



**STAFF REPORT
ACTION REQUIRED**

**Commemoration of the 175th Anniversary of the
Incorporation of the City of Toronto**

Date:	August 19, 2008
To:	Executive Committee
From:	Sue Corke, Deputy City Manager
Wards:	All
Reference Number:	

SUMMARY

March 6, 2009 marks the official 175th anniversary of the incorporation of the City of Toronto.

A Steering Committee led by Deputy Mayor Joe Pantalone, at the request of Mayor David Miller, has been formed to develop themes, plans, programming and events to recognize and commemorate this important milestone for our city. The committee includes Cultural Services, Protocol, Toronto Office of Partnerships, Toronto Arts Council, Tourism Toronto and others.

The incorporation of the City of Toronto in 1834 is one of the transformative moments in the evolution of our community as it matured into a vibrant urban centre requiring new levels of governance and democracy to move into the future. At 175 years, Toronto is a city still writing its story. Toronto continues to evolve as each generation and culture influences what this city has been and will be in the future.

Strategic Communications will develop a brand identity (with an anniversary logo) that captures the main themes of the anniversary as well as a communications strategy that sets a consistent, positive tone that will carry throughout 2009. A number of activities are being planned as part of the Toronto 175 festivities and are outlined in this report.

RECOMMENDATIONS

The Deputy City Manager responsible for the Economic Development, Culture and Tourism Division recommends that:

1. City Council authorize the Toronto 175 Steering Committee, in collaboration with other City Divisions, to develop programming and events celebrating the 175th anniversary of the incorporation of the City of Toronto.
2. City Council authorize expenditures of up to \$250,000.00 through the balance of 2008 and into 2009 for the 175th anniversary initiatives including: an official public event held on Nathan Phillip's Square March 6, 2009, enhanced March to May programming for LIT CITY 2009 celebrating Doors Open Toronto's 10th anniversary and the City of Toronto's 175th, and the development/leverage of promotional and sponsorship opportunities.

FINANCIAL IMPACT

\$250,000 will be required to fund the Toronto 175th anniversary celebrations. Celebrations are to commence March 2009 prior to Council approval of the 2009 Operating Budget through to May 2009.

Program costs associated with the anniversary celebrations include:

Nathan Phillips Square public event March 6, 2009	150,000.00
Enhanced programming for LIT CITY 2009	25,000.00
Coordination	40,000.00
Marketing/Promotional funding	35,000.00

2008 related expenditures will be absorbed within Economic Development, Culture and Tourism's 2008 Approved Operating Budget. 2009 expenditures will be funded from within the 2009 Interim Operating Budget Estimates and funding will be considered as part of the 2009 Operating Budget process.

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

ISSUE BACKGROUND

In honour of Toronto's 175th, the Steering Committee was formed to partner with City Divisions and community stakeholders to develop plans for a public celebration that will create a sense of civic pride and awareness about Toronto's history. Activities will include:

- A public party at Nathan Phillips Square: on Friday, March 6, 2009 to mark the official day that the City of Toronto was incorporated 175 years ago.
- An evening private function in the Rotunda: following the public party Friday, March 6, 2009.
- LIT CITY 2009: a new initiative engaging Torontonians in a citywide celebration of our renowned built heritage and print culture in the last 175 years. Working with several programming partners including the Toronto Public Library, this special focus on Literary Toronto will kick-off in March 2009 and culminate on the Doors Open Toronto 10th anniversary weekend in May.

- LIT CITY – *Toronto in Words and Images*, a multi-faceted exhibit at the Market Gallery marries art from the City of Toronto’s collection with evocative passages from Toronto literature. LIT CITY will run from Saturday, March 7 until Sunday, June 14, 2009.
- A song competition: inviting the public to develop an official song for the City of Toronto
- Special Events is working with the National Capital Commission in Ottawa to profile Toronto’s 175th Anniversary during their Opening Ceremonies for Winterlude 2009.
- The City of Toronto Archives will be producing a book based on its extensive photographic holdings that will be launched as part of the City's 175th anniversary celebrations in 2009. The book will provide a visual record of 140 years of urban development, municipal initiatives, and official civic events.
- Partnership and programming opportunities have been discussed with Heritage Toronto (regarding the Greatest Torontonians Contest), the Toronto Arts Council and the Historical Foundation.

The Toronto 175 Steering Committee will reach out to the following groups with an invitation to participate in the commemoration:

- Toronto residents and businesses
- Community stakeholder groups (Business Improvement Areas (BIAs), Agencies Boards and Commissions (ABCs), arts organizations, external event planners, community associations, ratepayer groups, tourism organizations etc.)
- City of Toronto Divisions, Councillors
- Local and national media
- Surrounding municipalities
- Toronto visitors

While this anniversary is not as significant as a Sesqui-Centennial or Bi-Centennial, the 175th provides an opportunity to celebrate Torontonians’ interest in their vibrant city and its history. This 175 year milestone promotes a positive profile of Toronto – from the past, the present and the future. Toronto has grown into a city that is recognized around the world for its quality of life, its environmental stewardship and its multiculturalism.

CONTACT

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SIGNATURE

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