



### **Proposed Amendments to the Corporate Facilities Display Policy to Enable Non-Profit Fundraising**

**Date:** November 1, 2019

**To:** General Government and Licensing Committee

**From:** Executive Director, Corporate Real Estate Management

**Wards:** All

#### **SUMMARY**

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This report recommends amendments to the Corporate Facilities Display Policy that would enable charitable or non-profit organizations to conduct fundraising activities in City of Toronto ("City") facilities, where such activities support the strategic direction and values of the City. First adopted in 2016, the Corporate Facilities Display Policy:

- Establishes criteria, principles, and requirements for displays within the City's Corporate Facilities; and
- Provides guidance to City Divisions, Agencies and Corporations, Members of Council, and stakeholders, such as other orders of government, non-profit and charitable organizations and community groups, regarding the process and criteria for displaying within the City's corporate facilities.

If adopted, the proposed amendments would take effect March 1, 2020 and apply to all facility booking requests made on, or after, that date.

#### **RECOMMENDATIONS**

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The Executive Director, Corporate Real Estate Management recommends that:

1. City Council adopt the revised Corporate Facilities Display and Fundraising Policy in Attachment 1 to this report, with an implementation date of March 1, 2020.

#### **FINANCIAL IMPACT**

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There is no financial impact resulting from the adoption of the recommendation in this report.

The City will be compensated by the event organizers for any costs incurred by the City as a result of these various events and the approval of requested exemptions to the

Corporate Facilities Display Policy through the Corporate Real Estate Management Division.

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

## **DECISION HISTORY**

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At its meeting of October 2, 2019, City Council adopted MM10.4 "Grandparenting the use of City Facilities for the Family of Legacy Events - by Councillor Paula Fletcher, seconded by Councillor Brad Bradford" and requested the Executive Director, Corporate Real Estate Management, to review the Corporate Facilities Display Policy and report back to the November 26 and 27, 2019 meeting of City Council, through the General Government and Licensing Committee, on potential policy amendments that would enable fundraising activities for charitable or non-profit purposes in Corporate Facilities. <http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2019.MM10.4>

At its meeting of March 31, 2016, City Council adopted 2016.GM10.17 "Corporate Facilities Display Policy," which established the principles, process, and requirements for displays within the City of Toronto's corporate facilities. <http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2016.GM10.17>

## **COMMENTS**

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### *Rationale for Policy change:*

In 2017, Facilities Management (now the Corporate Real Estate Management (CREM) Division) made changes to its facility booking policy through an internal review, resulting in the current Corporate Facilities Display Policy.

Key changes of the Policy included:

- a. Limiting windows displays to those required for the operation of corporate facilities. Examples include wayfinding and hours of operations signage.
- b. A new requirement for external groups to partner with a City Division in order to conduct commercial or fundraising activities in designated display spaces, such that the activities are directly related to City initiatives and/or strategies.

These changes have affected the ability of some charitable and non-profit organizations to hold the long-standing events that pre-date the adoption of the Corporate Facilities Display Policy, such as the East York Rotary Auction, at City of Toronto facilities.

For instance, the Policy prohibits fundraising activities unless in partnership with the City. This has created challenges, as the number of City divisions available to partner with external organizations is limited, and organizations are expected to approach

divisions with similar mandates. Fundraising activities led by City divisions must also be for City-wide fundraising campaigns and must be approved by the Division Head and Corporate Real Estate Management. Other restrictions on fundraising limit the use of certain Display Areas in City facilities. This Policy applies to all fundraising activities, making no exception for charity or non-profit fundraising events.

The limitations on commercial activities were initially included in the Policy to enable space for handcrafted and/or locally produced products, rather than products generally available in large retail stores or for mass distribution, and to ensure alignment with the City's economic development goals. The amended Policy will permit certain exceptions for charitable or non-profit organizations holding fundraising activities involving commercial goods, following review and approval from the Facility Event Coordinator.

Amending these restrictions and permitting certain exceptions as outlined in Attachment 1 will enable charitable and non-profit organizations to hold fundraising events at City facilities. In addition to amending the Policy, Corporate Real Estate Management will modify its current facilities booking process to accommodate these new changes (e.g. removing partnership requirements). Other proposed amendments to the Policy reflect recent organizational changes to City divisions.

#### *Expected impact:*

The proposed amendments are expected to address Council's direction in MM10.4, while optimizing the booking process at City facilities and improving customer service.

The relationship between the former municipalities and these charitable and non-profit organizations, as well as the events they hold, are locally important and vital in maintaining community pride. These organizations also make important and long-lasting contributions to City initiatives and community goals including social development, economic vitality, and maintaining heritage.

The proposed amendments captured in the Corporate Facilities Display and Fundraising Policy (Attachment 1) would ensure that the City of Toronto continues to support these events, along with non-profit and charitable organizations, and that they can continue to be held annually as they have been for their long-standing history. It will also ensure that other organizations with charitable or non-profit mandates are able to access Corporate Facilities for the purpose of fundraising.

#### *Upholding City of Toronto Values*

To ensure that charitable or non-profit fundraising does not violate other City policies, the amended Policy will maintain the requirement for all displays and fundraising activities to align with the City's values and mandates. For example, fundraising activities cannot be discriminatory or partisan, and cannot represent values and interests contradictory to the City's mission, initiatives, programs and services. Staff will not make exceptions to these criteria.

If adopted, the amended policy will take effect on March 1, 2020 to allow sufficient time for staff to operationalize the changes. Pursuant to direction from City Council, long-

standing legacy events have been grandparented under the pre-2016 booking policy and will be permitted to be held as they have been in previous years.

## **CONTACT**

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## **SIGNATURE**

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Patrick Matozzo  
Executive Director, Corporate Real Estate Management

## **ATTACHMENTS**

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Attachment 1: Corporate Facilities Display and Fundraising Policy