



REPORT FOR ACTION

The City of Toronto's Canada 150 Celebrations

Date: February 27, 2018

To: Economic Development Committee

From: General Manager, Economic Development and Culture

Wards: All

SUMMARY

This report provides an overview of the activities undertaken by the City of Toronto to celebrate Canada's sesquicentennial in 2017.

It describes the initiatives undertaken by Economic Development and Culture and other City Divisions as well as information related to the funding secured for Canada 150 from the Governments of Canada and Ontario, the marketing and sponsorship activities undertaken and highlights of public opinion research that was carried out.

In addition, the report also details the projects for which funding was approved as part of the Canada 150 Infrastructure Program.

Finally, the report provides information on a City of Toronto Canada 150 Legacy Project recommended by the Canada 150 External Advisory Committee.

RECOMMENDATIONS

The General Manager, Economic Development and Culture recommends that:

1. City Council receive this report for information.

FINANCIAL IMPACT

A total of \$7.75 million was provided for Toronto's Canada 150 celebration, including \$2.05 million from the Government of Canada, \$1.5 million from the Government of Ontario and \$4.2 million from the City's Major Special Event Reserve Fund.

An additional \$0.150 – \$0.200 million will be requested from the Major Special Events Reserve Fund early in 2018 for the Canada 150 Legacy Project for tree planting which was not completed in 2017.

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

DECISION HISTORY

In February 2014, City Council directed the General Manager, Economic Development and Culture, to begin planning for the 150th anniversary of Canadian Confederation. <http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2014.MM48.1>

In its decision on December 9 and 10, 2015, Council directed the General Manager, Economic Development and Culture to:

- Establish a cross-divisional planning team to coordinate Canada 150 related initiatives and activities;
- Make submissions for funding to the Federal and Provincial governments and pursue private funding and sponsorships to support Toronto's Canada 150 programming and potential related infrastructure;
- Enhance existing Economic Development and Culture programs, and to direct other City Divisions and Agencies to focus their own existing programs, where appropriate towards celebrating Canada's 150th anniversary;
- Explore support for the Toronto Biennale of Art as part of Canada 150 related initiatives;
- Report to the Economic Development Committee in early 2016 with an update on planning for Canada 150;
- Form an Advisory Group of community representatives to assist with the planning of Canada 150 in Toronto made up of representatives from a variety of sectors.

In addition, City Council allocated \$1.50 per capita or \$4.2 million for the Canada 150 celebrations from the Major Special Events Reserve Fund and directed \$4.2 million from the 2015 operating surplus to the fund and further directed that detailed funding plans and relevant 2016 and 2017 budget requests be developed.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2015.ED8.9>

In June, 2016, Council directed the General Manager, Economic Development and Culture to:

- Collaborate with other orders of government, the private sector and the not-for-profit sector to promote and produce Canada 150 activities across the City of Toronto in 2017;
- Coordinate marketing and communications efforts for Canada 150 programs undertaken by the City and its agencies.

As well, City Council delegated authority to the Deputy City Manager Cluster "A" to make funding requests to the federal and provincial governments to support Canada 150 programs, and if successful, to receive funds on behalf of the City and execute any contribution agreements required.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2016.ED12.3>

ISSUE BACKGROUND

In 2017, Canada celebrated its 150th anniversary. To mark this significant milestone, the City of Toronto, along with other municipalities across the country, staged a wide variety of special events, concerts, exhibits, commemorative events and celebrations designed to engage the general public in the celebration of the Sesquicentennial.

Events ranged from a Canada 150 New Years' Eve kick-off event at Nathan Phillips Square on December 31, 2016 (attended by an estimated 60,000 people), to the 100th Anniversary Commemoration of the Battle of Vimy Ridge at Fort York in April, musical performances at Nathan Phillips Square, Humber Bay West Park, the North York Civic Complex and Scarborough Civic Complex on July 1st, a mobile museum which travelled to all 44 Wards as part of the Canada 150 "MomenTO" initiative as well as various exhibits.

The City of Toronto's Canada 150 program was promoted under the heading "TO Canada with Love: Honouring 150 Years" and was made possible through initial funding allocated by the City of Toronto as well as significant additional funding contributed by the Government of Canada and the Government of Ontario.

In addition, to complement funding provided by the three levels of government, numerous partnerships and sponsorships were developed over the course of the year.

As well, a total of 29 city capital projects (Attachment 1) were approved for Canada 150 infrastructure funding.

Planning for Canada 150 began in earnest in late 2015 after the conclusion of the Pan-American Games. Initial research was undertaken related to the activities that took place during Canada's Centennial in 1967, the state of planning in other jurisdictions and, by way of comparison, an assessment of Toronto's 175th anniversary in 2009. The results of this research, along with a series of recommendations were presented to Council in December, 2015.

COMMENTS

Overview

In response to the decisions made by City Council, a number of actions were undertaken by Economic Development and Culture, as well as by a number of other City Divisions.

Governance Structure and Committee Reporting

To oversee the City's Canada 150 initiatives, three committees were set up to provide oversight, advice and assistance related to the celebration of Canada 150 in Toronto. These were:

- A **Canada 150 External Advisory Committee** made up of external volunteers representing a variety of different sectors to provide advice throughout the year;
- An **Interdivisional Working Group** whose purpose was to serve as a forum for information sharing and coordination between City Divisions;
- An **Economic Development and Culture Canada 150 Steering Committee** which provided oversight related to the Division's activities throughout the year.

Individual briefings were also scheduled with a number of Councillors and in addition, a number of updates related to Canada 150 were provided to Committees of Council periodically. These included three presentations to the Aboriginal Affairs Committee, presentations to the French Language Advisory Committee, the Toronto Accessibility Advisory Committee and the Economic Development Committee.

Federal and Provincial Funding

To supplement the \$4.2 million in funding which the City provided from the Major Special Events Reserve Fund, discussions related to funding Canada 150 were initiated with both the Government of Canada as well as the Government of Ontario.

These discussions had a successful outcome and resulted in the Government of Canada contributing a total of \$2.05 million to the City's programming and the Government of Ontario contributing an additional \$1.5 million.

In addition, through its Canada 150 Infrastructure Program, the Government of Canada contributed a total of \$6.15 million to 29 capital projects that were carried out throughout the City in 2017. This financial contribution represented 33% of the value of each project submitted by the City and approved by the Government of Canada. A complete list of projects may be found in Appendix 1.

Canada 150 Programming

The objective of the City's Canada 150 celebrations was to create a memorable, diverse and appealing program of events and activities throughout 2017 to celebrate Canada

and Toronto's place in Canada, engage a wide variety of citizens and communities and inspire pride in our city and our country.

The celebrations were inaugurated in Toronto on December 31, 2016 with a major event at Nathan Phillips Square that included a variety of musical performances and fireworks. It is estimated that there were 60,000 attendees at the kick-off event and 1.7 million viewers of the CBC nationally-televised broadcast.

Other highlights throughout the year included:

- On July 1st, major Canada Day celebrations were staged at Mel Lastman Square, Humber Bay Park West and the Scarborough Civic Complex featuring music representing a wide variety of genres, dance and performing arts, attracting tens of thousands of attendees throughout the day, culminating in evening fireworks.
- A major four-day Canada Days festival was held at Nathan Phillips Square from June 30th-July 3rd. As with the three other celebrations, it featured musical performances representing a variety of musical genres as well as performing arts and dance with fireworks each evening. On Canada Day, there were 1.9 million viewers of the nationally televised broadcast on CBC\Radio-Canada.
- Attendance at all four locations for Canada Days is estimated to have been 225,000 and there were over 130 performances at the four sites over four days.
- Fort York hosted a celebration of Indigenous culture and heritage on National Aboriginal Day in June which culminated in a nationally-televised evening broadcast produced in partnership with the APTN. This event also launched four additional days of Indigenous programming culminating in the Indigenous Arts Festival. There were 60 performances over five days and total attendance is estimated at 17,000, which includes over 1500 students.
- "150 Years of Sport" was the theme of the second annual Toronto Sport Hall of Fame induction ceremony at which 14 new members were recognized and a slide show highlighting 150 years of sport history was featured.
- The commemoration of the 100th Anniversary of the Battle of Vimy Ridge at Fort York National Historic Site and the planting of a "Vimy Oak" in April. The commemoration complemented the national commemoration in France and was attended by a number of dignitaries including the Lieutenant-Governor, the Premier of Ontario, the Mayor and representatives of the Governments of France, the United Kingdom and the Federal Republic of Germany.
- The Market Gallery presented two signature Canada 150 exhibitions: "*Settling in Toronto: The Quest for Freedom, Opportunity and Identity*" (March to July), and "*The Maple Leaf Forever: Toronto's take on a National Symbol*" (July to November).

- A Canada 150 edition of Doors Open under the theme of "Fifteen decades of Canadian Architecture". A record 290,000 people visited iconic buildings throughout the city over the course of a weekend event.
- Parks, Forestry and Recreation staged a "Snap and Share" photo contest and received over 1400 entries in the Canada 150 category.
- The STOMP Urban Dance Competition – Canada 150 Edition featured more than 400 young performers drawn from Parks, Forestry and Recreation dance programs and other youth-serving agencies.
- Six of the City's history museums celebrated Canada's culinary history through the program "Canada Cooks Toronto Eats". The program included a food blog and culminated in a free weekend event featuring live historic cooking demonstrations, food and drink samples and guests from the culinary world.
- Gibson House, Montgomery's Inn and the Scarborough Historical Museum collaborated to produce YouthCAN150, a year-long program that engaged hundreds of youth volunteers in excursions, workshops and events to experience history and celebrate Canada 150.
- Enhanced programming at the Toronto History Museums including Canada Day activities, fall festivals and special exhibitions such as *A Colourful History: Toronto's Historic Sites*.
- Fort York worked with the Bentway Conservancy to present a number of Canada 150 programs throughout the year. These included Simcoe Day, The New Generation Steelband Festival, the On Common Ground Festival and the Frost Fair. One of the major components was a site-specific production developed at Fort York by Red Sky Performances entitled *Miigis* inspired by Anishnaabe culture.
- In collaboration with Library and Archives Canada, the Toronto Public Library presented the "TD Summer Reading Club" themed for Canada's sesquicentennial. Over 37,000 children registered for the program and over 62,000 attended programs in various branches.
- As part of the Parks, Forestry and Recreation After School Care Program, 1600 children celebrated Canada 150 at 51 different locations across the city.
- The Toronto Fire Service hosted a Canada 150 lecture at Station 334 on the S.S. *Noronic* passenger ship disaster in 1949. The tragedy changed fire safety in the shipping industry and spurred the development of new fire prevention standards.
- Gibson House staged an exhibit entitled "*1867: Rebellion and Confederation*" in collaboration with the Canadian Museum of History.

- Mackenzie House presented the exhibit *Eaton's Goes to War: Family, Memory and Meaning* to mark both Canada 150 as well as the centenary of the First World War.
- During Parks, Forestry and Recreation's "TO Canada with Love Camp Week", 8000 campers took part in Canada 150 activities including arts and crafts, the creation of time capsules, mascot visits, decorating their camps, Canada 150 Scavenger hunts and other activities.
- From June to August, the Canada 150 Horticulture Program was presented across Toronto as well in High Park, the Botanical Gardens and along University Avenue by Parks, Forestry and Recreation. Approximately 240 large scale pots were distributed throughout the city and were designed with a special Canada 150 planting design scheme. The new design reflected the colours of the Canada 150 logo. As well, several carpet bed locations had specially designed displays that reflected the Canada 150 theme.
- Social Development, Finance and Administration hosted the Toronto Seniors' Forum which celebrated Canada 150 by making it the theme of their annual Seniors Month event in June at City Hall.
- The City of Toronto Archives hosted a series of three Canada 150 Toronto History lectures and also collaborated on a "Village of Dreams" multi-platform project featuring the neighbourhood known as the Gerrard India Bazaar. Archives staff participated on the jury for the "Best Photo" contest, and served as the venue for the installation of the winning photo submissions.
- A Citizenship and Reaffirmation ceremony and celebration at which 50 new Canadians formally became citizens was held at Fort York National Historic Site while others present reaffirmed their citizenship.
- "Learn to Camp" programs were presented at 42 branches of the Toronto Public Library in collaboration with Parks Canada and over 800 attended. For many, this was their first foray into Canada's favourite summer pastime.
- A Canada 150 edition of Nuit Blanche was presented, which invited artists to explore the theme "Many Possible Futures" and which featured two all-Canadian exhibit zones.
- The Toronto Fire Service presented an eighteen day exhibition of historical photographs at the Canadian National Exhibition. Accompanying the exhibit were a variety of historical artefacts associated with Toronto's firefighting history.
- "My City, My Six", a participatory public art project developed in collaboration with the six Local Arts Service Organizations, invited residents to share something essential about themselves in six words. 150 stories were selected by jury and presented in a city-wide exhibit. This was complemented by fifteen locally-based exhibits in neighbourhoods across the City.

- "MomenTO", a multi-faceted project inviting residents and visitors to discover the history of persons, places and events of significance to Toronto and to Canada. One of the major components was a mobile museum with a timeline and historical artefacts from the City's collection, which travelled to all 44 wards and participated in over 60 community events.
 - "MomenTO by Canoe" which invited residents to get in canoes and discover the history and heritage of the Humber and Rouge Rivers, both nationally-significant waterways.
 - A series of six talks titled *Toronto's Heritage of Innovation* was presented in partnership with Heritage Toronto. Taking place throughout the City, events covered themes such as innovations in technology, healthcare and medicine, air and space and international service.
 - Through "Sounds like Toronto", MomenTO celebrated Toronto's musical heritage and its impact on Canada by staging six concerts highlighting six different musical genres from reggae, to rock and folk and jazz at six small venues across Toronto.
 - MomenTO's promotional video was shown at all Toronto Blue Jays home games in July

Marketing

The City's Canada 150 celebrations were supported by an intensive and multi-faceted marketing campaign.

The "**TO Canada with Love: Honouring 150 Years**" year-long campaign helped build local pride and awareness for all City-wide Canada 150 celebrations while driving attendance to the more than 50 TO Canada with Love events, exhibitions and programs produced by Economic Development and Culture and other City Divisions.

Marketing campaign highlights included:

- The **TO Canada with Love** branding provided a graphic identity for promotion of all City of Toronto Canada 150 programs in 2017;
- The **TO Canada with Love** web portal on toronto.ca provided an online home to promote both City-produced and community-produced Canada 150 programs through a feed from the City's Festival and Event calendar providing readily accessible information to residents and visitors. The site supported customized marketing campaigns for a range of year-long events and programs and received just under 1 million page views over the course of the campaign;
- The overall campaign generated approximately 1 billion impressions with a marketing value of \$5.8 million;

- The campaign was supported by more than \$2 million of free advertising inventory contributed by 10 print, radio and television media sponsors and a month-long system-wide promotional campaign with the TTC;
- The proactive publicity campaign helped generate close to 2000 individual broadcast, print and online editorial items valued at \$3.3 million;
- The year-long advertising campaign featured thousands of out-of-home, print, online and social media ads in 15 different languages;
- A new 3D Maple Leaf was created as an addition to the iconic 3D Toronto Sign and a commemorative **TO Canada with Love** light show ran on the top of every hour throughout the year;
- The City was dressed for celebration with a street banner campaign, Union Station pageantry, and streetcar and subway wraps and a highly visible Toronto Fire emergency vehicle wrap;
- A Torontomoji Electronic Sticker pack was launched in June in time for Canada Day celebrations featuring 50 customized graphics created to highlight some of Toronto's most iconic landmarks, attractions and symbols in social media posts and electronic messages. There have been close to 15,000 downloads of the pack to date.

Sponsorship summary

Revenue generation efforts for Toronto's Canada 150 Celebrations was highly successful securing more than \$3.875 million from two orders of Government and the private sector.

Cash revenue of \$325,000 was generated from ten private sector corporations and businesses.

In addition more than \$2,023,000 of in-kind support (on-site activations, free non-alcoholic beverages, advertising, promotional items and promotional materials) was secured from corporate sponsors.

Cash revenue generated from both Government and the private sector complemented the contribution from the City while the in-kind contributions leveraged the City's investment and provided significant value to residents and visitors.

Government of Canada – Canadian Heritage

The Government of Canada established several funds to support activities, events and capital programs in support of Canada's Sesquicentennial. The EDC Sponsorship Unit identified a number of projects that were a fit for these funding programs and submitted

applications during 2016. A total funding package of \$2.05 million was received for non-capital programs.

Government of Ontario

The Government of Ontario set up the Ontario 150 Secretariat to provide funding for communities to celebrate. The City of Toronto and was successful in obtaining a total funding package of \$1.5 million.

Public Opinion Research

As part of Canada 150 celebrations, Ipsos-Reid was commissioned to carry out public opinion research. Some of the highlights of their findings are as follows:

- When read a list of statements related to Canada 150 activities, 94% of those surveyed agreed that the City of Toronto is right to recognize and celebrate the 150th anniversary of Confederation, and 93% were satisfied with the way the City of Toronto delivered Canada 150.
- In addition, 87% felt that "participating in Canada 150 "makes me feel like I'm part of something important", 83% felt that Canada 150 was "having a positive impact on their local community" while 82% and 75% respectively felt that Canada 150 "would have a lasting legacy for Canada and Toronto".
- An overwhelming majority of attendees felt that when Government invests in celebratory events like Canada Days (86%) and events like MomenTO (94%) it is a good use of taxpayer money. Moreover, (54%) strongly agreed with this view for Canada Days and 69% for MomenTO.
- There was a 95% event satisfaction rating for the "Canada Days" events and a 96% rating for MomenTO.
- In terms of the time spent at the Canada Days event, the breakdown was as follows:
 - 13% 2 hours or less
 - 26% 3-4 hours
 - 32% 5-6 hours
 - 28% More than 6 hours
- Audience Demographic for "Canada Days":
 - 71% local, 10% GTA, 19% tourists (greater than 40 km)
 - 51% male, 49 % female

Canada 150 Legacy Project

As part of its deliberations, the Canada 150 External Advisory Committee considered various options related to the creation of a Canada 150 legacy in Toronto to mark the Sesquicentennial.

As a permanent legacy of Toronto's Canada 150 celebrations, the External Advisory Committee has recommended that "Canada 150" maple trees be planted in each of the 44 Wards of the City of Toronto in collaboration with local publically-funded school boards. Each tree would be planted on or near school grounds on public land. A local school community would be engaged to incorporate the tree's planting and development into its curriculum and to adopt and care for the tree. Each tree would be accompanied by a bronze plaque that would explain the association between the tree and Canada 150. Provision would be made for their replacement in the event that some plantings were unsuccessful.

A process for the selection of the schools in each Ward would be undertaken with the relevant school boards. It is estimated that the cost of this project will be of the order of \$150,000-\$200,000.

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SIGNATURE

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ATTACHMENTS

Attachment 1: Capital Projects Supported by the Canada 150 Community Infrastructure Program

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Economic Development and Culture

Fort York Landscape - Link to the Lake Ontario Shoreline
Neilson Park Creative Centre
Restoration of Goulding Massey Estate
Spadina House Restoration
Stanley Gates
Toronto Assembly Hall Seating
Windfields Upgrade - Canada Film Centre

Parks, Forestry and Recreation

Brooks Road Park Playground
Cataraqui Park Playground
Centennial Park Arena Improvements
CHP Installation - Agincourt Recreational Centre facility
CHP Installation - Etobicoke Olympium Centre
Coleman Park
Dalrymple Park Playground
Falstaff Community Centre Improvements
Former Inglis Lands Park Development
Giovanni Caboto Outdoor Pool
Pan Am Path extension (trail expansion)
Port Union Community Centre Improvements
St. James Park - Playground & Park Upgrades
Westlake Park Playground
Woodborough Park Playground

Toronto Public Library

Agincourt Branch Improvement
Amesbury Park Branch Renovation
Humber Summit Branch Renovation
Lillian H. Smith Branch Renovation
Richview Branch Renovation
Riverdale Branch Repair
Yorkville Branch Renovation