



To: Toronto Public Library Board – July 15, 2002

From: City Librarian

Subject: **Toronto Reference Library – 25th Anniversary**

Purpose:

To provide the Toronto Public Library Board with information concerning the special events being planned to celebrate the 25th anniversary of the Toronto Reference Library.

Funding Implications and Impact Statement:

Costs related to the Toronto Reference Library's 25th anniversary are already included in the 2002 operating budget.

Recommendation:

It is recommended that the Toronto Public Library Board receive the *Toronto Reference Library – 25th Anniversary* report for information.

Comments:

The Metropolitan Toronto Reference Library opened at its current location on November 2, 1977. This year marks the 25th anniversary. Events to mark this occasion will begin in mid-September and are scheduled to run until early December. The events include a Lecture Series comprised of high-profile speakers and panelists, a gallery exhibit, a Yonge Street banner, event-specific sign case banners, appropriate displays on each floor, improved signage on the main floor, a lobby uplift and a staff event. As well, the third year of the Library's Performing Arts Series will begin in the fall.

The anniversary events will be promoted with a 25th anniversary tag line *Knowing is Better*. This will be featured on a 25th anniversary events brochure, a special web site button, in *What's On*, on banner signage and on all other appropriate publicity released during this time.

The package of events are planned to support the Toronto Reference Library as a “destination” in Toronto, to increase the Library's profile in the community, to recapture users and to highlight special collections and services.

The primary focus will be the Lecture Series which will incorporate the TRL Performing Arts Series, featuring high profile speakers from a broad spectrum of disciplines. The Series will be

concentrated predominantly in a six-week period, from mid-October to the end of November. Attached is a list of speakers and their tentative engagement dates. Other events still in the planning stages include panel presentations on the Future of Health Care in Canada and on Toronto Architecture, during which the plans for the Toronto Reference Library's renovation will be unveiled publicly for the first time. Many of these events will be hosted in the atrium area.

The Gallery Exhibit will be "TRL: the First 25 Years", opening on Saturday, October 4th.

Contact:

Linda Mackenzie, Director, Research and Reference; Tel: 416-393-7133; Fax: 416-393-7083; E-mail: lmackenzie@tpl.toronto.on.ca

Suzanna Birchwood, Director, Marketing and Communications; Tel: 416-393-7214; Fax: 416-393-7083; E-Mail: sbirchwood@tpl.toronto.on.ca

City Librarian

List of Attachments:

Toronto Reference Library – 25th Anniversary Lecture Series