



**STAFF REPORT
ACTION REQUIRED**

Request permission to install two (2) banners on the Wynford Drive bridge over the Don Valley Parkway to promote Second Harvest winter fundraiser ‘Lunch Money Day’.

Date:	December 13, 2006
To:	North York Community Council
From:	Director, Transportation Services, North York District
Wards:	Ward 26 – Don Valley West
Reference Number:	p:\2007\ClusterB\TRA\NorthYork\nycc06001tsny.doc

SUMMARY

Second Harvest is a registered non-profit charity whose mission is to help feed hungry people by picking up and preparing excess fresh food and delivering it daily to social service agencies in Toronto.

‘Lunch Money Day’ is their annual winter fundraiser. The organization is requesting that two banners be installed on Don Valley Parkway bridges for the period of February 11, 2007 to February 24, 2007 to promote this event.

RECOMMENDATIONS

Transportation Services, North York District recommends that:

1. City Council deny this application for installation of the two (2) banners because it is not a City sponsored event.

FINANCIAL IMPACT

There are no financial implications resulting from the adoption of this report.

COMMENTS

Banners that had previously been approved for installation on bridges over the Don Valley Parkway, represented City sponsored special events that took place within the City of Toronto, ie. The Toronto Challenge, World Youth Day and the International Bowl (College Football).

CONTACT

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SIGNATURE

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/gj (SecondHarvest)

ATTACHMENTS

Attachment 1 Appendix 'A' – Proposed Banner (NYCC06001tsny.ban)