



HERITAGE TORONTO

Annual Report 2021



Heritage Toronto

Heritage Toronto builds a better city by bringing people together to explore Toronto's shared past and peoples' lived experiences.

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Land Acknowledgement

Heritage Toronto is located on the traditional territory of the Wendat, the Haudenosaunee Confederacy, and the Anishinaabeg, including the Chippewa and the Mississaugas of the Credit. Today, Toronto is host to many First Nations, Métis, and Inuit peoples. Toronto is within the territory of the Dish with One Spoon Treaty which requires responsibility of those who use the land to share it peaceably and care for it. Heritage Toronto acknowledges this responsibility and recognizes the efforts of these nations in maintaining the land.

Our People

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Kristen McLaughlin, *Plaques Coordinator*

Bringing People Together

In 2021, our charity responded to the constant shifts brought on by the global pandemic with a change in perspective. We embraced adaptability, with a balance of digital and in-person programming, but focused our work on rethinking how we share heritage's role in city-building.

The continued growth of our Plaques program is a standout example. In 2021, we added 44 new plaques, resulting in a collection of about 900. An impressive total, it is topped by the program's priority to highlight underrepresented stories. Last year, 40% of our plaques featured people and events from our equity-deserving communities.

Similarly, we embraced the opportunity to innovate and experiment when we brought people together again during our Tours season. Over 60% of our 52 tours and events featured new content. We introduced online live events, a bike tour, an audio tour, and we invested in headset technology that both helped ensure physical distancing and improved the quality of the experience.

While rebuilding our in-person events, we continued to grow engagement with our digital audiences with over 35,000 visits, a 100% increase in free public use of our digital programs. In 2021, the Heritage Toronto Awards returned as an online event and we launched Sounds Like Toronto, our largest-ever digital program which spotlighted our city's music legacy and its social impact.

Despite the fiscal challenges and reduced staffing in 2021, we increased our efforts to



provide paid work to our emerging historians, the next generation of heritage advocates. This success is a testament to the crucial support of our donors and sponsors. To honour our commitment, we made hard choices to ensure a balanced budget and protect the long-term sustainability of the charity.

Moving forward, we are excited to rebuild our capacity and explore new opportunities so that our city's heritage is accessible, relevant, and engaging to all Torontonians.

A handwritten signature in blue ink that reads "Allison Bain".

Allison Bain
Executive Director



A handwritten signature in blue ink that reads "Liza Chalaidopoulos".

Liza Chalaidopoulos
Chair, Board of Directors

Supporters

Thank you to our 2021 supporters and heritage champions.



\$30,000+



\$10,000+

**ANDREW AND
SHARON HIMEL**
AND FAMILY



\$5,000+

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Local 27
Clifford Restoration Ltd.
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\$2,500+

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Community Partners

Architectural Conservancy of
Ontario
Black Speculative Arts Movement
Canada's Sports Hall of Fame
City of Toronto Archives
Etobicoke Historical Society
Faculty of Liberal Arts & Professional
Studies, York University
Friends of Earls Court Park
Friends of Guild Park

Huron-Wendat Nation
McCormick Arena Board of
Management
Mississaugas of the Credit First
Nation
Multicultural History Society of
Ontario
Ontario Black History Society
Ontario Jewish Archives
Paradise Theatre

Royal Ontario Museum
Spacing
The ArQuives
Toronto Railway Museum
Urban Indigenous Education
Centre (TDSB)
Wisconsin Historical Society

Plaques



Last year, we focused on sharing more stories that reflect the diversity of Toronto in the Plaques program; 40% of new commemorative plaques featured the histories of Black, Indigenous or Visible Minority groups.

We celebrated Black excellence with a plaque for Beverly Mascoll (1941-2001), founder of Mascoll Beauty Supply in the 1970s. It became one of Canada's largest haircare and beauty product businesses for Black women and people of colour. A community advocate, Mascoll also set up a foundation to support youth, women, and minorities.

As a new resident of Toronto, I have taken the time to seriously explore my new neighbourhood. It is from your plaques that I am learning the marvelous history of Toronto. Thank you so much for the thought and care that has gone into maintaining the heritage of Toronto. — Wendy Ross

Partnering with the Mississaugas of the Credit First Nation, we continued to address the lack of Indigenous history in our program. Together, we developed a plaque on the history and significance of Treaty 13, the land agreement between the Mississaugas of the Credit and the Government of Canada that covers 1,015 square kilometres of Toronto.

We remain committed to an ongoing review of our collection of about 900 plaques. While checking for damage and wear, we are also refreshing the content, updating and often expanding the narratives. As part of this process, we replaced six plaques, including one on the Withrow archaeological site (most likely Huron-Wendat), excavated in 1886, which now includes broader interpretation and images.



During public health restrictions, we heard from many of you who appreciated how our plaques remained accessible on city streets, buildings, and in parks during the pandemic. While this will never change, we were pleased to return to some in-person events in 2021. We hosted six plaques presentations, including one for a Space Age architectural gem — the newly-restored Park Pavilion (also known as the Oculus) in South Humber Park.

Looking forward, two new plaques will soon mark a piece of 2SLGBTQ+ history. Opened in 1955, the City Park apartment complex at Church and Alexander Streets provided affordable units that allowed the Church–Wellesley Village to form and eventually flourish. We are also producing plaques for Drs. Anderson Abbott and Alexander Augusta, two of the first Black people to become physicians in Canada, as we continue to prioritize expanding the diversity of our program.

Heritage Toronto Awards



In October 2021, we celebrated both current excellence and new potential in the heritage sector, as we presented the first-ever online Heritage Toronto Awards. Over 400 attendees tuned in to honour work that spanned the past two years due to the 2020 cancellation of Canada’s longest-running heritage awards.

While the global pandemic presented opportunities for the sector to rethink our work — from innovative digital programs to the

sustainable adaptation of heritage buildings — it also magnified long-standing issues. Questions of bias and representation, reconciliation and racism, and the call to address social justice issues and their deep-seated roots in the past, have forced many heritage professionals and organizations to confront well-established practices.

I really enjoyed this! I thought it was well produced, timing and pace were good, and it ended at the right time ... Congrats to the whole team. Thought it was really good!

—Attendee

Acknowledging these opportunities and challenges, much of the nominated work highlighted the key role of heritage in city building, and demonstrated the commitment

of organizations and individuals in the field to serve Torontonians in transformative ways.



Hosted by CBC radio personality, Ismaila Alfa, the [free online ceremony](#) recognized the achievements of 47 nominees across four juried categories: Community Heritage, Public History, Book, and Built Heritage. In 2021, we were pleased to introduce the inaugural Craftsmanship Award, presented in the Built Heritage category, and the first People's Choice Award, which was selected by attendees during the ceremony from among Public History nominees and included a \$1,000 honorarium.

The winners with their inspirational achievements have revealed exciting possibilities for the heritage sector in a post-pandemic future. Heritage Toronto thanks all those who joined us for this celebration, and we are deeply grateful for the support of our colleagues in the heritage, union, development, and private sectors for making this uplifting event possible. Despite the exceptional circumstances, these heritage champions stepped up to ensure the recognition of extraordinary work in the sector and the success of our annual fundraiser.

It's heritage-awards season! Heartiest congratulations to all the winners and nominees for the 2021 @heritagetoronto Awards, presented virtually. You inspire us all to keep fighting the good fight for the common good of our communities. Thank you. — @teycpp

2021 Award Recipients

Community Heritage Award Japanese Canadian Cultural Centre



Heritage Manager, Su Yen Chong and Executive Director, James Heron accepting the Community Heritage Award for the Japanese Canadian Cultural Centre.

Book Award

Accidental Wilderness: The Origins and Ecology of Toronto's Tommy Thompson Park

Author: Walter H. Kehm

Photographer: Robert Burley

Publisher: University of Toronto Press



Author Walter Kehm and photographer Robert Burley accepting the Book Award for *Accidental Wilderness*.

Heritage Toronto Awards



Executive Director, Dara Solomon, accepting the Public History Award for *The OJA Presents: A Trip to the Market*.



Ian Rydberg, founder/principal of Solid Design, accepting the Craftsmanship Award for *Paradise Theatre*.



Gary Switzer, CEO of MOD Developments, accepting the Heritage Planning Award for *Massey Tower*.



Architect Sean Solowski accepting the Adaptive Reuse Award for *Centennial College's Downsview Campus Centre for Aerospace and Aviation*.

Public History Award

The OJA Presents: A Trip to the Market

Craftsmanship Award

Paradise Theatre

Property Owner: Paradise on Bloor
Project Representative: Ware Malcomb
Heritage Architect: ERA Architects
Heritage Craftsperson/Consultant: Solid Design Creative
Additional Project Partners: Clifford Restoration Ltd., Brascon Stainless Steel Fabricators, Pride Signs

Heritage Planning and Architecture

Massey Tower

Property Owner: Condo Corporation TSCC 2739
Heritage Architect: ERA Architects
Developer: Mod Developments Inc.
Heritage Craftsperson/Consultant: Clifford Restoration Ltd.
Prime Architect: Hariri Pontarini Architects
Additional Project Partners: Cecconi Simone, Acanthus Heritage Plastering

Adaptive Reuse Award

Downsview Campus Centre for Aerospace and Aviation

Property Owner: Centennial College
Architects: MJMA + Stantec
Heritage Architects: ERA Architects
Additional Project Partners: Blackwell, Crossey Engineering, Aercoustics Engineering, Hanscomb

People's Choice Award

Old Toronto Series

Cheers to anyone nominated for a @heritagetoronto Award. It is so important to share the stories of our city. #HTawards2021 — @brianjbradley

Tours



In 2021, we were pleased to return to our in-person Tours program. While we were excited to bring Torontonians together to both reconnect with each other and with the places we love, our tours also challenged participants to reflect on the diversity of our city's heritage, providing new perspectives and historical context to current issues.

Partnering with community groups and young people through our Emerging Historians program, we were able to introduce new tours including: Greektown on the Danforth, exploring the post-war establishment of this

immigrant community; Pedalling the Parks, a cycling experience of the parks, beaches and landmarks that make up our waterfront heritage; and St. James Town, a walk around one of Toronto's most diverse neighbourhoods.

Tours

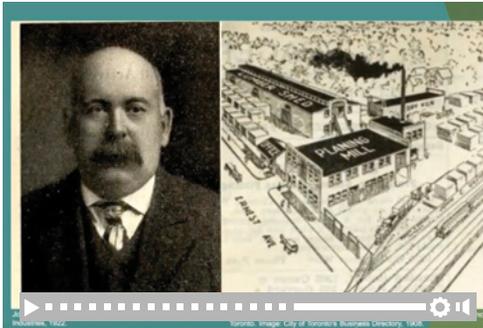
In addressing public health restrictions, we also seized the opportunity to introduce new headset technology. This significant investment for our small charity ensured safe physical distancing for participants and an improved sound experience. Our program's success was recognized by the city through a partnership with StrollTO and by increased support from TD and The Ready Commitment, which also allowed us to extend the 2021 Tours season through November and December.



I remember going to Ontario Place when I was a kid and it's great to come back as an adult, especially to Trillium Park. I think being near water is so important to people's mental health.

— Ann Burns, *Pedalling the Park: Toronto's Waterfront Heritage*





Digital Tours & Online Talks

Last year, building on our 2020 success, we continued our work to increase and diversify accessible programming, adding new digital tours, including those on [Junction Triangle: A Neighbourhood in Motion](#) and [Architecture of a Neighbourhood: Downtown Yonge Street](#).

We launched new stories on our city's Black history, one of which featured the remarkable life of freedom-seeker Joshua Glover, who escaped slavery via the Underground Railroad, and was also the subject of a new plaque.

We also introduced online talks, including those on the development of Toronto's Chinese community, and the evolving importance of the restaurant industry and food traditions in Toronto's Chinatowns. For the first National

Day for Truth and Reconciliation, we hosted a presentation on Dismantling Anti-Indigenous Racism by emerging historian Jeremie Caribou, which discussed the impact of systemic racism, including colonialism and the legacy of residential schools, on Indigenous communities in Canada.

Thank you @heritagetoronto for hosting #Chinatown Past and Present! @ArleneChan1 gave a masterclass in #Canada's long history of the many contributions of the Chinese and Asian communities & the gov'ts discrimination and exclusion policies #StopAsianHate #HistoryMatters —@bergrollergirl

Education & Engagement



Emerging Historians

Throughout the COVID-19 pandemic, our priority remained on providing accessible public programming that makes every Torontonians feel connected and reflected in their city's heritage. For this work, we engaged emerging historians, issuing 28 paid contracts to produce new and immersive programming, from walking tours to digital stories to plaques. Their voices helped diversify the stories we share, and their efforts have challenged us to consider new approaches in how we communicate and present these stories moving forward.

We thank our generous donors and Emerging Historian Champions, whose support of this program provides a critical investment in the next generation of heritage advocates.

As a young Muslim woman, I want to see more Emerging Historian opportunities for visible minorities. When we take the lead in shaping stories and programming, we take the lead in making a big impact in our communities and contributing to the greater good of the city. Thank you for this opportunity, and for your support of my future.

— *Sundus Saba*



Listen: A Massey Hall Playlist

Massey Hall has been the location of numerous internationally famous recordings, from jazz classics by the Charlie Parker Quintet to Canadian rock legends Blue Rodeo.

Listen to a collection of some of the diverse music styles and performers that Massey Hall has hosted over the years. Each song on this playlist was recorded live at the famous Toronto venue.

- 1. Bad Timing - Live Blue Rodeo 6:10
- 2. Clap for the Wolfman Burton Cummings 4:21
- 3. Lead Me Up - Live Matthew Good 4:12
- 4. A Man Needs a Maid / Hear... Neil Young 6:30
- 5. Canadian Railroad Trilogy - L... Gordon Lightfoot 6:39
- 6. Place de la République - Live Colourful People 5:12



Recognition

Although Reyez has only been recording professionally for under a decade, her work has been recognized and celebrated at home in Canada and throughout the world.

Reyez has won numerous JUNO Awards: one in 2018 for Breakthrough Artist and another in 2019 for Best R&B/Soul Recording for her EP *Being Human in Public*. The album was also nominated for a 2020 Grammy for Best Urban Contemporary Album.

Jessie Reyez collaborated with Puerto Rican producer and songwriter Tainy as well as Canadian rapper Tory Lanez for the hit song "Feel It Too", which won the 2020 JUNO Award for R&B/Soul Recording of the Year.

Sounds Like Toronto

In February 2021, we launched Sounds Like Toronto, our largest-ever digital program. An immersive experience, Sounds Like Toronto examines the power of the connections and communities created by music, and invites visitors to learn how music has challenged inequality and fostered action, both in Toronto and around the world. Featuring 35 stories on the artists and venues that epitomize Toronto's music history, [the online exhibit](#) combines exclusive audio and video interviews, 3D objects, interactive tours, and much more.

In addition to just being extremely cool, Sounds Like Toronto is also incredibly inspiring. Not only did creators dig up EP's and past performances, but they've also looked into how the music scene affected social activism and vice-versa.

— *Curiosity review*

Get Involved



Donors

Throughout another year of uncertainty and the challenges of bringing back in-person programming, the persistent support of our donors ensured that we were well equipped to adapt to our new realities. Donor retention

When I was new to Canada, Heritage Toronto became my platform. I received support to research Filipino immigration, and started a tour in St. James Town which evolved and moved to Little Manila. I am grateful to have been part of the first group of Emerging Historians, and am happy to give back in a small way.

— *Diana Roland*

rates soared, the number of monthly donors increased by 25%, and for the second year in a row, donors set a new record, raising more funds than ever during our annual campaign to support emerging historians.

As a small gesture of gratitude, we brought the beauty and elegance of the Paradise Theatre into donors' homes through an online appreciation event. Beginning with a cocktail making tutorial from Bar Biltmore, participants were taken on a behind-the-scenes exploration of the award winning project, while heritage architect Jessie Grebec (ERA) spoke to the challenges, creative solutions, and bigger role of heritage restoration in Toronto.

We are so grateful for your support. Thank you for prioritizing heritage and doing this important work with us.



Volunteers

With the return of in-person programs in 2021, we welcomed back a group of incredible volunteers who dedicated over 165 hours during our Tours season. Their enthusiasm and commitment helped to ensure our tours were safe, fun, and a great success.

With 500+ volunteer hours given to Heritage Toronto overall, the year's achievements would not have been possible without our amazing Board members, committee members, photographers, and community program assistants. Thank you!

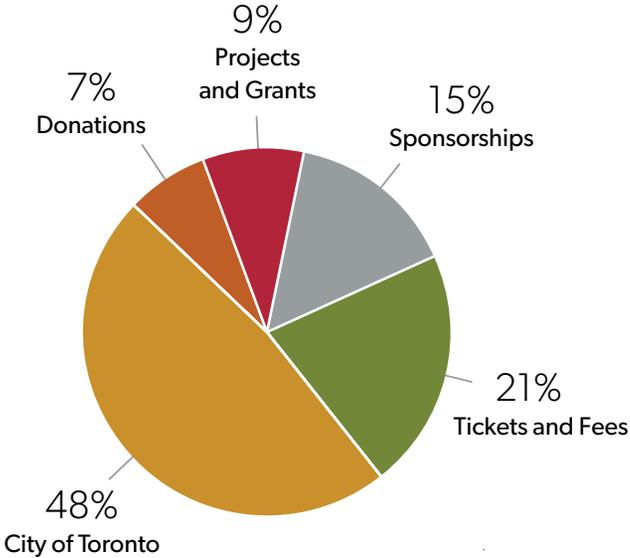
I was thrilled to volunteer for the return of Heritage Toronto's in-person tours ... the opportunity to pitch-in towards the safe but companionable sharing of the city's history was invigorating, a needed reminder of the fascination and community of Toronto.

— Anna Krentz

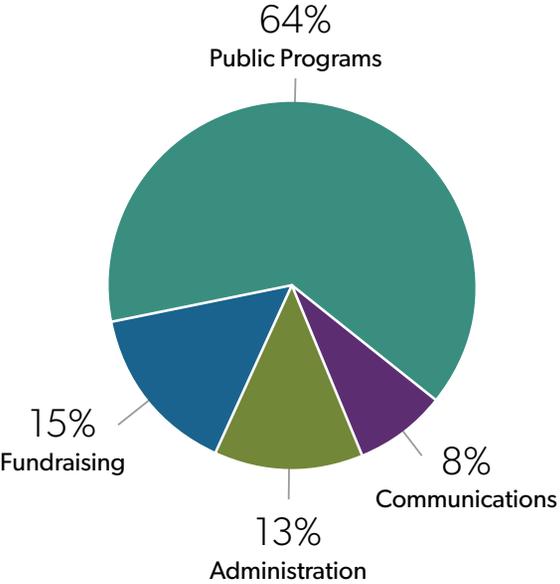
2021 Financials



REVENUE
\$900,256



EXPENSES
\$900,256



Final 2021 Financial Statements, audited by Welch LLP, will be available at heritagetoronto.org on May 1, 2022

Image Credits



Plaques

Page 5: Beverly Mascoll plaque unveiling, July 9, 2021.

Page 6: South Humber Park Pavilion (Oculus) plaque unveiling, November 6, 2021; Phillips Garment Co. Fire Commemorative plaque presentation, October 6, 2021; Early Greek Orthodox Community plaque presentation, October 30, 2021.

Tours

Page 10: Emerging historian, Ori Abara, leading the St. James Town tour, September 26, 2021. Image by Herman Custodio.

Page 11: St. Josaphat's Catholic Cathedral, Junction Triangle tour, August 12, 2021. Image by Herman Custodio; Emerging historian, Steven Kellier, leading the Pedalling the Parks tour, September 5, 2021; Shawn Micallef leading the York South Weston tour, November 28, 2021

Emerging Historians

Page 13: 2021 Emerging historians (clockwise): Serena Ypelaar, Quinton Bradshaw, and Sundus Saba.

Donors

Page 15: Sneak peek at cocktail making for the donor appreciation event, Bar Biltmore, Paradise Theatre, October 2021.

Volunteers

Page 16: Headset distribution, 2021 Tours season, August 8, 2021. Image by Herman Custodio; Staff and volunteers, St. James Town tour, August 15, 2021. Image by Nader Gorgi; Volunteer and tour participants, York South Weston, November 28, 2021.

Covers

Front: Contact tracing, 2021 Tours season, August 8, 2021. Image by Herman Custodio; Participants at Ryerson University, Indigenous Roots tour, August 8, 2021. Image by Herman Custodio; Participants on the Scarborough Centre tour, November 21, 2021. Image by Serena Ypelaar; Beverly Mascoll plaque unveiling, July 9, 2021.

Back: Participants on the St. James Town tour, September 26, 2021. Image by Herman Custodio; Joshua Glover monument unveiling, July 30, 2021; Participants on the York South Weston tour, November 28, 2021.



HERITAGE TORONTO

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Heritage Toronto is a charity and arms-length agency of the City of Toronto.

