



STAFF REPORT ACTION REQUIRED

Renaming of Harbourfront Community Centre Board of Management and Facility to Waterfront Neighbourhood Centre

Date:	February 24, 2016
To:	Executive Committee
From:	City Manager
Wards:	20
Reference Number:	

SUMMARY

In November, 2015, the Board of Management of the Harbourfront Community Centre approved a change to its name to the Board of Management of the Waterfront Neighbourhood Centre, and a change to the name of its facility to Waterfront Neighbourhood Centre, subject to City Council approval. The proposed name is intended to support the Community Centre in positioning itself through a more distinctive brand, to lessen confusion with other similarly named agencies, and better position the community centre to leverage financial partnerships with various stakeholders.

This report seeks City Council approval of the name change proposed by the Harbourfront Community Centre Board of Management. The Agency has undertaken extensive consultations with the Ward Councillor, general membership and key community stakeholders. This report recommends the renaming of the local board of the City of Toronto under the authority of sections 141, 145 and 146 of the *City of Toronto Act, 2006*, which authorize the City to name and change a local board, and requires Council's approval.

RECOMMENDATIONS

The City Manager recommends that:

1. City Council approve the name change of the Board of Management of the Harbourfront Community Centre to the Board of Management of the Waterfront Neighbourhood Centre;

2. City Council approve the name change of the Harbourfront Community Centre to the Waterfront Neighbourhood Centre; and
3. City Council authorize the appropriate officials to amend former City of Toronto Municipal Code Chapter 25, Community and Recreation Centres, the City of Toronto's Relationship Framework with the Association of Community Centres and any applicable policies or governance documents, by deleting "Harbourfront Community Centre" throughout and replacing it with "Waterfront Neighbourhood Centre."

Implementation Points

The new name and logo will be launched with the Community Centre's 25th anniversary celebrations beginning May 1, 2016. The new name will also be featured in the Agency's participation with the Redpath Waterfront Festival Toronto in July 2016.

The Community Centre's web site, signage and other communication tools, including the release of the agency's Summer/Fall Program Guide, will be updated.

Financial Impact

The costs for this initiative regarding signage are included in the 2016 Preliminary Capital Budget for Facilities, Real Estate and Environment and Energy.

Other minor internal administrative costs associated with the name change, such as the agency's website and stationery letterhead, etc., have been anticipated and budgeted for in the Community Centre's 2016 Operating Budget request.

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

Decision History

At its April 29, 2015 meeting, the Board of Management of the Harbourfront Community Centre adopted a motion to carry out a rebranding of the agency, including a review of its name, to align with its Strategic Plan 2014-2018 and the re-opening of Toronto's redeveloped waterfront. On November 26, 2015, it approved in principle the new name as "Waterfront Neighbourhood Centre" subject to City Council approval.

The City's Relationship Framework for the Association of Community Centres (AOCCs), adopted by Council on September 25, 2006 in [Policy and Finance Committee Report 7, Clause 17](#), provides the governance framework by which the City manages oversight of these boards.

The Board of the Harbourfront Community Centre was established by City Council at its meeting of July 8 and 9, 1991, by By-law No. 405-91, in Chapter 25 of the former City of Toronto Municipal Code, *Community and Recreation Centres*, under the authority of the *Municipal Act, R.S.O. 1990*. The Board was continued as a city board (local board) under sections 7, 8 and 141 of the *City of Toronto Act, 2006*, which permit the City to appoint a city board to manage a facility and provide for its administration.

COMMENTS

This report responds to the request of the Harbourfront Community Centre Board of Management, effective upon ratification by its membership at the December 1, 2015 general membership meeting, that the City Manager submit on its behalf the name change to "Waterfront Neighbourhood Centre" for Council's approval.

The proposed name will support the Community Centre to:

- align its name and identity with its Strategic Plan 2014-2018 and the new identity of Toronto's waterfront;
- position itself to leverage financial partnerships through a more distinctive brand;
- market and promote its programs and services to residents and users; and
- avoid the ongoing confusion by the public between Harbourfront Community Centre and Harbourfront Centre, a corporation separate from the City of Toronto that is also located on the waterfront.

Extensive consultations were undertaken as part of the rebranding process. A Brand Working Committee was struck and the service of a marketing company and creative agency was secured at a charitable rate, to provide consulting services regarding the renaming process and to create a new logo. The general membership was consulted and endorsed the Board of Management's request for the renaming, as it is more reflective of the new identity of Toronto's waterfront, reinforcing the City of Toronto as a city of neighbourhoods and residents' sense of pride in belonging to a certain local neighbourhood.

In addition, the general membership, staff and 65 key stakeholders were consulted on the name and logo through focus groups. Feedback from the focus groups was presented to the Board of Management. The Ward Councillor has been engaged in the process and supports the name change of the Board of Management and Community Centre. On November 26, 2015, the Board of Management approved in principle that the name of the Board of Management and facility of the Harbourfront Community Centre be changed to "Waterfront Neighbourhood Centre", and that subsequent to a December 1, 2015 ratification by its general membership, the City Manager's Office be requested to submit the recommended name for Council's approval.

Sections 141, 145 and 146 of the *City of Toronto Act, 2006* authorize the City of Toronto to name and change a local board of the City. Changing the name of the Board of Management of Harbourfront Community Centre is an exercise of this authority and must be approved by City Council.

The name of a municipal service facility contributes to creating a culture and sense of identity for the City and community, and promotes public awareness of the facility and its services. For Harbourfront Community Centre, it also provides an opportunity to renew its image in the community on its 25th anniversary.

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SIGNATURE

Peter Wallace
City Manager

ATTACHMENT: Schedule A: Waterfront Neighbourhood Centre Proposed Name and Logo