

Tracking Status

- This item was considered by [Executive Committee](#) on November 1, 2011 and was adopted with amendments. It will be considered by City Council on November 29, 2011.

Executive Committee consideration on November 1, 2011

EX12.2	ACTION	Amended		Ward:All
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Sponsorships and Naming Rights: Partnership Policies to Promote and Recognize Contributions to the City

Committee Recommendations

The Executive Committee recommends that:

- Section 6.1, Naming of Properties and Streets, of Appendix 3 of the report (October 14, 2011) from the City Manager, be amended by adding the Criteria for Name Selection set out in the City of Toronto Street Naming Policy, so that the Section now reads:

"6.1 Naming of Properties and Streets

6.1.1 In line with current practice, for the naming of ward-specific properties and streets, division staff shall only recommend names that:

- after consulting with the local community and councillor, are determined to have general public support;
- engender a strong positive image;
- have historical, cultural or social significance to the community, City or nation;
- are unique, to avoid confusion;
- do not lend themselves to inappropriate abbreviations or acronyms; and
- comply with this policy;

6.1.2 Streets should generally be named after people, places, events and things related to the City and citizens of Toronto. Proposed names should meet one of the following criteria:

- (a) to honour and commemorate noteworthy persons associated with the City of Toronto;

- (b) to commemorate local history, places, events or culture;
- (c) to strengthen neighbourhood identity; or
- (d) to recognize native wildlife, flora, fauna or natural features related to the community and the City of Toronto.

6.1.3. Consideration should be given to names of local area or historic significance.

6.1.4 Names of living persons should be used only in exceptional circumstances.

6.1.5 Only a person's last name should be used as a street name unless additional identification is necessary to prevent a duplication with an existing street name in Toronto and surrounding municipalities.

6.1.6 Upon concluding its due diligence, the division will report to the relevant Community Council with the recommended name."

2. City Council adopt the policies contained in the following attachments to the report (October 14, 2011) from the City Manager:
 - a. Appendix 1 – City of Toronto Sponsorship Policy
 - b. Appendix 2 – City of Toronto Property Naming Rights Policy
 - c. Appendix 3 – City of Toronto Honourific and Street Naming Policy, as amended by Recommendation 1 above.
3. City Council request the Director of the Toronto Office of Partnerships, in conjunction with the relevant City divisions, and in consultation with the BIAs, to identify appropriate properties for potential naming rights;
4. City Council request the Director of the Toronto Office of Partnerships to consult with relevant internal and external stakeholders, including BIAs, for the purposes of establishing guidelines for the valuation of City properties that may be leveraged for sponsorships and naming rights;
5. City Council delegate authority to Division Heads to accept and enter into sponsorship agreements and to spend received funds in accordance with Appendix 1 of the report (October 14, 2011) from the City Manager, and that the City of Toronto's Municipal Code be amended accordingly;
6. City Council amend the Council Procedures to expand the delegation of authority to community councils to include the authority to name City properties in compliance with City policies.
7. City Council authorize the introduction of the necessary bills to give effect thereto.

Origin

(October 14, 2011) Report from City Manager

Summary

The purpose of this report is to provide Council with policies to enhance revenue received by the City through sponsorships and naming rights and to establish a fair, transparent and consistent review process for such proposals. As requested by Executive Committee and Council, this report also recommends a policy concerning honourific and street names.

Sponsorships of programs or events and corporate naming rights of City-owned property can generate revenue for Toronto that may offset operating and capital costs. However, there are no corporate-wide policies governing sponsorships or naming rights. In 2007, Council requested a report "on a process and criteria for the naming and renaming of existing and future City owned buildings or properties." Following consultations with affected divisions, agencies, boards and commissions, a report and draft policies were prepared but never considered by Council.

Following a request from the Budget Committee during the 2011 budget process, the draft policies were revised and presented to Executive Committee on June 20, 2011, where further changes were requested, following concerns expressed by councillors.

As a result, Toronto Office of Partnerships (TOP) staff met with the Mayor's Office, Councillors, the Integrity Commissioner and the Lobbyist Registrar. Based on their feedback, the following changes were made:

- Although all naming right proposals require Council approval, certain properties and assets (e.g. City Hall, Community Council locations, and others as determined by Council) are not available for naming rights
- Before proceeding with a sponsorship or naming right, the recipient division must consult with the Lobbyist Registrar
- The local councillor is to be immediately advised of all ward-specific naming right proposals
- Properties with names of historic or community significance will only be considered for renaming in exceptional circumstances and only after consultation with the local councillor and the community
- Honourific names shall normally be awarded posthumously to people who have been deceased for at least two years, with exceptions to be approved by Council
- Councillors may introduce honourific naming proposals affecting their wards at Community Council
- The Mayor's office would initiate honourific proposals that are City-wide in scope and they would require City Council approval.

While ward-specific honourific naming proposals are to be considered by Community Councils, those that are City-wide in scope will be reviewed by the Mayor's Office and brought forward to City Council for consideration.

The policies establish a consistent, fair and transparent review process for these partnership arrangements.

Financial Impact

There are no financial implications from this report.

Background Information

(October 14, 2011) Report from the City Manager on Sponsorships and Naming Rights: Partnership Policies to Promote and Recognize Contributions to the City

(<http://www.toronto.ca/legdocs/mmis/2011/ex/bgrd/backgroundfile-41840.pdf>)

(October 14, 2011) Appendix 1 to the staff report - City of Toronto Sponsorship Policy

(<http://www.toronto.ca/legdocs/mmis/2011/ex/bgrd/backgroundfile-41841.pdf>)

(October 14, 2011) Appendix 2 to the staff report - City of Toronto Naming Rights Policy

(<http://www.toronto.ca/legdocs/mmis/2011/ex/bgrd/backgroundfile-41842.pdf>)

(October 14, 2011) Appendix 3 to the staff report - City of Toronto Honourific and Street Naming Policy

(<http://www.toronto.ca/legdocs/mmis/2011/ex/bgrd/backgroundfile-41843.pdf>)

Speakers

Jayne Turney, Executive Director, Toronto Public Space Initiative

Belinda Cole

Councillor Frances Nunziata

Councillor Janet Davis

Councillor Shelley Carroll

Source: Toronto City Clerk at www.toronto.ca/council