



HERITAGE TORONTO

ANNUAL REPORT 2016





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ABOUT HERITAGE TORONTO

Heritage Toronto is a charitable agency of the City of Toronto with a mandate to enhance the understanding and appreciation of Toronto's past and present among residents and visitors through education, commemoration and celebration of the city's diverse people, places and events.



Our Vision:
**To be the recognized
voice of Toronto's
heritage stories.**

Our Strategic Directions:

- **Transform Programming**
- **Raise Profile**
- **Grow Financial Capacity**

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(until July 2016)*
Kaitlin Wainwright, *Director of Programming,
Interim Executive Director (from September 2016)*

YEAR-END MESSAGE



Heritage is truly on the rise. As we have seen in recent public discussions about the future of Honest Ed's and Old City Hall, Toronto is witnessing a powerful groundswell of support for the idea that history has a place in our growing city's future. These conversations extend beyond the importance of our buildings and embrace an evolving definition of heritage that includes our relationships with the environment and with each other. Heritage Toronto will grow this enthusiasm for Toronto's past through dynamic new programming, innovative partnerships, and by building on the successes of 2016.

We are pleased to detail many of our accomplishments over the last year in this annual report. Highlights include the record-breaking 61 nominated projects that were recognized at our sold-out Heritage Toronto Awards, and the more than 150

plaques produced this year, in part due to the runaway success of the new Century House Plaque program.

Heritage Toronto also undertook two innovative programs: a collaborative social justice exhibit, *Toronto the Just: Stories of Women and the Struggle for Equality*, and an Instagram tour of Graffiti Alley (@graffitiale.to). Both programs significantly raised Heritage Toronto's profile, especially among the new audiences that participated in their development.

We also overcame financial challenges in 2016, including a 2.6% reduction in funding from the City of Toronto. We were able to successfully address the cut through savings resulting from program reviews and staffing vacancies, and are projecting a small net contribution to the reserve fund this year.

We are confident that 2017, Canada's sesquicentennial year, will bring even more accomplishments. Significant changes are already planned for the Heritage Toronto Awards and Kilbourn Lecture. We continue to work on implementing our refreshed volunteer program and on delivering a revitalized membership program. We will launch Parks Past, our new community-based project, to celebrate and animate the heritage and culture of Toronto's parks. We will also deliver the remaining seminars in our Heritage Primer series on how we create, define and protect our past.

Our accomplishments are possible due to the commitment of our partners and the generosity of our supporters—volunteers, donors, and members. Together, we are sharing the expressions of Toronto's past, and by so doing, are shaping the fabric of our city's vibrant future.

A handwritten signature in black ink, appearing to read 'K Marshall'.

Kate Marshall
Chair, Board of Directors

A handwritten signature in black ink, appearing to read 'Kaitlin Wainwright'.

Kaitlin Wainwright
Interim Executive Director

HERITAGE TORONTO AWARDS

On October 17, a crowd of over 500 people gathered at the sold-out Isabel Bader Theatre to celebrate the 61 nominees for the 2016 Heritage Toronto Awards. This year's group of nominees was the largest ever in the 42-year history of the Awards—a 30% increase from the 2015 total—and represented a wide range of work to preserve and share Toronto's built, cultural and natural heritage. Nominations were carefully considered by 20 volunteer jurors, who had a difficult task selecting the award recipients. Among the night's winning projects were the transformation of the Don Jail—once North America's largest—into an open and functional administration building; and the local neighbourhood "walking conversations" organized by Jane's Walk.

A dedicated community leader, Carolyn King was presented with the 2016 Special Achievement Award, and received a standing ovation after a stirring speech. Recognized for her decades-long efforts on behalf of the Mississaugas of New Credit First Nations, and her work in celebrating and sharing First Nations' heritage in the Greater Toronto Area, King challenged the crowd that to effect change, one more person or group needs to "ask one more question."

Inspired by the tremendous work of the nominees and winners, Heritage Toronto also reviewed the Awards program in 2016, exploring opportunities to shine a brighter spotlight on nominated work, and enhance the participant experience. We will implement the resulting recommendations for the 2017 Heritage Toronto Awards.



Carolyn King, Special Achievement Award,
Image: Evan Bergstra

KILBOURN LECTURE



Steven High, Kilbourn Lecturer, Image: Evan Bergstra

Heritage Toronto was pleased to welcome Professor Steven High of Concordia University as the 20th Kilbourn Lecturer. Professor High's talk, *The Deindustrialization of the Senses: a Multi-Sensory Approach to Intangible Heritage*, explored the shifting nature of our interactions with industrial heritage. A founding member of the Centre for Oral History and Digital Storytelling, and the Canadian Research Chair in Public History, Steven High challenged audience members to consider the lived experience as primary to heritage—the stories of those who worked in mines, mills and factories or lived nearby. Oral history preserves and shares these stories, and is a reminder that "history lives in each of us."



20

AWARDS GIVEN

(INCLUDING HONOURABLE MENTIONS)



500
ATTENDEES



\$58,110
RAISED

Beautiful talk on oral history and
deindustrialization #architecture
#HTawards2016 #heritage
Attendee

Really enjoyed the whole
process and the lecturer
and nominees gave me a
lot to think about.
Attendee

Time always flies for me
at this event - very fun
and positive night!
Attendee

"We can't change history
but we can change the
telling and interpretation
of that history" - inspiring
words from Carolyn King.
Attendee

2016 Heritage Toronto Award Recipients:

Community Heritage

Etobicoke York	Lakeshore Asylum Cemetery Project – also Members Choice Award
Toronto East York	The Friends of Fort York and Garrison Common
City-Wide	Jane's Walk

Book

Excellence	<i>The Ward: The Life and Loss of Toronto's First Immigrant Neighbourhood</i>
Merit	<i>Civic Symbol: Creating Toronto's New City Hall, 1952-1966</i>

Short Publication


Excellence	<i>Historicist: Sticky Business</i>
Merit	<i>Why I Love Ghost Signs: The Fading History of Toronto's Industrial and Retail Past</i>

Media

Excellence	<i>Finn with an Oyster: The Story behind Toronto's New City Hall</i>
Merit	Retrontario (www.retrontario.ca)

William Greer Architectural Conservation and Craftsmanship

Excellence	Standard Bank of Canada
Excellence	The Don Jail
Merit	Church of the Redeemer
Merit	Imperial Plaza



So happy to be at #HTawards2016 celebrating the wonderful work of @heritagetoronto and the public history of the city! #CityBuilding

Attendee

Image: Evan Bergstra



Ed Janiszewski and Deborah Quiggan of Lakeshore Asylum Cemetery (Community Heritage and Members Choice Awards), Image: Herman Custodio



Community Heritage Award recipient, The Friends of Fort York and Garrison Common. Left to right: Patricia Fleming, Joe Gill and the presenters: Councillor Mike Layton, Heritage Toronto Chair Kate Marshall, and Jeff Brown of Meridian Credit Union. Image: Evan Bergstra



Alia Scanlon of Jane's Walk (Community Heritage Award), Image: Herman Custodio



Architecture (large project) recipient, Don Jail. Left to right: Michael McClelland (ERA Architects), William Greer (after whom the Award is named), Sam Triglia (Clifford Restoration), Andrew Pruss (ERA Architects), and Mitchell Hall (KPMB Architects). Image: Evan Bergstra



David Hains of Torontoist (Short Publication Award) with Kaitlin Wainwright of Heritage Toronto, Image: Evan Bergstra



Architecture (small project) recipient, Standard Bank of Canada (324 Broadview). Left to right: Davis Jensen (Building Arts Architects), William Greer, and Jason Smirnis (Building Arts Architects) Image: Evan Bergstra



Tatum Taylor, Ellen Scheinberg, and John Lorinc, editors of *The Ward* (Book Award), Image: Herman Custodio



Karen Teeple and Michael Kainer of *Finn with an Oyster: The Story behind Toronto's New City Hall* (Media Award), Image: Evan Bergstra

Mayor's Reception Sponsor



Awards Reception Sponsor



Mike Yorke, President of the Restoration Council of Ontario, speaks at Mayor's Reception.
Image: Herman Custodio

Community Heritage Award Sponsor



Media Sponsor



Mayor's Reception with representatives from EVOQ and City of Toronto, Image: Herman Custodio

Gold Sponsor



Silver Sponsors



Mayor's Reception with representatives from Camrost-Feldcorp and MOD Developments
Image: Herman Custodio

Official Travel Partners



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Build Toronto
CS&P Architects

ERA Architects
Harvey Kalles Real Estate
KPMG Architects
Northam Realty
Toronto Society of Architects
York Heritage Properties



Mayor's Reception with representatives from Graywood Group, Image: Herman Custodio

HISTORICAL PLAQUES

This year, our Historical Plaques program highlighted Toronto's music heritage. In May, we unveiled three plaques celebrating Yorkville's Music Scene in the 1960s and 1970s, specifically The Penny Farthing and The Purple Onion, venues where Canadian music greats Leonard Cohen, Joni Mitchell, and Buffy Saint-Marie performed on their way to international stardom. The event was held at the iconic Masonic Temple with over 400 music lovers and musicians in attendance, including Gordon Lightfoot, who shared his memories of playing gigs in Yorkville.

We also closed the year with music, launching our Yonge Street Loves Music plaque initiative at a big bash at the Hard Rock Café in December. Plaques for The Bluenote and Town Tavern were unveiled; both were popular venues in their day for touring musicians like The Supremes, Billie Holiday, and Canadian legend Oscar Peterson.

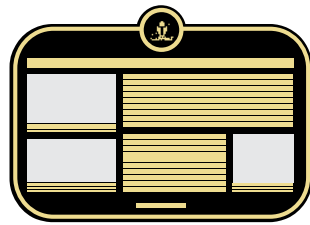
While the music rang loud, many other stories of Toronto's people, places, and events were told by our 2016 Historical Plaques program. We celebrated the rebirth of a west-side venue, The Great Hall with two plaque unveilings. The building, formerly the West-End YMCA, received a Heritage Property Plaque. Working with our partners at the Toronto Legacy Project, we also honoured Indigenous runner Tom Longboat, who trained in the building. Other plaques celebrated the 100th year anniversary of the High Park Library, the internationally-recognized work of media visionary Marshall McLuhan and The Toronto School, and the devastating impact of the 1830s cholera epidemics that killed hundreds in Toronto.

The Century House Plaque program almost tripled in size, as more Torontonians embraced this opportunity to showcase the history of their homes and their important place in our city's built history. Locally produced, these hand-made steel and enamel plaques also serve as elegant address markers, and are available to owners of any house within the City of Toronto that is over 100 years old.

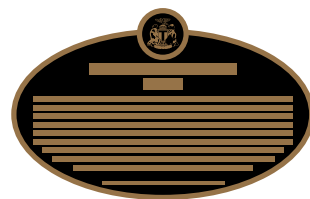
Very pleased to have this @heritagetoronto #plaque installed outside the new door to #longboathall for all of #toronto to learn about and celebrate #tomlongboat, #marathon runner, veteran and aboriginal #trailblazer

Community Partner, The Great Hall & Tom Longboat Plaque Unveilings

157 PLAQUES PRODUCED



Commemorative: 23



Heritage Property: 18



Legacy: 3



Century House: 113

15 UNVEILINGS FOR 24 PLAQUES



I had a wonderful evening and [was] so awed by the history and talent in the room...to rub elbows with such music legends will be a fond memory.

Sponsor, Yorkville Music Scene Plaque Unveilings

Gordon Lightfoot speaks at the Yorkville Music Scene plaque unveilings. Image: Alex Willms



Celebrating Benjamin Brown, one of the first Jewish architects in Toronto. Left to right: Eric Slavens (Ontario Jewish Archives), Ben Thompson (Scotiabank), Dara Solomon (Ontario Jewish Archives), Councillor Joe Cressy, and Brent Pearlman (Heritage Toronto). Image: Herman Custodio



Athlete Waneek Horn-Miller addresses the crowd at The Great Hall plaque unveilings. Image: Dominique van Olm



The English Family poses with the English Boathouse plaque.
Image: Alex Willms



Plaques unveiled on Toronto's First World War experience; attended by Councillors Mary Fragedakis and Frank Di Giorgio, MPP Laura Albanese, and MP Ahmed Hussen. Image: Baichao Chen

Program Sponsor



Program Partners



DOWNTOWN



Canadian
Heritage

Patrimoine
canadien

In-kind Sponsor



We wanted to give our son a special housewarming gift for his new, old house. The [Century House] plaques are a great symbol to recognize the heritage of a community.

Customer, Century House Plaque

Community Partners

Bloor-Yorkville BIA

Long & McQuade

City of Toronto

McLuhan Centre for
Technology and Culture,
Faculty of Information,
University of Toronto

Transportation
Services – Beautiful
Streets

Parks, Forestry &
Recreation

Toronto Paramedic
Services

Economic
Development and
Culture

Ontario Black History
Society

Ontario Jewish Archives

Ossington Community
Association

Royal Canadian
Mounted Police

First Story Toronto

Friends of Fort York and
Garrison Common

Friends of West Toronto
Railpath

Grant African Methodist
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Greater Yorkville
Residents' Association

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Group

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Social Responsibility and
Government Relations

The Budd Sugarman
Foundation

The Coalition of Black
Trade Unionists

The Great Hall

The Queen's Own Rifles
of Canada

Toronto Legacy Project

Toronto Public Library

TOURS

For the 2016 Tours season, Toronto's music history continued to draw large crowds. About 310 participants came out for the eight offerings of "Music History on the Yonge Street Strip" and the two runs of "Yorkville Music Scene." Both tours, led by journalist and music historian Nicholas Jennings, were well received and featured special guests, including the musicians Luke Gibson (Luke & the Apostles), Keith McKie (Kensington Market), and Stan Endersby (The Tripp). These musicians delighted participants with their first-hand accounts of playing the clubs in Yorkville and along Yonge Street.

While music remained a favourite, the most-attended tour was "Creating Toronto: The Story of the City in Seven Stops," which saw 120 participants come out on a hot July evening. The tour was also offered twice in Spanish and drew another 40 participants.

Heritage Toronto offered new tours in 2016 that addressed the diverse stories of Toronto's past and present. We highlighted our immigration history with the tours "A Glimpse of the Ward: Toronto's First Immigrant Neighbourhood," delivered by historian Ellen Scheinberg and journalist John Lorinc, and "Migration, Food and Identity in North York's Little Manila," featuring delicious samples of traditional Filipino food. We explored our beer history (and quenched our thirst) with "Lost Breweries of Old Toronto," which ended with a brewery tour and beer tasting at Mill Street Brewery.

Tour planning for 2017 is underway. Themed "History in the Making," we look forward to working with our program partners on a 2017 Tours Season that celebrates Canada's 150th anniversary.

The 3 guides kept me enthralled with the topic and left me wanting more.

Participant, Modern TO Bus Tour

I have a greater appreciation for the old trees in Toronto.

Participant, Giant Oaks of the Beaches Tour

Truly outstanding!

I am truly in awe of the leader's knowledge and her presentation skills!

Powerful and interesting information provided at a most comfortable level.

I am grateful!

Participant, True North Strong and Free Tour

Loved the personal anecdotes & humour from the guide.

Learned & laughed. Guide also answered questions well about modern architecture.

Participant, Yonge Street Architecture Tour



2,378
ATTENDEES



94% FELT TOURS
WERE GOOD OR EXCELLENT



61
TOURS



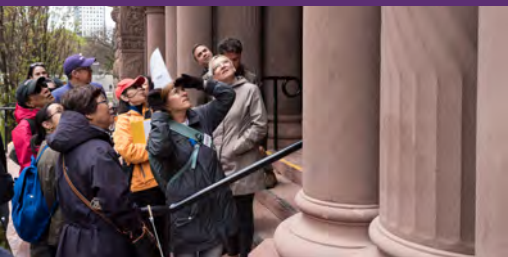
AVERAGE
DONATION
\$3.49/PERSON



True North Strong and Free, Image: Marcus Mitanis



Lawrence Park, Image: Heritage Toronto



Toronto's First Chinatown, Image: Alex Willms



Yonge Street Architecture, Image: Herman Custodio



Discovering the Heritage of Downsview Park, Image: Heritage Toronto

Program Sponsor



Program Partners



Immigration, Refugees
and Citizenship Canada

Immigration, Réfugiés
et Citoyenneté Canada

DOWNTOWN



Tour Sponsors



Media Sponsor

TORONTOIST

Community Partners

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Learning

Community Bicycle
Network

Fort York National Historic
Site

Friends of Guild Park

Kensington Market
Historical Society

Leslieville Historical
Society

Mackenzie House Museum

Market Gallery

North York Community
Preservation Panel

Ontario Heritage Trust

Royal Canadian Institute
for Science

Spadina Museum Historic
House and Gardens

Swansea Historical Society

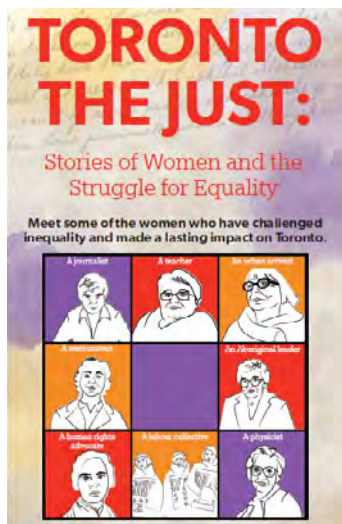
Thorncliffe Park Women's
Committee

Toronto Public Library

Weston Historical Society

West Toronto Junction
Historical Society

SPECIAL PROGRAMS



TORONTO THE JUST

On March 8, International Women's Day, Heritage Toronto launched a pop-up exhibit and engagement program called *Toronto the Just: Stories of Women and the Struggle for Equality*. Developed in partnership with Women in Toronto Politics, and funded in part by Myseum of Toronto's Intersections Festival, over 150 people attended the opening.

Toronto the Just tells the stories of seven women and one labour union who have challenged inequality in Toronto based on gender, sexuality, race, class, and ability. Stories include those of trailblazers and change makers Jean Lumb, a restaurateur; Doris Anderson, a journalist; Mary Ann Shadd Cary, a publisher; the International Ladies Garment Workers Union Local 72; Lillian McGregor, an Indigenous leader; Ursula Franklin, a physicist; Jane Jacobs, an urban activist; and Fran Odette, a human rights advocate.

The exhibit has been displayed at 10 locations throughout the city, reaching approximately 5,520 people. Heritage Toronto will explore additional opportunities to display this exhibit and engage Torontonians in ongoing discussions on social justice.

Thank you for sharing
this wonderful and
uplifting exhibit of
women's strength.

Visitor

Program Partners



women in
toronto
politics

BEYOND THE BATTLEFIELD: TORONTO DURING THE FIRST WORLD WAR

As part of our centennial commemorations of the First World War, Heritage Toronto created its first digital story map, marking 18 sites across the city associated with Toronto's response to the Great War. With support from the Department of Canadian Heritage, we recognized how the city's participation in the First World War—an ocean away—notably transformed life at home.

Partner



Canadian
Heritage

Patrimoine
canadien



Ya'el Santopinto of ERA Architects talks about tower renewal and the importance of lived experience. Image: Alex Willms

HERITAGE PRIMER

In November, we launched Heritage Primer, a series of seminars and discussions to introduce the public to how we create, understand, define, and protect our heritage. Held at Downsview Park, the first event titled "Short Storeys: What is Heritage?" was an intimate afternoon of storytelling. Six community leaders, academics, and heritage practitioners shared their experiences with and understanding of heritage in the 21st century. The program continues throughout 2017, with next year's events exploring archaeology, intangible heritage, and built heritage policy and conservation.

Program Partners

AIRD & BERLIS LLP
Barristers and Solicitors



GRAFFITI ALLEY INSTATOUR

This summer, through a partnership with Havas Canada, we celebrated the heritage of a Toronto laneway with the longest Instagram photograph in the world. Our Instatour of Graffiti Alley seamlessly stitched together over 1,300 images with hidden stories about the iconic alley and its art.

Partner

HAVAS
WORLDWIDE



Screenshot of Graffiti Alley Instatour, Image: Havas/Heritage Toronto/Justin Poulsen



Yonge Street Architecture tour, Image: Herman Custodio

A Glimpse of the Ward tour, Image: Herman Custodio



Heritage Toronto Awards, Image: Herman Custodio

182
volunteers



**Over 5,000 hours
of work valued at
over \$83,800**

 **313**
members

GET INVOLVED

In 2016, we reviewed both our membership and volunteer programs with the goals of stronger alignment to our strategic plan, and more meaningful engagement with those who contribute directly to the work of our organization.

VOLUNTEERS

The new volunteer program focuses on strategic recruitment, and a new system of volunteer recognition and stewardship. Within this renewed approach, we are pleased to announce a new Heritage Toronto Volunteer Recognition Award, to be awarded annually to a volunteer who has demonstrated exemplary service and commitment to the organization.

MEMBERS

The revitalized membership program focuses on opportunities to better serve and engage our members. Informed by feedback provided through our members' survey this summer, new membership levels have been created. More information will be provided over the next few months as we work to launch the new membership program in Spring 2017.

**85% have been
members for more
than one year**

Why be a member or volunteer?

I value our heritage and protecting and showcasing heritage. Being a member allows me to be kept up to date on issues as well as member perks such as members-only tours.

Member

Because I believe in what you do. Because I value our past. Because Toronto is my home.

Member

I strongly believe in the mandate and as a 2nd generation Torontonionian I want to see my city embrace its past and open its welcoming arms to the future.

Volunteer

JOIN THE CONVERSATION

Over the past year, Heritage Toronto continued to grow its online audiences on all platforms. We look forward to increasing our reach and to more engaging conversations in 2017. Heritage Toronto will also begin planning its new website, to launch in Fall 2017.

heritagetoronto.org



240,000+ page views
(6% decrease from 2015)

100,000+ users
(2% increase from 2015)



Facebook

2,450+ likes (49% increase from 2015)



Instagram

1,230 followers (80% increase from 2015)



YouTube

89 subscribers
(17% increase from 2015)

24,436 video views
(24% increase from 2015)



E-newsletter

5,200+ subscribers
(49% increase from 2015)

44,000+ unique opens
(75% increase from 2015)

40% open rate

15% click through rate



Twitter

15,600+ followers
(11% increase from 2015)

1,900+ retweets and replies

2,200 likes

FINANCIAL SUMMARY

The following information is derived from the financial statements for 2015, audited by Welch, LLP.

(Year ended December 31, 2015)

REVENUE	TOTAL 2015	TOTAL 2014
Grants – City of Toronto	311,966	311,800
Grants – Other		1,555
Donations	42,593	43,245
Memberships	13,841	14,294
Corporate Sponsorship	130,505	129,830
Ticket Sales	18,690	4,914
Plaque Revenue	170,327	169,926
Other Income	11,686	7,173
Year End Transfer from Designated Reserves	42,350	86,000
Total	741,958	768,737
EXPENSES		
Wages and Benefits	527,804	543,376
Program Expenses	162,556	164,944
Administration	42,488	41,558
Communication	9,480	19,023
Total	742,328	768,901
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES	(370)	(164)

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Awards Reception Sponsor: Clifford Restoration

Community Heritage Award Sponsor: Meridian Credit Union

Media Sponsor: Spacing Magazine

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Silver Sponsors: Graywood Developments, Ontario Association of Architects, MOD Developments

Official Travel Partners: VIA Rail Canada, Thompson Toronto

Bronze Sponsors: +VG Architects, CS&P Architects, Northam Realty Advisors Ltd., Aird & Berlis LLP, KPMB Architects, Harvey Kalles Real Estate Ltd. Brokerage, Build Toronto, Ashlar Urban, ERA Architects, Toronto Society of Architects, York Heritage Properties, Brook Pooni Associates

PLAQUES

Program Sponsor: Scotiabank

Program Partners: St. Lawrence Neighbourhood Association, Downtown Yonge BIA, Canadian Heritage

In-Kind Sponsor: Ironworks Local 721

TOURS

Program Sponsor: TD

Program Partners: Immigration, Refugees and Citizenship Canada, Downtown Yonge BIA

Tour Sponsors: Ontario Association of Architects, Toronto and York Region Labour Council, City of Toronto Historic Sites, Brent Pearlman Realty, Albion Islington Square BIA, Mill Street Brewery, Daily Xtra

Media Sponsor: Torontoist

TORONTO THE JUST

Program Partners: Myseum of Toronto, Women in Toronto Politics

HERITAGE PRIMER

Program Partners: Aird & Berlis, Canada Lands Company

GRAFFITI ALLEY

Partner: Havas International Canada

BEYOND THE BATTLEFIELD

Partner: Canadian Heritage

Heritage Toronto receives core funding from the City of Toronto.

Thank you to the following supporters who have given generously to our programs (\$200+):

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John Belyea & Amanda Walton
Dianne Breton
David & Valerie Christie
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Michael Disney
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Wawanesa Mutual Insurance Company
Karen Whaley





PEOPLE.PLACES.EVENTS.

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heritagetoronto.org



@heritagetoronto

Heritage Toronto is a charitable, arms-length agency of the City of Toronto.

