

# CORPORATE POLICY



Policy Title: **Indoor Recreation Facility Banner Policy**  
Policy Category: **Administration Policy**  
Policy No.: A-032  
Department: Community Services  
Approval Date: September 18, 2017  
Revision Date:  
Author: Janet Norman, Jr Policy & Research Analyst  
Jaclyn Varga, Customer Service Representative  
Attachments: Appendix A  
Related Documents/Legislation:  
Affiliation Policy, approved December 2010  
A-014 Public Facility Space Allocation Policy  
A-016 Sponsorship and Advertising Policy  
A-028 Indoor Ice Facility Allocation Policy and Procedures  
O. Reg. 213/07: Fire Code, under *Fire Protection and Prevention Act, 1997*

Key Word(s):

## **POLICY STATEMENT:**

The City of Waterloo recognizes affiliated sports groups' achievements through the installation of banners within City of Waterloo owned indoor recreation facilities. A banner policy will support an equitable and consistent approach to respond to current and future banner installation requests by affiliated sports groups.

## **PURPOSE:**

The purpose of the Indoor Recreation Facility Banner Policy is to establish an equitable and consistent approach for installation of affiliated sports groups' banners in defined indoor municipal recreation facilities, while seeking operational efficiency and managing safety considerations.

## **DEFINITIONS:**

Affiliated sports group: Sports organization that works collaboratively with, and is formally recognized by, the City of Waterloo in a manner that is consistent with City policy for affiliation status.

Banner: Banner received or made by an affiliated sports group.

<b>Mandatory Policy, <i>Municipal Act</i>:</b>	No
<b>Policy Administration Team, Review Date</b>	July 7, 2017
<b>Corporate Management Team, Review Date</b>	August 30, 2017

Achievement banners display the group's achievement at a sports competition. A banner may display a single achievement or it may display a summary of multiple achievements.

Organization banners display the affiliated group's name and / or team name rather than the group's achievements.

Designated banner areas: Areas identified by City of Waterloo staff within city owned and operated indoor recreation facilities where affiliated sports groups' banners may be hung.

Lift: equipment required for the installation and removal of banners.

### **SCOPE:**

The policy will apply to existing and future affiliated sports group banners installed within designated banner areas at the defined indoor municipal recreation facilities.

The policy does not apply to:

- Banners covered under a temporary special event contract.
- Outdoor banners (e.g. banners on ball diamond fences, public square, street poles, etc.).
- Display cases within city facilities.
- License or other agreements that allow for hanging banners.
- Banners hung in the Carolyn Fedy Skating Centre at the Manulife Financial Sportsplex at RIM Park, the Sun Life Financial Arena at the Waterloo Memorial Recreation Complex, at the Granite Club.

### **POLICY COMMUNICATION:**

The approved policy will be communicated in the following ways:

- Policy will be e-mailed to each affiliated sports groups.
- Policy will be posted on City of Waterloo website.
- Policy will be posted on the City of Waterloo intranet accessible to staff.
- Policy will be communicated to relevant recreation facility staff.

### **POLICY:**

#### **1.0 Banner Installation Process**

Affiliated sports groups can submit banners to be installed in designated banner areas. Banners can be submitted to the customer service staff at the appropriate City of Waterloo recreation facility. Banners will be accepted between September 1<sup>st</sup> and October 1<sup>st</sup> of each year for installation at no cost to the affiliated sports groups.

Banners submitted during this period will be installed on date(s) as determined by staffing availability and availability of the lift.

Banners submitted outside the submission period or banner requests outside the scope of the policy will be considered for installation on a case by case basis at the discretion of the appropriate facility manager, and may be subject to an installation fee based on the council approved Fees and Charges Bylaw.

Affiliated sports groups must specify the location within their allocated banner area for the banner(s) to be installed, and if applicable, which banner(s) should be removed. If unspecified, City of Waterloo staff will replace the oldest banner(s) with the new one(s) if no unused space remains within the group's allotted space.

Hanging hardware should be supplied by the affiliated group. If appropriate hanging hardware is not included, it will be provided by the City of Waterloo for a fee as per the Fees and Charges Bylaw.

## **2.0 Banner Safety Specifications**

All banners provided to the City of Waterloo must be made of fire resistant material, as per the Ontario Regulation 213/07: Fire Code, under the *Fire Protection and Prevention Act, 1997* (Appendix A).

## **3.0 Banner Content**

In the event a banner includes a sponsorship logo, the banner must be approved by the appropriate facility manager prior to installation. All sponsorships must comply with the City of Waterloo Sponsorship Policy (A-016).

## **4.0 Allocation of Space**

The City of Waterloo will determine the most appropriate location(s) for each group to hang their banners.

Designated banner areas include:

- Albert McCormick Community Centre: ice rinks East and West
- Moses Springer Community Centre: ice rink
- Manulife Financial Sportsplex at RIM Park: Pillers Ice Haus, Optimist Rink, Lion's Rink, Gymnasium
- Waterloo Memorial Recreation Complex: pool

Affiliated groups that identify interest in hanging banners will be allocated banner space based on overall demand, the group's participation numbers, and available banner hanging space. The City of Waterloo will strive to accommodate groups' preferences.

The sports group's allotted banner hanging space will not influence a group's facility space allocation and will not supersede the Public Facility Space Allocation Policy (A-014) or associated facility type-specific allocation policies.

In the event groups do not use all allocated banner space, the City of Waterloo reserves the right to reallocate unused space until the subsequent banner submission period.

Allocated banner space will be reviewed approximately every five years, or as staff deem it is required.

## **5.0 Removal of Banners**

The City of Waterloo will give as much advance notice as possible when removing banners. The City of Waterloo may dispose of banners that are not collected within 30 days after the group is notified of banner removal.

The City of Waterloo reserves the right to remove or refuse to install any banner for any reason, such as:

- banners and/or banner locations do not meet safety considerations;
- banner is in need of maintenance;
- banner content is deemed to be inappropriate;
- banner locations are not (or are no longer) appropriate;
- to accommodate requests by other affiliated groups;
- banner spaces are required for special events or tenant / license agreements.

When a banner is removed because it is in need of maintenance, if the sports group wishes to reinstall the banner, maintenance and associated costs will be the sole responsibility of the group.

## **6.0 Other**

The City of Waterloo is not responsible for any loss of or damage to a banner, whether before it is installed, while it is installed, or after it has been removed.

If a sports group wishes to appeal any decisions related to the application of this policy, the appeal must be made directly in writing to the appropriate facility manager. The manager will review the appeal, consulting with senior management where needed, and will notify the sport group of the final decision within 10 business days of receiving the appeal.

## **8.0 Policy Review**

This policy will be reviewed every five years, or as deemed necessary by City of Waterloo staff.

**COMPLIANCE:**

In cases of policy violation, the City of Waterloo may investigate and determine appropriate corrective action.

**Appendix A**

Ontario Regulation 213/07: Fire Code, under the *Fire Protection and Prevention Act, 1997*, Division B, Article 2.3.2.1.(1) states “Drapes, curtains, netting and other similar decorative materials, including textiles and films used in buildings shall meet the requirements of the CAN/ULC-S109 standard titled “Flame Tests of Flame-Resistant Fabrics and Films.”

For more information, visit the [Standards Council of Canada](#) website: