

Naming and Sponsorship for Musical Instrument Lending Library

Date:	May 28, 2018
To:	Toronto Public Library Board
From:	City Librarian

SUMMARY

This report informs the Toronto Public Library Board of the renewal of the Musical Instrument Lending Library at Toronto Public Library for 2018 and 2019, and seeks approval for the sponsorship and naming. With Board approval of naming and sponsorship, the Toronto Public Library Foundation will proceed with final negotiations, including recognition, timelines and agreement.

RECOMMENDATIONS

The City Librarian recommends that the Toronto Public Library Board:

1. approves the naming of the Sun Life Financial Musical Instrument Lending Library; and
2. approves renewal of the sponsorship of the Musical Instrument Lending Library for 2018 and 2019 with funding of \$140,000 over the two year, and includes the addition of a second lending branch location, under the terms and conditions as described in this report.

FINANCIAL IMPACT

The proposed sponsorship agreement will provide \$140,000 of funding to cover the cost to deliver the Musical Instrument Lending Library in 2018 and 2019, including 100 musical instruments, cases and accessories for the new second branch location.

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

EQUITY IMPACT STATEMENT

The Music Instrument Lending Library provides access to certain types of collections that may otherwise not be accessible to various equity-seeking groups, including: newcomers; youth; individuals, families and households with low income; and residents in Neighbourhood Improvement Areas. The proposed second branch location at York Woods is also in a Neighbourhood Improvement Area.

ISSUE BACKGROUND

In early 2015, the Toronto Public Library Foundation (TPLF) was approached by Sun Life Financial to explore the innovative idea of establishing a musical instrument lending library in public library systems across Canada. Toronto Public Library (TPL) investigated the feasibility, scope and cost of this project. The investigation determined that an instrument lending program would be an exciting and popular value-added service for TPL customers, requiring careful planning for successful implementation and an appropriate commitment of space, staff, and funding.

In 2016, the TPL Board approved the naming of the program for 2016-2017, Sun Life Financial Musical Instrument Lending Library, which has since been housed at the Parkdale Branch. This location is easily accessible with suitable space for the collection of instruments, located within one of the City's identified Neighbourhood Improvement Areas.

Appropriateness of the Sponsor

The proposed sponsorship is being recommended based on its benefits for the Library, its monetary value, the reputation of Sun Life Financial (SLF) for corporate and social responsibility and the successful ten-year partnership with SLF through its support of the Museum and Arts Pass program and The Book Lover's Ball for total gifts of over \$2.4 million.

SLF has a long-standing history of support of arts, culture and community initiatives all across Canada. Its "Making the Arts More Accessible" program, launched in 2005, grew in reach and scope during 2006, as it increased the number of arts organizations included in the program, enabling them to offer free admission, or admission at discounted rates. Through "Making the Arts More Accessible", the experience of performing and visual arts is made available to thousands of individuals, children and families who might not otherwise be able to afford to attend.

General Terms of the Agreement

Recognition benefits for the proposed 2018-2019 Musical Instrument Lending Library include the following:

Naming:

- naming of the program as the Sun Life Financial Musical Instrument Lending Library; all collateral, including on-line will use the approved name;

In Branch:

- logo recognition on on-site promotional signage at Parkdale and York Woods branches;
- logo recognition on all Musical Instrument Lending Library-related promotion;
- music instrument display case will feature signage with the approved name (SLF to provide);
- logo recognition in the form of stickers on all instrument cases (SLF to provide);
- recognition of Sun Life's support of Musical Instrument Lending Library in association with the Music Library page in What's On – the Library's program guide (distribution of approx. 50,000 to all 100 branches); spring and fall issues;

Online:

- name recognition on Musical Instrument Lending Library in association with the Music Library page on the Library website (27 million visits in 2017);
- presence on the TPL website via program ads and spotlights;

Public Relations:

- program and gift announcement featuring Sun Life Financial's support;
- launch event at York Woods; will be presented by Sun Life Financial (TBD);
- instrument drive will be in association with Sun Life Financial and in support of the new location;

Donor Recognition via the Foundation:

- annual and cumulative recognition on Donor Wall at the Toronto Reference Library;
- corporate name recognition on the Foundation website, in What's On and the Foundation's Annual Report;
- editorial recognition on TPLF website, annual report and newsletter;
- annual stewardship report;
- invitation to annual Foundation donor and special events;

Business & Rights Benefits

- right of first refusal for all sponsorship opportunities pertaining to the Musical Instrument Lending Library program during the term of this agreement and for renewal of the agreement.

The Library would like to recognize the work of the TPL Foundation in their success in providing such a strong partner for this program.

COMMENTS

The Music Instrument Lending Library is supporting the next generation of aspiring artists with the tools to develop their passion and a musical foundation for success.

As the first of its kind in Toronto, and in public libraries across Canada, with the generous support of Sun Life Financial, the Library has made the musical arts available to musicians and would-be musicians. Programs such as this help break down barriers and connect people of all ages to wonderful opportunities and experiences. This program helps serve the needs of

various types of enthusiasts – music students, recreational musicians, young families, and those considering a future instrument purchase – all at no cost to Library card holders.

Since the pilot began, from April 2016 to March 25, 2018, the Musical Instrument Lending Library had a circulation rate of 4,640. The Library currently has 267 active instruments and on average, instruments circulated 47 times per week. The most popular instruments are 149 guitars that have had a circulation rate of 2,583, since the start of the program. A Musical Instrument Lending Library at Toronto Public Library supports TPL's goals of engaging residents in innovation and creativity, and supporting lifelong and self-directed learning.

A wealth of scientific research demonstrates that music education is a powerful tool for attaining a child's full intellectual, social and creative potential. Studies have shown that music can help with language skills, develop fine motor skills and improve one's overall Intelligence Quotient.

The high cost of purchasing or renting musical instruments can be a barrier to access, however. The ability to borrow instruments from the public library makes them readily available to a wider audience.

Through this sponsorship, the Musical Instrument Lending Library broadens the opportunity for Library customers to have access to music instruments and will also achieve the following:

- provide a learning opportunity for people who might not have access to music classes;
- at the branch level, encourage use of library collections and attendance at programs focused on cultural activities, e.g. Artist in the Library;
- serve the needs of music students; recreational musicians; and those considering a purchase in the future;
- leverage other resources at the Library.

The proposed naming and sponsorship opportunities meets the criteria for naming and sponsorship as outlined in the Naming and Sponsorship policies.

CONTACT

Moe Hosseini-Ara; Director, Branch Operations & Customer Experience;
Tel: 416-397-5944; Email: mhoss@torontopubliclibrary.ca

SIGNATURE

Vickery Bowles
City Librarian