



HERITAGE TORONTO

Annual Report 2018



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Cover: Dundas + Carlaw Plaques District tour, June 17, 2018. Image by Herman Custodio.



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[@heritagetoronto](https://www.instagram.com/heritagetoronto)

Message from the Executive Director and Board Chair

We note with pride that the optimism and momentum with which we entered 2018 has been realized through the many significant achievements summarized in this Annual Report. We have delivered a 40% growth in our programming, made possible due to the efforts of our donors and sponsors, an engaged City Council, and of course, our incredible volunteers. With a 15 to 1 ratio of volunteers to staff, we are a volunteer-led and a volunteer-dependent charity.

No-one better exemplifies the commitment of our many volunteers than our own Board Chair, Kate Marshall. Kate first joined our charity as a tour volunteer in 2005 and her commitment over these many years exemplifies the Heritage Toronto family—people who work to share our city's unique stories to better the communities in which we live. —Allison Bain



Allison Bain
Executive Director

Kate Marshall
Chair, Board of Directors

As my Board term ends, I would like to reflect on the achievements of not only 2018, but also those that have occurred during my four years as Chair. Our programming has gone from strength to strength with big successes in our walking tours, historical plaques, Heritage Toronto Awards, and our many new programs such as Emerging Historians.

My time at Heritage Toronto has been a rewarding experience. I've learned to love Toronto more and appreciate the many issues that face this rapidly changing city. I have met and worked with an amazing group of people, so I know that Heritage Toronto is set to do even greater things, and be a more essential part of the city for more of my fellow citizens in the future. —Kate Marshall

Heritage Toronto



Yorkville tour, May 31, 2018.
Image by Herman Custodio.

Board of Directors

Kate Marshall, *Chair*
Richard Moorhouse, *Vice Chair*
Councillor Sarah Doucette
Councillor Paula Fletcher
Councillor Mary Fragedakis
Councillor Mike Layton
John Belyea
Peter Berton
Fallon Butler
Liza Chalaïdopoulos
Tyler Greenleaf
Peggy Hornell
Andrew Himel
Peter Ignazi
Gene Jamieson
Kadi Kaljuste
Louis Kan
Dr. Sean Kheraj
Donald Loucks
Lisette Mallet
Brent Pearlman
Allan Penning
Aaron Sanderson
Linda Strachan
Karen Whaley

Committee and Award Jury Members

Tamara Anson-Cartwright
Bruce Beaton
Brad Bass
Ashley Benson
Miriam Borden
Derek Boles
David Carey
Alicia Cherayil
Josiah Cohen
Julia Culpeper
Tessa Devlin
Ainsley Dowel
David Eckler
Dr. Gilberto Fernandes
Dennis Findlay
Michael Friesen
Dr. Donna Gabaccia
Lance Gleich
Trevelee Goodwin
Melissa Gordon
Joshua Lax
Joan Leishman
Erin Mackie
Dr. Sean Mills
Michael Moir
Birgitte Nielsen-Worrall
Nathan Ng
Michael O'Shaughnessy

Andrea Parnell
Jo Ann Pynn
Dr. Ellen Scheinberg
Sharoni Sibony
Anjuli Solanki
Robin Roger
Cyrel Troster
Richard White

Staff

Allison Bain, *Executive Director*
Chris Bateman, *Plaques Coordinator*
Dr. Camille Bégin, *Manager, Plaques and Public Education*
Emily Berg, *Interpretive Planning Specialist*
Sean Michael Blank, *Heritage Program Assistant*
Claudia Calabro, *Manager, Special Projects*
Dr. Laura Carlson, *Heritage Program Assistant*
Bridget Collings, *Website Project Coordinator*
Lucy Di Pietro, *Manager, Marketing and Communications*
Amanda LeClair, *Operations Coordinator*
Candice McCavitt, *Manager, Community Engagement*
Ahmer Sherani, *Heritage Program Assistant*
Kaitlin Wainwright, *Director, Programming*

Supporters

Thank you to our 2018 supporters and champions of Toronto's heritage.



\$30,000+



\$10,000+



John and Christine Currie Foundation at Toronto Foundation

\$5,000+

Aird & Berlis LLP
Baycrest Foundation
Canadian National Exhibition
CUPE Local 416

Etobicoke Historical Society
Museums and Heritage Services,
City of Toronto
RCG Overlea GP Inc.

Toronto Cricket, Skating and
Curling Club
Woodcliffe Landmark Properties

\$2,500+

+VG Architects
Bloor-Yorkville BIA
Bridgepoint Active Healthcare
Cadillac Fairview
Cafe Diplomatico and
Restaurant Ltd
Carlyle Communities

DREAM
Karen Effendiev
ERA Architects Inc.
Interval House
Eric Jarvis
Liberty Village BIA
Lifetime 56 Blue Jays Way Inc

Ontario Association of Architects
Alexandria Pike
St. Lawrence Neighbourhood
Association
Toronto BIA Office, City of Toronto
Wawanesa Mutual Insurance
Company

\$1,000+

262 Bessborough Drive Inc.
Buttcon Limited
Canadian Horse Racing
Hall of Fame
David and Valerie Christie
Cresford Developments
Ann Crichton-Harris
CS&P Architects
Distillery District
EVOQ
Domenic Fuda
GBCA Architects
Heather + Little
Heritage Preservation Services,
City of Toronto
Andrew Himel and
Sharon Citron Himel
HNR Properties
Peter Ignazi

International Brotherhood of
Electrical Workers, Local 353
Ireland Park Foundation
Richard Isaac
J.D. Strachan Construction
Kate Marshall
Mizrahi Developments
MOD Developments Inc
Richard Moorhouse and
Jean Simonton
MTCC 1196
MTCC 731 (Market Galleria)
Greg Neinstein
Northam Realty Advisors Limited
Raw Design
Ridley Windows and Doors
Aaron Sanderson and
Kevin Keystone
Ellen Scheinberg

Simple Gooder
Russell D. Smith
Tim Stewart
Adam Stork
The Atlas Corporation
Toronto City Planning
Toronto Public Library Foundation
Toronto Society of Architects
Trolleybus Urban Development
Urbanspace Property Group
Erik Vail
Scott Valens
Westbank
Woodbine Entertainment
York Heritage Management Ltd.
York University Department of
History

\$200+

Elizabeth Adams
Jill Andrew
Heather Auclair
Allison Bain
Colby Bayne
Randy Brown
Robert Brown
Fallon Butler
Liza Chalaïdopoulos
Monica Christensen
Gina Clark
Claude Cormier
Nola-Susan Crewe

Jean Cuddy
TJ Daris
Claire de Oliverira
Honor and Michael de Pencier
Sarah Doucette
Leone Earls
Audrey Fox
Edward Freeman
Gandy Charitable Foundation
Sylvia Gardner and Glen Tugman
Michael Gibbens
Maxwell Gottlieb
Tyler and Emily Greenleaf

Janet Hall
Melanie Hare
R. Scott James
Frances Johnson
Andrew Joyner
Karen Kaplan
Eleanor Kerfoot
Stella Kokoros and Chris Stride
Patricia and Duane Lakin-Thomas
Mhairi Lang
William and Nancy Logan and
the Logan Family Foundation
Donald Loucks

\$200+

Linda McQuaig
Andrea Parnell
Allan Penning and Ian Mitchell
John and Maire Percy
Brian Provini
Audrey Pyee

Carmelanna Ruggiero
Ida Seto
Lisa Singer
Hume Smith
Lee Sneddon
John Stanley

Linda Strachan
Helen Thompson
Larry Tomlin
Trafalgar Tours of Canada
Karen Whaley
David Wilmot

Media Partners

Metroland Media
Toronto

Spacing
Toronto Life

Toronto Star

Community Partners

Community Partners
Arts & Letters Club
Artscape Youngplace
ASI - Archaeological and
Cultural Heritage Services
The Bentway
British Home Children Advocacy
& Research Association
British Home Child Group
International
Cabbagetown Preservation
Association
Canada Lands Corporation
Canadian Association of
Heritage Professionals
Canadian Lesbian and
Gay Archives
City of Toronto Archives
City of Toronto, Parks Forestry
and Recreation
Department of Public Memory
Evergreen Brick Works
Fairbank BIA

Friends of Fort York
Friends of Guild Park and
Gardens
Friends of Kensington Market
High Park Nature Centre
Kensington Market Historical
Society
Lambton House
La Société d'histoire de Toronto
Leaside Matters
Leslieville Historical Society
Eleanor McGrath
Metis Nation of Ontario
Moriyama & Teshima Architects
Ontario Black History Society
Ontario East British Home Child
Family
Ontario Heritage Trust
Ontario Jewish Archives
OVE Brand | Design
Wendy Pitblado
Ports Toronto
Preserved Stories

Royal Canadian Bicycle Club
Ryerson University, City Building
Institute
Scarborough Historical Society
Scarborough Archives
STEPS Initiative
Sunnyside Historical Society
Swansea Historical Society
Taylor Hazell Architects
The Great Hall
Toronto Council Fire Native
Cultural Centre
Toronto Historical Association
Toronto's First Post Office
Toronto Legacy Project
University of Toronto
Waterfront Toronto
York University

Historical Plaques Program



TORONTO HISTORICAL BOARD PLAQUES

Our predecessor, the Toronto Historical Board, ran Toronto's municipal plaques program from 1969 until the late 1990s. Over the years, many THB plaques have become badly corroded or weathered to the point of illegibility. In 2018, Heritage Toronto received ongoing funding from the City of Toronto to start a multi-year replacement campaign. The first 11 THB replacement plaques were produced in 2018 and will begin appearing in public in 2019.

DIGITAL ACCESS TO PLAQUES



In 2018, we partnered with Toronto-based company, Driftscape, as the first step in our digital programming. Their free app now includes information on more than 300 Heritage Toronto plaques.

In 2018, we unveiled plaques for beloved city landmarks such as the Prince Edward (Bloor) Viaduct, which has been connecting Torontonians on both sides of the Don River for more than 100 years, and Café Diplomatico, a prominent community hub in Little Italy with one of the city's first outdoor patios.

Toronto's early sports history was also a focal point for new plaques. We celebrated the history of the Carleton Race Course in the Junction, where the first Queen's Plate was held in 1860, and the success of the Royal Canadian Bicycle Club, nine-time winners of the prestigious Dunlop Trophy. We now have more than 700 plaques throughout the city, solidifying our status as the most active plaque program in North America.

The program also recognized difficult aspects of Toronto's history. This year, we produced two plaques marking the former headquarters of the Dr. Barnardo's Home Charity. From 1869 to the 1940s, Barnardo's sent more than 30,000 British and Irish children to work in Canada as part of the child emigration movement. Many were permanently separated from their biological families and experienced abuse and isolation. We also produced a plaque about the history of Interval House, the first shelter for women and their children fleeing intimate partner violence in Canada.

Both of these projects are reminders that, although there is much to celebrate, our work also provides important examinations of painful events, conflicts, and struggles.



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These plaques are an important tool for our city to preserve the history of our neighbourhoods.

—Mayor John Tory



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1. Cathy Young, Canadian singer and songwriter, poses with Le Coq D'Or Tavern plaque, July 24, 2018. Image by Ian Darragh.

3. Café Diplomatico owner and family pose with Mayor John Tory, August 2018. Image by Herman Custodio.

2. Councillor Sarah Doucette unveils Carleton Race Course plaque, High Park, July 2018.

4. Councillor Kristyn Wong-Tam unveils The Home Children plaque, September 2018. Image by Herman Custodio.

5. Councillor Paula Fletcher unveils Prince Edward Viaduct plaque, December 2018.

Dundas + Carlaw



Dundas + Carlaw plaque presentation, June 2018.
Image by Herman Custodio.

In 2018, we launched Toronto's first Heritage Plaque District, highlighting the industrial heritage and everyday experiences of working people in the Dundas and Carlaw area in Leslieville. The project collected dozens of firsthand accounts from couples who met working at Wrigley, Colgate-Palmolive, or Reliable Toy, and entire families who lived in the neighbourhood.

For this project, the Historical Plaques program produced ten new plaques and a self-guided tour. 5,000 tour maps were printed and are being distributed throughout the neighbourhood, allowing residents and visitors to learn more about

the history of the area and its transformation into an arts and cultural hub.

The second phase, Heritage Toronto's first digital walking tour, will launch in spring 2019.



Dundas + Carlaw tour map (detail).



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1. Checking out the Dundas + Carlaw self-guided tour map.

2. Remarks at the Dundas + Carlaw plaque presentation.

3. Tour stop at the Rolph Clark Stone building.

4. Dundas + Carlaw guided tour.

All images by Herman Custodio, June 2018.

I had a wonderful evening,
and was able to meet so many
professionals in the industry.
I left feeling inspired and
excited for the future!

—Carley Anne Bruckner,
Emerging Historian



Images by Herman Custodio and Hanifa Mamujee.

Heritage Toronto Awards



The Heritage Toronto Awards celebrate outstanding contributions to Toronto's heritage. In 2018, the 44th Heritage Toronto Awards celebrated 53 nominees and seven award winners in five publically-nominated and juried categories. In addition, the Heritage Toronto Board honoured the work of the Toronto Public Library with the Special Achievement Award. Jason Lee received the Volunteer Service Award for his commitment to sharing the stories of the Korean-Canadian community.

A sold-out audience, which included 20 Emerging Historians, and leaders from across the culture, development, and policy-making sectors, attended the Mayor's Reception and Awards Ceremony at The Carlu. Highlights of the event included remarks from nationally-recognized journalist and host for the evening, Michael Serapio; the performance of a poem written for the occasion by Toronto's Poet Laureate Anne Michaels; and the custom-built scale replica of a Prince Edward (Bloor) Viaduct on loan from the Carpenters' Union Local 27.

During the ceremony, guests were asked to donate to our Emerging Historians program. The outpouring of support raised enough funds to commission two young historians to develop and present walking tours in 2019, and for a paid contract to assist with the cataloguing for our new resource management system.

Heritage Toronto is deeply grateful for the outstanding support in 2018 of our colleagues in the heritage, union, development, and private sectors who ensured the success of our annual fundraiser.



Michael Serapio, Awards Ceremony host.
Image by Herman Custodio.



It was an inspiring night of celebrating people and initiatives that make Toronto a great place to live.

—Awards Attendee



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1. John Wilcox of Vitreous Glassworks, accepting award for The Keg Mansion.

3. Roberto Perin accepting the Book Award.

2. Robert Kearns, Chairman and Founder, Ireland Park Foundation.

4. Jeff McLeod, Director of the WE Global Learning Center, accepting for the project team.

5. Archivist Annie Fan (left) with Community Advisory Committee members of the Chinese Canadian Archive.



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I was amazed at the range and number of nominees
—clearly an interest for heritage in this city.

—Awards Attendee

6. Jason Lee, Volunteer Service Award recipient.

8. Members of the Beach and East York Historical Society.

9. Strachan McCarten and Sarah Doucette, board members of Toronto Public Library.

7. Stephen McGrath of Massey Hall accepting the Short Publication Award.

Images by Herman Custodio and Hanifa Mamujee.

2018 Heritage Toronto Award Recipients



Image by Herman Custodio.

Community Heritage

Ireland Park Foundation

Member's Choice Award

The Beach and East York Historical Society

Public History

The Chinese Canadian Archive

Historical Writing: Short Publication

Massey Hall: Shine a Light

Author: Michael Barclay

Contributors: Mary Dickie and Jamie Bradburn

Publisher: Massey Hall

Historical Writing: Book

The Many Rooms of This House: Diversity in Toronto's

Places of Worship Since 1840

Author: Roberto Perin

Publisher: University of Toronto Press

William Greer Architectural Conservation and Craftsmanship

The Keg Mansion, 515 Jarvis Street

Building Owner: The Keg Steakhouse and Bar

Craftspeople: Vitreous Glassworks

WE Global Learning Centre, 339 Queen Street East

Building owner: Jeff McLeod, Director of WE GLC

Architectural firm: Philip Goldsmith Heritage Architect,
Kohn Partnership Architects Inc.

Craftspeople: TriAxis Construction Ltd

Tours Program

In 2018, we travelled with 25 community organizations, 113 volunteers, and 3,138 participants through parks, to well-known landmarks, and to the many neighbourhoods that make up our city.

Refreshing the program was a priority this year. For the first time, we were able to offer paid contracts to develop seven new tours, five of which were developed by Emerging Historians. In 2018, we also delivered two bus tours on modern architecture serving a demographic with mobility issues. We introduced the first dog-walking tour (*Animals in Urban Toronto*) and, for select tours, created digital packages that participants could use on tours or enjoy at home.

For the third year in a row, participants set a record for the most donations raised by the Tours program. The highest-rated tour of the season was *Liberty Reclaimed: History of the Village*, a tour developed and led by Emerging Historians. The highest-attended tours were *Guild Park: Where Art Meets Nature* and *Pride Walk: LGBTQ+ Heritage in the Village*. The tour that garnered the most public donations was also one of our Emerging Historian tours, *Greenery & Gravestones in Mount Pleasant Cemetery*.

Private tours extended the reach and diversified the organization's financial support. In 2018, private tour participation rose by 71%, and revenue increased by 63%. In addition to conferences and corporate groups, we are seeing an increase in the number of schools on private tours.



Animals in Urban Toronto tour, September 15, 2018.
Image by Herman Custodio.

This was the best of all the tours I have taken offered by Heritage Toronto and other groups. —Participant, *Creating Toronto: The Story of a City*



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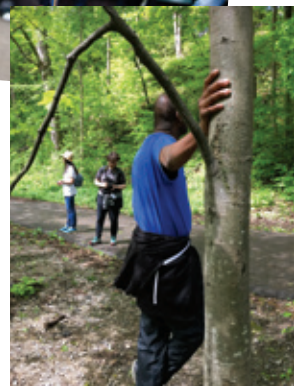
3

Truly – beyond
outstanding on
every count!

— Participant,
Yorkville: From
Counter-culture to
Couture



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1. Guild Park tour, July 8, 2018.
Image by Hanifa Mamujee.

3. Creating Toronto tour, May 3,
2018. Image by Herman Custodio.

2. Architecture of a Neighbour-
hood tour, October 6, 2018. Image
by Agnes Manivit.

4. Modern TO bus tour, September
23, 2018. Image by Emily Macrae.

Today was the perfect day for a walk as many spent Mother's Day enjoying the waterfront and learning about its landmarks with Heritage Toronto. Proud to support this great #HTtour! —Ports Toronto



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5. Animals in Urban Toronto tour, September 15, 2018. Image by Herman Custodio.

6. Pride Walk tour, August 2, 2018.

7. Wild Toronto tour, May 20, 2018. Image by Kate Marshall.

8. A Shore Thing tour, August 16, 2018. Image by Hanifa Mamujee.

Education and Engagement



I've always thought that history is at its best when it helps us to understand the present. We need young people, now more than ever, to understand the world around them and to find their place in the history of tomorrow.

The Emerging Historians program with TD Bank gave me the platform, tools, and confidence to explore the history that helps me better understand the story of today, and my place in it.

—Shannon Hamilton
*Creating Toronto:
Story of a City tour*

EMERGING HISTORIANS

Toronto's youth need opportunities to build professional networks, develop skills sought after by employers, and gain meaningful work experience. The Emerging Historians initiative supports and empowers the next generation of city-builders and heritage champions.

In 2018, Heritage Toronto launched an annual Emerging Historians program and supported 28 Emerging Historians through internships, access to key sector and networking events, and paid contracts. These youth developed walking tours, wrote for publications, assisted with the running of over 80 events, and played a central part in developing Heritage Toronto's new digital programming.



Emerging Historians pose with Bloor Viaduct model at Heritage Toronto Awards, October 29, 2018. Image by Herman Custodio.

DOORS OPEN

In May, as part of Doors Open Toronto, we reprised our highly popular tour of the 54th floor of TD Centre. This floor is home to some of Canada's best preserved 1960s corporate interiors, featuring exquisite architectural details, and treasures from TD Bank Group's art collection. The curated tours reached capacity on both days of the festival with 1,450 attendees.

heritagetoronto.org

In spring 2019, we will launch a new website for Heritage Toronto. Staff have been working with our partners at OVE Brand | Design to create an accessible and engaging website that allows Torontonians and tourists to explore Toronto's diverse heritage and connect with local communities.

The new website will act as the foundation for future growth in our digital programming.

SOUNDS LIKE TORONTO

In 2018, we laid the groundwork for Heritage Toronto's largest-ever digital project. Sounds Like Toronto, an online exhibit, will engage youth with stories that connect contemporary music to the past 65 years of Toronto's music history. This past year, we developed an interpretative plan, and consulted with music and history students at Leaside High School and Humberside Collegiate Institute.

In 2019, we will conduct interviews, digitize artefacts and images, and develop curriculum-based educational resources for use in classrooms.



Admiring the art collection, TD Bank Tower, May 26, 2018. Image by Ian Darragh.

State of Heritage Report



In a city as diverse as Toronto, it's imperative to work in more inclusive ways that allow for diverse leadership and participation in heritage to emerge and thrive.... Representation is not enough. Participatory approaches, genuine partnership, and acknowledging the entrenched power dynamics at play are needed in order to make lasting and meaningful change in the sector.

*—Participant,
Stakeholder
Consultation*



Discussions at the public forum, The Great Hall, July 31, 2018.
Image by Hanifa Mamujee.

In 2019, Heritage Toronto will release its State of Heritage Report. The Report is the culmination of eight months of research and city-wide consultations, which included an extensive public survey. Through conversations with long-time volunteers, new professionals, students, heritage advocates, and 58 different community organizations, we uncovered important issues and identified recommendations which are addressed to all Torontonians, and will be reviewed by City Council.





Private tour, St. Michaels Cathedral, February 28, 2018.

Get Involved

DONORS

Building community is at the heart of Heritage Toronto. So it is fitting that our growing community of donors is making it possible to increase the impact of our programs. Projects that we launched in 2018 – from the State of Heritage Report, to new walking tours, to a revitalized website – have only been possible because of our donors. Most recently, our donors have made substantial commitments to our Emerging Historians program. From one-time donations to monthly gifts, there are a number of ways you can add your voice to the chorus of people who believe that all of Toronto's stories should be told, and its heritage should be protected and celebrated.

I value our heritage. Being a member allows me to be kept up-to-date on issues and I get perks like the members-only tours. I also like to visit Toronto heritage sites as part of my membership.

—Current Member

MEMBERS

In 2018, the membership program had its most successful year. The recent growth in the program demonstrates how invested Torontonians are in their city's heritage. We thank our members for their support of our work, and we will continue our efforts to build this community with them, offering unique experiences to share together.

This past year our members enjoyed private, behind-the-scenes tours of Massey Hall, the TD Archives and Art Collection, and Black Creek Pioneer Village. We worked with TARO PR to provide free movie passes to acclaimed films like *Indian Horse* and *The Death of Stalin*. As a small gesture of thanks for our members' support, we partnered with the Toronto International Festival of Authors to offer free tickets to an event featuring new books on Canada's involvement in the World Wars. We closed the year with our friends at Opera Atelier and a ticket offer to their exceptional and rare French Baroque performances.



Members on Black Creek Pioneer Village Tour, February 3, 2018.



Volunteers on the Animals in Urban Toronto Tour, September 15, 2018. Image by Herman Custodio.

VOLUNTEERS

Our volunteers outnumber staff by 15 to 1, making us a volunteer-led and a volunteer-dependent organization. Comprised of students and interns, accomplished professionals in many fields, and retirees looking to keep active and engaged, Heritage Toronto volunteers ensure our public programs are not only possible, but that they are also relevant to our local communities.

We thank all our volunteers, recognizing their immense contribution to the success of our charity.

Recognition for Hours of Service (>30 hrs)

Francesca Bouaoun
Herman Custodio
Leone Earls
Gilberto Fernandez
Edward Formosa
Valerie Hatten
Erin Mackie
Morgan Marchuk

Amy Montgomery
Birgitte Nielsen-Worrall
Diane Reid
Emma Rossiter
Ellen Scheinberg
Lee Sneddon
William Sturm
Jessica Young

I want to leave a lasting impact on the world around me. It makes me feel proud that by volunteering I can pay tribute to my parents, my family, and the community.

—Jason Lee, Welcome to Koreatown tour leader, 2018 Volunteer Service

By the Numbers



81 Tours

38

people per tour

128

plaques
produced

**State of
Heritage**

58

community partners
and organizations
consulted



volunteers

3662 hours

valued at

\$93,015

7420

subscribers

42%

open rate

e-newsletter

Awards

\$133,000



raised
to support
the work of
Heritage
Toronto

431

Members

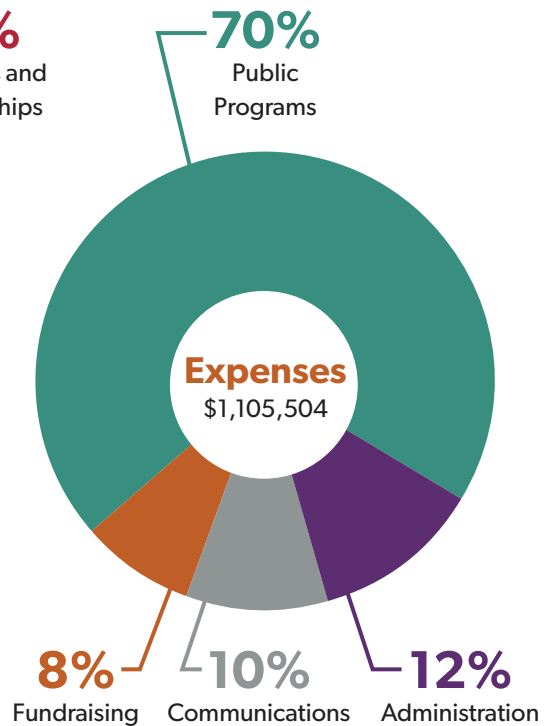
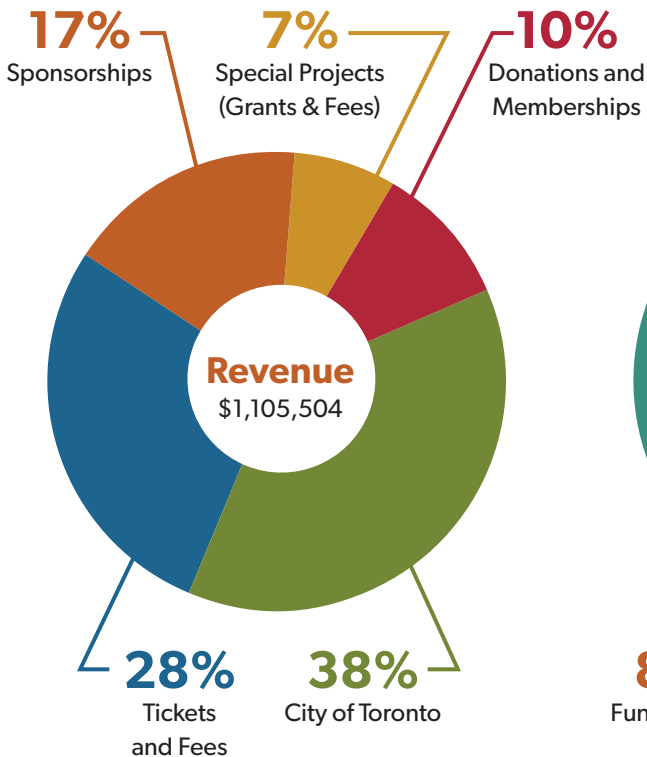
25%

growth in program



**Emerging
Historians**

2018 Financial Summary*



*Projected budget as of December 31, 2018. Final 2018 Financial Statements, audited by Welch LLP, will be available at heritagetoronto.org on June 1, 2019.

A large group of approximately 20 people of various ages and ethnicities are posing for a group photo on a sunny day. They are standing in front of a large, multi-story red brick building with a curved corner and several arched windows. In the foreground, a golden retriever is sitting on the left, and a man is kneeling on the right. A baby stroller is also visible on the left. The people are dressed in casual summer attire, including hats, sunglasses, and t-shirts. The text "PEOPLE.PLACES.EVENTS." is overlaid in white, bold, sans-serif font across the middle of the image.

PEOPLE.PLACES.EVENTS.