

As all negotiations are complete, appropriate approvals have been finalized and the public announcement has been made in connection with this naming opportunity (see April 20, 2009 – Agenda Item No. 10 - Naming Committee – Toronto Reference Library Capital Campaign Report – Rec. Nos. 2 and 3), Confidential Attachment Nos. 1, 2 and 3 are now public in their entirety on May 7, 2009.

## Toronto Reference Library Capital Campaign

<b>Date:</b>	April 20, 2009
<b>To:</b>	Toronto Public Library Board
<b>From:</b>	City Librarian

### CONFIDENTIAL RECOMMENDATIONS

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#### The Naming Committee recommends to the Toronto Public Library Board that:

1. the Toronto Reference Library event space be named the *Bram and Bluma Appel Salon at the Toronto Reference Library* in recognition of the \$3 million gift from the Bluma Appel Community Trust to the Toronto Public Library Foundation's capital campaign;
2. naming of the event space commence in 2009, extend for a minimum of ten years beyond 2012, the completion year for the Toronto Reference Library project, and that the naming continue until the space is substantively and materially altered;
3. naming recognition be provided for as outlined in the report.

### CONFIDENTIAL INFORMATION

#### Summary

The report recommends that the event space at the Toronto Reference Library be named the *Bram and Bluma Appel Salon at the Toronto Reference Library* in recognition of a \$3 million gift from the Bluma Appel Community Trust to the Toronto Public Library Foundation's \$10 million **re:vitalize** Capital Campaign. The capital campaign supports the \$34.2 million renovation of the Toronto Reference Library.

The naming of the event space meets criteria in the *Naming Policy* and represents one of the thirteen naming opportunities approved by the Library Board at its September 15, 2008 meeting. In addition to the capital campaign gift of \$3 million, the Bluma Appel Community Trust has donated a further \$1 million to the Foundation to support annual programming at the event space.

Bram and Bluma Appel are well known and respected for their legacy of charitable donations in support of Toronto and its arts community. Naming the event space in recognition of the gift will raise the profile and visibility of the event space as a major cultural venue in Toronto. The related gift will expand access to high quality cultural programming for Toronto residents and encourage participation in city life.

The related \$1 million gift furthers the Library's Strategic Plan goals of encouraging participation in library programs and in the cultural life of the city.

## **Implementation Points**

Pending Library Board approval of the naming, the public announcement of the lead gift from the Bluma Appel Community Trust and the naming of the event space will take place in May 2009 at the Foundation's public launch of its **re:vitalize** Capital Campaign for the Toronto Reference Library.

## **FINANCIAL IMPACT**

The naming of the event space provides a \$3 million gift to the **re:vitalize** Capital Campaign in support of the Toronto Reference Library renovation with an additional \$1 million gift provided to the Foundation in support of annual programming for the event space at the Toronto Reference Library.

The Toronto Reference Library \$10 million private sector **re:vitalize** Capital Campaign was undertaken by the Foundation to support the \$34.2 million renovation of the Toronto Reference Library. Funds raised by the Foundation's capital campaign are in addition to the Library's capital budget of \$14.2 million allocated between 2008 and 2012 from the City of Toronto, and a \$10 million investment from the Government of Ontario secured by the Foundation.

The Director, Finance and Treasurer has reviewed this Financial Impact Statement and is in agreement with it.

## **COMMENTS**

At its September 15, 2008 meeting, the Library Board approved the event space as one of thirteen naming opportunities associated with the Toronto Reference Library capital campaign. The gift is from one of the categories of potential donors approved by the Library Board, a private foundation; the gift meets the contribution level identified by the Foundation for recognition in association with the event space.

Naming the event space the *Bram and Bluma Appel Salon at the Toronto Reference Library* in recognition of a \$3 million gift meets the requirements of the *Naming Policy*. The Policy states the Toronto Public Library Board has *ultimate responsibility for the naming of branches, rooms, programs and collections; including terms and conditions*. The proposed naming and related conditions are being presented to the Naming Committee for recommendation to the Library Board.

The policy also states naming of rooms will be considered with a gift, if *the gift constitutes a significant portion of the total cost of the room-either the total cost of the project, or providing a substantial proportion of the required funding for the project*. Consideration is to be given to whether the *initiative could proceed without the gift and the distinction, reputation and integrity of the individual whose name will be used*. The

\$3 million donation constitutes almost one third of the private sector campaign and the renovation could not proceed within the current timelines without the \$10 million capital campaign.

As outlined in the memo from the Toronto Public Library Foundation (Attachment 2), Bram and Bluma Appel have made significant philanthropic donations; they are well respected for their legacy of public philanthropy, and for their support of the cultural life and arts community of Toronto as well as other charitable endeavours. A briefing note provides background information about the Appels (Attachment 3).

Recognition of the gift also meets criteria in the Foundation's Donor Recognition framework for naming of a building or facility on exterior signage with donations of \$1 million or more with the approval of the Library Board. The term recommended for the naming of the event space is for it to commence in 2009, extend for a minimum of ten years beyond 2012, the completion year for the Toronto Reference Library project, and to continue the naming until the space is substantively and materially altered.

The Foundation is proposing the following recognition:

- recognize the gift through naming the event space after Bram and Bluma Appel;
- recognize and celebrate the Bluma Appel Community Trust as the lead gift at the public launch for the **re-vitalize** Campaign;
- place exterior signage on the east wall of the event space, and locate signage for the *Bram and Bluma Appel Salon at the Toronto Reference Library* at the gateway to the new event space;
- include the Bram and Bluma Appel name on all collateral materials where the event space is identified including way-finding signage;
- recognize the Bluma Appel Community Trust in perpetuity on the **re:vitalize** Campaign donor wall.

The \$3 million lead gift to name the event space at the Toronto Reference Library is a significant achievement which will provide tremendous impetus to reach the Foundation's overall campaign goal. In keeping with the Information Sharing Protocol for the capital campaign approved by the Board at its September 15, 2008 meeting, it is recommended that the naming of the event space is held in confidence until negotiations are complete, appropriate approvals are finalized, and the public announcement has been made. Subsequent to the public announcement, the general terms of the naming will be provided as required by the *Naming Policy*.