

Community Sports Equipment Sponsorship

Date: March 20, 2026

To: Infrastructure and Environment Committee

From: General Manager, Parks and Recreation

Wards: All

SUMMARY

This report responds to City Council direction in Item [2025.MM33.18](#), requesting the Deputy City Manager, Community and Emergency Services, to work with the Canadian Tire Jumpstart Foundation to identify a Canadian vendor to install and operate community sports equipment stations in City parks, with at least one station installed in each of the Community Council areas by the start of summer 2026, and to report back to the Infrastructure and Environment Committee on the feasibility of a partnership, based on considerations specified by Council.

In response to Council direction, staff conducted an interdivisional review of the proposal for each of the specified conditions, including Canadian vendor participation, Ward Councillor consultation, compliance with privacy and record-keeping legislation, alignment with the City's Sponsorship Policy, measures to bridge the digital divide, data governance considerations related to minors, and alignment with the Parks and Recreation Facilities Plan.

The report provides the outcome of the proposal review by staff and will outline recommended next steps.

RECOMMENDATIONS

The General Manager, Parks and Recreation recommends that:

1. Infrastructure and Environment Committee receives this report for information.

FINANCIAL IMPACT

Further information on financial impacts will be outlined in the forthcoming supplementary report.

The Chief Financial Officer and Treasurer has reviewed this report and agrees with the information as presented in the Financial Impact section.

DECISION HISTORY

On October 8 and 9, 2025, City Council amended 2025.MM33.18 - Making Sports More Accessible and Free in City of Toronto Parks requesting staff to work with the Canadian Tire Jumpstart Foundation to work to find a Canadian vendor 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, and report to the Infrastructure and Environment Committee with regard to the partnership and considerations related to this item.

<https://secure.toronto.ca/council/agenda-item.do?item=2025.MM33.18>

COMMENTS

This report responds to City Council direction in Item [2025.MM33.18](#), requesting the Deputy City Manager, Community and Emergency Services, to work with the Canadian Tire Jumpstart Foundation to identify a Canadian vendor to install and operate community sports equipment stations in City parks, with at least one station installed in each of the Community Council areas by the start of summer 2026, and to report back to the Infrastructure and Environment Committee on the feasibility of a partnership, based on considerations specified by Council.

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CONTACT

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SIGNATURE

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