



**STAFF REPORT
ACTION REQUIRED
Confidential Attachment**

13a.

Approval of Sponsorship for the Proposed Museum Pass Program

Date:	May 14, 2007
To:	Toronto Public Library Board
From:	City Librarian and President, Toronto Public Library Foundation
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, 16.1 (4) (a).

SUMMARY

Library staff has been investigating the possibility of a museum pass program. The launch of the program is dependent on finding appropriate funding without which the program cannot proceed.

The Library Board's Sponsorship Policy requires that all sponsorships not within the City Librarian's delegated authority or which involve the naming of a Library branch, facility or program must be approved by the Board.

The approval of the sponsorship will ensure that the program is successfully implemented and will be sustainable. The implementation of the program will serve to broaden Torontonian's access to the City's cultural life, and in particular, those neighbourhoods and communities where access to arts and culture may be more limited.

RECOMMENDATIONS

The City Librarian recommends that the Toronto Public Library Board:

1. adopts the confidential instructions to staff in Attachment 1;
2. authorizes the release of the general terms of the sponsorship arrangement, in a subsequent Board report, once negotiations are complete and appropriate approvals have been received.

FINANCIAL IMPACT

There is no financial impact beyond what has already been approved in the current year's budget.

DECISION HISTORY

In February 2006, the Mayor of Toronto indicated an interest and support for the introduction of a museum pass for the City, and Toronto Public Library was asked to investigate the feasibility of establishing such a program.

ISSUE BACKGROUND

Toronto Public Library's Strategic Plan 2004 – 2007 identified Books and Culture as one of its key priorities. More specifically, the plan identified broadening Torontonians' access to the City's civic and cultural life as one of the goals for this key priority. Given this mandate, Library staff investigated ways in which the Library could extend access to the cultural life of the City.

A similar program has been introduced by the Chicago Public Library, which, in partnership with the Kraft Foundation, introduced the Great Kids Museum Pass that provides free access to 13 of Chicago's world class cultural institutions. The program has proven to be very successful.

COMMENTS

The museum pass program goal is to broaden Torontonian's access to the City's cultural life – and in particular, those neighbourhoods and communities where access to arts and culture may be more limited – by providing families the opportunity to visit Toronto's top cultural institutions through a museum pass borrowed from their local branch library.

Such a program also provides the opportunity to strengthen the Library's partnerships with cultural institutions and develop future collaborative programming opportunities. The Library would also be in a position to showcase its collections and programs that support visits to and enjoyment of local museums and art galleries.

Family museum passes would initially be available for borrowing from each of the 24 branches of the Library that serve Toronto's 13 priority neighbourhoods as identified by the City. Attachment 2 outlines the 13 priority neighbourhoods and the associated Library branches. It is planned that the program would be extended to cover all Library branches. A valid Toronto Public Library card would be required to borrow the pass for a one-week period. Families would choose from museums and galleries participating in the program for their visit.

The Toronto Public Library, the Art Gallery of Ontario, the Textile Museum, the Gardiner Museum and the Bata Shoe Museum have all committed to partnering in this initiative. Discussions are also taking place with the Ontario Science Centre and the Royal Ontario Museum. In the future, other cultural institutions would be approached to join the program.

A letter of support for the Museum Pass Program has been received from Mayor David Miller (Attachment 3).

The Library has been tasked with organizing and administering the program, augmenting the offering with related collections and programs, promoting the program, communicating to the public and working with the Toronto Public Library Foundation in seeking sponsorship for the program.

The cultural institutions have the role of providing passes for each of the branches and helping to promote and publicize the program. In many cases, this will complement and extend community outreach programs already in place at the museums and art galleries.

The Library's Sponsorship Policy has specific requirements regarding sponsorship agreements. These are:

Prior to the 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.

Final approval of the actual sponsorship agreement is as follows:

1. *The City Librarian may approve sponsorships which are:*
 - a. *valued at \$250,000 or less per year; and*
 - b. *have a term of three years or less; and*
 - c. *have a total, multi-year value of \$500,000 or less.*
2. *The Library Board must approve all sponsorships which do not meet all of the above criteria, or which involve the naming of a Library branch facility or program.*

Once negotiations are complete, and appropriate approvals have been received from all parties, the general terms of the sponsorship will be included in a Board report and, will be made available for public information at the appropriate time.

Planning for the program has reached the point where a sponsorship has been solicited.

CONTACT

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SIGNATURE

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ATTACHMENTS

- Attachment 1: Confidential Information
- Attachment 2: Priority Neighbourhood Areas and Library Branches
- Attachment 3: Letter of Support from Mayor David Miller