



## The City of Toronto celebrates Canada 150!

Our objective...

Create a memorable, diverse and appealing program of events and activities throughout 2017 that will celebrate Canada, and Toronto's place in Canada, and engage a wide range of citizens and communities and inspire pride in our city and our country.



## Council direction December 9, 2015



1. Establish a cross-divisional planning team.
2. Make submissions for funding to the Federal and Provincial governments and pursue private funding and sponsorships.
3. Enhance existing Economic Development and Culture programs such as New Year's Eve, Doors Open and Canada Day Celebrations.
4. Explore support for the Toronto Biennale of Art as part of Canada 150 related initiatives.
5. Allocation of \$1.50 per capita or \$4.2 million to celebrate Canada's 150th birthday funded from the Major Special Event Reserve Fund.
6. Form an Advisory Group of community representatives to assist with planning including representatives of key stakeholder groups in Toronto.

## Governance structure

- External Advisory Committee created; Co-Chaired by Councillor Thompson. 16 members to date representing various sectors. Will advise on final program design and marketing strategies as well as be ambassadors for the celebrations.
- Interdivisional working group made up of representatives from various City Divisions and organizations created to provide an information clearing house, an understanding of activities being undertaken and to maximize synergies.
- Economic Development and Culture internal Steering Committee to oversee the City's primary effort Chaired by GM-EDC.



## Canada 150 proposed program of activities

### **Economic Development and Culture**

New Years Eve December 31, 2016; celebrations at NPS with performances and concluding with major fireworks display.

Exhibit “Becoming Canadian in Toronto: Snapshots through Time“-Market Gallery, March 25-July 15, 2017.

Commemoration of the 100<sup>th</sup> Anniversary of the Battle of Vimy Ridge, April 8-9, 2017 and the planting of a “Vimy Oak”, Fort York NHS.

Exhibit “From Vimy to Juno” April 3-17, 2017, City Hall.

“Sesqui” Canada 150 Signature event, Regent’s Park, April 25-29, 2017 (City sponsored)

Doors Open 2017: Canada 150 Edition – “Fifteen Decades of Canadian Architecture” May 27-28, 2017.

## Canada 150 proposed program of activities (cont'd)

### **Economic Development and Culture (cont'd)**

National Aboriginal Day programming Fort York NHS, June 21, 2017 leading to Indigenous Arts Festival June 24-25, 2017.

Four-day Canada 150 celebration festival at Nathan Phillips Square June 30-July 3.

Celebrations at Mel Lastman Square, Humber Bay West Park, Scarborough Civic Complex, July 1.

Toronto Historic Sites July 1 enhanced Canada 150 programming.

Exhibit "The Maple Leaf Forever: Toronto's Take On a National Symbol" Market Gallery, July 22 to November 18, 2017.

## Canada 150 proposed program of activities (cont'd)

“MomenTO: a series of local and city-wide events and experiences highlighting historical people, places and events of significance to Canada and Toronto over the past 150 years. Over 20 activations will take place at City of Toronto Historic Sites.

Nuit Blanche 2017: Canada 150 Edition – “Many Possible Futures” September 30, 2017 featuring two all-Canadian zones.

Citizenship/Reaffirmation Ceremony Fort York NHS, Summer 2017.

Gibson House/Canadian Museum of History exhibit, “1867 – Rebellion to Confederation”, June 3 to August 27, 2017.

Canada 150 Relay (currently being assessed).

## Canada 150 proposed program of activities (cont'd)

### **Partial List of Other City Activities (comprehensive list being developed)**

Parks, Forestry and Recreation, “Canada 150 Snap and Share photo contest”, Summer 2017.

PF&R, Canada 150 Commemorative Tree and Bench Program.

PF&R, “150 Years of Canadian Winter-Let’s celebrate!”, Community challenge

PF&R Canada 150 Tulip beds and planters.

Toronto Museum Network “Canada 150 Heritage Passport” (includes City’s facilities)

Toronto Fire Service-18 day historical display

City Clerks/Toronto Archives-Canada 150 Lecture Series

### **Legacy Projects**

To be determined (ongoing consultation with External Advisory Committee)



## Marketing activity highlights

- December 9 at 10 AM in the City Hall Rotunda, Mayor Tory, along with representatives from the governments of Canada and Ontario, will announce the City's Canada 150 program, with specific focus on New Year's Eve 2017.
- The Canada 150 Web Portal and Events Calendar will be live by the December media launch. Social media launch will be held at the same time.
- New Year's Eve marketing tools include: 75 transit shelter ads, 10,000 flyers/postcards, on-site signage for stage and towers, two ¼ page advertisements in the Toronto Star, as well as print, online and broadcast editorial coverage.
- Canada 150 marketing tools include: a promotional video, a C150 poster and window cling; 150 units of Street Banners, as well as Union Station Pageantry Banners (installed in late-December); Spring/Summer Fun Guide centrefold ad; and, print, online and broadcast editorial coverage throughout the year.
- Canada 150-related celebrations, commemorations and exhibits will be promoted throughout 2017. The Canada Day advertising campaign will be launched in June.
- TTC has been confirmed as a major partner for Canada 150 marketing.
- Marketing will print and broadcast media sponsors – currently in negotiation with potential partners.

## Sponsorship and partnership update

- To-date \$417,000 of funding has been secured through the Department of Canadian Heritage (DCH). DCH to advise the City in late December, early January of the funding outcomes for Toronto's Canada Day 2017 celebrations as well as funding for National Aboriginal Day.
- Department of Canadian Heritage with their National Media Partner (CBC) to produce a multi-City national New Year's broadcast which will include Toronto.
- Awaiting formal response from the Province of Ontario on submission for Canada 150 funding. Very positive signals to date.
- Outreach is currently underway with interest from a number of private sector businesses to financially support Toronto's Canada 150 festivities in 2017.
- Hopeful of obtaining \$2.5-\$3.0 million to enhance the City's investment, as well as significant in-kind media and other sponsorship.