

July 17, 2007

Executive Committee  
100 Queen Street West  
10<sup>th</sup> Floor West Tower  
Toronto, ON  
M5H 2N2

**Re: Naming rights on existing and future City buildings**

**Recommendation**

That the Deputy City Manager and Chief Financial Officer be requested to report to the Executive Committee for submission to City Council on October 22, 2007 on a process and criteria for the naming and renaming of existing and future City owned buildings or properties, and that staff also identify potential revenues for such naming rights on these properties.

**Rationale**

The City of Toronto owns several buildings where naming rights could be sold realizing millions of dollars in potential revenues. However, several concerns have been raised including the aesthetic value and honouring heritage sites. Although I understand that the respective boards of these properties (Agencies Boards and Commissions) have some degree of influence, there is no formal policy to guide Council when we debate the renaming of any building. Having this formal policy will speed up discussions and act as a firm reference for the final decision.

Sincerely,



A.A. (Adrian) Heaps  
Toronto City Councillor  
Scarborough Southwest, Ward 35