



STAFF REPORT ACTION REQUIRED

Agreement renewal between the City of Toronto and Toronto Star Newspapers Limited

Date:	January 15, 2010
To:	Government Management Committee
From:	Brenda Patterson, General Manager, Parks, Forestry & Recreation
Wards:	All
Reference Number:	

SUMMARY

The purpose of this report is to request Toronto City Council authority to enter into an agreement between the City of Toronto and Toronto Star Newspapers Limited for a term of three (3) years and six (6) weeks with a possible two (2) year extension, commencing February 26, 2010.

This agreement, once approved, will provide for the continued distribution of free Toronto Star newspapers at facilities operated by the Parks, Forestry and Recreation division without interruption. The agreement will provide the additional benefit of promotional space in the Toronto Star daily newspaper in an effort to increase awareness and usage of Parks, Forestry and Recreation services available to the public.

RECOMMENDATIONS

The General Manager of the Parks, Forestry and Recreation Division recommends that she be delegated authority to enter into an agreement with Toronto Star Newspapers Limited for a three (3) year and six (6) week term commencing February 26, 2010 and expiring on April 9, 2013, with a possible two (2) year extension at the sole option of the General Manager, to distribute Toronto Star newspapers in Parks, Forestry and Recreation facilities, and to coordinate free promotional space in the Toronto Star, all in a form and content satisfactory to the General Manager of Parks, Forestry and Recreation and the City Solicitor.

Implementation Points

Toronto Star Newspapers Limited will continue providing racks for the newspapers and coordinating delivery of newspapers to each facility. City of Toronto Staff will continue to manage the newspapers at the facility.

Toronto Star Newspapers Limited may solicit sponsors to support the free distribution of Toronto Star newspapers in Parks, Forestry and Recreation facilities. These sponsors will be recognized on the name plate of the rack where one is in place. Sponsors shall be approved by the General Manager of Parks, Forestry and Recreation.

This agreement is non-exclusive. The two-year extension will be on the same terms and conditions as the original agreement, including the two four-page pullouts in the Toronto Star for Parks, Forestry and Recreation promotional material.

Financial Impact

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

DECISION HISTORY

Toronto Star newspapers have been distributed at approximately one hundred and fifty (150) facilities operated by Parks, Forestry and Recreation over the past year as authorized by Toronto City Council at its meeting of February 23 and 24, 2009.

Decision document – item CD22.4:

<http://www.toronto.ca/legdocs/mmis/2009/cc/decisions/2009-02-23-cc31-dd.htm>.

ISSUE BACKGROUND

The distribution of Toronto Star newspapers to facilities operated by Parks, Forestry and Recreation has been very well received by the community. Some Community Centres report that “[community members] enjoy receiving the service – in fact some come early to the centre to make sure they receive a paper.” In a survey of twenty facilities currently receiving Toronto Star newspapers, 100% of respondents said that the users of their facility have been receptive to the service and 100% said that they would like to continue to receive the paper.

COMMENTS

Through this agreement, the City of Toronto benefits from increased awareness, attendance and participation in Parks, Forestry and Recreation programs, services and events. This benefit is generated through the incentive of having free newspapers available at facilities and is supplemented by promotional opportunities in the Toronto Star daily newspaper. The additional promotion includes two four (4) page pullout sections dedicated to Parks, Forestry and Recreation editorial content in each contract

year. The estimated cost of the additional promotion would be \$900,000.00 if the City were to acquire it without benefit of this agreement.

Toronto Star Newspapers Limited benefits from increased newspaper circulation and access to a novel distribution channel.

Feedback has indicated that having the Toronto Star available for free in Parks, Forestry and Recreation facilities has led to community members spending longer times at facilities and returning regularly to read the paper. This fulfils the mutual objective of the City of Toronto and Toronto Star Newspapers Limited to increase usage and traffic in City of Toronto parks and recreation facilities.

CONTACT

Ann Ulusoy, Director, Management Services, Tel: 416-392-8190, Fax: 416-397-4899,
E-mail: aulusoy@toronto.ca

Rob Richardson, Manager, Partnership Development, Management Services, Tel: 416-392-9861, Fax: 416-392-0050, E-mail: rrichard@toronto.ca

SIGNATURE

Brenda Patterson
General Manager, Parks, Forestry and Recreation