



NOTICE OF MOTION

Making Sports More Accessible and Free in City of Toronto Parks

Moved by: Councillor Bradford

Seconded by: Councillor Morley

RECOMMENDATIONS:

Councillor Bradford, seconded by Councillor Morley, recommends that:

1. City Council authorize the General Manager, Parks and Recreation, to negotiate and sign on behalf of the City a sponsorship agreement for a term three years with EQUIP CLUB SA ("Equip"), valued at \$500,000, which is funded by Canadian Tire Jumpstart Foundation, for Equip to install and operate sport equipment stations in various City of Toronto parks, with at least one station installed in each of the Community Council areas by the start of summer 2026, on the following conditions:
 - a) The General Manager, Parks and Recreation must consult both Equip and the Ward Councillor before selecting the park and location within the park for Equip to install and operate a sport equipment station;
 - b) The installation and operation of sport equipment stations shall be in compliance with all applicable privacy and record keeping legislation applicable to the City of Toronto, including but not limited to the Municipal Freedom of Information and Protection of Privacy Act and the City of Toronto Act, 2006;
 - c) The agreement complies with the City of Toronto's Sponsorship Policy; and
 - d) The agreement is on terms and conditions acceptable to the General Manager and in a form satisfactory to the City Solicitor.

SUMMARY:

The parks in our city are some of the best amenities we have to offer residents. This initiative is about making those parks better for residents and better places to build community. Through installing sport equipment stations in Toronto parks, residents will have free access to balls, paddles, and other sports equipment that makes it easy to get active and play.

This is an exciting partnership, cultivated by Parks & Recreation staff that reduces barriers to physical activity, promotes equity in recreation, and strengthens the sense of connection in neighbourhoods across Toronto.

The Equip sport equipment stations (the “Stations”) in City parks is a new public-private collaboration that proposes to provide open-access sport equipment lockers and equipment, free of charge in through in-kind sponsorship.

Through a financial commitment from Canadian Tire Jumpstart to Equip, Equip will install, operate, and maintain the Stations at no cost to the City or to users. The goal is to reduce barriers to physical activity by offering free access to basic recreation equipment in City parks. Equip provides similar services in Europe and in other Canadian cities.

The agreement will be executed in accordance with the City’s Sponsorship Policy. That policy defines “sponsorship” as a mutually beneficial business arrangement wherein an external party, whether for profit or otherwise, provides cash and/or in-kind services to the City in return for commercial advantage. This payback may take the form of publicity, promotional consideration, merchandising opportunities, etc. Because of these marketing benefits, a sponsorship does not qualify for a tax receipt.

In this instance, Canadian Tire Jumpstart has committed up to \$500,000 over three years to fund the Toronto-based rollout of the Equip Stations. The initiative is consistent with the City's strategic directions to promote active living, equity in public recreation, and innovative collaborations.

Given the scale and impact of this project, staff recommend that City Council acknowledge the contribution as an in-kind sponsorship and provide clear direction to proceed with the implementation, beginning in 2025, pending necessary operational approvals.

October 8, 2025