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2003 BUDGET BRIEFING NOTE

Toronto Public Library

Services provided by City Departments in support of ALA/CLA conference

Issue/Background:

In the Budget Advisory Synopsis of December 6, 2003 Toronto Public Library was asked to provide information on the staffing or other assistance being provided by Economic Development, Culture and Tourism (EDCT) and the Corporate Services to the library in support of the libraries responsibilities related to the American Library Association/Canadian Library Association (ALA/CLA) conference being held in Toronto in June 2003.

Financial Implications:

Support from the City Departments would reduce the original ALA/CLA funding request by \$10,000.

Key Point(s):

Economic Development, Culture & Tourism

- TPL ALA/CLA Conference Coordinator has been working with EDCT Tourism Division staff since September 2002
- Tourism staff are currently assisting with arranging a number of incentives for conference attendees that feature Toronto attractions, shopping and restaurants
- Tourism staff have offered to assist with media relations and sponsorship for events and marketing strategies
- Tourism has supplied the library with promotional material about Toronto that the library has used to promote the city of Toronto as a destination
- Culture staff have offered the loan of a number of display cases. Library staff is currently reviewing the suitability of these cases.

Corporate Services

- TPL Director of Marketing & Communications contacted Corporate Services and requested assistance with preparations for the American Library Association conference in the areas of marketing, design, media relations and event planning.
- Corporate Services has offered the use of design team staff to assist with products and marketing material and is prepared to consider additional support for the conference.

- Corporate Services Communications has also agreed to participate on a TPL-led communications committee for coordination of media related to the conference.

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