



STAFF REPORT ACTION REQUIRED

Agreement between the City of Toronto and Toronto Star Newspapers Limited

Date:	April 2, 2015
To:	Community Development and Recreation Committee
From:	General Manager, Parks, Forestry and Recreation
Ward:	All
Reference Number:	P:\2015\Cluster A\PFR\CD03-042015-AFS#20991

SUMMARY

This report seeks approval from City Council to renew the agreement with Toronto Star Newspapers Limited for a term of three years with an option for an additional three year extension, commencing in May 2015.

This agreement, once approved, provides for the continued distribution of free Toronto Star newspapers at facilities operated by the Parks, Forestry and Recreation Division. The agreement provides the City with the additional benefit of promotional space in the Toronto Star valued at \$236,000 annually for the twice yearly publication of the four page Discover Parks, Forestry and Recreation insert which aims to increase awareness and participation in Parks, Forestry and Recreation programs and activities available to the public.

According to the “Policy on Donations to the City for Community Benefits,” City Council approval is required to accept donations from any individual or organization whose cumulative value over the course of the fiscal year exceeds \$50,000.

RECOMMENDATIONS

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

1. City Council authorize the General Manager of Parks, Forestry and Recreation (PFR) to negotiate and enter into an Agreement with Toronto Star Newspapers Limited for a three year term commencing May 2015, with an option for a three year extension for a subsequent three year term 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.

Financial Impact

The total in-kind value of promotional space in the Toronto Star that the City will receive is \$236,000 annually. No tax receipt will be issued to Toronto Star Newspapers Limited for the in-kind value of this promotion.

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

Decision History

At its meeting on February 23, 24 and 25, 2009, City Council adopted Community Development and Recreation Committee Item CD22.4 titled "Agreement between the City of Toronto and Toronto Star Newspapers Limited" authorizing the General Manager of Parks, Forestry and Recreation to enter into an agreement with Toronto Star Newspapers Limited for a one year term 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.

Decision Document – Community Development and Recreation Committee Item CD22.4
<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2009.CD22.4>

At its meeting on February 22 and 23, 2010, City Council adopted Government Management Committee Item GM28.5 titled "Agreement Renewal between the City of Toronto and Toronto Star Newspapers Limited" authorizing the General Manager of Parks, Forestry and Recreation to enter into an agreement with Toronto Star Newspapers Limited for a three year term with a possible two 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.

Decision Document – Government Management Committee Item GM28.5
<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2010.GM28.5>

ISSUE BACKGROUND

Toronto Star daily newspapers are presently distributed to approximately one hundred and sixty (160) facilities. This arrangement has been in place since 2009 and is very well received by visitors and program participants at community recreation centres.

Toronto Star Newspapers Limited provides racks for the newspapers and coordinates delivery of newspapers to each facility. City of Toronto staff coordinate placement of the newspapers in the racks at each facility.

Toronto Star Newspapers Limited solicits sponsors to support the free distribution of Toronto Star newspapers in Parks, Forestry and Recreation facilities. These sponsors are recognized on the newspaper racks. All sponsors are reviewed and approved by the General Manager of Parks, Forestry and Recreation.

This agreement is non-exclusive.

The Toronto Star is Canada's largest daily newspaper with an average weekday circulation of 350,222 in the Toronto Census Metropolitan Area (CCAB Audit Reports for 12 months ending December 30, 2013 as cited in thestar.com, 2015).

COMMENTS

Through this arrangement, in addition to the benefit of providing this complimentary service to guests and program participants at City recreation facilities, the City of Toronto benefits from increased awareness, and participation in Parks, Forestry and Recreation programs, services and events. The four page pullout sections dedicated to Parks, Forestry and Recreation editorial content that are published twice each year are an important supplement to the other promotional undertakings by the Division. Toronto Star Newspapers Limited benefits from increased newspaper circulation and access to a novel distribution channel.

CONTACT

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

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

SIGNATURE

Janie Romoff
General Manager, Parks, Forestry and Recreation