

## CIVIC THEATRES TORONTO

## REPORT FOR ACTION WITH CONFIDENTIAL ATTACHMENT

### **New Branding: Renaming of Civic Theatres Toronto**

**Date:** January 15, 2019

**To:** The Board of Directors of Civic Theatres Toronto

**From:** President and Chief Executive Officer

#### **REASON FOR CONFIDENTIAL INFORMATION**

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The attachment to this report contains commercial or financial information that belongs to the Board of Directors of Civic Theatres Toronto and has monetary value or potential monetary value.

#### **SUMMARY**

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The purpose of this report is to request that City Council change the name of Civic Theatres Toronto, as noted in Confidential Attachment 1.

#### **RECOMMENDATIONS**

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The President and Chief Executive Officer recommends that the Board of Directors of Civic Theatres Toronto:

1. Change the operational name of Civic Theatres Toronto to the name identified in Confidential Attachment 1.
2. Authorize the public release of Confidential Attachment 1 following the press announcement on January 21, 2019.
3. Request that City Council legally change the name of Civic Theatres Toronto to the name identified in Confidential Attachment 1 and amend Toronto Municipal Code Chapter 23, Civic Theatres accordingly.

## FINANCIAL IMPACT

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When the three civic theatres were amalgamated in 2017, a transition budget was created which included items such as branding and website development for the new organization, and this budget (approximately \$75,000 for branding) was approved as part of the variance reporting to the City. Due to delays in the timeline for branding, budgeted costs have been carried over into the 2018 budget and included as part of the variance report.

## DECISION HISTORY

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On March 22, 2018, the Board approved the strategy as noted in the Confidential Attachment from the President and CEO.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2018.CT26.7>

On February 15, 2018, The Board approved the timeline for the marketing and branding work back schedule.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2018.CT25.1>

On January 25, 2018, the Board directed CTT Management to revise its process to find a new operating name for Civic Theatres Toronto and report back to the Board at its next meeting on February 15, 2018.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2018.CT24.4>

On August 16, 2017, the Board was lead through a workshop with Blok Design to find and establish a Brand Name and Voice for the three amalgamated civic theatres.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2017.CT20.1>

On July 7, 2015, City Council approved a new operating model that consolidated the operation of the City's three civic theatres into a single organization.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2015.EX7.15>

## COMMENTS

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Effective July 9, 2015, City Council approved the amalgamation of the three civic theatres (Sony Centre for the Performing Arts, St. Lawrence Centre for the Arts, Toronto Centre for the Arts) and established Civic Theatres Toronto (CTT) as the new City Board. On August 16, 2017, the Board was lead through a workshop with Blok Design to find and establish a brand name and voice for the three amalgamated civic theatres. Following that workshop, a timeline and strategy for branding was later developed which included a public naming competition to find a new name that would better reflect and embody the spirit of the new organization.

On April 9, 2018, CTT announced a public naming competition to select a new name for Civic Theatres Toronto, and over 900 unique names were submitted online for consideration by the April 27, 2018 deadline.

Following the announcement, a jury was selected by CTT to review the submissions. Members included Dave Bidini, musician, writer, Editor-in-Chief of the West End Phoenix; Michael Etherington, Cultural Program Manager, Native Canadian Centre of Toronto; Lila Karim, Executive Director, North York Arts; Marianne McKenna, Partner, KPMB Architects; Gaëtane Verna, Director, The Power Plant Contemporary Art Gallery; Timea Wharton-Suri, Programmer and Producer. The Jury reviewed the submissions, shortlisted it to five names and they were announced at Civic Theatres Toronto's public launch on May 9, 2018 with a call to action to vote on their favourite by June 3, 2018. On June 20, 2018, as part of the President and CEO's general status update to the CTT Board, the final name was revealed and approved by the Board. A legal search for title and full ownership of the new name was then undertaken in conjunction with City Legal Services. Both CTT Management and the Board feel that the new name is less corporate and better suited for representation of the theatres, is easily recognizable, and lends itself to broader branding opportunities.

The Board of Civic Theatres Toronto is now requesting that City Council change the name of Civic Theatres Toronto as named under the Toronto Municipal Code, Chapter 23, Civic Theatres, as set out in Confidential Attachment 1 - Legal Name Change. While the Board may use the new name as part of its branding, as a City Board under the City of Toronto Act and agency of the City, authority for a legal name change of Civic Theatres Toronto rests with Toronto City Council.

## **CONTACT**

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## **SIGNATURE**

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Clyde Wagner  
President and CEO

## **ATTACHMENTS**

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Confidential Attachment 1 - Legal Name Change