



**STAFF REPORT
ACTION REQUIRED
with Confidential
Attachment**

Naming Opportunity – Perth/Dupont Branch Expansion Campaign

Date:	October 22, 2012
To:	Toronto Public Library Board
From:	City Librarian
Reason for Confidential Information:	This report involves the security of the property of the Board – <i>Public Libraries Act</i> , R.S.O 1990, Chapter P. 44, s. 16.1 (4) (a).

SUMMARY

The purpose of this report is to present recommendations for approval by the Toronto Public Library Board for a framework of potential naming opportunities in association with a Toronto Public Library (TPL) Foundation Campaign effort to raise money in support of an expanded Perth/Dupont Branch, including possible renaming of the branch in recognition of a gift to the campaign.

RECOMMENDATIONS

The City Librarian recommends that the Toronto Public Library Board:

1. adopts the confidential recommendations in Attachment 1;
2. keeps the information contained in Attachment 1 in confidence until such time that a naming opportunity is submitted to the Board for formal consideration.

FINANCIAL IMPACT

The Perth/Dupont Branch project is included in the Library's 2013 - 2022 capital plan submission with cash flows in 2020 and 2021. The project is non-debt financed and includes future Section 37 funding as well as private sector funds to be raised by the TPL Foundation. The Library has estimated that a Perth/Dupont Branch expansion would cost approximately \$3,000,000 (2011 dollars) and the private sector funds are \$1,900,000.

The Director, Finance and Treasurer has reviewed this financial impact statement and is in agreement with it.

DECISION HISTORY

The Perth/Dupont Branch Potential Capital Project was received by the Toronto Public Library Board on January 30, 2012, and the capital project was approved as part of the 2013 – 2022 Capital Budget and Plan Submission - Revised at the September 24, 2012 meeting of the Board.

COMMENTS

The Perth/Dupont capital project is a redevelopment of the current facility to create a two-storey accessible branch of approximately 6,500 square feet. The redeveloped facility will meet contemporary public library requirements with improved display of library materials, improved computer access, reading and study space, larger children's area and multifunctional meeting and program space.

The Library Board's Naming Policy makes provision for naming opportunities of branches, rooms, programs or collections in recognition of a significant financial gift, and requires Board approval for all naming opportunities.

The policy outlines the factors to be considered for naming opportunities where a gift is involved:

- whether the gift constitutes a significant portion of the total cost;
- 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 Library Board is being asked to adopt a framework of potential naming opportunities in association with a TPL Foundation Campaign effort to raise money in support of a Perth/Dupont Branch expansion. These naming opportunities will provide the Foundation with the means of helping the Library realize an expanded Perth/Dupont Branch without debt funding. The Foundation has been working with representatives from the Junction Triangle Library Expansion Committee on identifying prospective donors, developing a Case for Support and preparing for a broad-based community fundraising campaign in support of the project.

CONTACT

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SIGNATURE

Jane Pyper
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ATTACHMENTS

Attachment 1: Confidential Information