200th anniversary of the Battle of York. It will likely include the participation of an American delegation from Sackets Harbor. There will be a service of remembrance at St. James Cathedral and activities in Old Town. The target market will be the GTA and border American communities. Activities will continue concluding with the Tall Ships event scheduled for the last week of June 2013.

Project Infrastructure

An 1812 bicentennial commemoration core staff team will work with a broader team from Museums and Heritage Services of Cultural Services, City divisions and external partners to execute the project.

Project Context

The bicentennial of the War of 1812 is an opportunity for Canadians to better understand this war as a formative period in our history, and for Torontonians, specifically, to understand it as a transformative event in the evolution of our city. For Americans and Canadians, it will celebrate and underscore the importance of the virtually unprecedented stable and peaceful relationship that we have enjoyed for two centuries. A number of attributes of today's Toronto were also found in the Toronto (York) of 1812. For example, in 1812, 80 percent of York's residents were neither born in Canada nor of British descent.

In 2006, the Ontario Ministry of Tourism's Investment Development Office determined that a celebration of the bicentennial of the War of 1812 would be a solid economic opportunity for South-Central Ontario, in keeping with the observation that preferred tourism destinations often have heritage and cultural features that identify them as distinct and special. As such, six Ontario regions have been identified, including Toronto, to receive partial provincial funding to plan and execute bicentennial legacy projects and programming that will encourage the growth of new tourism products, particularly those that support downtown and waterfront renewal.

The Federal government is in the earliest stages of considering their strategy for the commemoration. Fundraising and support from the private sector is also in the planning stage through the newly formed Fort York Foundation and with City staff.

Policy Context

The proposed bicentennial program, especially the legacy projects, can be a catalyst to fulfill cultural and heritage goals set out in a number of City policy reports produced since 2001, including *Canada's Urban Waterfront: The Waterfront Culture and Heritage*

Infrastructure Plan, Culture Plan for the Creative City, and most recently, The Agenda for Prosperity, Creative City Planning Framework, and the Premier-Ranked Tourist Destination Project.

COMMENTS

- **Outcomes of the Bicentennial Commemoration and Celebration**

The commemoration will generate awareness and pride in our city's and nation's history, and boost Toronto's tourism potential by helping to position Toronto as a North American heritage and cultural capital. It will enhance Fort York's stature as the birthplace of Toronto, as an authentic icon of the War of 1812, and as a destination hub in the evolving waterfront park system. Furthermore, the commemoration will help provide an historic focal point and a community resource for the newly evolving Fort York neighbourhood. The Heritage Trails Network combined with the other legacy projects and commemorative programming will generate an optimistic spirit about the future of Toronto, Ontario and Canada rooted in the achievements of the past.

- **Implementation strategy and timing**

A phased implementation period is proposed in order to achieve the entire scope of events during the bicentennial's 2012 to 2014 timeframe. In 2008, detailed plans will be developed including funding and granting sources. Provincial and federal programs will solicit proposals for commissions for visual, performing, and literary arts, heritage and community programs. In 2009, major funding programs should be announced, and designs commissioned and executed for the major legacy projects. In 2010, construction will begin on the Fort York Visitors' Centre. Tourism marketing will begin aggressively in 2011 and work at Fort York will be completed. The Bicentennial commemoration will launch in June 2012.

CONTACT

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SIGNATURES

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Bicentennial Commemoration of the War of
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ATTACHMENT

Appendix A: City of Toronto War of 1812 Bicentennial Commemoration Steering Committee List