

POLICY: NAMING

SECTION: II – General Policies - Miscellaneous

MOTION#/DATE: 06 - 103 – June 19, 2006

Effective Date

June 19, 2006

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.

~~Toronto Public Library established the~~ The practice of naming its branches for their geographic locations ~~when it opened its first branch, Northern, in 1884 in what was then the northern part of the City. Subsequent branches in all areas of the city, have for the most part, also been named for their geographic location (either after the community in which it is located or after the closest major intersection) with the exception of a few named for prominent individuals (e.g. Barbara Frum branch named after the distinguished broadcaster and journalist; or for the function, e.g. Urban Affairs Library). The naming of branches after the geographic location provides both local residents and residents beyond the community a sense of place and identity for the library and, if named after the closest major intersecting streets, provides an indication of the location and facilitates finding the branch.~~ 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. ~~and in a few instances have been named after individuals, e.g. the Baldwin Room at the Toronto Reference Library named after Robert Baldwin, 19th century statesman and reformer.~~ Rooms have also been named in recognition of individuals and/or in recognition of a gift, such as The Bram & Bluma Appel Salon.

~~With a library the size and scale of the Toronto Public Library, it is usual to identify special and unique subject matter collections. In some instances, special collections are as a result of a significant donation of materials of archival and prestigious value and of interest to the community, and which might not have been pursued as part of normal collection development. In these instances, such collections at TPL have been named after the donor, e.g. The Merrill Collection of Science Fiction, Speculation and Fantasy.~~

~~Other discrete collections have been developed to respond to unique interests or community needs as part of ongoing collection development, e.g. Jewish Mosaic. It has been the practice to name such collections after the subject matter, e.g. the Toronto Public Library's Native People's Collection.~~

~~The usual practice has been to name branches for their geographic locations and collections and programs for their subject or purpose. There have been examples of naming opportunities to honour individuals or recognize gifts, and policies have been developed to address this. Criteria and conditions for naming opportunities associated with a gift are covered in the Sponsorship Policy and Donor Recognition Policy.~~

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.

~~The principles underlying naming opportunities within the context of specific sponsorship and donor arrangements are elaborated in the Library Board's Sponsorship Policy. This policy provides for naming opportunities within the context of specific sponsorship arrangements. It provides for a benefits package to sponsors and a level of recognition commensurate with the value of the contribution which may include naming rights. In terms of this policy, the Library Board must approve all sponsorships which involve the naming of a Library branch, facility or program. It also requires that prior to solicitation of sponsors for a Library project, the sponsorship component of the project must receive concept approval from the City Librarian or his or her delegate. Finally, this policy requires that once all negotiations are completed, and appropriate approvals have been received from all parties, the general terms of the sponsorship must be included in a Board report and will be made available for public information at the appropriate time.~~

~~The TPL Foundation has also formulated a Donor Recognition Policy that provides a standardised approach for donor recognition and stewardship within a co-ordinated framework. Categories of recognition have been developed that are based on the level of giving. In terms of this policy the Library Board must approve all donor recognition agreements which involve the naming of a Library branch, room, program or collection.~~

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