

Space Naming Recognition Opportunities

Date:	September 2, 2020
To:	Naming Committee
From:	City Librarian

SUMMARY

The purpose of this report is to present a *Framework for Space Naming Recognition Opportunities* at the Research and Reference, District, and Neighbourhood Libraries. The Framework supports the Toronto Public Library Foundation (Foundation) in attracting and realizing major, transformative gifts to advance the priorities and outcomes of the Toronto Public Library's strategic plan 2020-2024, *TPL: Vital to Toronto – Building success, resilience and well being for our city*. Funding from the Foundation enables Toronto Public Library to enhance the level, range and quality of library services, branches and spaces for residents and communities across Toronto, including equity seeking and vulnerable populations.

The *Framework for Space Naming Recognition Opportunities* provides minimum gift levels for naming branches, spaces and theatres. Opportunities for naming individual branches, spaces or theatres that result from approval of the Framework will be brought to the Naming Committee for recommendation, and the Library Board for approval, in compliance with the Library Board's Naming Policy.

RECOMMENDATIONS

The Naming Committee recommends that the Toronto Public Library Board:

1. approves the *Framework for Space Naming Recognition Opportunities* as included in Attachment 1; and
2. directs Toronto Public Library staff to work with the Toronto Public Library Foundation to bring naming opportunities related to the *Framework for Space Naming Recognition Opportunities* to the Naming Committee and Library Board for concept approval in compliance with the Naming Policy included as Attachment 2.

FINANCIAL IMPACT

The proposed *Framework for Space Naming Recognition Opportunities* at Toronto Public Library supports achieving the Library Board's strategic plan and outcomes. Funds raised by the Toronto Public Library Foundation are in addition to the Library's operating and capital budgets, and are used to enhance the level, range and quality of library services.

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

ALIGNMENT WITH STRATEGIC PLAN

Toronto Public Library's strategic plan 2020-2024, *TPL: Vital to Toronto – Building success, resilience and well being for our city*, highlights five strategic priorities developed through extensive stakeholder and public consultation:

1. Public space
2. Digital inclusion and Literacy
3. Workforce development
4. A democratic society
5. Public service excellence.

In June 2020, the Library Board received an analysis of the impact of the COVID-19 pandemic which showed that the priorities of the strategic plan are now even more critical in driving outcomes for residents and communities of Toronto. Fundraising provides additional resources to achieve the outcomes of the strategic plan.

EQUITY IMPACT STATEMENT

Fundraising by the Toronto Public Library Foundation provides the Library with additional resources to remove barriers to access, enhance outcomes and increase the impact of branches, spaces, services and programs for vulnerable and equity seeking residents and groups.

DECISION HISTORY

The Toronto Public Library Board approved the *Framework for Space Naming Recognition Opportunities* report at its January 20, 2014 meeting. (This existing framework applies only to spaces, not the naming of branches, collections and/or programs.)

<https://www.torontopubliclibrary.ca/content/about-the-library/pdfs/board/meetings/2014/jan20/13.pdf>

The January 20, 2014 report includes the following three attachments:

Attachment 1: Memorandum from Heather Rumball, Toronto Public Library Foundation regarding Proposed Framework for Space Naming Recognition Opportunities dated January 8, 2014

https://www.torontopubliclibrary.ca/content/about-the-library/pdfs/board/meetings/2014/jan20/13_1.pdf

Attachment 2: Proposed Framework for Space Naming Recognition Opportunities

https://www.torontopubliclibrary.ca/content/about-the-library/pdfs/board/meetings/2014/jan20/13_2.pdf

Attachment 3: Toronto Public Library Board's Naming Policy

https://www.torontopubliclibrary.ca/content/about-the-library/pdfs/board/meetings/2014/jan20/13_3.pdf

The Toronto Public Library Board approved the *Toronto Reference Library Naming Opportunity Framework* report at its September 15, 2008 meeting.

<https://www.torontopubliclibrary.ca/content/about-the-library/pdfs/board/meetings/2008/sep15/16.pdf>

The September 15, 2008 report includes one appendix, Appendix 1: Naming Committee report titled Toronto Reference Library Capital Campaign Naming Opportunities

https://www.torontopubliclibrary.ca/content/about-the-library/pdfs/board/meetings/2008/sep15/16_1.pdf

The appendix has two attachments: see Attachment 1 *Memorandum from Heather Rumball to Vickery Bowles, Acting City Librarian Toronto Reference Library Capital Campaign Naming Opportunities dated July 25, 2008.*

https://www.torontopubliclibrary.ca/content/about-the-library/pdfs/board/meetings/2008/sep15/16_2.pdf

Attachment 2 is confidential and is not included here.

ISSUE BACKGROUND

The Letter of Understanding between the TPL Board and the Foundation Board sets out responsibilities for fundraising:

- *The Library is responsible for setting identified funding priorities. The Library will work closely with the Foundation to determine appropriate fundraising goals and priorities for the enhancement of the Library; and*

- *The Foundation agrees to seek funding on behalf of the Library toward identified Library funding priorities.*

COMMENTS

Approval of the *Framework for Space Naming Recognition Opportunities* at the Research and Reference, District, and Neighbourhood libraries supports fundraising on behalf of the Library, in compliance with the Library Board's Naming Policy. Opportunities for naming individual branches or spaces that result from the Framework will be brought to the Naming Committee for recommendation and the Library Board for approval, in compliance with the Library Board's Naming Policy, as outlined below.

Framework for Space Naming Recognition Opportunities (Attachment 1)

The *Framework for Space Naming Opportunities* provides minimum gift levels for branches, spaces and theatres. The Library's fundraising priorities will be presented to the Library Board in the fall. Specific naming opportunities resulting from the priorities or donor interest will be valued using the *Framework* and the specific criteria of the Naming Policy for new or existing branches and rooms. This valuation will be brought to the Naming Committee and the Library Board as part of the approval process for the name.

To support the Toronto Public Library Board's governance role and due diligence in compliance with the Library Board's Risk Management Policy, Library staff will undertake a Risk Impact Assessment (RIA) for naming opportunities resulting from the Framework.

Naming Policy (Attachment 2)

The Library Board's Naming Policy gives ultimate responsibility for the naming of branches, rooms, programs and collections, to the Library Board. For naming with a gift, the following conditions apply:

- 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.
- 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, the Naming Policy requires consideration of:

- 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 are approved on that condition.

CONTACT

Elizabeth Glass; Director, Planning, Policy & Performance Management;
Tel: 416-395-5602; Email: eglass@tpl.ca

Moe Hosseini-Ara; Director; Branch Operations & Customer Experience;
Tel: 416-397-5944; Email: mhoss@tpl.ca

SIGNATURE

Vickery Bowles
City Librarian

ATTACHMENTS

- Attachment 1: Memorandum from Jennifer Jones, President Toronto Public Library Foundation to Vickery Bowles, City Librarian - Proposed Framework for Space Naming Recognition Opportunities - dated August 21, 2020
- Attachment 2: Toronto Public Library Board - Naming Policy

To: Vickery Bowles, City Librarian
 From: Jennifer Jones, President, Toronto Public Library Foundation
 Date: August 21, 2020

Re: Proposed Framework for Space Naming Recognition Opportunities

What follows is a proposed revised Framework for Space Naming Recognition at Toronto Public Library. In 2014, using the Toronto Reference Library Campaign as the model, the Toronto Public Library Foundation proposed a Framework for Space Naming Recognition Opportunities to establish the minimum gift level threshold at which donations from individuals, corporations or foundations would be recognized in association with the naming of an identified space at Toronto Public Library branches. This 2014 framework applied only to spaces, not the naming of branches, collections and/or programs. This revised Framework expands the scope of this earlier work to encompass the naming of library branches and other external naming.

The Framework is intended to set minimum gift thresholds only; it is presumed through case-by-case review of those opportunities that donors identify at specific branches may be set higher.

Branch Type	Minimum Gifting Levels	Notes
Toronto Reference Library	\$ 30,000,000 \$ 500,000 \$ 250,000	Branch Naming Primary Spaces Secondary Spaces
North York Central Library	\$ 15,000,000 \$ 100,000 \$ 75,000	Branch Naming Primary Spaces Secondary Spaces
District Libraries	\$ 5,000,000 \$ 1,000,000 \$ 75,000 \$ 50,000	Branch Naming Premium Spaces (Fairview/York Woods) Primary Spaces Secondary Spaces
Neighbourhood Branches (Quartiles 1 & 2)	\$ 1,000,000 \$ 500,000 \$ 75,000 \$ 50,000	Branch Naming Premium Spaces (Palmerston) Primary Spaces Secondary Spaces
Neighbourhood Branches (Quartiles 3 & 4)	\$ 1,000,000 \$ 50,000	Branch Naming All internal spaces

- Definitions:**
- Premium Spaces – Premium spaces refers to three unique theatre spaces within the TPL system (i.e. Fairview, Palmerston, York Woods)
 - Primary Spaces – Examples include large and/or high profile spaces such as main floor program rooms, and learning centres.
 - Secondary Spaces – Examples would include smaller and/or lower profile, lower traffic spaces such as second floor meeting rooms or reading areas

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