



**STAFF REPORT
ACTION REQUIRED
Confidential Attachment**

**Toronto Reference Library Capital Campaign
Naming Opportunities**

Date:	July 28, 2008
To:	Toronto Public Library Board Naming Committee
From:	Acting City Librarian

SUMMARY

This report identifies the proposed naming opportunities and potential donor categories to be associated with the Toronto Reference Library revitalization capital campaign as a means of achieving the campaign goals in a timely and cost effective manner through a major gift campaign.

This report also identifies the proposed information sharing protocols to be associated with the campaign in order to respect campaign donor and volunteer confidentiality.

RECOMMENDATIONS

The City Librarian recommends that the Naming Committee:

1. Recommends to the Toronto Public Library Board concept approval for the naming opportunities as identified in Attachment 1 to this report, in support of achieving the financial goals for the Toronto Reference Library capital campaign;
2. Recommends to the Toronto Public Library Board that the categories of potential donors/sponsors as identified in Attachment 1 to this report be approved;
3. Recommends to the Toronto Public Library Board that Information Sharing Protocol as identified in Attachment 1 to this report be approved;
4. Recommends to the Toronto Public Library Board that it receives for information the confidential memorandum in Attachment 2 to this report; and
5. Recommends to the Toronto Public Library Board that the confidential information contained in Attachment 2 to this report not be released publicly, in order to protect the competitive position and future economic interests of the Toronto Public Library.

FINANCIAL IMPACT

Funds raised by the Toronto Public Library Foundation are in addition to the Library's operating and capital budgets and would provide new funding to support the Toronto Reference Library revitalization in the shortest possible period of time.

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

DECISION HISTORY

The Toronto Reference Library capital project and the Toronto Public Library Foundation capital campaign's plans are at a stage where the Library Board's Naming Sub-Committee needs to provide approval for the categories of potential donors and the naming opportunities. This report brings forward these issues to the sub-committee for the first time.

ISSUE BACKGROUND

The Toronto Reference Library (TRL) capital project was born out of the Service Delivery Model Report completed by the Randolph Group, in association with Donald Schmitt and Company in 1999. The report, approved by the Board in stages over 1999, included recommendations that detailed planning for the revitalization of the ground and basement levels of the building proceed as soon as possible, and that future priorities for the revitalization of the upper floors be established as part of the Library's future service and capital planning.

This planning began in 2000 with the first annual capital budget allocation from the City of Toronto of \$300,000 to begin to develop a master plan for the revitalization and reprogramming of the entire building. A gift from the TorStar Corporation, which included \$600,000 to design a new and enlarged newspaper room on the lower level, gave further impetus to the project. The Toronto Star Newspaper Centre opened in 2001 and was the first major new element in the TRL revitalization program. In almost every subsequent year, the Library's capital budget included an allocation to continue the TRL project. Between 2002 and 2006, the focus of the revitalization was on the main floor and achieved:

- recapturing the entire main floor area for public service through elimination of an internal, fenced walkway that divided the space;
- creation of the Information Commons and the computer terrace;
- a central atrium performance stage for large scale programming;
- a small browsing collection and lounge facing Yonge Street;
- a new Centre for People with Disabilities;
- two Learning Centres;
- group study rooms;

- a combined circulation/information/security desk for user convenience and improved security;
- many necessary mechanical and state of good repair upgrades and replacements;
- partial implementation of an exterior landscape plan.

As the first major expansion and renewal of the building since it opened in 1977, TRL's revitalization is unique in every sense: scale, scope, cost and impact. Because much of its collection is not available elsewhere, service continuity is a requirement and necessitates a phased approach to construction. Cash flow for so costly an undertaking also dictates a multi-year renewal program.

From the outset of planning, it was always anticipated that the project would require funding beyond that provided by the City of Toronto in its capital allocation. In 2001, the Board first identified fundraising for the TRL capital project among its top priorities for Foundation fundraising and has continued to do so since that time. A \$10 million capital campaign that would match the City's capital contribution over a period of years was considered likely to be successful. In 2003 the Foundation conducted a feasibility study that indicated the likely success of a \$10 million capital campaign for the Toronto Reference Library.

By spring 2006, plans were at the point where it was possible to secure a cost estimate to complete the balance of the revitalization. In a report to the Board in January 2006, the total project cost of \$30 million was identified together with the need to both advance the completion of the project to five years and diversify funding sources. A business case was prepared and submitted to the Province of Ontario seeking a \$10 million contribution that would match the City's capital contribution over five years and set the stage for launching a \$10 million public campaign. While the first ask was not successful, the Foundation's second submission did garner the \$10 million. This contribution, which was received from the province in 2008, completed the funding plan for the TRL capital project: \$10 million in City capital funding over five years; \$10 million from the Province of Ontario; and \$10 million to be raised through a public capital campaign led by the Foundation.

Subsequent to the 2006 report to the Library Board, the City's capital contribution was extended an additional year (2008-2012) bringing the City's total contribution to \$14.2 million (\$10 million debt funding). This brings the total project envelope to \$34.2 million over the five year period of the capital campaign. The \$30 million budget was based on the cost to complete the revitalization of the public service areas over five years. It did not include provision for escalation in construction costs over that period or building infrastructure and state of good repair components that would not have been reflected in the design drawings for the revitalization of public spaces. The latter include items such as the replacement of the fire safety system, replacement of main power transformers, repair and replacement of external walkways, washroom renovations, on-going roof repair, etc. With the first two-thirds of the funding in place, the Library has reached the point of embarking on the capital campaign to secure the final \$10 million needed to complete the revitalization of TRL.

COMMENTS

The TPL Foundation has provided TPL with the goals of the TRL capital campaign, the categories of potential donors, and the naming opportunities associated with the capital campaign in Attachment 1. Details of the level of gift associated with each naming opportunity are considered to be confidential, as it affects the security of the property of the Board, and are provided in Attachment 2.

CONTACT

Linda Mackenzie, Director, Research and Reference; Tel: 416-393-7133;
Fax: 416-393- 7083; E-mail: lmackenzie@torontopubliclibrary.ca

Jane Pyper, Director, Corporate and Service Planning, Projects and City-Wide Services;
Tel: 416-395-5602; Fax: 416-393-7083; E-mail: jpyper@torontopubliclibrary.ca

Heather Rumball, President, Toronto Public Library Foundation; Tel: 416-393-7134;
Fax: 416: 397-5999; E-mail: hrumball@torontopubliclibrary.ca

SIGNATURE

Vickery Bowles
Acting City Librarian

ATTACHMENTS

Attachment 1: Toronto Reference Library Capital Campaign Naming Opportunities
Confidential Attachment 2: Toronto Reference Library Capital Campaign Naming Opportunities