

GL9.11 Attachment 1



City of Toronto

Corporate Facilities Display and Fundraising Policy

Effective March 1, 2020

1. Policy Statement

The City of Toronto recognizes that its corporate facilities are valuable public spaces that can be used to provide information and fundraising services to the public. This policy establishes the principles, process, and requirements for displays and fundraisers within the City of Toronto's corporate facilities.

2. Scope

This Policy applies to all displays and fundraisers within the City's corporate facilities, including displays and fundraisers by Members of City Council and their staff, Accountability Officers and their staff, City Divisions, Agencies and Corporations, and external groups such as other orders of government, non-profit and charitable organizations.

3. Definitions

- *Accessibility*: Refers to the absence of barriers, including communication and customer service that prevent individuals and/or groups from fully participating and accessing City of Toronto information and services.
- *Commercial Activities*: Promoting, selling, renting, or soliciting goods, services or enterprise by any person, group, or organization (for-profit).
- *Corporate Facilities*: Refers to interior spaces at City Hall, Metro Hall, Civic Centres, and any temporary facilities established for the purpose of acting as a corporate facility.
- *City*: Refers to the City of Toronto.
- *Display*: Any signage, presentations, posters, bulletin, booth, and/or exhibit, including digital and mobile technology, displayed in the City's corporate facilities.
- *Display Area*: Refers to a specific space within the City's corporate facilities that is designated for displays. Display Areas that are available are outlined in Schedule 1 of this Policy.
- *Corporate Real Estate Management Division*: Refers to the City of Toronto's Corporate Real Estate Management Division or its successor.

- *Fundraising*: Refers to any activity that raises or intends to raise funds for a charitable or non-profit organization or cause.
- *Fundraising Activities*: Promoting, selling of goods and services or enterprise by any group, or organization (charitable or non-profit) with the intent to raise funds for a charitable or non-profit organization or cause.
- *Fundraising Area*: Refers to a specific space within the City's corporate facilities that is designated for fundraising. Fundraising Areas that are available are outlined in Schedule 2 of this Policy.

4. Criteria for All Displays in Corporate Facilities

- No person, group, or organization shall erect or install a display in a Corporate Facility unless the display is erected or installed in accordance with this Policy.
- Displays must be informative and/or increase awareness about the City, its services and programs, and/or align with City Initiatives.
- Displays for the purposes of for-profit commercial activities are prohibited in the City's corporate facilities.
- Placing or erecting displays on the interior or exterior windows of corporate facilities is prohibited, unless required for the operation of corporate facilities.
- Maintaining the display and ensuring it adheres to this Policy is the responsibility of the individual and/or organization displaying in the City's corporate facilities.
- Displays shall not:
 - Represent values and interests contradictory to the City of Toronto's mission, values, City Initiatives, programs, and services.
 - Obstruct or create barriers to access City facilities and services.
 - Be, or be reasonably perceived to be, discriminatory or derogatory to any person or group of people, on the basis of race, ancestry, place of origin, colour, ethnic origin, citizenship, sex, sexual orientation, gender expression or identity, age, marital status, political affiliation, disability or other social factors.
 - Be partisan, political, and/or endorse or oppose a named elected official, political party or a candidate.
 - Impose any health and safety risk.
 - Be out-of-date.

5. City of Toronto Divisions, Agencies and Corporations Displays

- Displays by City Divisions, Agencies or Corporations must adhere to this Policy.
- City Divisions, Agencies or Corporations will contact Corporate Real Estate Management Division to coordinate and effectively display within Displays Areas.
 - Fundraising activities led by City Divisions must be for City-wide fundraising campaigns (i.e. United Way) and must be approved by the Division Head and Corporate Real Estate Management Division.
 - Way-finding or facilities operations signage in corporate facilities is the responsibility of the Corporate Real Estate Management Division and shall allow the public to navigate through the City's corporate facilities and its services.
 - All signs within the City's corporate facilities must comply with the Corporate Identity Program or successor policies.

6. Public Use of Display Area

- Display Areas within the City's corporate facilities may be used for displays by members of the public or organizations in accordance with this Policy.
- Applicants must be:
 - Other orders of government and related agencies (i.e., Province of Ontario, Government of Canada, Metrolinx).
 - Non-profit or charitable organizations.
- Displays shall not be for profit or commercial purposes, unless part of an authorized fundraising activity.

7. Criteria for All Fundraising in Corporate Facilities

- No person, group, or organization shall fundraise in a Corporate Facility unless the fundraising is in accordance with this Policy.
- Fundraisers must be informative and/or increase awareness about the City, its services and programs, and/or align with City Initiatives.
- Fundraisers for the purposes of for-profit commercial activities are prohibited in the City's corporate facilities.

- Placing or erecting fundraising materials on the interior or exterior windows of corporate facilities is prohibited, unless required for the operation of corporate facilities.
- Maintaining the fundraiser and ensuring it adheres to this Policy is the responsibility of the individual and/or organization fundraising in the City's corporate facilities.
- Fundraising shall not:
 - Represent values and interests contradictory to the City of Toronto's mission, values, City Initiatives, programs, and services.
 - Obstruct or create barriers to access City facilities and services.
 - Be, or be reasonably perceived to be, discriminatory or derogatory to any person or group of people, on the basis of race, ancestry, place of origin, colour, ethnic origin, citizenship, sex, sexual orientation, gender expression or identity, age, marital status, political affiliation, disability or other social factors.
 - Be partisan, political, and/or endorse or oppose a named elected official, political party or a candidate.
 - Impose any health and safety risk.

8. City of Toronto Divisions, Agencies and Corporations Fundraising

- Fundraisers by City Divisions, Agencies or Corporations must adhere to this Policy.
- City Divisions, Agencies or Corporations will contact Corporate Real Estate Management Division to coordinate and effectively fundraise within Fundraising Areas.
- City Divisions, Agencies or Corporations must comply with City Policies, including but not limited to the Corporate Real Estate Management Division Fundraising Policy, Terms & Conditions, Civic Centre Fundraising Guidelines, and the Human Rights and Anti-Harassment/ Discrimination Policy.
- The proposed use of the space may also be to openly and transparently inform, engage, and/or increase awareness about the organization, its services and programs, and/or strategic initiatives that align with the City's strategic direction and core values.
- Way-finding or facilities operations signage in corporate facilities is the responsibility of the Corporate Real Estate Management Division and shall allow the public to navigate through the City's corporate facilities and its services.
- A sign clearly indicating the organization and where fundraising proceeds go must be visibly placed as part of the display. This sign can be in addition to the organizations main banner or signage. All signage must follow City of Toronto signage bylaws.

- All signs within the City's corporate facilities must comply with the Corporate Identity Program or successor policies.

9. Public Use of Fundraising Area

- Fundraising Areas within the City's corporate facilities may be used for fundraising by members of the public or organizations in accordance with this Policy.

Guidelines:

- The applicant must be a charitable or non-profit organization.
- The applicant organization must be based in the City of Toronto.
- The proposed purpose, mandate, initiative or event should align with those of the City of Toronto.
- The proposed use of the space may also be to openly and transparently inform, engage, and/or increase awareness about the organization, its services and programs, and/or strategic initiatives that align with the City's strategic direction and core values.
- Organizations must comply with City Policies, including but not limited to the Corporate Real Estate Management Division Fundraising Policy, Terms & Conditions, Civic Centre Fundraising Guidelines, and the Human Rights and Anti-Harassment/ Discrimination Policy.
- Products and services will be reviewed to determine that they are handcrafted and/or locally produced. The products should not be generally available in large retail stores, with certain exceptions noted in Schedule 2. The City reserves the right to refuse or reject a request if the goods or services offered do not meet the City's standards or objectives. Customer Support Services may request advance inspection of all products or items being offered for sale. While a decision will be made on a case-by-case basis, the following is a list of generally acceptable merchandise:
 - a. Arts, Crafts and Jewellery - Items handmade and or of a unique nature not readily available in retail stores.
 - b. Specialty Products - Unique items generally not found in mass distribution.
 - c. Food & Beverage - Any food or beverage sold must complete a Temporary Food Establishment Application and secure written authorization from Public Health Public Health (416-392-7685). Please provide a copy of Public Health approval when submitting your booking request.
- A sign clearly indicating the organization and where fundraising proceeds go must be visibly placed as part of the display. This sign can be in addition to the organizations main banner or signage. All signage must follow City of Toronto signage bylaws.

- Organizations will ensure that fundraising installations are professional and adhere to City policies and guidelines. Should an organization violate the policies or guidelines, the fundraising event may be cancelled.

10. Requests for Use of Display and Fundraising Areas

- Requests for a display and/or a fundraiser in a City's corporate facility by individuals or entities shall be made by submitting a Display or Fundraiser Application to Corporate Real Estate Management Division for approval.
- All charitable and non-profit organizations must have an active public space booking account before being able to book space. Visit the [Civic Centre Public Space Account application instructions](#) page for details.
- Should an organization already have an active account, forward a display or fundraising area request to the 311 Facility Booking at facilities_customer_support@toronto.ca or by calling 416-397-7220. At a minimum, please provide the following information when submitting an application request for booking a space:
 - Company Letterhead
 - The name of your Organization
 - The primary contact's name and contact information
 - Title and outline of the proposed display and/or fundraising activity
 - Display and Fundraising Area requested and services required
 - The date and time you require the area.
 - Goals of the display and/or fundraising activity
 - Description of display elements including any set up requirements (tables, chairs, easel/flip chart, display panels). Please note that all additional set up requests are filled on a first come first serve basis.
 - Intended fundraising activity including proposed goods/services sold and set up requirements (tables, chairs, easel/flip chart, display panels).
- All available Civic Centre spaces can be found on the www.toronto.ca website, under [Sites & Venues](#)
- Corporate Real Estate Management Division will review the application in accordance with the Policy and notify the Applicant in writing on the status of their application.

- If the Application is approved, the Applicant must complete and sign the Declaration of Compliance with Anti-Harassment/Discrimination Legislation and City Policy and enter into any agreement as may be required by the City (i.e., insurance).
- If an applicant would like to request a review of a decision made in accordance with this policy, the applicant may make request a review, in writing, to Corporate Real Estate Management Division:

The Executive Director, Corporate Real Estate Management will:

- Review the request and public complaints.
- Make a determination and respond in writing to the applicant and/or complainant.
- The Executive Director, Corporate Real Estate Management Division may seek input or advice from other City staff, including: other members of the Corporate Real Estate Management Division, Strategic Communications, and the Equity, Diversity & Human Rights office.
- Organizations can book space directly with an active Civic Centre Public Space Booking Account and submit a signed and approved Display and/or Fundraising Request Form.

11. Compliance

- Corporate Real Estate Management Division is responsible for enforcing the application of this Policy for all displays and fundraising activity within the City's corporate facilities.
- The City, through Corporate Real Estate Management Division, reserves the right to remove and dispose of any display and/or fundraising activity that does not comply with City policies (including this Policy) or by-laws, and/or poses a health and safety risk.
- For displays and/or fundraisers determined to be non-compliant with this Policy, Corporate Real Estate Management Division will work with the Organizer to obtain compliance or, where compliance cannot be achieved, shall require immediate removal of the display and/or fundraiser.
- Failure to abide by this Policy will result in removal of the display and/or fundraising activity, withdrawal of permission to use the Display and/or fundraising Area, and may result in the denial of future requests for all public spaces in the City's corporate facilities.

12. Related City of Toronto By-laws, Policies

- Human Rights and Anti-Harassment/Discrimination Policy
- Corporate Identity Program
- *Toronto Municipal Code, Chapter 140, Lobbying*

- Code of Conduct for Members of Council
- Hate Activity Policy
- Accommodation Policy

SCHEDULE 1 - DISPLAY AREAS

City Hall	Metro Hall	North York CC	Etobicoke CC	East York CC	Scarborough CC	York CC
<u>Rotunda:</u> Ground floor space surrounding the Hall of Memory.	<u>Rotunda:</u> Ground floor west – area inside pillars.	<u>Ground Floor:</u> North and south end of main hallway.	<u>Ground Floor:</u> Council Chamber Hallway. Centre of hallway hosts art displays and must not be blocked.	<u>Foyer:</u> Main entrance foyer on ground floor (limited space).	<u>Rotunda:</u> Ground floor centre. <u>Gallery Display Area:</u> Two locations. Ground floor east and ground floor centre (wall space only).	No Display Areas at this time.

- The Corporate Real Estate Management Division customer service representatives to provide diagrams and details once a venue booking is in place.

SCHEDULE 2 – FUNDRAISING AREAS

City Hall	Metro Hall	North York CC	Etobicoke CC	East York CC	Scarborough CC	York CC
<u>Ground Floor:</u> East side of the Rotunda.	<u>Ground Floor:</u> South hallway in front of escalators.	<u>Ground Floor:</u> North and east end of main hallway.	<u>Ground Floor:</u> Main entrance hallway across from Security Desk.	No Fundraising Areas at this time.	<u>Ground Floor:</u> West Rotunda.	No Fundraising Areas at this time.

- Fundraising is permitted only in areas defined in Schedule 2. Fundraising may be permitted in other Civic Centre areas if it is aligned with or compliments the program being held in the venue (e.g. CD sales at a concert, book sales at a lecture) or if the organization requires a larger area for the amount of fundraising products being sold. Exceptions may also be made for charitable or non-profit groups auctioning commercial items. All exceptions require prior review and approval from the Facility Event Coordinator.
- The Corporate Real Estate Management Division customer service representatives will provide diagrams and details once a venue booking is in place.