

REPORT FOR ACTION

Renaming the Press Building to the Administration Building

Date: March 21, 2023

To: The Board of Governors of Exhibition Place

From: Don Boyle, Chief Executive Officer

Wards: All Wards

SUMMARY

The Canadian National Exhibition Association ("CNEA") has requested to rename the Press Building to the Administration Building. Exhibition Place staff engaged with the City Manager's Office and City Heritage to determine the procedural framework for the renaming request.

Exhibition Place Staff were informed that under Toronto Municipal Code Chapter 63, Exhibition Place, Governance, the Board has the authority to approve the change.

The renaming of this City Property confirms with the City of Toronto Naming Policy criteria and process to rename a property.

RECOMMENDATIONS

The Chief Executive Officer recommends that:

1. The Board rename the building located at 210 Princes' Boulevard from "Press Building" to its original name the "Administration Building", to reflect its historic and current function.
2. The Board direct the Chief Executive Officer, to make necessary changes to the Exhibition Place City Heritage Register, website, promotional materials, stationery, wayfinding signs, etc., that notifies the public of the name change.

FINANCIAL IMPACT

There are no financial implications with this report.

DECISION HISTORY

In the 2022-2026 Strategic Plan, several Guidelines were established for staff as Strategic Plan Goals are executed and delivered.

For many Torontonians and visitors to the city, the iconic buildings, structures, and entrances to and around the grounds define Exhibition Place. Protecting and spotlighting our assets has been embedded as one of these Guidelines.

COMMENTS

History and Background

Constructed in 1905, the Press Building was originally known as the Administration Building and housed the offices of the CNEA from 1905 until 1957. It then became the headquarters for the media during the annual fair beginning in 1957, hence the new name to the Press Building. The Press Building identification sign was affixed over the original Administration sign. In 1998, it again became the offices of the CNEA. The old 'Administration' building sign is only covered and still intact and in good condition. The previous decision for the name to the Press Building was because it housed all media daily.

There is no historical reason that protects the name - Press Building. Staff reviewed historical sources and materials provided by the CNEA and Exhibition Place Archives section, reviewing all archival documents. This information and the excellent state of the old Administration sign inform our decision to recommend the request.

Following the independence of the CNEA from the City in April 2013, this building is leased to the CNEA for offices and was renewed starting on April 1, 2017, for ten years plus a five-year renewal.

Attached to this report is Appendix A - Grounds Site Map showing the Press Building Location.

CONTACT

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SIGNATURE

Don Boyle
Chief Executive Officer

ATTACHMENTS

Appendix A - Grounds Site Map with Press Building Location