

SUPPLEMENTARY
1992 AUGUST 24

TO: MUNICIPAL MANAGER
FROM: ACTING DIRECTOR PLANNING AND BUILDING
SUBJECT: **REQUEST BY BURNABY GIRLS SOCCER CLUB
FOR PERMISSION TO USE THE BURNABY LOGO**

PURPOSE: To request authorization by Council for use of the registered Burnaby logo symbol by the Burnaby Girls Soccer Club on its proposed crest.

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RECOMMENDATION:

1. **THAT** Council resolve to approve the use of the Burnaby logo in the Burnaby Girls Soccer Club crest.
2. **THAT** a copy of this report be forwarded to Susan Ray, 3549 Haida Drive, Vancouver, B.C., V5M 3Y9.

R E P O R T

1.0 BACKGROUND

In 1975 Burnaby Council adopted the now-familiar logo as its corporate symbol and caused it to be registered under the Copyright Act in the name of the Corporation. In accordance with this copyright, a resolution of Council is required to grant authority for use of the symbol by others.

On 1983 March 28, Council endorsed a set of criteria as guidelines for evaluating proposals in this regard. The pertinent section of the report that recommended the criteria read as follows:

"3.0 SUGGESTED CRITERIA

It is suggested that Council support for requests to use the Burnaby logo be extended only where Council is satisfied that the following criteria are met:

- (a) Use is proposed by a broadly-based, non-profit community group or government-sponsored agency that serves, in some significant way, the interests of a substantial segment of the population of Burnaby, and not by a business enterprise;
- (b) the organization seeking permission is exclusively or primarily composed of Burnaby residents, or is based in and primarily operating for the benefit of Burnaby and its citizens;
- (c) the proposed application is strictly for non-profit, non-commercial purposes;

- (d) Council is satisfied that the use and application of the logo by the organization will not unduly dilute the public impact of Corporation use, nor detrimentally affect the public's response to the display of the logo by The Corporation of the District of Burnaby;
- (e) the application design is consistent with the design standards employed in the creation of the symbol and the preparation of its approved applications; and
- (f) it is agreed that Burnaby retains ownership and reserves the Copyright to the logo, and reserves the right to automatically withdraw its permission if the use ceases to meet the criteria as established."

To date, three qualifying organizations have sought and received council approval on this basis.

2.0 CURRENT PROPOSAL

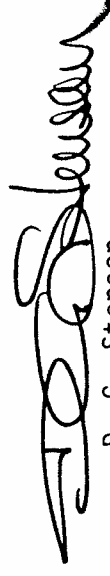
A request has recently been received on behalf of the Burnaby Girls Soccer Club for permission to incorporate the logo symbol (without the Burnaby wordmark) in the Club's crest. Due to the Club's need to produce the crest on team clothing for a competition that is to take place shortly, it is important for them to seek Council's approval without delay, and at their request the proposal is being advanced as a Supplementary Agenda item.

The Burnaby Girls Soccer Club is an organization that provides an amateur soccer program for girls aged 5 to 19 years. It is in its inaugural season, its membership is restricted to girls, and at the present time has over 400 girls registered. Of these, the vast majority (around 370) are Burnaby residents, with the remaining 30 or so residents of east Vancouver or other surrounding municipalities.

The organization operates on a strictly non-commercial, not-for-profit basis. The purposes served by the Club reflect the ideals of the community in that they support a youth amateur athletic program utilizing volunteer coaching and organizational efforts, and it is not expected that their use of the logo could in any way unduly dilute the impact of Corporation use nor detrimentally affect the public's response to Burnaby's display of the symbol.

The proposed design application is shown on the attached rough illustration. The soccer club intends to have the design completed professionally, incorporating the symbol art work supplied by Burnaby, and to use the design on team jerseys, letterhead, printed promotional materials and similar applications. The organization acknowledges the ownership of the logo and the rights Burnaby reserves to itself.

Accordingly, it is recommended that Council extend its permission as requested in this instance.



D. G. Stenson
Acting Director
Planning & Building

DGS:lf
Attachment
cc: Municipal Clerk
Municipal Solicitor

ITEM (Suppl) 22
MANAGER'S REPORT NO. 54
COUNCIL MEETING 92/08/24

Burnaby Girls



Soccer Club

