



**STAFF REPORT
ACTION REQUIRED**

13.

Biblio Bash at the Toronto Reference Library – 2018

Date:	October 23, 2017
To:	Toronto Public Library Board
From:	City Librarian

SUMMARY

The purpose of this report is to place before the Toronto Public Library Board a request from the Toronto Public Library Foundation (TPLF) to hold Biblio Bash at the Toronto Reference Library (TRL) on April 26, 2018.

The Foundation’s request is described in the attached memorandum. It sets out the anticipated advantages for both the Foundation and the Library in hosting the event at TRL and the impact it would have on service to the public.

RECOMMENDATIONS

The City Librarian recommends that the Toronto Public Library Board:

1. approves the request from the Toronto Public Library Foundation to host the 2018 Biblio Bash at the Toronto Reference Library on Thursday, April 26, 2018, including closure of the second floor on the day of the event and full closure of the branch as of 3:00 p.m. on April 26, 2018.

FINANCIAL IMPACT

Proceeds from Biblio Bash will be used to enhance and expand library services as per the Foundation’s fundraising priorities. Any costs associated with holding Biblio Bash at TRL would be borne by the Foundation.

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

ISSUE BACKGROUND

While the landscape of fundraising events in Toronto is competitive, TPLF believes there is still an opportunity to differentiate this event from other not-for-profit galas and deliver a meaningful and memorable evening. Over \$605,000 was raised from Biblio Bash 2017 in support of Toronto Public Library with 460 guests in attendance. There is a revenue projection of \$700k for 2018.

The goal of the gala is to increase net funds in support of Toronto Public Library, to design a beautiful and memorable evening connecting guests to the Library, to leave attendees wanting to know more about the Library, and attract a new audience of philanthropists, city builders and entrepreneurs to connect with this institution that remains as relevant today as it did 100 years ago.

COMMENTS

Holding Biblio Bash at TRL is a unique opportunity for both the Library and the Foundation. It is a chance to showcase TRL and TPL, and to demonstrate in a very visual and experiential way what today's vital and vibrant library is capable of.

Service Impacts

Hosting Biblio Bash at TRL will have unavoidable service impacts on Thursday, April 26, 2018, for which the public will be provided with advance notice of the change in hours and reduced services. The Foundation has identified its broadest anticipated needs for space and closures. As more detailed plans are developed, adjustments may be made where possible to further reduce service impacts.

Alternate service adjustments will be made at the neighbouring Yorkville Branch. Yorkville's regular open hours on April 26, 2018 are 9:00 a.m. to 8:30 p.m. Staff will investigate moving laptops for loan to Yorkville to increase the computer capacity at Yorkville. During the full closure of TRL on April 26, additional staff and security will be deployed to Yorkville in order to manage the increased volume and usage at the branch.

Service Hours

The Foundation has requested that TRL close at 3:00 p.m. on the day of the event in order to complete the set-up for the event itself. Normally, TRL closes at 8:30 p.m. on Thursday evenings. The early closure will reduce public service hours on the day of the event by 5½ hours.

Service Implications

The Foundation has requested that the entire second floor (Humanities and Social Sciences Department) be closed to the public on the day of the event. This is the largest service floor at TRL and is well used by students and genealogists. Study space and computers would be unavailable to the public. Staff would still have access to the floor and would be able to retrieve material from the collections for customers to use on other service floors. Additional

security would need to be present to ensure the public does not access the second floor on the day of the event.

The Foundation has also requested use of the Atrium, and for that space to be closed for the full day of the gala for staging and set-up. Although the Atrium will be cordoned off, the remainder of the public service areas on the main floor will remain accessible to the public.

Staffing Implications

Staff would normally be scheduled to work until 8:30 p.m. on the proposed night of the gala. Within the provisions of the Collective Agreement, and given two weeks' notice, staff schedules could be adjusted to have staff relocated and/or to work a day shift finishing by 5:00 p.m. at the latest. While staff would not be serving the public after 3:00 p.m., there are many activities they could usefully perform after the library closes at 3:00 p.m. Pages and part-time staff normally scheduled to work that evening and not able to work during the day could have their hours rescheduled at an alternate and mutually agreed upon time. Staff would also be able to use vacation for all or part of the period of closure if that was their preference. Staff in the Answerline Department will work in their third floor workroom until 8:30 p.m., and leave by staff exits.

Safety and other Environmental Issues

Most of the AV and production set-up and takedown that would be most disruptive to service would take place during the evening preceding and following the gala when the library is closed. However, there will be significant set-up and preparation required during the day on April 26 in the areas where the gala activities are to be held. Early and partial closures of these public service spaces will contribute to a safer environment for the public and staff as they will not be in areas where set-up is occurring. There will be noise, movement of furniture, and additional use of the elevators along with other possible impacts not yet fully determined throughout the day. Where possible, measures will be taken to reduce/minimize the impact on public service and customers.

CONCLUSION

With 11 years of experience hosting this event, TPLF and TPL staff anticipate that the gala will achieve the outcomes of attracting current and new philanthropists, raising both funds and awareness of the brand, and creating an enchanting and memorable experience for all. TPLF and TPL staff will be working in concert to ensure there is minimal impact on service beyond what is stated in this report and look forward to a successful gala.

CONTACT

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SIGNATURE

Vickery Bowles
City Librarian

ATTACHMENTS

Attachment 1: Memorandum from Jennifer Jones, Toronto Public Library Foundation dated October 13, 2017 requesting approval to hold the Biblio Bash at the Toronto Reference Library in 2018



MEMO

Date: October 13, 2017

To: Vickery Bowles, City Librarian

From: Jennifer Jones, President, Toronto Public Library Foundation

RE: **Toronto Reference Library as venue for Biblio Bash**

SUMMARY

This Memo requests that Toronto Public Library approve the use of the Toronto Reference Library branch as a venue for Biblio Bash - the Foundation fundraising gala.

The event would take place on Thursday, April 26, 2018. For set-up purposes, the Toronto Public Library Foundation would require partial closure to the public of select spaces during opening hours as well as full closure of the Toronto Reference Library as of 3:00 p.m. on April 26, 2018.

Hosting Biblio Bash at the Reference Library provides an opportunity to tell a compelling story of the transformation that Toronto Public Library is going through from being 'just' about books to being a library of the future and attracting philanthropists and city builders to connect with this institution that remains as relevant today as it did 100 years ago.

BENEFITS OF HOSTING BIBLIO BASH AT THE TORONTO REFERENCE LIBRARY

The goal of this fundraising event is to elevate the TPL brand amongst philanthropists and city builders and demonstrate it is a critical civic institution that plays an essential role in the health and prosperity of this city; that it is the great equalizer; that it bridges the gap between the have and have-nots and ensures all Torontonians have the opportunity to maximize their economic and social potential.

The gala objectives are:

- Revenue \$700K
- Attract 40-60 new prospects to the Library
- Create media buzz
- Increase social media followers

We will design the event to attract the group of individual philanthropists that represent the diverse audience we serve. This will include the popular ('usual suspects') philanthropists and will be expanded to include the New Canadian communities and entrepreneurs in technology and health.

With the completion of the Reference Library revitalization project, hosting the event at the library also provides the opportunity to showcase its spaces and collections, and to highlight what donor support helps make possible, thereby encouraging potential future donations.

While plans are not yet confirmed, we are in the process of exploring ways to showcase major elements of the Reference Library by utilizing them to host components of the event. Last year, cocktails and the silent auction were hosted on the second floor of the library

SERVICE IMPACTS

The Foundation appreciates the importance of minimizing the service impacts of hosting a major event in the Reference Library and has consulted with senior library management and Appel Salon staff. At the same time, we are striving to contain event set-up costs and are in the process of consulting with outside suppliers. Set-up for and hosting of an event of this scale will necessitate partial closure to the public of select spaces during open hours as well as full closure of the Toronto Reference Library as of 3:00 p.m. on April 26, 2018. Based on our explorations to date, we are confident the public service impacts detailed in the following staged set-up will be the maximum required in order to contain costs and ensure the greatest possible amount of fundraising revenue from the event will be returned to the Library:

Wednesday, April 25, 2018 / 9:30 p.m. – Friday, April 27, 2018 / 6:00 a.m.

- Atrium on the main floor:
 - AV and production set-up, including rigging and staging install, partial load in of Décor (to be housed in the Appel Salon and/or Beeton Hall);
 - Décor and dinner set-up (40-45 round tables) in main area of Atrium (to be draped until full library closure);
 - Throughout the day, the computer terrace will be accessible to the public;
- Beeton Hall – reserved for deliveries, storage and set-up;
- Bram & Bluma Appel Salon – reserved for deliveries, décor delivery and set up, storage, etc.;
- Full closure of the second floor to the public; the second floor would remain accessible to library staff;
- Entire branch – 3:00 p.m. on Thursday, April 26, 2018 – full closure of the Toronto Reference Library to the public.

*All areas listed above will be returned to normal and turned back over for public use as of 6:00 a.m. on Friday, April 27, 2018.

FINANCIAL IMPACTS

There will be no financial impact to the Library, as the Foundation will cover all the event costs as well as costs for cleaning and security. The Library will provide branch and facilities staff to assist with set-up and programming as appropriate. As a result there may be some extra hours offered to staff, but this will be well within the existing operating budget.

REQUEST

It is requested that the Toronto Public Library Board:

1. approve, in principle, full closure of the Toronto Reference Library as of 3:00 p.m. on April 26, 2018, as well as partial closure of select other spaces during open hours as detailed in this report.

BACKGROUND

For 10 years the Book Lover's Ball was the premier fundraising event of the Foundation. Since the inaugural event in 2006, the Foundation has raised over \$4 million through sponsorship, table/ticket sales and onsite fundraising, all in support of Toronto Public Library.

Following its 10th year, a decision was made to skip a year and pause to consider its future and the event was re-imagined in 2017 as Biblio Bash.

While TPL and the Foundation will always honour the legacy of books (and the continued love of books!) we are looking forward to celebrating the future of libraries and the role that technology plays in delivering content and connecting customers with their communities.

The gala goal is to attract the current and new philanthropists to the brand; design a beautiful and memorable evening; enable a powerful connection to the brand; leave attendees wanting to know more about the Library and its future, and attract philanthropists and city builders to connect with this institution that remains as relevant today as it did 100 years ago.

SIGNATURE:

Jennifer Jones, President, Toronto Public Library Foundation
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