



MEMO

Date: November 17, 2016

To: Vickery Bowles, City Librarian

From: Jennifer Jones, President, Toronto Public Library Foundation

RE: **Toronto Reference Library as venue for launch of Biblio Bash - new reimagined Foundation Gala**

SUMMARY

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

The event would take place on Thursday, April 27, 2017. 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 27, 2017.

Hosting *Biblio Bash* at the Reference Library provides an opportunity to re-imagine the gala so it will 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

For 2017, we have an opportunity, after 10 years of the Book Lover's Ball, to build excitement around a reimagined event at the Toronto Reference Library. The goal of this reimagined 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 \$600K
- Attract 40-60 new prospects to the Library
- Create media buzz

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. Areas of the Library that we are considering showcasing include the Entrance Cube, TD Gallery, Atrium, Digital Innovation Hub, Browsey, Idea Garden, Meet Up, study pods, etc.

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 27, 2017. 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 26, 2017 / 9:30 p.m. – Friday, April 28 / 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, 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 27, 2016 – 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 28, 2017.

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 27, 2017, 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.

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:

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