

RE:EX1.9**Decision Letter****Board of Directors of Civic Theatres Toronto**

CT1.7	Presentation	Amended		Ward: All
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Presentation on New Branding for Civic Theatres Toronto**Confidential Attachment - The security of the property of the municipality or local board****Board Decision**

The Board of Directors of Civic Theatres Toronto:

1. Changed the operational name of Civic Theatres Toronto to the name identified in Confidential Attachment 1 to the report (January 15, 2019) from the President and Chief Executive Officer.
2. Authorized the public release of Confidential Attachment 1 and Confidential Attachment 2 to the report (January 15, 2019) from the President and Chief Executive Officer, Civic Theatres Toronto following the press announcement on January 21, 2019.
3. Requested that City Council legally change the name of Civic Theatres Toronto to the name identified in Confidential Attachment 1 to the report (January 15, 2019) from the President and Chief Executive Officer, Civic Theatres Toronto and amend Toronto Municipal Code Chapter 23, Civic Theatres accordingly.
4. Directed that Confidential Attachment 1 - Confidential Presentation on New Branding for Civic Theatres Toronto remain confidential as it pertains to the security of the property of the municipality or local board.

Confidential Attachment 1 to the report (January 15, 2019) from the President and Chief Executive Officer, Civic Theatres Toronto is now public, as follows:

Legal Name Change

As a result of Civic Theatres Toronto's public naming competition, Civic Theatres Toronto wishes to change its legal name to TO Live.

Confidential Attachment 1 and Confidential Attachment 2 to the report (January 15, 2019) from the President and Chief Executive Officer, Civic Theatres Toronto are now public and are available under Background Information.

Decision Advice and Other Information

The Board of Directors of Civic Theatres Toronto recessed its public meeting to meet in closed session to consider the item as it pertains to the security of the property of the municipality or

local board and commercial or financial information that belongs to the Board of Directors of Civic Theatres Toronto and has monetary value or potential monetary value.

Summary

A presentation will be made by the Vice President of Marketing and Communications on the new branding for Civic Theatres Toronto.

Background Information

Confidential Attachment 1 - Confidential Presentation on New Branding for Civic Theatres Toronto

7a New Branding - Renaming of Civic Theatres Toronto

Confidential Attachment - Commercial or financial information that belongs to the Board of Directors of Civic Theatres Toronto and has monetary value or potential monetary value

Origin

(January 15, 2019) Report from the President and Chief Executive Officer, Civic Theatres Toronto

Summary

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

Background Information

(January 15, 2019) Report from the President and Chief Executive Officer, Civic Theatres Toronto on New Branding - Renaming of Civic Theatres Toronto

(<http://www.toronto.ca/legdocs/mmis/2019/ct/bgrd/backgroundfile-123685.pdf>)

Confidential Attachment 1 - Legal Name Change - made public on January 21, 2019

(<http://www.toronto.ca/legdocs/mmis/2019/ct/bgrd/backgroundfile-123686.pdf>)

(January 18, 2019) Confidential Attachment 2 - Press Release - made public on January 21, 2019

(<http://www.toronto.ca/legdocs/mmis/2019/ct/bgrd/backgroundfile-123738.pdf>)