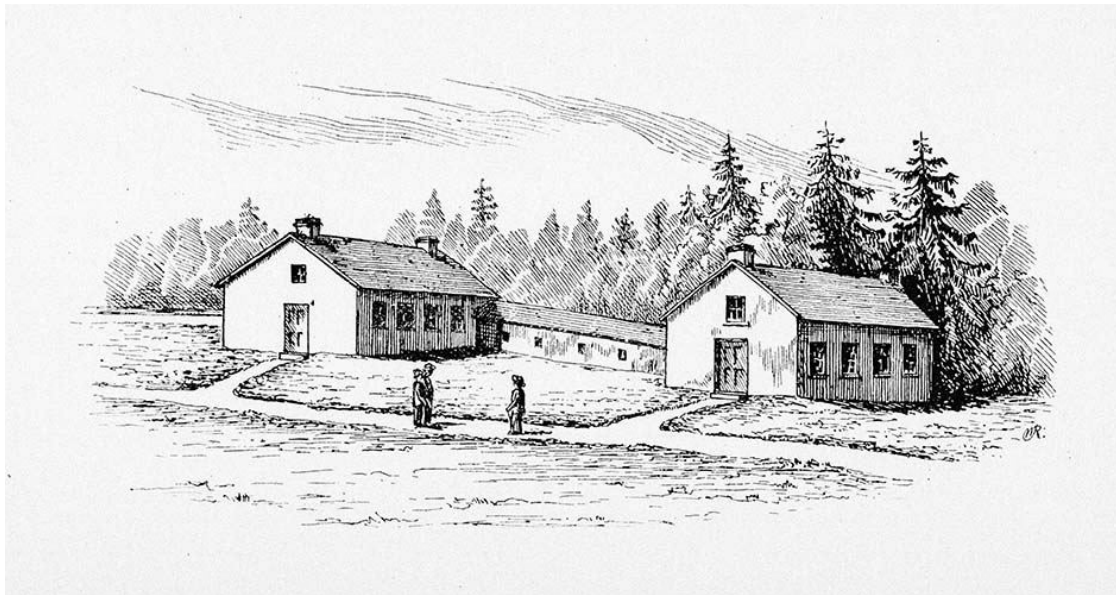


The First Parliament Project

Outreach and Promotion Kit

firstparliament.ca



What is the First Parliament Project and what is this package?

In November 2017, the City of Toronto initiated a new project to develop a Heritage Interpretation Strategy and Master Plan for the publicly-owned First Parliament site located at Front and Parliament Streets in downtown Toronto.

The site carries important historical themes that, to this day, reveal the fascinating evolution of the City, the Province, and the Nation. It was here that the first Parliament Buildings of Upper Canada were located from 1797 – 1824. Legislation and policies emerged from this place that would chart the path of a new nation and affect the lives of countless people.

The history of south-central Ontario was a complex one, marked by varying levels of occupation and differing use by Indigenous communities through time to the present day. This area is recognized as the territory of the Huron-Wendat and Petun First Nations, the Seneca, and most recently, the Mississaugas of the Credit River. The territory was the subject of the Dish With One Spoon Wampum Belt Covenant, an agreement between the Iroquois Confederacy (Haudenosaunee) and Confederacy of the Ojibwe (Anishinaabe) and allied nations to peaceably share and care for the resources around the Great Lakes.

After the era of Parliament Buildings, the site was the location of Toronto's first large-scale jail. Criminals, debtors, rebels, and the mentally ill were all incarcerated here. Many were women and children. For many decades, the site was then occupied by the Consumers' Gas Company, which literally fueled the expansion and development of the City of Toronto.

The First Parliament project will involve a detailed examination of the site's history followed by the development of strategies for telling the site's fascinating stories. These strategies will then become the foundation for a Master Plan that will define how to develop the site and for what purposes.

We are asking you to help invite your co-workers, friends, members, anyone and everyone who is interested — whether in the site's history or about how the City is evolving— to sign up to the project's email list, learn together, and participate in the development of themes, priorities, and ideas for the First Parliament site.

Please use the sample text below and email sign-up link to broadcast information about this important project to your community members.

Why have we contacted you?

We are contacting you to ask that you promote the public engagement events among your community members.

Public and stakeholder engagement is an essential part of this process. To that end, we are inviting everyone who is interested —whether in the site’s history or about how this part of the City is evolving— to get involved in the upcoming engagement process.

This part of the public engagement process is about encouraging individuals and community groups to become involved and contribute to this process.

We would appreciate it if you shared event details with your communities in newsletters, at events, and on your websites. Please feel free to use the following promotional copy.

Engagement Dates

1. Tuesday, January 30, 2018 — Online Survey Launch
2. Tuesday, February 6, 2018 — Public Lecture at the Enoch Turner Schoolhouse
3. Thursday, February 22, 2018 — Focused Workshop (invite only, please contact us for more information)
4. Thursday, March 8, 2018 — Public Roundtable Meeting
5. Saturday, March 24, 2018 — Walking Engagement Tour of the Neighbourhood
6. Friday, March 30, 2018 — Online Survey Closes

Promotion Copy

[Promotional images for use in your own communications can be found here.](#)

Full Length Shareable Text:

THE FIRST PARLIAMENT PROJECT

Something old. Something new.

In November 2017, the City of Toronto initiated a new project to develop a Heritage Interpretation Strategy and Master Plan for the publicly-owned First Parliament site located at Front and Parliament Streets in downtown Toronto.

The site carries important historical themes that, to this day, reveal the fascinating evolution of the City, the Province and even the Nation. It was here that the first Parliament Buildings of Upper Canada were located from 1797 – 1824. Legislation and policies emerged from this place that would chart the path of a new nation and affect the lives of countless people.

The history of south-central Ontario was a complex one, marked by varying levels of occupation and differing use by Indigenous communities through time to the present day. This area is recognized as the territory of the Huron-Wendat and Petun First Nations, the Seneca, and most recently, the Mississaugas of the Credit River. The territory was the subject of the Dish With One Spoon Wampum Belt Covenant, an agreement between the Iroquois Confederacy (Haudenosaunee) and Confederacy of the Ojibwe (Anishinaabe) and allied nations to peaceably share and care for the resources around the Great Lakes.

After the era of Parliament Buildings, the site was the location of Toronto's first large-scale jail. Criminals, debtors, rebels, and the mentally ill were all incarcerated here. Many were women and children.

Then, for many decades, the site was occupied by the Consumers' Gas Company gasworks, which literally fueled the expansion and development of the City of Toronto.

The First Parliament project will involve a detailed examination of the site's history followed by the development of strategies for telling the site's colourful stories. These strategies will then become the foundation for a Master Plan that will define how the site may be developed and for what purposes.

Public and stakeholder engagement will be an essential part of the process. To that end, we are inviting everyone who is interested – whether in the site's history or about how this part of the City is evolving – to sign up for additional information on the project and to updates on the upcoming engagement process.

This part of the public engagement process is about encouraging individuals and community groups to become involved and contribute to this process.

Engagement Dates:

January 30, 2018 — Online Survey Launch

February 6, 2018 — Public Lecture at the Enoch Turner Schoolhouse

February 22, 2018 — Focused Workshop (invite only, please apply)

March 8, 2018 — Public Roundtable Meeting

March 24, 2018 — Walking Engagement Tour of the Neighbourhood

March 30, 2018 — Online Survey Closes

Medium Length (for newsletters, websites, etc):

In November 2017, the City of Toronto initiated a new project to develop the site where the First Parliament buildings stood from 1797-1824 — located at the unassuming corner of Front Street and Parliament Street in downtown Toronto.

The site carries important historical themes that, to this day, reveal the fascinating evolution of the City, the Province, and even the Nation. It was here that the legislation and policies emerged from this place that would chart the path of a new nation and affect the lives of countless people.

The First Parliament project will involve a detailed examination of the site's history followed by the development of strategies for telling the site's colourful stories. These strategies will then become the foundation for a Master Plan that will define how the site might be developed and for what purposes.

Public and stakeholder engagement will be an essential part of the process. To that end, we are inviting everyone who is interested — whether in the site's history or about how this part of the City is evolving — to sign up for additional information on the project and to receive updates on the upcoming engagement process. // firstparliament.ca // *Something old. Something new. The First Parliament Project.*

Short Length (for newsletters, websites, etc):

1. The City of Toronto has initiated a important project to develop the site where the First Parliament Buildings stood from 1797-1824 — located at the corner of Front Street and Parliament Street in downtown Toronto. Public and stakeholder engagement will be an

essential part of the process. We are inviting everyone who is interested —whether in the site’s history or about how this part of the City is evolving— to sign up for additional information on the site and to receive updates on the coming engagement process. // firstparliament.ca // *Something old. Something new. The First Parliament Project.*

2. Constructed in 1797, the First Parliament Buildings of Upper Canada were located at the corner of Front and Parliament Streets in downtown Toronto. The City of Toronto has initiated a project to develop a Heritage Interpretation Strategy and Master Plan to reveal the site’s important role in the development of the City, the Province, and the Nation. We are inviting everyone who is interested —whether in the site’s history or about how this part of the City is evolving— to sign up for additional information on the project and to receive updates on the upcoming engagement process. // firstparliament.ca // *Something old. Something new. The First Parliament Project.*

Twitter Sample (under 280 characters):

1. Something old. Something new. The First Parliament Project kicks off in January 2018, and we want you to be a part of it! Learn more at firstparliament.ca
2. Join us on Tuesday, February 6 for the First Parliament Project Public Lecture at @Enoch_Turner_SH. All are welcome! Learn more & register at firstparliament.ca
3. Get involved in the #CityofTO’s First Parliament Project in 2018! Visit firstparliament.ca to learn more about the project and register for upcoming events. All are welcome.

Let us know how our team can help you promote the engagement process for this important project. And if you’ve already shared this with your organization and members —*first, thank you!*— **please tell us:** eva@firstparliament.ca