



**STAFF REPORT
ACTION REQUIRED**

15.

Renewal of Sponsorship for the Sun Life Financial Museum + Arts Pass Program

Date:	November 20, 2017
To:	Toronto Public Library Board
From:	City Librarian

SUMMARY

This report recommends the Toronto Public Library Board (TPLB) approve the renewal of the naming of the Sun Life Financial Museum + Arts Pass program (MAP) in recognition of Sun Life Financial’s renewal of its financial commitment to sponsor the program for a final term of one year (2018). Sun Life Financial has confirmed it will discontinue their support of MAP as MAP no longer meets their refined philanthropic focus of supporting music education and musical instrument lending libraries. The Toronto Public Library Foundation will make it a priority to find a replacement sponsor for MAP.

The Toronto Public Library Foundation has completed negotiations and secured funding to support MAP for 2018 with Sun Life Financial, pending TPLB review and approval of this report. Program enhancements in 2018 may focus on providing the MAP program to people facing specific challenges, and include a specialized outreach program to support service to vulnerable communities, such as families on assistance or living in shelters.

RECOMMENDATIONS

The City Librarian recommends the Toronto Public Library Board:

1. approves the renewal of the naming of the Sun Life Financial Museum + Arts Pass (MAP) program; and
2. approves the Sun Life Financial sponsorship of the 2018 MAP program at a level of \$200,000 with potential additional enhancements to the funding to support new program and outreach activities, and under the terms and conditions as described in this report.

FINANCIAL IMPACT

The Toronto Public Library Foundation's contributions to the Library's programs and services supplement the Library's approved operating and capital budgets. The Library will directly benefit from the support of Sun Life Financial.

Sun Life Financial's renewed sponsorship of \$200,000 will be applied to the MAP program for a term of one year (2018). The \$200,000 will cover the total cost of the program and is slightly more than the prior year sponsorship level. The MAP program is an approved funding priority for the Toronto Public Library.

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

ALIGNMENT WITH STRATEGIC PLAN

MAP strongly aligns with Strategic Priority 5: Creating Community Connections through Cultural Connections.

DECISION HISTORY

The sponsorship meets criteria set out in the Library's Naming and Sponsorship policies as follows. The Board's Naming Policy provides for the naming of a program where the gift constitutes a significant portion of the total cost of the program named – either funding the total cost of the project, or providing a substantial proportion of the required funding for the project. In reviewing a request for naming, consideration is given to whether the initiative could proceed without the gift; the distinction, reputation and integrity of the individual or corporation whose name will be associated with the program; and the relationship of the corporation to the Library.

The Board's Sponsorship Policy provides for mutually beneficial sponsorships based on the merits of the sponsorship, whether it meets Library priorities, considering the best interest of the public, appropriateness to children, appropriateness of the sponsor, appropriateness of the benefits to the sponsor, and consideration as to whether it may compromise Library principles and policies.

The MAP program meets the conditions and criteria as outlined in both these policies.

The naming of the Sun Life Financial Museum + Arts Pass program was initially presented and approved by the Toronto Public Library Board in June 11, 2007. An amount of \$225,000 was approved by Sun Life Financial for the two-year 2008 – 2009 MAP program.

The sponsorship of the MAP program was approved again for 2010 – 2011 in the amount of \$400,000. In 2012 – 2013, the amount was \$418,000. On April 29, 2013, the Library Board approved the renewed sponsorship and naming of the program and the funding commitment from Sun Life Financial for 2014– 2015 in the amount of \$366,300. On April 20, 2015 the

Library Board approved the renewed sponsorship and naming of the program and the funding commitment from Sun Life Financial for 2016 – 2017 in the amount of \$393,796.

ISSUE BACKGROUND

The MAP program launched in July 2007 as a pilot project in 24 library branches, the city’s original “priority neighbourhoods”, in partnership with seven cultural institutions offering passes to their venues. Ten years later, and with Sun Life Financial’s continued support, a MAP pass for some partners can now be borrowed in all of Toronto Public Library’s 100 branches, just as users borrow a book from the collection, with five partners offering passes in the original 32 “priority neighbourhood” branches only. The pass provides full admission for a family of up to two adults and five children to a total of 17 cultural venues, including: Art Gallery of Ontario, Bata Shoe Museum, Black Creek Pioneer Village, City of Toronto Historic Museums (eight venues), Gardiner Ceramics Museum, Ontario Science Centre, Royal Ontario Museum, the Textile Museum of Canada, and, most recently, the Aga Khan Museum. In April 2017, the MAP Performing Arts Pilot was launched. The Pilot gives customers access to Toronto’s dance, music, film and theatre venues by expanding the MAP cultural partnerships to include: CanStage, Factory Theatre, Harbourfront Centre, HotDocs Ted Rogers Cinema, The Royal Conservatory of Music and Tafelmusik. Customers have full admission to a total of six performing arts venues to date. Families can borrow up to four passes per venue, per year.

Since the program’s inception, over 790,000 passes have been borrowed, and over 1.5 million Torontonians have visited the participating cultural institutions using a MAP pass. Many of the people who take advantage of the program are visiting these venues for the first time, and would not otherwise be able to afford these visits, and a number have expressed appreciation directly to Sun Life Financial for the opportunities the program has afforded them to visit cultural institutions in the city.

The chart below shows the number of passes distributed on an annual basis since the program’s inception:

Year	Total Passes Distributed
2007	6,901
2008	21,041
2009	101,549
2010	97,056
2011	94,693
2012	73,033
2013	77,631
2014	75,155
2015	86,645
2016	88,022
2017 YTD	69,784
Grand Total	791,510

The MAP program fosters collaborative service development and has led to the development of other programs. During April 2016 – January 2017, as part of an overall TPL Syrian Newcomer welcome strategy, the Library distributed 1,000 MAP booklets in welcome packages through TPL-hosted welcome events, refugee sponsor agencies, and Library Settlement Partnership staff. Participating venues included: Aga Khan Museum, Art Gallery of Ontario, Bata Shoe Museum, City of Toronto Historic Sites, Gardiner Museum, Textile Museum of Canada, Royal Ontario Museum, and Toronto Zoo.

The Student MAP Pilot Program was launched December 2016 to April 2017 for University of Toronto and Ryerson University students. Up to 1,000 MAP booklets were distributed at campus libraries. Participating venues included Art Gallery of Ontario, Bata Shoe Museum, City of Toronto Historic Sites, and Textile Museum of Canada.

The Library has hosted 360 *MAP Family Saturdays* offering interactive cultural programming and activities led by speakers from the partner cultural institutions. A total of 91 sessions have been offered to date in 2016-2017.

The MAP program has enabled MAP partners to leverage the program's popularity, goodwill and high demand to reach out beyond the institution's traditional customer base to raise awareness and cultivate new audiences. The program also helps Sun Life Financial to meet its strategic objectives of increasing access to the arts.

COMMENTS

This report recommends the Toronto Public Library Board approve the renewal of the naming of the Sun Life Financial Museum + Arts Pass program with Sun Life Financial, and approve the sponsorship of the MAP program for 2018 at a level of \$200,000. Program enhancements may focus on providing the MAP program to people facing specific challenges, and include a specialized outreach program to support service to vulnerable communities, such as families on assistance or living in shelters.

The Library's Sponsorship and Naming policies require the Library Board approve the naming of programs.

Merits of the Sponsorship for the Library

The sponsorship of the MAP program at Toronto Public Library promotes access to other city cultural venues through programs delivered in partnership, by providing families the opportunity to visit Toronto's top cultural institutions through a MAP pass borrowed from their local branch library.

Through the sponsorship, Sun Life Financial makes an important contribution to the Library's goal to broaden Torontonians' access to the City's cultural life – and in particular to those neighbourhoods and communities where access to arts and culture may be more limited.

For Library customers, the MAP program broadens the opportunity for them to participate in cultural activities through:

- providing free access to multiple cultural venues in and around Toronto, including the Art Gallery of Ontario, the Textile Museum, the Gardiner Museum, the Royal Ontario Museum, the Ontario Science Centre; Factory Theatre; HotDocs Ted Rogers Cinema and others;
- at the branch level, encouraging use of Library collections and attendance at programs focused on cultural activities, e.g. MAP Family Saturday events.

In addition, the MAP program:

- strengthens partnerships between Toronto Public Library and its cultural institution partners, in particular, to develop future collaborative programming opportunities;
- showcases Toronto Public Library collections and programs that support visits to and enjoyment of local museums, art galleries, music venues and film and theatre venues.

Appropriateness of the Sponsor

The sponsorship is being recommended based on its benefits for the Library, its monetary value, the reputation of Sun Life Financial for corporate and social responsibility and the ten-year successful partnership with Sun Life Financial through its support of the MAP program (totalling \$1,803,000 since 2007), Book Lover's Ball (\$249,500 from 2011 to 2014) and the Sun Life Musical Instrument Lending Library (\$163,000 since 2016).

Sun Life Financial 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. In addition, Sun Life Financial is the sponsor for Canada's first public musical instrument lending library. The Musical Instrument Lending Library is offered at the Parkdale Branch and was successfully launched April 2016.

General Terms of the Agreement

Recognition benefits for the proposed 2018 MAP program include the following:

- naming of the program as the Sun Life Financial Museum + Arts Pass program;
- right of first refusal for the renewal of this agreement;
- Sun Life Financial logo recognition on all MAP promotional print materials in all participating TPL branches, including but not limited to posters, MAP passes, passports, in-branch displays, and online;
- recognition of Sun Life Financial's support of MAP-related programs in *What's On*, *What's More*, the Library's e-mail newsletter, and on the website;

- recognition of Sun Life Financial through social media channels and via a minimum of one press release;
- donor recognition includes recognition on the Central Donor Wall at the Toronto Reference Library, Foundation website, annual report, newsletter and other Foundation collateral materials;
- use of Sun Life Financial Museum + Arts Pass and Sun life Financial Performing Arts word mark on Sun Life Financial materials;
- recognition of Sun Life Financial’s support of MAP at the Book Lovers’ Ball.

The agreement and support is for 2018. Sun Life Financial has confirmed it will discontinue their support of MAP after 2018 as MAP no longer meets their refined philanthropic focus of supporting music education and musical instrument lending libraries. The Toronto Public Library Foundation will make it a priority to find a replacement sponsor for MAP.

The Library would like to recognize the work of the TPL Foundation in their success in providing such a strong partner for this program. The Library would also like to recognize the 11 years of support Sun Life Financial has given to the MAP program.

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SIGNATURE

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