

7. Corporate Sponsorship and Advertising Policies

Politiques de la Ville sur les commandites et la publicité

Committee Recommendations, as amended

That City Council:

- 1. Approve the updated Sponsorship Policy and the Advertising Using City Assets and Programs Policy as detailed in Documents 1 and 2; and**
- 2. Delegate authority to the General Manager, Recreation, Cultural and Facility Services:**
 - a. The authority to approve sponsorship naming rights, with ward councillor concurrence, for ancillary spaces and small local amenities; and**
 - b. The authority to approve minor administrative amendments to the policies to improve clarity and usefulness, adapt to changing digital media technology and practices, and evolving industry and government regulations; and**
- 3. Delegate the authority to all General Managers to approve sponsorships or advertising within their respective Departments, and to conclude and execute associated agreements of up to 10 years in term where the value of the sponsorship or advertising does not exceed \$250,000.00 per year, provided that the sponsorship or advertising and the associated agreement complies with the requirements of the City's Sponsorship and Advertising policies; and**
- 4. Approve that Recreation, Cultural and Facility Services Department initiate a new phase of solicitation for billboard advertising on City property in accordance with established procedures and by-laws and be authorized to initiate future solicitations on a periodic basis to increase advertising revenues; and**
- 5. Approve that staff review a change to the updated Advertising Using City Assets and Programs Policy that would examine options around fuel advocacy advertising, considering the alignment of city policies.**

outcomes related to lowering GHG emissions, reputational risks, and legal implications; and

6. Approve that staff present options for advancing the matter and report back to the Finance and Corporate Services Committee for consideration by Q3 of 2024; and
7. Approve that any future changes to fossil fuel advertising under the City's updated policy be considered by Transit Services staff, and that any resulting amendments proposed to OC Transpo policies be brought to the Transit Commission for timely consideration.

Recommandations du Comité, telles que modifiées

Que le Conseil municipal :

1. Approuve la Politique de commandite et la Politique sur la publicité utilisant les actifs et les programmes municipaux mises à jour, comme indiqué dans les documents 1 et 2;
2. Délègue au directeur général, Loisirs, Culture et Installations :
 - a. le pouvoir d'approuver les droits d'appellation liés aux commandites, avec l'accord de la conseillère ou du conseiller de quartier, pour les espaces auxiliaires et les petites installations locales; et
 - b. le pouvoir d'approuver les modifications administratives mineures des politiques afin d'en améliorer la clarté et l'utilité et de les adapter aux technologies et pratiques changeantes relatives aux médias numériques ainsi qu'à l'évolution des règlements du secteur privé et du gouvernement; et
3. Délègue à toutes les directrices générales et tous les directeurs généraux le pouvoir d'approuver des propositions de commandite ou de publicité dans leur direction générale respective, et d'établir et signer à leur sujet des ententes d'au plus 10 ans et d'une valeur d'au plus 250 000 \$ par année, à condition que ces propositions et les ententes connexes respectent les politiques de la Ville sur les commandites et la

publicité; et

4. **Approuve le lancement par la Direction générale des loisirs, de la culture et des installations (DGLCI) d'une nouvelle phase d'appel d'offres pour l'affichage publicitaire sur les propriétés de la Ville, conformément aux procédures et aux règlements municipaux établis, et autoriser la DGLCI à lancer de futurs appels d'offres de façon périodique afin d'augmenter les recettes générées par la publicité; et**
5. **Approuve que le personnel étudie une modification à la Politique sur la publicité utilisant les actifs et les programmes municipaux actualisée qui examinerait les options concernant la publicité engagée en faveur des combustibles, et ce, en tenant compte des politiques de la Ville, des résultats liés à la réduction des émissions de GES, des risques réputationnels et des répercussions juridiques; et**
6. **Approuve que le personnel présente des options pour faire avancer la question et rendre compte au Comité des finances et des services organisationnels d'ici le troisième trimestre de 2024; et**
7. **Approuve que toute modification ultérieure à la publicité sur les combustibles fossiles relevant de la politique actualisée de la Ville soit étudiée par le personnel des Services de transport en commun, et que toute modification proposée aux politiques d'OC Transpo qui en résulterait soit soumise à l'examen de la Commission du transport en commun.**

Documentation/Documentation

1. Manager's Report, Business and Technical Support Services, submitted 20 February 2024 (ACS2024-RCF-GEN-0001)
Rapport du Gestionnaire, Services de soutien technique et aux activités, daté le 20 février 2024 (ACS2024-RCF-GEN-0001)

2. Extract of draft Minutes, Finance and Corporate Services Committee, March 5, 2024
Extrait de l'ébauche du procès-verbal, Comité des finances et des services organisationnels, le 5 mars 2024

**Extract of Draft Minutes 12A
Finance and Corporate Services
Committee
March 5, 2024**

**Extrait de l'ébauche du procès-verbal
12A
Comité des finances et des services
organisationnels
le 5 mars 2024**

Corporate Sponsorship and Advertising Policies

ACS2024-RCF-GEN-0001 - City Wide

Mr. Dan Chenier, General Manager, Recreation, Cultural and Facility Services spoke to a PowerPoint presentation, a copy of which is held on file with the City Clerk.

Prior to the delegations, Councillor S. Menard introduced a motion (FCSC 2024-12-05).

Committee heard from the following public delegations:

- Angela Keller-Herzog, Executive Director, CAFES*
- William van Geest, Ecology Ottawa*
- Sam Hersh
- Julia Levin
- Elizabeth Houlding
- Letitia Charbonneau
- Mark Brooks
- Thomas Deadman
- Shellyza Sajwani, co-chair, Canadian Association of Pharmacy for the Environment (CAPHÉ)
- Eugenie Waters
- Dr. Husein Molloo
- Una Ferguson

- Dr. Sarah Charron
- Shana Quesnel
- Emma Bider
- Robert Lyman
- Cecile Wilson
- Gemma Patey

[* Individuals / groups marked with an asterisk above either provided comments in writing or by e-mail; all submissions are held on file with the City Clerk.]

The following correspondence is held on file with the City Clerk.

- Email dated 4 March 2024, Onita Basu
- Email dated 4 March 2024, Alex Legault

Following delegations on this item, the Committee Carried the report recommendations as amended by Motion FCSC 2024-12-05.

Report recommendations

That the Finance and Corporate Services Committee recommend that City Council:

- 1. Approve the updated Sponsorship Policy and the Advertising Using City Assets and Programs Policy as detailed in Documents 1 and 2; and**
- 2. Delegate authority to the General Manager, Recreation, Cultural and Facility Services:**
 - a. The authority to approve sponsorship naming rights, with ward councillor concurrence, for ancillary spaces and small local amenities; and**
 - b. The authority to approve minor administrative amendments to the policies to improve clarity and usefulness, adapt to changing digital media technology and practices, and evolving industry and government regulations; and**

3. Delegate the authority to all General Managers to approve sponsorships or advertising within their respective Departments, and to conclude and execute associated agreements of up to 10 years in term where the value of the sponsorship or advertising does not exceed \$250,000.00 per year, provided that the sponsorship or advertising and the associated agreement complies with the requirements of the City's Sponsorship and Advertising policies; and
4. Approve that Recreation, Cultural and Facility Services Department initiate a new phase of solicitation for billboard advertising on City property in accordance with established procedures and by-laws and be authorized to initiate future solicitations on a periodic basis to increase advertising revenues.

Carried

Motion No. FCSC 2024-12-05

Moved by S. Menard

WHEREAS the City's updated Sponsorship Policy and Advertising Using City Assets and Programs Policy maintains the practice of accepting advocacy advertising with the condition that the ads clearly indicate that they are paid ads and who paid for them; and

WHEREAS the updated policy specifies that advertising must not impact the quality and integrity of the City's properties, programs, buildings, streetscapes, or digital spaces, and for advocacy advertisements must indicate the source organization paying for the advertising to ensure transparency and avoid perception of City endorsement; and

WHEREAS the City has accepted paid sponsorships for rink board advertising in select arenas that advances pro-oil and gas fossil fuel industry advertisements; and

WHEREAS the current contracts for fossil fuel advertising on rink boards runs until November 2024, and the OC Transpo contract runs until June 8, 2024; and

WHEREAS the advertising programs for OC Transpo’s assets are formally exempt from the provisions set out in the City’s Advertising Policy but are routinely reviewed by staff to align with the Recreation, Culture and Facility Services policy and best practices; and

WHEREAS the city has excluded certain types of advertising in the past from its policy including tobacco and guns on the basis that they adversely “impact the quality and integrity of the City’s properties, programs, buildings, streetscapes, or digital spaces.”

THEREFORE BE IT RESOLVED that staff review a change to the updated Advertising Using City Assets and Programs Policy that would examine options around fuel advocacy advertising, considering the alignment of city policies, outcomes related to lowering GHG emissions, reputational risks, and legal implications; and

BE IT FURTHER RESOLVED that staff present options for advancing the matter and report back to the Finance and Corporate Services Committee for consideration by Q3 of 2024; and

THEREFORE BE IT FURTHER RESOLVED that any future changes to fossil fuel advertising under the City’s updated policy be considered by Transit Services staff, and that any resulting amendments proposed to OC Transpo policies be brought to the Transit Commission for timely consideration.

Carried