



STAFF REPORT INFORMATION ONLY

Toronto 175 Anniversary Celebrations

Date:	December 31, 2009
To:	Executive Committee
From:	General Manager, Economic Development, Culture and Tourism
Wards:	All
Reference Number:	

SUMMARY

Toronto 175 was adopted by City Council on September 24 & 25, 2008.

<http://www.toronto.ca/legdocs/mmis/2008/cc/decisions/2008-09-24-cc24-dd.pdf>

City Council authorized the Toronto 175 Steering Committee, led by Deputy Mayor Joe Pantalone, in collaboration with Cultural Services, Protocol, Toronto Office of Partnerships, Toronto Arts Council, Tourism Toronto and others, to develop themes, plans, programming and events that recognized, as well as commemorated this important milestone. March 6, 2009, marked the anniversary of the incorporation of the City of Toronto with festivities concluding on December 31, 2009.

- **Theme:** The Toronto 175 anniversary themes were, “Heritage, Unity & Diversity”
- **Plan:** The plan was to develop successful outreach strategies with large and small organizations promoting civic engagement and civic pride
- **Program:** The goals were to enhance programming and special events for current City of Toronto initiatives and venues under the umbrella of Toronto 175
- **Events:** The objectives of the Toronto 175 Steering Committee was to develop strategies with external organizations that highlighted Toronto 175, either through partnerships to produce events or to cross promote partnership events under the banner of the 175th anniversary year

Toronto 175 anniversary celebrations promoted a positive profile for Toronto for both residents and tourists. The celebrations and partnerships linked the past, the present and future of Toronto within one anniversary year. Over 700,000 members of the public

engaged in celebrations that honoured Toronto's heritage, unity and diversity. Media coverage during partnerships and events were extensive. The Toronto 175 Brand ID appeared on most marketing materials produced by the City of Toronto, as well as promotional materials created by Toronto 175 partners. In 2009 Design Services produced approximately 1,700 promotional materials for the City of Toronto. As Toronto 175 concludes many lessons have been learned. Toronto has grown into a world class city that is recognized around the world for its quality of life, its environmental stewardship and its multiculturalism. Toronto residents of all ages are eager to share their experiences as well as celebrate their diversity and unite with their fellow Torontonians.

Financial Impact

The one-time budget increase of \$0.230 million and .4 positions in 2009 for the 175th Anniversary of the City of Toronto have been reversed in the 2010 Operating Budget.

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

DECISION HISTORY

On September 24 & 25, 2008, City Council adopted Toronto 175 as a year long celebration that focused on Toronto's heritage, unity and diversity.

<http://www.toronto.ca/legdocs/mmis/2008/cc/decisions/2008-09-24-cc24-dd.pdf>

Expenditures for this celebration were approved by City Council on March 31, 2009, during the 2009 operating budget process.

<http://www.toronto.ca/legdocs/mmis/2009/cc/decisions/2009-03-31-cc32-dd.htm>

This report has been requested by Deputy Mayor Joe Pantalone and Chair of the Toronto 175 Steering Committee. It gives an overall synopsis of the events that took place across the City under the umbrella of Toronto 175 and the long-term effect it had on residents, tourists and community stakeholders.

ISSUE BACKGROUND

Toronto's 175th anniversary started with an open house celebration at City Hall on March 6, 2009. The year continued with a number of both small and large partnerships. To honour Toronto's 175th anniversary the Steering Committee partnered with many City Divisions and community stakeholders. These organizations came forward with thoughtful ways to celebrate Toronto's heritage, unity and diversity. Highlights of major partnerships and events are listed below for reference.

A day-long public event was staged on March 6, 2009. City Hall opened its doors and invited the public to join the City of Toronto for a day of literature, dance, film, music, photography, visual arts, archival displays and multi-media exhibits. Approximately 6,000 members of the general public were in attendance throughout the festivities. City Hall was transformed into an exhibition venue with highlights including:

- Toronto's first Mayor William Lyon Mackenzie challenging the present Mayor David Miller to a dialogue using the City Council chambers as a theatrical venue. Toronto theatre artists Eric Peterson and R.H. Thompson took the lead on this project. R.H. Thompson worked with the *Dominion Foundation* and various Toronto schools to re-enact the first debates of City Council in 1834. This project was a great success and generated excellent media response.
- Two community organizations *Well and Good* and *Manifesto* presented an art exhibit showcasing street art in all its forms and the impact on the city's neighbourhoods.
- School without Borders presented "My City, My Story" a photo exhibit by Toronto-based youth. New media artist Faisal Anwar presented "360-Extended", an art installation created for the campaign and projected inside the City Hall Rotunda.
- Several films were also showcased: *Toronto in Silent Cinema, 9 Months, 6 Blocks, Tkaronto, Behind the Bohemian Embassy* and *Let's All Hate Toronto*. The rotunda performances featured artists: Tej Hunjan. Chris Church. Yoshi and Chie, Michelle St. John and the Council Fire Youth Drum Group to name but a few.
- Nathan Phillips Square featured presentations by a number of Toronto Public Service organizations. Toronto Police Service exhibited vintage vehicles, police dogs and motorcycles. Emergency Medical Services showcased a number of vehicles including a 1954 Henny Packard Deluxe Ambulance, a 1966 Superior Pontiac Consort Ambulance, as well as a 1991 Dodge Van Ambulance. Toronto Fire Services also displayed vintage vehicles once used by the fire department

A coffee table book entitled "**Toronto's Visual Legacy – Official City Photography from 1856 to the Present**" was launched during the March 6, 2009 event. Over 200 images were chosen by the city's archivists. There has been a great demand for the 1st edition print. To compliment this book, City of Toronto Archives partnered with various organizations including the Royal Agricultural Winter Fair, St. Lawrence Market and the Hudson's Bay Company on Queen St. Various heritage displays featuring copies of the books could be viewed at these locations in addition to the City Hall rotunda.

Other Toronto 175 Events during 2009:

Doors Open Toronto which celebrated its 10th anniversary during 2009, produced a special commemorative programme entitled *Lit City-Toronto Stories, Toronto Settings*. Doors Open Toronto expanded its annual roster to 175 buildings and complimented Lit City programming by connecting books and authors with architecture. Over 30 of the participating venues offered readings by authors, which focused on Toronto's history and experiences. Over 250,000 members of the public celebrated Toronto's built heritage in 2009. Approximately, 48,000 audience members took part in the special Lit City programming

The Toronto 175 song contest invited song writers to participate and honour Toronto's birthday by submitting their works online. Over 21,000 votes were cast by members of the general public for the 10 semi-finalist songs. The Canadian National Exhibition

hosted the live finale performances on its opening day. Celebrity Judges included Deputy Mayor Joe Pantalone, CP 24's Matte Babel, as well as Traci Melchor and Andy McLean from North by Northeast Music Festival. Toronto now has an official song titled "*Love to Live in Toronto*", by George Axon and Aidan Mason who won the grand prize in the amount of \$5,000. The CNE also offered visitors the low admittance price of \$1.75 on opening day and celebrated with the audience by handing out 175 cupcakes with the 175th logo displayed on them. A professional recording of the winning song performed by Divine Brown (2009 Juno winner for best R&B album) and Dane Hartsell has been produced. Both of these artists performed their version of the song at Cavalcade of Lights presented by Scotiabank and during the Olympic Torch Relay at Nathan Phillips Square. This recording has been made available to City Councillors, Tourism Toronto, Office of Partnerships and all Parks & Recreation arenas and rinks. The public can obtain a free mp3 of "*Love to Live in Toronto*" by visiting www.toronto.ca/175.

Toronto International Film Festival celebrated Toronto's 175 with trailers, a film screening, a book publication and a photo exhibit. Film trailers featuring key Toronto films and film coverage of seminal events were played at TIFF theatre venues. An Anthology book publication featuring contributions by Piers Handling, Matt Hays, Brenda Longfellow and Wyndham Wise, along with a list of significant Toronto films were also available for purchase. Pearson International Airport featured a selection of film stills from the Toronto 175 film trailers. The Art Gallery of Ontario (Jackman Hall) presented a film series of memorable films shot in Toronto, by local Torontonians filmmakers, which explored the dynamics of urban living until the end of 2009.

On October 15, 2009, the Glen Gould Studio hosted a special concert of the composition *The Toronto Suite* by David Macfarlane. It was performed by the internationally acclaimed Via Salzburg Chamber Ensemble under the direction of Mayumi Seiler, along with 20 other musicians who performed breathtaking music consisting of a wide range of ethnic backgrounds. The composition *The Toronto Suite* is a musical narrative where Toronto history met the present and this was articulated through a great blend of instrumentation, choral voices and electronic soundscapes.

St. Lawrence Market came alive for its 205th anniversary on November 7, 2009. Torontonians of all ages enjoyed a day full of live entertainment, heritage theatre, buskers, story tellers, children's activities, \$1.75 food specials by market vendors and much more! Highlights included performances by Human Statues, Dirty Dishes, Shibaten Spirits, Afterhours, Chris McKool (2009 Juno nominee), Jorge Lopez, Mysterion the Mentalist, Peter Jarvis, Max T Oz, Batman, Dylan Studibaker and Brent Matthews

The City of Toronto unveiled the 175th anniversary picture postage stamp on November 12, 2009 with the support of Canada Post. Tourism Toronto funded this initiative and purchased 8,000 stamps, of which 4,000 were donated to the City of Toronto. These limited edition picture postage stamps were available to the public for free at the Canadian National Stamp Show at the exhibition grounds. The stamps were also given away at Cavalcade of Lights (presented by Scotiabank) and at the City's Historic

Museums on December 5 & 6, 2009. The public could also purchase full sheets by visiting www.toronto.ca/175, saving the City Hall image and then uploading it to the Canada Post – Picture Postage website www.picturepostage.ca.

Toronto's 175th anniversary also had a seasonal focus during this year's Toronto Santa Claus Parade. This historic parade seen all over the world consisted of 24 floats, 24 bands and 1,700 participants. A snowman float featuring the Toronto 175 logo was viewed by all 600,000 in attendance. The City's Historic Museums distributed their holiday brochure to the 40,000 children in attendance at the parade, promoting a free 175th celebratory weekend on December 5 & 6, 2009.

COMMENTS

Toronto 175 would like to acknowledge the partnerships of organizations that celebrated Toronto's heritage, unity and diversity. (See Appendix 1)

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SIGNATURE

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ATTACHMENTS

Appendix 1: 175th Anniversary Partnerships

Appendix 1

175th Anniversary Partnerships:

The St. George's Society of Toronto
Center for Spanish Speaking People
Masala! Mehndi!, Masti Festival
DVxT Theatre
City Sonic
West Toronto Junction Historical Society
Royal Ontario Museum
Toronto and Region Conservation Authority
Brown's, A Short Man's World of Fashion
York Pioneers
Science Rendezvous 2009
Toronto Arts Council
Vizaria
Toronto Public Library
The Garden Club of Toronto
Dominion Modern Gallery
The Hudson's Bay Company on Queen St
Horticultural Society of Parkdale & Toronto (HSPT)
Allstream Centre at Exhibition Place
City of Toronto, Cultural Services
Vortex Media
The Dominion Institute
Heritage Toronto
The Royal Agricultural Winter Fair