



## STAFF REPORT ACTION REQUIRED

### Official Mark Protection for Toronto Parks, Forestry & Recreation's Program Names and Identifiers

|                          |  |
|--------------------------|--|
| <b>Date:</b>             | June 13, 2007  |
| <b>To:</b>               | Community Development and Recreation Committee                 |
| <b>From:</b>             | Brenda Librecz, General Manager, Parks Forestry and Recreation |
| <b>Wards:</b>            | All Wards  |
| <b>Reference Number:</b> |  |

#### SUMMARY

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This report recommends that to better protect the interests of the Parks, Forestry and Recreation Division and the City's corporate identity, the City of Toronto obtain protection as official marks under the *Trade-marks Act* for the following word marks (program names) and their visual identifiers (logos):

- 1) ARC Afterschool Recreation Care – with one visual identifier
- 2) Guardian Swim, Ultra Swim, Super Swim - with three visual identifiers
- 3) Power of Movement – with one visual identifier
- 4) STOMP Urban Dance Competition/Showcase – with one visual identifier
- 5) Hockey in the Neighbourhood – no visual identifier

See Attachment 1 for corresponding logos.

#### RECOMMENDATIONS

**The General Manager of Parks, Forestry and Recreation recommends that:**

1. the word marks and visual identifiers listed in the report summary, be adopted and used as official marks of the City of Toronto; and
2. the City Solicitor be directed to request the Registrar of Trade-marks to give public notice of their adoption and use.

## Financial Impact

There is no financial impact to recreation programs or services for this request as it is a minimal one time cost that will be charged to the Parks, Forestry and Recreation 2007 operating budget. The cost to request the Registrar of the Trade-marks to give public notice of adoption and use of an official mark is \$500.00 per word mark and \$500.00 per visual identifier. The total one time cost to protect the thirteen marks listed below is \$6,500.00. A detailed breakdown of the costs is identified below.

| <b>Program Name</b>                     | <b>Word Mark Costs</b> | <b>Visual Identifier Costs</b> | <b>Total Costs</b> |
|---|------------------------|--------------------------------|--------------------|
| ARC Afterschool Recreation Care Program | \$500                  | YES \$500                      | \$1,000            |
| Guardian Swim                           | \$500                  | YES \$500                      | \$1,000            |
| Super Swim                              | \$500                  | YES \$500                      | \$1,000            |
| Ultra Swim                              | \$500                  | YES \$500                      | \$1,000            |
| Power of Movement (POM)                 | \$500                  | YES \$500                      | \$1,000            |
| STOMP Urban Dance Competition/Showcase  | \$500                  | YES \$500                      | \$1,000            |
| Hockey in the Neighbourhood             | \$500                  | None                           | \$500              |
| <b>OVERALL COSTS</b>                    | <b>\$3,500</b>         | <b>\$3,000</b>                 | <b>\$6,500</b>     |

The Deputy City Manager and Chief Financial Officer has reviewed this report and agrees with the financial information.

## DECISION HISTORY

All of the programs identified in the report the Division is seeking “official mark” protection for are critical to the implementation and success of recommendations 28, 37, 38, 40 and 41 in the Division’s “Our Common Grounds” strategic plan. These recommendations are key requirements to achieving participation targets for the two strategic goals of:

- Lifelong active living; and
- Child and youth development

Given the importance of these initiatives, the senior management team feels it is critical to protect these names in order to prevent external organizations and private companies from using these unique names as well as being able to clearly distinguish Parks, Forestry and Recreation services and products from other recreation and sport providers.

## ISSUE BACKGROUND

Below is a brief description of the community recreation initiatives for which official mark protection is being sought and their significance to the City.

### *ARC Afterschool Recreation Care Program:*

A new partnership program with Children's Services offered through Parks, Forestry and Recreation for children ages 6-12 years offering a variety of program activities that support healthy child development. Programs run five days a week in fall, winter and spring.

This program is essential for families who need regular five-day-a-week care for children during the school year. This is an excellent example showing how Toronto is a leader in demonstrating how two City Divisions can successfully partner and provide a collaborative approach to recreation and child care service delivery in local neighbourhoods.

### *Power of Movement:*

This is an initiative to support Torontonians in increasing their physical activity levels and making healthy active lifestyle choices. This new program focuses on innovative physical activity programs and services, awareness campaigns for public and staff, facilitation of community partnerships with other healthy lifestyle advocates and reduction of barriers to participation. Some of the programs include walking programs, workshops in new types of sports for children, skipping clubs, hiking programs in parks, open houses on the benefits of physical activity, sportability, outreach to multicultural communities and leading edge new physical fitness programs.

This initiative is critical to achieving Parks, Forestry and Recreation's goal of increasing the number of physically active Torontonians by 20% by the year 2020. As a result of the tremendous success of this new initiative, a strong public identification has already been established with both the name and logo.

### *STOMP Urban Dance Competition/Showcase:*

This event is for youth ages 6 to 24 years to showcase their dance talents in a variety of high-calibre routines; step, ballet-boy, breaking, hip hop, while showcasing a variety of dance styles. The focus is to give youth a stage to present a segment of the urban movement to Toronto residents. Participants come from Parks, Forestry and Recreation programs, Boys and Girls clubs, Toronto Community Housing Corporation, private dance companies and professional teams.

This high profile annual event since 2002 has brought together thousands of young people from varying cross-cultural backgrounds, ages and genders educating the public about the positivism of the urban hip hop culture. Parks, Forestry and Recreation is a key

partner in leading the way for Toronto's youth through this initiative. As STOMP is the largest youth event of this kind in Toronto, having its own unique branding is critical to its continued success.

*Swim Programs – Guardian Swim, Ultra Swim, Super Swim:*

These are all part of the Division's learn-to-swim program for preschool and school-age children. Guardian Swim is a parent-and-preschool program of water orientation and introductory swimming skills led by an instructor with parent/guardian participation in the water. Ultra Swim is an instructional program with standard teacher-student ratios consisting of nine progressive levels. Super Swim is an alternative swim program designed to accommodate larger group lessons in either the shallow end or deep end of the pool that accommodates students with a variety of skill levels all at the same time.

This progressive aquatic system was developed specifically for the City of Toronto – program curriculum, names and logos as an alternative to those offered by the Canadian Red Cross and the Lifesaving Society of Canada. Each program is a package of levels with its own product materials and logos. Since many not-for-profit swim organizations, private swim companies and Parks, Forestry and Recreation all compete for the same consumers, the Division does not want them using our program names and logos.

*Hockey in the Neighbourhood:*

Established in 2000, this program is one of the initiatives developed to achieve the Division's strategic goal of providing new Canadians with the opportunity to play winter sports.

This free program is targeted to economically challenged inner-city youth from diverse cultures ages 7 to 13. Ice hockey is used as the foundation to teach athletic, academic and social responsibilities. Currently operating at nine locations across the City, the program focuses on skill instruction in basic skating skills, hockey as well as pick-up shinny hockey.

This long standing successful program is operated with several high-profile corporate and community partners – Toronto Maple Leafs, Tim Horton's, University of Toronto, Upper Canada College and Scadding Court Community Centre. Because of its success and history in the community, this name is synonymous with Toronto Parks, Forestry and Recreation.

## **COMMENTS**

These unique community recreation initiatives developed by Parks, Forestry and Recreation Division have an established branding and public recognition and are associated with quality City-delivered services. As a result, the public expects a certain calibre of quality programming other organizations may not be able to provide. Protecting these initiatives by the City's registration of official marks for these programs will protect the Division from private recreation companies using these program names,

curriculum and logos and, therefore, prevent the potential pirating of City work, and misrepresentation to the public.

Protection of these Divisional program marks and visual identifiers will also strengthen and support the overarching City of Toronto Corporate Identity Program which states that outside use is prohibited unless written permission is obtained.

Attached as appendix “A” is a chart showing the visual identifiers to be protected.

## **CONTACT**

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## **SIGNATURE**

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Brenda Librecz  
General Manager, Parks, Forestry and Recreation

## **ATTACHMENT**

Attachment 1: Official Mark Summary Chart – program names and logos

## Attachment 1 -- Official Mark Summary Chart – Visual Identifiers

### Swim Program Logos – Guardian Swim, Super Swim, Ultra Swim



### Power of Movement Logo:



### ARC Afterschool Recreation Care Logo:



**STOMP Urban Dance Competition/Showcase Logo:**

