

Authority: Executive Committee Item 12.2, adopted as amended,  
by City of Toronto Council on November 29, 30 and December 1, 2011  
Enacted by Council: December 1, 2011

**CITY OF TORONTO**

**BY-LAW No. 1374-2011**

**To amend City of Toronto Municipal Code Chapter 103, Heritage, to require the adoption of policies respecting sponsorship and naming.**

WHEREAS City Council has established policies respecting the approval and entering into of agreements for sponsorships and naming rights, and the approval of honourific and street naming; and

WHEREAS the new policies shall apply to those agencies, boards and commissions of the City such as museum management boards and Heritage Toronto so as to require the boards to adopt policies consistent with the policies of Council, provided that the boards may continue to approve proposals where they have previously been delegated the authority to do so; and

WHEREAS it is therefore necessary to amend Chapter 103 to include this requirement;

The Council of the City of Toronto HEREBY ENACTS as follows:

1. City of Toronto Municipal Code Chapter 103, Heritage, be amended by:

A. Adding the following subsection to § 103-2 as follows:

C. Sponsorships; naming rights; honourific names.

The Museum Board shall adopt policies respecting sponsorships, naming rights and honourific names which are consistent with the policies adopted by Council.

B. Adding the following clause to Subsection 103-3H as follows:

(8) The Management Board shall adopt policies respecting sponsorships, naming rights and honourific names which are consistent with the policies adopted by Council.

C. Adding the following subsection to § 103-14 as follows:

D. Heritage Toronto shall adopt policies respecting sponsorships, naming rights and honourific names which are consistent with the policies adopted by Council.

ENACTED AND PASSED this 1st day of December, A.D. 2011.

FRANCES NUNZIATA,  
Speaker

ULLI S. WATKISS,  
City Clerk

(Corporate Seal)