

### City Council

#### Notice of Motion

MM10.2	ACTION			Ward:All
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#### **Additional 3D Toronto Signs - by Councillor Norman Kelly, seconded by Councillor Justin J. Di Ciano**

*\* Notice of this Motion has been given.*

*\* This Motion is subject to referral to the Economic Development Committee. A two-thirds vote is required to waive referral.*

#### **Recommendations**

Councillor Norman Kelly, seconded by Councillor Justin J. Di Ciano recommends that:

1. City Council direct the General Manager, Economic Development and Culture to explore the possibility of creating and installing the following 3D Toronto signs: "The 6", "T.O." and "T Dot".
2. City Council direct the General Manager, Economic Development and Culture to explore private sponsorships to cover the cost of the signs.

#### **Summary**

The recent installation of the 3D Toronto sign on Nathan Phillips Square has been enthusiastically received by Torontonians. In addition to being a display of our civic confidence, it has become an effective branding tool for the City. Torontonians from all ends of the City and tourists from all over the world come down to the square to snap a shot or selfie with the sign. Using Toronto nicknames to further expand this initiative will reinforce the modern, "cool" Toronto brand and allow easier access to those not near City Hall to enjoy the variety of Toronto's signature signs and take pictures with them.

#### **Background Information (City Council)**

Member Motion MM10.2