



**HERITAGE  
TORONTO**

Annual Report 2019

# Contents

- 2 Message from Executive Director and Board Chair
- 3 Heritage Toronto
- 4 Supporters
- 8 Plaques Program
- 11 Heritage Toronto Awards
- 16 Tours Program
- 19 Education and Engagement
  - Emerging Historians
  - State of Heritage
  - Doors Open
  - Sounds Like Toronto
- 22 Get Involved
- 25 By the Numbers
- 26 2019 Financials



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

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   @heritagetoronto

Cover: Tour participants, Good Eats, June 27, 2019. Image by Ali Mosleh.

# Message from Executive Director and Board Chair

We are emerging from a period of intense change. The last few years have seen many transitions. We have a younger, gender-balanced board that is committed to growing the public impact of our charity. We have new staff in new roles bringing fresh insight, initiative and passion to their work.

We not only look different. We work very differently too. We have made significant investments in new approaches. In 2019, we presented our first digital tour, Dundas + Carlaw: Made in Toronto, winner of the Lieutenant Governor's Ontario Heritage Award for Community Leadership. We launched a new website and are working on a digital exhibit on Toronto's music history. We continue to develop Emerging Historians, our fastest growing program, which recognizes that diverse involvement in heritage will build the next generation of advocates, and keep the sector relevant.

We are pursuing new ways to grow our supporters, engage more Torontonians, and lead community discussions on the state of heritage in the city. Our 2019 State of Heritage Report provided direction for the sector, the city, and our charity – to not only do more to preserve our heritage, but to address gaps in the stories shared and commemorated, foremost our Indigenous history. Strategic planning by the Board is currently underway, along with work to develop more compelling and relevant programs for new audiences.



While this annual report summarizes only the successes of the past year, we are mindful that our work has created a strong foundation for the new decade ahead. We will focus on ensuring that heritage continues to play a fundamental role in city building. Understanding our shared histories, and our differences, brings people together. Heritage is essential in creating a compassionate city which honours its diverse stories so that each resident feels reflected, and has a voice, in its future.

Allison Bain  
Executive Director

Richard Moorhouse  
Chair, Board of Directors



# Heritage Toronto

Heritage Toronto is a charity and agency of the City of Toronto that celebrates our city's rich heritage and the diverse stories of its people, places, and events. Through our programs, including tours, historical plaques, State of Heritage Report, and online exhibits, we engage the public to reflect on the past—both to make sense of our present and to inform our future.

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# Supporters

Thank you to our 2019 supporters and heritage champions.



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**TD READY  
COMMITMENT**

\$10,000+



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SHARON HIMEL  
AND FAMILY**



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# Plaques Program

The Plaques program marked a major milestone in 2019. 50 years ago, the Toronto Historical Board unveiled the first plaque in our organization's history. It marked the site where the Royal Canadian Naval Volunteer Reserve (which later became HMCS York) was founded. Much has changed since this first plaque. We have gone from an average of 5 plaques/year, during the first 10 years of the program, to 140 plaques/year over the last three years.

The Plaques program now commemorates a diverse range of subjects. In 2019, we installed a plaque for Buddies in Bad Times, the largest and longest-running queer theatre company in North America, and a plaque to mark the

former site of Lancaster bomber FM104 on Lake Shore Boulevard.

One of the city's oldest surviving trees was the subject of a plaque. Based on studies, the red oak on Coral Gable Drive in Etobicoke is more than 250 years old. It was once part of a large savannah that was bisected by Indigenous trails and portages between Lake Ontario and

**Photo:** Councillor Anthony Peruzza, Elder Garry Sault, Carolyn King, Chief Stacey Laforme at the Heritage Red Oak plaque presentation, September 14, 2019.



[Plaques] remind us of the importance of recognizing and celebrating Toronto's diverse history, and the city we love today.

—Councillor Shelley Carroll

**1.** Rita Ngarambe Laurence (Queen of Emancipation Month) and Dr. Julius Garvey (son of Black nationalist Marcus Garvey) view the UNIA plaque, Toronto City Hall, August 17, 2019.

**2.** Alan Heisey (TTC), Michael Barsky (Toronto Police), Tony Bavota (Toronto Fire), Councillors

Mike Layton and Kristyn Wong-Tam, Gee Chung, at the City Services plaque presentations, October 16, 2019.

**3.** Councillor Mike Colle, Mayor John Tory and MP Marco Mendicino pose with Columbus Centre plaque, November 30, 2019.

**4.** Toronto Curling Club plaque presentation, December 6, 2019.

**5.** George Corsan plaque presentation, November 16, 2019.

**6.** Councillor Paula Fletcher at the Brickmaking on Greenwood plaque presentation, September 7, 2019.





Lake Simcoe. The tree survived European settlement, clearance of the land for farming, and the creation of the subdivision in which it stands in the early 1960s.

We also acknowledged an important part of our Black history with a plaque for the Toronto

Chapter of the Universal Negro Improvement Association, an international organization that worked to strengthen solidarity among people of African descent around the world. The unveiling was held in August during the Ontario Black History Society's annual Emancipation Day event and was repeated at the Emancipation Month Pan African Flag Raising parade at Nathan Phillip Square.

In the coming year, we will unveil a plaque on the local origins of Superman. Toronto-born artist Joe Shuster co-created the Man of Steel and based many aspects of the comic on Toronto. We will also celebrate Toronto's rich basketball history. 73 years before the Raptors historic championship win, Maple Leaf Gardens hosted the first NBA game — a loss by the Toronto Huskies to the New York Knickerbockers.

### Toronto Historical Board Plaques

With funding support from the city, Heritage Toronto has replaced and revised plaques produced by the Toronto Historical Board (1969-1990s). The first replacement plaques were installed in 2019, including a major

expansion of the plaque for the Flatiron Building, and new plaques for Trinity and St. Hilda's colleges in Trinity-Bellwoods Park, and the former Crosse & Blackwell office on Lake Shore Boulevard, which later became the home of OMNI Television.

### Dundas + Carlaw: Made in Toronto

In 2018, we presented our first digital tour, Dundas + Carlaw: Made in Toronto, winner of the Lieutenant Governor's Ontario Heritage Award for Community Leadership.

Featuring a colourful design with playful animations, all set within a map of the area, this tour provides an in-depth exploration of a neighbourhood in transition. Tour stops showcase buildings that once housed industry giants, and companies that together formed a manufacturing juggernaut that sent products around the world (and to the top of Mount Everest). The tour also provides insight into

factory life, detailing the everyday experiences of the workers through archival images, never-before-seen video, and first-hand accounts.

View the digital tour on a desktop or mobile device at [ExploreDundasCarlaw.heritagetoronto.org](https://exploreDundasCarlaw.heritagetoronto.org)

Dundas + Carlaw: Made in Toronto is the culmination of a two-year project that began with the development of ten new plaques that now comprise Toronto's first Heritage Plaque District.



# Heritage Toronto Awards

Building on the success of the relaunched Heritage Toronto Awards, we returned in 2019 to The Carlu, to celebrate outstanding contributions to Toronto's heritage. A sold-out crowd gathered to network with leaders from across the culture, development, and policy-making sectors at the Mayor's Reception, and to learn more about the inspirational work of our Award nominees.

Images by Herman Custodio.

Hosted in 2019 by CBC radio personality, Nana aba Duncan, the ceremony highlighted the impressive range in work of 40 nominees. Awards were presented to eight winners in four publically-nominated and juried categories. The Heritage Toronto Board also presented a Special Achievement Award to archaeologist and founder of ASI, Ron Williamson for his 40+ year career; and a

Volunteer Service Award to Lee Sneddon for his 15+ years of volunteer support.

Among the guests were 30 Emerging Historians, students and young professionals who enjoyed this valuable opportunity to meet seasoned leaders — and potential future employers — in heritage and related fields. Guests heard about a young historian hired by



Not only did I get to meet people from different backgrounds, but I was also able to share my experiences. This event brought clarity to what I value, and shed light on who I should keep an eye on.

—Brittany, *Emerging Historian*

Heritage Toronto to incorporate Indigenous content throughout existing programming, and to develop a new Indigenous walking tour. Guests generously donated to support the work and address this gap which has been endemic throughout Toronto's heritage sector.

Heritage Toronto is grateful for the continuing support in 2019 of our colleagues in the



heritage, union, development, and private sectors who ensured the success of our annual major fundraiser. Monies raised will develop new programming that inspires people to participate in the building of their communities and city.



The chance to learn about local heritage organizations and their outstanding projects made for a memorable evening. I had the invaluable opportunity to meet fellow arts and heritage professionals while celebrating Toronto's history and culture. —Attendee



**1.** Ilana Altman, Co-Executive Director, The Bentway.

**2.** Members of the Hellenic Heritage Foundation.

**3.** John Mason, President, Friends of Guild Park and Gardens.

**4.** Isorine Marc (left), producer, for At Heart, Citizens of the Esplanade, with guest Georgia Reynolds.

**5.** Helena Moncrieff, author of *The Fruitful City*.

**6.** Shawn Chirrey, author of *Tomorrow is Too Late*.



Last night's Awards @thecarlu celebrated the individuals and groups making a difference in the city by either archiving its past, or building its future. Shout out to @myepiphanyco for the invite and @heritagetoronto for the inspiration. —*thebyproduct*

**7.** Members of The Symes team.

**9.** Lee Sneddon, Volunteer Service Award recipient.

Images by Herman Custodio and Kristen McLaughlin.

**8.** Andrew Pruss, Principal at ERA Architects, accepting for John H. Daniels Faculty of Architecture, Landscape and Design.

**10.** Ron Williamson, accepting the Special Achievement Award.

# Juried Category Award Recipients

## Community Heritage

Hellenic Heritage Foundation

## Member's Choice Award

Friends of Guild Park and Gardens

## Public History

At Heart, Citizens of the Esplanade — Jamii

If, But, What if? — The Bentway

## Book Award

*Tomorrow is Too Late: Toronto's Hardcore  
Punk in the 1980s*

Authors: Shawn Chirrey and Derek Emerson

Publisher: UXB Press

*The Fruitful City: The Enduring Power of the Urban  
Food Forest*

Author: Helena Moncrieff

Publisher: ECW Press

## William Greer Built Heritage Award

The Symes, 150 Symes Road

Owner: Symesbridge Inc.

Architects: Jedd Jones Architect Ltd., Philip  
Goldsmith Architect

John H. Daniels Faculty of Architecture,  
Landscape and Design, One Spadina Crescent  
Owner: University of Toronto

Architects: NADAAA Architects. ERA Architects,  
Adamson Associates, PUBLIC WORKS



Traditional Indigenous opening prayer by Summer Thompson (at the podium) with father Sean.  
Image by Herman Custodio.





## Tours Program

2019 marked our 25<sup>th</sup> Tour season. Over the years, we have travelled thousands of kilometers across the city, on thousands of free walks, with the odd bike, bus and even boat tour mixed in. Notably, this 25th season continued our tradition of sharing important stories with residents and visitors. We partnered with community groups and local volunteers to reach new audiences. We worked with young people in our Emerging Historians program to bring under-represented voices and perspectives to the stories that define our city.

In 2019, we refreshed and diversified our tours to explore lesser-known topics. Working with 10 community partners and 10 emerging historians, we created new and exciting offerings that spanned the city and highlighted its diverse communities. These tours included explorations of the neighbourhoods along the

transitional Eglinton East/West corridors; the little-known stories of women who pushed boundaries in politics, business, and other fields by challenging the status quo; and the lessons learned from the 1918 Anti-Greek Riots.

All tours featured digital packages of photos, maps and links to additional information. The digital packages allowed us to include and share stories beyond the 90 minute tour, and

Photo: Little Jamaica tour, August 8, 2019.  
Image by Ali Mosleh.

they could be accessed anywhere, at any time, using a smartphone, tablet or computer.

We know that these program changes are valued by participants, who once again set a record for the most donations raised. The highest-rated tour of the season was *Lady Action: Toronto's Trailblazing Women*, a tour developed and led by an emerging historian.

The highest-attended tour was *Off the Beaten Path: The Toronto Necropolis*, which also garnered the most public donations.

In the coming year, we will deliver more tours that take place outside the downtown core, commission more tours written by emerging historians, and share the histories of Toronto's diverse cultural communities.



**1.** North Rosedale tour, September 8, 2019. Image by Herman Custodio.

**2.** Chinatown West tour, July 21, 2019. Image by Ali Mosleh.

**3.** Remnants & Relics bus tour, September 22, 2019. Image by Herman Custodio.

**4.** Liberty Reclaimed tour, May 23, 2019. Image by Ali Mosleh.





5



6



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**5.** Waterfront tour, May 11, 2019.  
Image by Ali Mosleh.

**6.** Toronto Necropolis tour,  
May 30, 2019. Image by Kristen  
McLaughlin.

**7.** Lady Action tour, July 4, 2019.  
Image by Herman Custodio.

Big ups to Ontario Black History Society & Heritage Toronto for taking us through the history of Eglinton Ave. We learnt about the community that Caribbean migrants have been building for over 25 years.

—blackurbanism\_to



# Education and Engagement

## Emerging Historians

The Emerging Historians program supports and empowers the next generation of heritage advocates through internships, access to key sector events, and paid contracts. Since the program's launch in 2017, support from donors has allowed us to double participation and triple the number of paid contracts.

In 2019, we supported 48 youth. We extended year-long contracts to two emerging historians—our Plaques Coordinator and our Indigenous Content Coordinator—and 20 short-term paid

contracts. But the demand continues to grow. We will work with our sponsors and partners to expand support for Toronto's bright and passionate youth, increasing the breadth and depth of opportunities in 2020.

**This was a fantastic opportunity for me to receive support from a well-established heritage organization while delving deeper into an area of particular interest for me. I am so grateful to have had the opportunity to bring women's history alive on the streets of Toronto. —Emily Gwiazda**

Photo: Emerging historian, Emily Gwiazda, Lady Action tour, May 19, 2019. Image by Hanifa Mamujee.



## State of Heritage

During Heritage Week in February, Heritage Toronto launched *Changing the Narrative: State of Heritage Report 2019*. The culmination of consultations with 58 organizations and over 500 stakeholders, the report makes 17 recommendations on how we can use heritage as a tool for sustaining and growing our city. From environmental stewardship to economic incentives, the wide-ranging recommendations were picked up on by international media and like-minded organizations from around the world.

**The new “State of Heritage” report from Heritage Toronto is refreshing as it expands both what heritage means and its responsibility to a growing city.**

—Shawn Micallef, *Toronto Star*

## Doors Open

In May, Heritage Toronto and its partners, TD Bank and Cadillac Fairview, welcomed 950+ attendees to the TD Conference Centre for the first public event held in TD Bank’s brand new facility. Curated tours that showcased the building’s architecture and the art collection of TD Bank were overwhelmingly well-received by attendees and volunteers alike.

## Sounds Like Toronto

In 2019, we continued to lay the groundwork for our online exhibition, Sounds Like Toronto, creating stories about artists and venues in the last 65 years of the city’s music history. Through research with high school students across Toronto, we are developing an immersive project that will inspire the next generation of music fans and heritage advocates.



Top photo: Councillor Paula Fletcher, opening remarks, State of Heritage launch, February 21, 2019. Image by Herman Custodio.

Bottom photo: Learning about the TD art collection, May 26, 2019. Image by Hanifa Mamujee.

**I came, I saw, I talked about art.**  
**Another amazing @doors\_opento**  
**presenting art with @heritagetoronto**  
**at @tdcentreto! —Emma Jenkins**

# Supporting Heritage Champions

Our partners at the Fairmont Royal York marked their 90th anniversary this summer, and to celebrate they donated 90 luxury hotel-nights to support heritage work in the city. We auctioned off half at the Heritage Toronto Awards to support our public programs, and offered the other 45 to volunteer and community-driven organizations across the city to support their important work. We received so many requests that we had to run a lottery. Congratulations to the winners:

Amadeusz  
Architectural Conservancy Ontario (ACO), Toronto Branch  
Art Starts  
Back to Basics Community Engagement 101  
Bellwoods Centres for Community Living Inc.  
CD Farquharson Community Association  
Etobicoke Historical Society  
Friends of Fort York  
Friends of Guild Park & Gardens  
Girls Social Justice Action Committee, The Linden School  
Hellenic Heritage Foundation  
Heritage York  
High Park Nature Centre  
Ireland Park Foundation  
La Société d'histoire de Toronto  
Neilson Park Creative Centre  
Ontario Black History Society  
Ontario Jewish Archives  
PARC (Parkdale Activity-Recreation Centre)  
Parkdale People's Economy  
POWERFILLED YOUTH TO  
Pride Toronto  
Project Bookmark Canada  
Ralph Thornton Community Centre

Revue Film Society  
Rise Up Feminist Digital Archive  
Riverdale Historical Society  
Scarborough Historical Society  
St. Lawrence Neighbourhood Association  
StopGap Foundation  
Swansea Historical Society  
The ArQuives  
The Beach and East Toronto Historical Society  
The Bentway Conservancy  
The Children's Book Bank  
The Neighbourhood Land Trust  
The Theatre Centre  
Toronto Council Fire Native Cultural Centre  
Toronto Humane Society  
Toronto Ward Museum  
Toronto York Region Metis Council  
Town of York Historical Society/Toronto's First Post Office  
Village of Islington Mural Guides  
West Neighbourhood House



# Get Involved

## Donors

Every one of our donors, from one-time donations to multi-year gifts, has a profound impact on the services and programming we provide. Your philanthropy is a direct investment in heritage education and accessible public programs.

In 2019, our donors came out in strong support of two initiatives: expanding the Emerging Historians program and developing Indigenous content. We agree that the future

of heritage and a healthy city lies in supporting its youth and its diversity, and are excited to continue this work together.

As a small gesture of gratitude, we partnered with Metrolinx to take some of our donors on an exclusive, underground tour of the Eglinton Crosstown. Aside from being a once-in-a-lifetime opportunity, experiencing the engineering feat first hand was an apt metaphor for the work we are doing together. Thank you to all of our donors for joining us on the frontlines of celebrating Toronto's past, present and future.

Photo: Heritage Toronto donors pose in tunnel of the Metrolinx Eglinton-Crosstown line, June 19, 2019.



This will be our second year as members. Last year, we really enjoyed the bus tour. This year we plan to do the same plus take part in more walking tours. As a history and art teacher I really look forward to learning from all that you offer, tours, museums and adventures!

—Brenda Ohngemach +  
Steven Havelock

## Members

Our members are passionate about Toronto's heritage, and it shows with 214 new members joining us in 2019. Members attended the official launch and reception for the State of Heritage Report, hosted by our partners Aird & Berlis.

When not advocating for the protection and accessibility of Toronto's heritage, our members gathered to experience the city. Photographers Vik Pahwa and Amanda Large ran two members-only Architectural Photography tours, providing tips and tricks on how to capture the beauty of Toronto's built landscape.

Members were also treated to an intimate conversation with authors Helena Moncrieff (*The Fruitful City*), Katie Daubs (*The Missing Millionaire*) and Rob Bowman (*The Flyer Vault: 150 Years of Toronto Concert History*), who shared the excitement and challenges of writing about Toronto.

We thank our members for supporting our work and for their dedication to building a city that values its past.



Campbell House Museum, September 22, 2019. Image by Herman Custodio.

Satisfaction comes from being able to use my abilities to assist in different ways, but one of the greatest benefits to me is working with so many friendly and interesting people who provide joy and camaraderie.

—Lee Sneddon, 2019 Volunteer Service Award



## Volunteers

In 2019, our volunteers supported us on tours, committees, and at the Heritage Toronto Awards. They took photographs, created social media posts, undertook research, stuffed envelopes, and as members of our Board, made important decisions to guide our charity forward. Champions of Toronto's heritage, our volunteers come from all walks of life and different neighbourhoods across the city.

We thank all of our volunteers for their considerable contributions to the success of our charity.

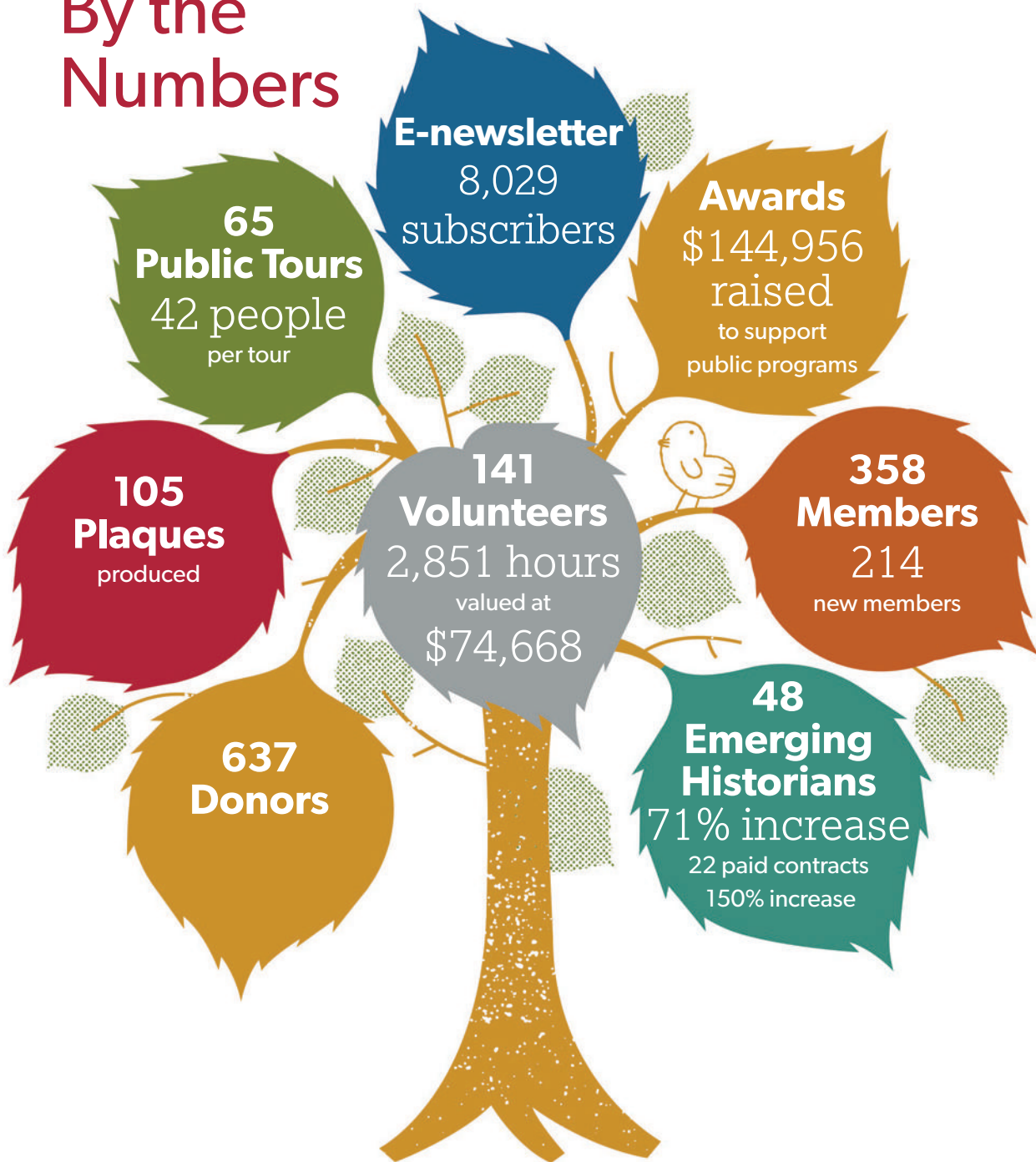
## Recognition for Hours of Service (>30 hrs)

Peter Berton  
Fallon Butler  
Liza Chalaidopoulos  
Caitlin Coleman  
Herman Custodio  
Leone Earls  
Edward J. Formosa  
Meaghan Froh Metcalf  
Stefanie Kennell  
Anna Krentz  
Erin Mackie

Emily Macrae  
Hanifa Mamujee  
Kate Marshall  
Vito Mola  
Richard Moorhouse  
Ali Mosleh  
Ellen Scheinberg  
Leslie Sinclair  
Lee Sneddon  
Shayda Spakowski

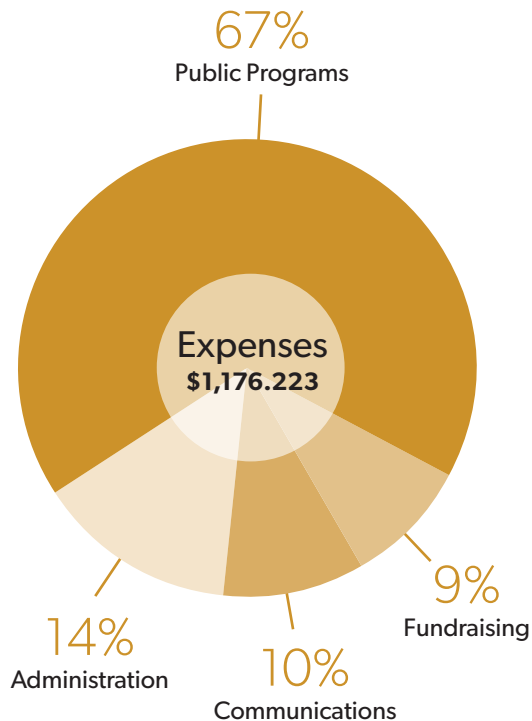
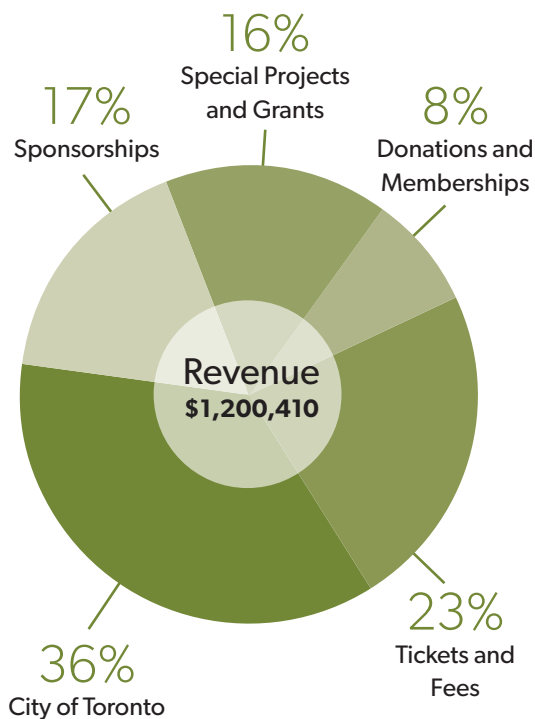
Photo: Volunteers on the Hidden Treasures tour, August 9, 2019. Image by Herman Custodio.

# By the Numbers





# 2019 Financials



\*Projected budget as of December 31, 2019. Final 2019 Financial Statements, audited by Welch LLP, will be available at [heritagetoronto.org](http://heritagetoronto.org) on June 1, 2020.



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