



STAFF REPORT ACTION REQUIRED

Naming Policy - Update

Date: March 24, 2025

To: Toronto Public Library Board

From: City Librarian

SUMMARY

This purpose of this report is to seek Toronto Public Library Board approval of the updated Naming Policy (Attachment 1).

The current Naming Policy was last updated in 2014. Proposed changes to Toronto Public Library's (TPL's) Naming Policy have been identified based on a comprehensive policy review, experience from recent naming initiatives, as well as to align with the [City's recent Recognition Review](#).

The Naming Policy includes criteria for naming based on four types of names: geographic location, function or subject; commemoration of individuals and communities of significance; naming in recognition of individual donors; and naming as part of a corporate sponsorship agreement. TPL has a history of naming most branches, rooms, programs and collections for their geographic location, function, or subject. In some cases, names have been selected to honour prominent individuals, or in recognition of significant donations or sponsors.

The updates to the policy reflect alignment with new considerations identified in the City's recent [Property Naming Policy](#), as well as addition of guidance related to commemorative naming to align with the [City's Commemorative Naming Framework](#) principles, including Indigenous naming.

The updates to the policy also clarify language related to naming in recognition of donations or sponsorships. This policy update will support the TPL Foundation's fundraising efforts, and aligns with the updates to TPL's Sponsorship Policy. Naming is one of the benefits that may be involved in a sponsorship proposal in recognition of significant financial contributions. The policy updates clarify that the Library will consider naming rooms, programs or collections after either a donor or as part of a corporate sponsorship proposal in recognition of significant financial contribution to the Library. Naming of branches will not be considered for corporate sponsorship, but may be considered in recognition of significant financial philanthropic donations.

RECOMMENDATIONS

The City Librarian recommends that the Toronto Public Library Board:

1. approves the updated Naming Policy, appended as Attachment 1.

FINANCIAL IMPACT

This report has no financial impact beyond what has been approved in the current year's budget.

The Director, Finance & CFO has reviewed this financial impact statement and agrees with it.

ALIGNMENT WITH STRATEGIC PLAN

This policy advances TPL's 2025-2029 Strategic Plan priority of Shared Community Spaces by ensuring that names for branches, rooms, programs and collections help to create welcoming and inclusive spaces that meet diverse needs in neighbourhoods throughout the city.

EQUITY IMPACT STATEMENT

This policy advances the Library's commitment to achieving equity and inclusion by ensuring that commemorative names for library branches, rooms, programs and collections are identified through a process that honours Indigenous ways of knowing and being and prioritizes commemorations significant to Indigenous Peoples, Black communities, and other equity-deserving groups. The policy also recognizes the importance of meaningful co-creation of Indigenous commemorations, consultation with Indigenous communities and adherence to appropriate Indigenous practices or protocols.

DECISION HISTORY

At its meeting on April 25, 2022, the Library Board considered the report [Toronto Public Library's Policy Development Framework](#) and approved TPL's Policy Development Framework, which sets out how policies are developed, reviewed and approved for TPL.

At its meeting on September 21, 2020, the Library Board considered the report [Naming Committee: Space Naming Recognition Opportunities](#) and approved the Framework for Space Naming Opportunities.

At its meeting on May 26, 2014, the Library Board considered the report [Naming Policy – Proposed revisions](#) and approved revisions to the Naming Policy. The Naming Policy was first approved by the Toronto Public Library Board at its meeting on June 19, 2006.

BACKGROUND

TPL has a history of naming branches, rooms, programs and collections for their geographic location, function, or subject, to honour individual donors, or as part of a sponsorship agreement.

The practice of naming branches for their geographic location was first established in 1913, when the Northern Branch opened in what was then the northern part of the city. This practice has continued in all areas of the city and remains the most common type of branch name. The naming of branches for location or neighbourhood, such as Thorncliffe, anchors the branch as a

community hub and provides a sense of identity and pride for local residents. Naming branches after an intersection, such as Bloor/Gladstone, identifies the location of the branch within the city. The naming of more recent branches, such as Fort York and Junction Triangle, continue this tradition. Less commonly, branches may also be named to highlight a unique function, for example, the Toronto Reference Library.

In some cases, branches have been named in recognition of prominent individuals. For example, the Barbara Frum branch was named after the distinguished broadcaster and journalist. More recently, the Daniel G. Hill branch was the first branch named for a prominent Black Torontonian who made a significant contribution to advancing human rights in Ontario. The first branch with an Indigenous name opened in 2023, and the name 'Ethennonnhawahstihnen', which means "where they had a good and beautiful life," was gifted by the Huron-Wendat Nation.

TPL also has a variety of rooms, including theatres, that historically have been named after the type of facility, for example the York Woods Theatre. Rooms have also been named in recognition of individuals and/or in recognition of a donation, such as The Bram & Bluma Appel Salon, or as part of a sponsorship agreement, such as the TD Gallery.

Collections which are developed in response to community needs are typically named for the subject, such as the Jewish Mosaic Collection. Where special collections are the result of a significant gift and the collection might not have been pursued as part of the normal collection development, the collections have been named after the donor, e.g. The Merrill Collection of Science Fiction, Speculation and Fantasy. In some cases, a collection may be named as part of a sponsorship agreement.

Programs are generally named for subject or content, such as Ready for Reading Storytime or Seniors Book Club. In some cases, a program may be named in recognition of a donor or corporate sponsor, such as the TD Summer Reading Club.

COMMENTS

Naming Policy Overview

The current Naming Policy was last updated in 2014 (Attachment 2). Proposed changes to TPL's Naming Policy have been identified based on a comprehensive policy review, experience from recent naming initiatives, as well as to align with the City's recent [Recognition Review](#). The main changes to the policy are highlighted in the redline version of the policy included in Attachment 1.

TPL's updated Naming Policy includes criteria for naming based on four types of names: geographic location, function or subject; commemoration of individuals and communities of significance; naming in recognition of individual donors; and naming as part of a corporate sponsorship agreement.

The updates to the Naming Policy include addition of considerations for commemorative naming, including Indigenous names, that align with the City's [Commemorative Naming Framework](#). It also clarifies language related to donations and sponsorships, developed in collaboration with the TPL Foundation and in alignment with TPL's updated Sponsorship Policy.

A jurisdictional scan was also completed to review other library jurisdictions' policies related to naming opportunities. The scan found that there are a range of different approaches used, including standalone naming policies, as well as the inclusion of naming considerations within donation and sponsorship policies. Only a few systems mention commemorative naming outside of recognition of those who have made a significant contribution to the library itself. Vancouver Public Library's policy is the only one found to also reference Indigenous naming considerations specifically.

Commemorative Naming

In July 2022, City Council [approved a new Commemorative Framework](#) to prioritize commemorations in public spaces significant to Indigenous Peoples, Black communities, and other equity-deserving groups. This framework was created as part of the City's Recognition Review, initiated in relation to the Dundas renaming process.

The Commemorative Framework includes an updated City of Toronto Property Naming Policy, and Guiding Principles for Commemoration, in addition to an

updated Street Naming Policy and a Public Art and Monuments Donation Policy.

Where commemorative names are being considered, TPL's updated Naming Policy includes reference to the six guiding principles for commemoration identified by the City:

1. Be informed by historical research, traditional knowledge, and community insights.
2. Be supported by communities through meaningful engagement.
3. Honour Indigenous ways of knowing and being.
4. Prioritize commemorations significant to Indigenous Peoples, Black communities, and equity-deserving groups.
5. Connect to Toronto, Ontario or Canada's histories and cultures.
6. Share knowledge and stories behind commemorations.

In alignment with these guiding principles and [TPL's Reconciliation Statement](#), the updated policy also clarifies processes specific to Indigenous naming, and the importance of meaningful co-creation with the Indigenous Advisory Council at TPL and Indigenous communities in identifying an Indigenous name.

As part of the Recognition Review, the City has also developed a process where residents can request a review and propose new commemorative names through the City's website. A guideline for considering requests to change a name or review branch names that may no longer be appropriate will be developed for TPL as part of the implementation of this policy, consistent with existing TPL processes for requests for reconsideration.

Donations and Sponsorship

The policy clarifies that the Library will consider naming rooms, programs or collections after either a donor or as part of a corporate sponsorship proposal in recognition of significant financial contribution to the Library. Naming of branches will not be considered for corporate sponsorship, but may be considered in recognition of significant financial philanthropic donations.

The updated policy also clarifies language related to donations and sponsorships, in alignment with TPL's updated Sponsorship Policy. The policy states that a risk screening assessment will be conducted to assess the reputation of the potential sponsor or donor, the nature of the sponsor's

business and the effect that an affiliation with that sponsor or donor will have on the Library's public image. The policy also confirms that the Library Board has the authority to withdraw the naming opportunity or discontinue use of the name in circumstances where continued use of a particular name may compromise the public trust and/or reputation of the Library.

Next steps

Future opportunities for naming of branches, rooms, collections and programs will be brought forward for approval by the Board in accordance with the updated policy. Several opportunities for branch naming related to capital projects currently underway will be advancing in the near future, including selection of a name for the redeveloped Dawes Road branch in collaboration with Indigenous communities.

CONTACT

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SIGNATURE

Vickery Bowles
City Librarian

ATTACHMENTS

Attachment 1: Naming Policy update (redline version)
Attachment 2: Naming Policy (2014)

Policy Title: Naming Policy
Policy Classification: Board Policy

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Naming Policy

Policy Classification: Board Policy

Motion # and Approval Date:

06 - 103 – June 19, 2006

Motion # and Last Revision Date:

14 - 108 – May 26, 2014

March 24, 2025

Purpose

This policy establishes the ~~protocol~~ approval process and ~~preferred names~~ types of eligible names for Toronto Public Library branches, rooms, programs, and collections.

Scope

This policy applies to the naming of Toronto Public Library (“TPL” or the “Library”) branches, rooms, programs and collections.

This policy ~~includes sets out~~ criteria for naming based on:

- geographic location, function or subject;
- commemoration of individuals and communities of significance;
- naming ~~and without a gift~~ in recognition of individual donors; and
- naming as part of a corporate sponsorship agreement

~~Other types of donor recognition beyond naming is out of scope of this policy.~~

Underlying Principles

~~This Policy is driven by principles defined in the Library’s Values, Vision and Mission and in TPL’s Equity Statement and Intellectual Freedom Statement.~~

~~This Policy builds on~~ TPL’s history of naming branches, rooms, programs and

collections for their geographic location, function, or subject or **in recognition of an individual or in association with a donation or sponsorship to honour individuals or donors.**

Policy Statement

1. General

Names of branches, rooms, programs and collections will not:

- 1.1 Be or be perceived to be discriminatory or derogatory of race, colour, ethnic origin, gender identity or expression, sex, sexual orientation, creed, political affiliation, disability or other social factors;
- 1.2 Result in unsuitable names or names that are inconsistent with the Library's Service Delivery Model and approach to delivering effective library services;
- 1.3 Result in inappropriate abbreviations or acronyms;
- 1.4 Unduly detract from the character, integrity of the community or aesthetic quality of the asset or unreasonable interference with its enjoyment or use;
or
- 1.5 Place the Library in conflict with any agreements established in the acquisition or management of the branch, room, collection or program.

2. Authority and approval

- 2.1 The Toronto Public Library Board (the "TPL Board") is responsible for approving the naming of all branches.
- 2.2 The TPL Board is responsible for approving the names of rooms, programs and collections **where there is a commemorative name or a name in recognition of a donor or sponsor.**
- 2.3 This includes responsibility for approving the terms and conditions and amount of any donation or sponsorship. **gift, regardless of whether the naming opportunity is as a result of a gift or to recognize an individual who has made an outstanding contribution to the City or Library.**

- 2.4 ~~The naming process is intended to be transparent. If the TPL Board approves a name the naming opportunity is approved in a closed session at its meeting, the details of the name, including the terms and conditions of the agreement, and gift amount will be made public at an appropriate time. as agreed on by the Library Board and the Toronto Public Library Foundation, except where the donor/sponsor has requested the gift amount and/or donor/sponsor remain confidential.~~
- 2.5 The City Librarian, at ~~their his or her~~ discretion, may request that the TPL Board establish a Naming Committee to review naming proposals and make recommendations to the TPL Board.
- 2.6 No commitment regarding naming will be made to an individual or corporation prior to the TPL Board's approval of the name.

3 Naming of Branches

- 3.1 ~~Selection of branch names will strive to reduce confusion and result in easy location of branches for customers, and will avoid duplication of another named City Property without prior agreement of the City.~~
- 3.2 ~~Branch names shall not impair the ability of First Responders (including Toronto Fire Services, Toronto Police Service, and Toronto Paramedic Services) to respond to emergencies.~~
- 3.3 ~~The Ward Councillor will be informed about potential names for branches in their Ward.~~

4 Naming based on geographic location, function or subject

- 4.1 The Library will give priority to naming branches after their geographic location, either the community or the street location where it is situated. Alternatively, consideration will be given to naming, where appropriate, after the type of service or function offered at that branch.
- 4.2 The Library will give priority to naming rooms after the branch where it is located together with the function of such a room.

- 4.3 The Library will give priority to naming parts of its collection after the subject matter of the collection.
- 4.4 The Library will give priority to naming its programs after the program's function, content, and presenters.

5 Commemorative Naming

- 5.1 Potential commemorative names will be considered based on alignment with the City of Toronto's Guiding Principles for Commemoration (Appendix 1).
- 5.2 ~~In exceptional circumstances,~~ Potential commemorative names for branches will be considered after an individual whose contribution to the Library or the City of Toronto is well documented and is widely recognized and valued.
- 5.3 Potential commemorative names for rooms will be considered in honour of a Toronto Public Library Board member, TPL staff member or any individual who has made an exceptional contribution to TPL or to the City of Toronto.
- 5.4 When a room is named after an individual, it should contain both the name of the individual and the function of the room.
- 5.5 Potential commemorative names for collections will be considered in honour of an individual who has made an exceptional contribution to the vision, development, community outreach for and promotion of a collection.
- 5.6 When a collection is named after an individual, it should contain both the name of the individual and a description of the subject matter.
- 5.7 Potential commemorative names for programs will be considered in honour of an individual who has made an exceptional contribution to the vision, development, community outreach for and promotion of a program.
- 5.8 When a program is named after an individual, it should contain both the

name of the individual and a description of the program.

- 5.9 The Library is committed to the meaningful co-creation of Indigenous commemorations with the TPL Indigenous Advisory Council, Indigenous rights holders, Elders, and knowledge holders, language carriers, and community members. Proposed names in an Indigenous language or Commemorative Name recognizing an Indigenous individual, organization, event or concept will require consultation with Indigenous communities and adherence to appropriate Indigenous practices or protocols.
- 5.10 Prior to confirming a commemorative name, the Library will conduct a screening assessment to assess the reputation of the individual or group whose name will be used and the effect that an affiliation will have on the Library's public image.
- 5.11 Proposals for commemorative names will be considered provided that at least two years have passed since the individual's death, or after the individual has been separated from the Library for two years.
- 5.12 Naming or renaming a branch, program, room or collection on behalf of an individual, event or organization requires the written consent of the named party or the named party's representative, where the individual is deceased.
- 5.13 In circumstances where consent has not been received, the TPL Board, in the absence of any refusal to provide consent or legal concerns, may approve the name if it is satisfied that reasonable efforts have been made to obtain consent.

6 Naming Opportunities ~~involving Donations or Sponsorships with a Gift~~

- 6.1 The Library will consider naming branches, rooms, programs or collections after a donor/~~sponsor~~ in recognition of significant financial gifts, or gifts in kind, to the Library.
- 6.2 The Library will consider naming rooms, programs or collections as part of a corporate sponsorship proposal in recognition of significant financial contribution to the Library. Naming of branches will not be considered for corporate sponsorship.

~~Each proposal for naming will be considered on its own merit and not because a donation or sponsorship meets a particular need.~~

~~Due attention will be given to both the long term and short term appropriateness of a naming.~~

- 6.3 Prior to solicitation of sponsors or donors for naming opportunities, the naming component and ~~prospect list framework~~ must receive concept approval from the City Librarian or ~~his or her~~ their delegate.
- 6.4 The ~~donation or sponsorship gift~~ shall constitute a significant portion of the total cost of the branch, room, program or collection to be named.
- 6.5 The associated sponsorship shall be commensurate with the market value of the naming opportunity as identified by the Toronto Public Library Foundation.
- 6.6 In reviewing a request for naming related to a donation or sponsorship, consideration will be given to:
- whether the initiative could proceed without the ~~donation or sponsorship gift~~;
 - the urgency of the need for the initiative;
 - the distinction, reputation and integrity of the individual or corporation whose name will be used; and
 - the relationship of the individual or corporation to the Library.
- 6.7 ~~Prior to engaging in a donation or sponsorship naming agreement, the Library or the TPL Foundation will conduct a risk screening assessment to assess the reputation of the potential sponsor or donor, the nature of the sponsor's business and the effect that an affiliation with that sponsor or donor will have on the Library's public image.~~
- 6.8 ~~Any naming opportunities as part of a sponsorship arrangement will also comply with the TPL's Sponsorship Policy. The use of corporate names will require special consideration in order to avoid the appearance commercial influence or conflict of interest.~~

6.9 All naming agreements will be in the form of a legal contract. Names for a donor or sponsorship must be for a fixed term, and must not exceed the useful life of the asset. Any extensions or renewals must be approved by the TPL Board. In exceptional circumstances, names without a fixed term may be considered with approval of the TPL Board.

~~Naming opportunities are contingent on the fulfillment of the pledge of a gift and is approved on that condition.~~

6.10 Names cannot be transferred or assigned without TPL Board approval. Where a donor or sponsor requests a change to the name, the name may, with the consent of the Library and at the expense of the donor or sponsor, be modified to reflect the new name.

6.11 While the physical display of the name may be negotiated, such recognition must not unduly detract from the character, integrity, aesthetic quality or safety of the asset or unreasonably interfere with its enjoyment or use.

6.12 In developing naming agreements, the Library and the TPL Foundation will ensure that donors and sponsors do not have any influence on the design or objectives of Library branches, rooms, programs, and collections.

7 Renaming of Branches, Rooms, Programs or Collections

7.1 ~~New naming~~ Opportunities for renaming may arise when a branch or room facility is redeveloped or renovated and will be utilized for a different purpose. Should a branch or room physical facility be replaced or substantially renovated, or the use of an area be re-designated, the renaming of the branch or room facility may be considered.

7.2 Should there be a substantial change to a collection or program, the renaming of the collection or program may be considered.

~~7.3 Renaming would, however, be dependent on the nature of the~~

~~conditions contained in the previous naming opportunity agreement.~~
Renaming will be subject to any terms and conditions set out in any ~~donation or sponsorship gift~~ agreement related to the prior naming opportunity, ~~where applicable.~~

- 7.4 Appropriate recognition of previous donors ~~or commemorative names~~ may be included in the new or renovated ~~branch or room, or the re-designed collection or program facility.~~
- 7.5 When renaming occurs and the original naming opportunity was after an individual, all reasonable effort will be made to inform, in advance, the individual and/or their immediate family.

8 Change in Circumstances

- 8.1 The Library reserves the right to review the names of its branches, rooms, programs and collections periodically.
- 8.2 If, at any time following the approval of a naming opportunity, circumstances change substantially such that the continued use of a particular name may compromise the public trust ~~and/or reputation of the Library~~, the Library Board may withdraw the naming opportunity or discontinue use of the name.
- 8.3 The sponsorship or donor agreement will contain a clause that reflects this.
- 8.4 The Library may also decide to discontinue the use of a name of a discrete collection ~~or program~~ in situations where it no longer is practical to maintain such collections ~~or programs~~. ~~This change will be subject to any terms and conditions set out in any related sponsorship or donation agreement in place.~~

9 Cost

- 9.1 In any proposal for naming a program or collection in honour of a donor or non-donor honoree (where a donation is made in honor or memory of an individual), consideration should be given to the establishment of an

endowment sufficient to sustain the program ~~service~~ or collection for its term or lifetime.

- 9.2 The cost associated with ~~commemorative names and~~ naming opportunities without a ~~donation or sponsorship gift~~, including the renaming of facilities, will be clearly disclosed to the Board for their consideration when making a decision on such a request.
- 9.3 In the case of naming opportunities associated with a donation or sponsorship, the recognition will be cost effective ~~and will not exceed two percent of donation or sponsorship gift value or one percent for major gifts over \$500,000 in order to establish a level of consistency, and will be paid out of the gift.~~

Accountability

The Director, Policy, Planning and Performance Management has responsibility for this policy.

As the TPL Board is required to comply with the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA), any personal information collected, used, disclosed and stored by the Library and the TPL Board pursuant this Policy will adhere to MFFIPA requirements.

Related Legislation and City Policies

City of Toronto Commemorative Framework

Related Library Policies

Sponsorship Policy

Definition of Terms

A **Commemorative Name** is a name assigned to commemorate one or more individuals, communities, organizations, events, or ideas of significance to Toronto, Ontario or Canada. Names in an Indigenous language and/or that

recognize Indigenous Peoples' past, present, and future presence on the land are treated as commemorative for the purposes of this policy.

A **Donation** is a philanthropic gift or arrangement where a donor, generally either an individual, estate, or philanthropic foundation, donates cash and/or in-kind goods or services to the Library ~~or the TPL Foundation~~. Donations are eligible for a tax receipt. In the case of philanthropic donations from a corporation, while most donors expect some form of recognition as a result of their gift, the recognition is marginal in value relative to the value of the gift as defined by the Canada Customs and Revenue Agency. Where the recognition is significant enough that it provides a commercial advantage, this would be considered a sponsorship as defined below.

Donor recognition is the practice of appreciating and promoting the support and contributions of donors to the TPL. Donor recognition may take many forms, including acknowledgement letters, newsletter, website or social media recognition, a donor recognition wall or digital display, recognition plaques and naming opportunities.

A **room** is any discrete space within a Library facility which may include theatres, meeting rooms, or program rooms, as well as outdoor spaces, alcoves and atriums, etc.

A **Sponsorship** is a mutually beneficial business exchange between the Library and ~~an external~~ a corporate organization whereby the sponsor contributes funds and/or in-kind contributions to the Library ~~and/or to the Foundation~~, in return for commercial advantage including naming, recognition, acknowledgement or other promotional considerations such as publicity, merchandising opportunities, etc. Because of these marketing benefits, a sponsorship does not qualify for a tax receipt. ~~Sponsorships involve an association between the sponsor and the Library and/or the specific program, event, service or activity being sponsored.~~

Appendices

City of Toronto's Guiding Principles for Commemoration

Contact

Director, Policy, Planning and Performance Management

Appendix 1

City of Toronto's Guiding Principles for Commemoration

The City of Toronto's Guiding Principles for Commemoration encourage greater equity and inclusion in placemaking, and promote a broader understanding of history and its legacy on communities.

Proposals to commemoratively name or rename a street or City Property must demonstrate how they meet the City's Guiding Principles for Commemoration. The six guiding principles for commemoration are:

1. Be informed by historical research, traditional knowledge and community insights: Proposals for commemorative street names, property names or monuments must be grounded in sound historical and/or community-based research that is carefully and ethically undertaken. Research should consider a range of primary and secondary sources, including peer-reviewed historical research where possible. Proposals could also be based on oral histories and traditional knowledge to provide an authentic, local account of Toronto's history, and reflect community stories that may not be documented in other historical sources.
2. Be supported by communities through meaningful engagement: Proposals for commemorations must include evidence of demonstrated community support, taking into account the broad range of voices, perspectives and experiences of local residents and impacted communities. Evidence of community support could include letters of support, petitions or feedback from in-person or virtual community meetings.
3. Honour Indigenous ways of knowing and being: This principle will guide how subjects of significance to Indigenous Peoples are commemorated in public spaces. Through this principle, the City commits to the meaningful co-creation of Indigenous commemorations with Indigenous rights-holders, Elders, knowledge holders, language carriers and community members and honouring traditional Indigenous practices and protocols as part of the process – for example, by inviting Elders to walk the land and to offer ceremony.
4. Prioritize commemorations significant to Indigenous Peoples, Black communities and equity-deserving groups: Like in many North American

cities, most commemorations in Toronto have celebrated the city's colonial history. This principle seeks to address the historic imbalance of who or what has been recognized in the City's public spaces by prioritizing proposed commemorations that share the stories of underrepresented groups in new commemorations. This includes recognizing the contributions of Indigenous Peoples, Black communities and equity-deserving groups, such as racialized people, including Asian and South Asian communities; 2SLGBTQ+ community members; immigrants, refugees, undocumented migrants; women; youth; people with low incomes; and persons with disabilities.

5. Connect to Toronto, Ontario or Canada's histories and cultures: The subjects of proposed commemorative street names, property names and/or monuments must have a clear connection to Toronto, Ontario or Canada's histories and cultures.
6. Share knowledge and stories behind commemorations: When something is being commemorated, it is important to tell the story of *why*. To help engage residents in conversation about our shared history, new commemorations will include an educational component wherever possible. This could include signage and plaques, QR codes, digital resources, community dialogues or interactive events.

Note: Indigenous Peoples, include:

- First Nations
- Inuit
- Métis

Black communities, include:

- African
- African-Canadian
- Afro-Caribbean

Equity-deserving groups, include:

- Racialized people (e.g., East Asian, South Asian, Southeast Asian, West Asian, Indo-Caribbean, Arab, Middle Eastern, Latin American)

- Newcomers (e.g., immigrants and refugees who have recently arrived in Toronto, refugee claimants, temporary residents, and undocumented persons)
- Persons with disabilities
- Women
- Two-Spirit, Lesbian, Gay, Bisexual, Trans, Queer+ communities
- Youth
- Persons with low income

POLICY: NAMING

SECTION: II – General Policies - Miscellaneous

MOTION#/DATE: 06 - 103 – June 19, 2006
14 - 108 – May 26, 2014

Effective Date

May 26, 2014

Policy Objective

To establish the protocol and preferred names for Toronto Public Library branches, rooms, programs, or collections.

Background and Underlying Principles

Toronto Public Library has a history of naming branches, rooms, programs and collections for their geographic location, function, or subject or to honour individuals or donors.

The practice of naming its branches for their geographic location was first established in 1913, when the Northern Branch opened in what was then the northern part of the City. This practice has continued in all areas of the City, with a few notable exceptions where branches were named for prominent individuals or to highlight a unique function. For example, the Barbara Frum Branch was named after the distinguished broadcaster and journalist, and the Toronto Reference Library for its function.

The naming of branches for location or neighbourhood, such as Thorncliffe, anchors the branch as a community hub, and provides a sense of identity and pride for local residents. Naming branches after an intersection, such as Bloor Gladstone, identifies the location of the branch within the City. The naming of the two newest branches, Fort York and the Scarborough Civic Centre, continue this tradition.

Toronto Public Library also has a variety of Rooms, Auditoria and Theatres that historically have been named after the type of facility, e.g. North York Central Library

Auditorium. Rooms have also been named in recognition of individuals and/or in recognition of a gift, such as The Bram & Bluma Appel Salon.

Collections which are developed in response to community needs are typically named for the subject, such as the Jewish Mosaic Collection and the Native Peoples Collection. Where special collections are the result of a significant gift and the collection might not have been pursued as part of the normal collection development, the collections have been named after the donor, e.g. The Merrill Collection of Science Fiction, Speculation and Fantasy.

The Naming Policy builds on Toronto Public Library's history of naming branches, rooms, programs and collections for their location, function, or subject or in recognition of an individual or gift. This policy sets out criteria and conditions for naming with and without a gift.

Policy Statement

The Toronto Public Library Board has ultimate responsibility for the naming of branches, rooms, programs and collections, including the terms and conditions, regardless of whether the naming opportunity is as a result of a sponsorship, donation or to recognize an individual who has made an outstanding contribution to the City or Library.

General Policy Guidelines

No commitment regarding naming will be made to an individual or group prior to approval of the related proposal for naming by the Toronto Public Library Board.

Each proposal for naming will be considered on its own merit and not because a gift meets a particular need. Due attention will be given to both the long-term and short-term appropriateness of a naming.

When a branch or room is named after an individual, that name will be effective for the useful life of the facility or collection or for a term as specified in the terms of the agreement. Should a physical facility be replaced or substantially renovated, or the use of an area redesignated, the renaming of the facility may be considered. Renaming will be subject to any terms and conditions set out in any gift agreement related to the prior naming opportunity. The Library may also decide to discontinue the use of a name of a discrete collection in situations where it no longer is practical to maintain such collections.

In any proposal for naming a program, or collection in honour of a donor or non-donor honouree, consideration should be given to the establishment of an endowment sufficient to sustain the program, service or collection for its term or lifetime.

The cost associated with naming opportunities without a gift, including the renaming of facilities, will be clearly disclosed to the Board for their consideration when making a decision on such a request. In the case of naming opportunities associated with a gift, the recognition will be cost effective and will not exceed two percent of gift value or one percent for major gifts over \$500,000 in order to establish a level of consistency and will be paid out of the gift.

Naming Opportunities without a Gift involved:

Branches

The naming of branches will be considered based on the following priorities:

- the Library will give priority to naming its buildings after their geographic location, either the community or the street location where they are situated;
- alternatively, consideration will be given to naming, where appropriate, after the type of service or function offered at that branch;
- in exceptional circumstances, consideration will be given to naming a branch after an individual whose contribution to the Library or the City of Toronto, is well documented and is widely recognized and valued. At least two years shall have passed since the individual's death.

Rooms

The naming of rooms will be considered based on the following priorities:

- priority will be given to naming rooms after the branch where it is located together with the function of such a room, e.g. York Woods Theatre;
- alternatively, consideration may be given to naming of rooms after an individual whose contribution to the Library or the City of Toronto is well documented and is widely recognized and valued;
- consideration will also be given to naming a room in honour of a Toronto Public Library Board member, TPL staff member or any individual who has made an exceptional contribution to TPL or to the City of Toronto, provided that at least two years have passed since the individual's death or their separation from the Library.

Collections

The naming of collections will be considered based on the following priorities:

- the Library will give priority to naming parts of its collection after the subject matter of the collection, e.g. the Toronto Public Library Theatre Collection;
- consideration will be given to naming a collection after an individual where the individual has made an exceptional contribution to the vision, development, community outreach for and promotion of a collection. Proposals to name a collection after a staff member will be considered after the individual has been separated from the Library for two years;
- when a collection is named after an individual, it should contain both the name of the individual and a description of the subject matter.

Programs

The naming of programs will be considered based on the following priorities:

- the Library will give priority to naming its programs after the program content, e.g. the Toronto Public Library Homework Club;
- consideration will be given to naming a program after an individual where the individual has made an exceptional contribution to the vision, development, community outreach for and promotion of a program. Proposals to name a program after a staff member will be considered after the individual has been separated from the Library for two years;
- when a program is named after an individual, it should contain both the name of the individual and a description of the program.

Naming Opportunity with a Gift involved:

The Library will consider naming branches, rooms, program or collections after the donor/sponsor in recognition of significant financial gifts, or gifts in kind, to the Library. The general policy guidelines outlined above will apply. In addition, the following will apply:

- the gift shall constitute a significant portion of the total cost of the branch, room, program or collection to be named – either funding the total cost of the project, or providing a substantial proportion of the required funding for the project. In the

case of an existing branch, room, collection or program to which a naming opportunity is applied, the associated gift shall be commensurate with the market value of the opportunity as identified by the Toronto Public Library Foundation.

- in reviewing a request for naming, consideration will be given to:
 - whether the initiative could proceed without the gift;
 - the urgency of the need for the initiative;
 - the distinction, reputation and integrity of the individual or corporation whose name will be used; and
 - the relationship of the individual or corporation to the Library;
- the use of corporate names will require special consideration in order to avoid the appearance of commercial influence or conflict of interest;
- naming opportunities are contingent on the fulfillment of the pledge of a gift and is approved on that condition.

Renaming of Branches, Rooms, Programs or Collections

Proposals to rename any Library branch, room, program or collection will adhere to the criteria outlined above. In addition, the following will apply:

- new naming opportunities may arise when a facility is redeveloped or renovated and will be utilized for a different purpose. Renaming would, however, be dependent on the nature of the conditions contained in the previous naming opportunity agreement;
- appropriate recognition of previous donors or honorees may be included in the new or renovated facility;
- when renaming does occur and the original naming opportunity was after an individual, all reasonable effort will be made to inform, in advance, the original donor or honoree and/or their immediate family.

Change in Circumstances

If, at any time following the approval of a naming opportunity, circumstances change substantially such that the continued use of a particular name may compromise the public trust, the Library Board has the authority to withdraw the naming opportunity. The sponsorship/donor agreement will contain a clause that reflects this.

Scope

This policy applies to the naming of all Toronto Public Library buildings, branches, rooms, programs and collections.

Application

The policy applies to the decision-making process on the naming of Library branches, rooms, programs and collections.

Specific Directives

The Library reserves the right to review the names of its branches, rooms, programs and collections periodically.

The location, term and the ongoing maintenance of all TPL collections remain the sole responsibility of the Library.

The Toronto Public Library Board approves all names, including the terms and conditions, and amount of any gift. If the naming opportunity is approved in a closed session, the terms and conditions of the agreement and gift amount will be made public at an appropriate time as agreed on by the Library Board and the Toronto Public Library Foundation, except where the donor/sponsor has requested that the gift amount and/or donor/sponsor remain confidential.

Accountability

Prior to solicitation of sponsors/donors for naming opportunities, the naming component and prospect list must receive concept approval from the City Librarian or his or her delegate. The City Librarian, at his or her discretion, may request that the Board establish a Naming Committee to review naming opportunities and make recommendations to the Board.

The Toronto Public Library Board has the responsibility for approving the naming of all Library branches, rooms, programs and collections.



Appendices

Appendix 1: References

Appendix 2: Definitions

Appendix 3: Contact

Appendix 1

References

1. TPL Sponsorship Policy
2. TPL Foundation Donor Recognition Policy
3. TPL Foundation Framework for Space Naming Recognition Opportunities

Appendix 2

Definitions

A **philanthropic gift or donation** is an arrangement where a donor contributes cash and/or in-kind goods or services to the Library, or the Foundation, without expectation or requirement of a reciprocal benefit. While most donors expect some form of recognition as a result of their gift, the recognition is marginal in value relative to the value of the gift as defined by the Canada Customs and Revenue Agency.

A **room** is a discrete space within a Library facility and includes theatres, meeting rooms, or program rooms.

A **sponsorship** is a mutually beneficial business exchange between the Library and an external organization (hereinafter the sponsor) whereby the sponsor contributes funds to the Library, and/or to the Foundation, in return for recognition, acknowledgement or other promotional considerations such as publicity, merchandising opportunities, etc. Because of these marketing benefits, a sponsorship does not qualify for a tax receipt. Sponsorships involve an association between the sponsor and the Library and/or the specific program, event, service or activity being sponsored.

Appendix 3

Contact:

City Librarian's Office
Toronto Public Library
789 Yonge Street
Toronto, ON M4W 2G8

Phone: 416-393-7032



Naming & Sponsorship Policies Update

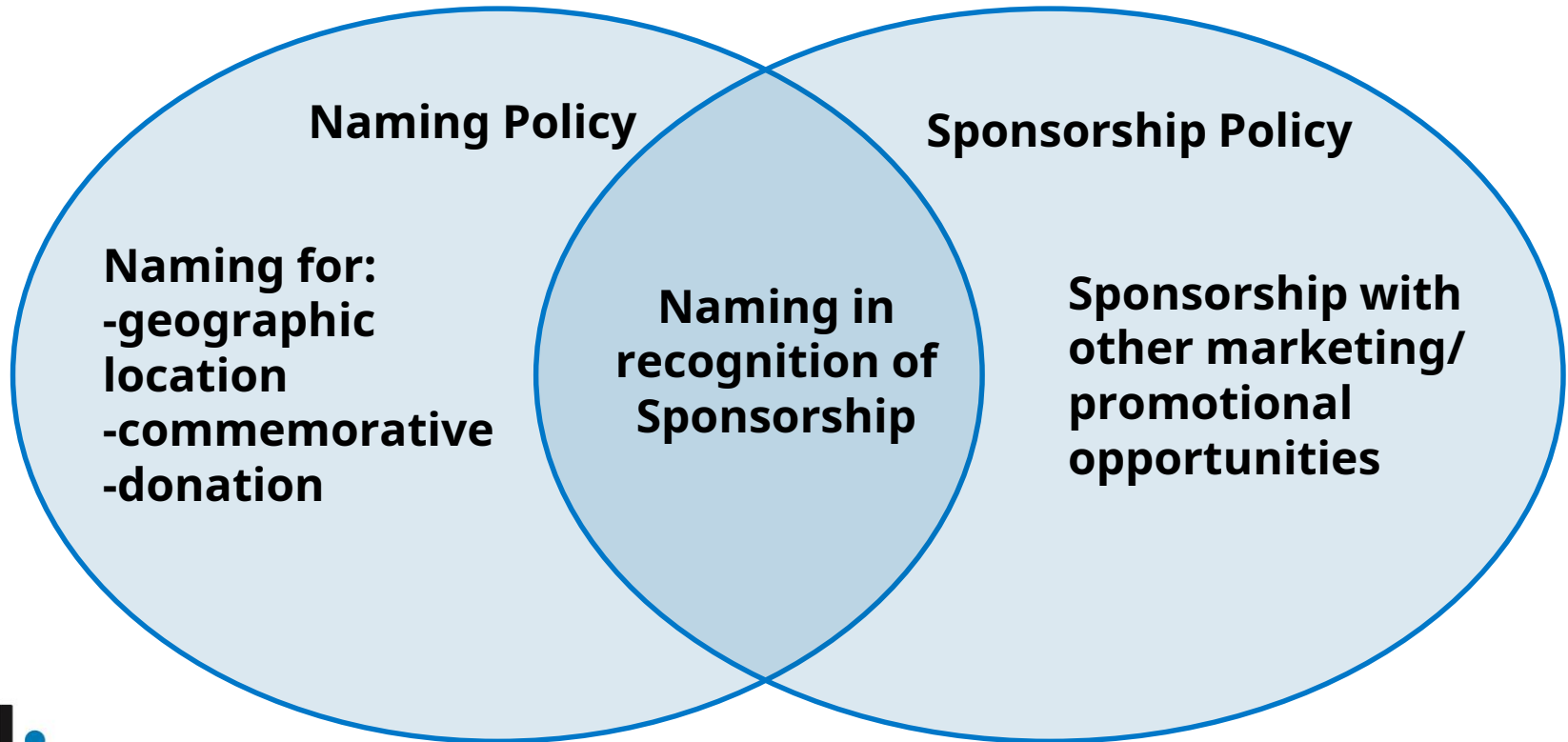
March 24, 2025

- Both policies last updated in 2014
- Alignment with City's recent Recognition Review
- Comprehensive policy review and environmental scan
- Updated to align with Policy Development Framework
- Consultation with TPL Foundation, internal stakeholders and Legal Services

How the policies relate

- Naming Policy establishes approval process and types of names for branches, rooms, programs and collections
- Sponsorship Policy applies when a corporation contributes to TPL in return for marketing or other promotional considerations
- Naming is one of the opportunities that may be included in a sponsorship agreement

How the policies relate





Naming Policy

Naming policy overview

- Naming of branches, rooms, programs and collections
- Includes criteria for naming based on four types of names:
 - geographic location, function or subject;
 - commemoration of individuals and communities of significance;
 - naming in recognition of individual donors; and
 - naming as part of a corporate sponsorship agreement.

Naming policy changes

- Reflects recent changes to the City's Property Naming Policy
- Incorporates Commemorative Naming Principles
- Recognition of the importance of co-creation for Indigenous commemoration and naming
- Clarifying language related to naming in recognition of donations or sponsorships



Geographic location, function or subject

- Priority is given to naming for geographic location or function
- Branches: Community or street location, or in some cases type of service or function
 - e.g. Bloor/Gladstone, Toronto Reference Library
- Rooms: Branch location plus function
 - e.g. York Woods Theatre
- Collections: Subject matter
 - e.g. Jewish Mosaic Collection
- Programs: Function, content and presenters
 - e.g. Seniors Book Club, Ready for Reading Storytime

Commemorative Naming

- Recognition of individuals who have made an exceptional contribution to TPL or to the City of Toronto
- Alignment with the City of Toronto's Guiding Principles for Commemoration
- Co-creation of Indigenous commemorations
- Screening assessment of proposed names
- Requires written consent of named party or representative

Duration of Sponsorship

- Recognition of significant financial contributions
- Screening assessment of proposed names
- Fixed term
- Board has the authority to discontinue use of the name
- Donors and sponsors do not have influence on design or objectives of services
- Branches will not be considered for corporate sponsorship
- Sponsorships must also comply with the Sponsorship Policy



Questions and comments