



**STAFF REPORT  
ACTION REQUIRED  
with Confidential  
Attachment**

**Naming Opportunity – Toronto Reference Library Capital Campaign**

<b>Date:</b>	October 17, 2011
<b>To:</b>	Toronto Public Library Board
<b>From:</b>	City Librarian
<b>Reason for Confidential Information:</b>	This report involves the security of the property of the Board – <i>Public Libraries Act</i> , R.S.O 1990, Chapter P. 44, s. 16.1 (4) (a).

**SUMMARY**

The purpose of this report is to present recommendations for approval by the Toronto Public Library Board concerning a naming opportunity at the Toronto Reference Library.

**RECOMMENDATIONS**

**The City Librarian recommends that the Toronto Public Library Board:**

- adopts the confidential recommendation in Attachment 1;
- holds the naming in confidence until negotiations are complete, appropriate approvals have been finalized, and the public announcement has been made, subsequent to the Board's approval; and
- releases the general terms of the naming subsequent to the public announcement.

**FINANCIAL IMPACT**

The proposed naming agreement supports the Foundation's \$10 million **re:vitalize** – Toronto Reference Library Campaign for the revitalization of the Toronto Reference Library.

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

## **DECISION HISTORY**

At its September 15, 2008 meeting, the Toronto Public Library Board approved a report from the Naming Committee recommending naming opportunities to be associated with the Toronto Public Library Foundation's **re:vitalize** – Toronto Reference Library Campaign. These naming opportunities ranged from a threshold gift of \$250,000 to a high of \$3 million. The report also indicated that any additional naming opportunities that arise as a result of donor interest would be brought back to the Board for approval.

Since 2009, the Toronto Public Library Board has approved two Naming Committee reports related to the **re:vitalize** – Toronto Reference Library Campaign. The first, in 2009, involved a naming gift in association with the Event Space from the Bluma Appel Community Trust. The second, also in 2009, involved a naming gift in association with the TD Gallery.

## **COMMENTS**

The Naming Policy requires Library Board approval for the naming of branches, rooms, programs and collections. The Toronto Public Library Foundation has undertaken a capital campaign to raise \$10 million towards the Toronto Reference Library's \$34 million renovation budget. The Foundation is making progress in achieving the financial goals of the capital campaign. The details of a naming opportunity are provided in Confidential Attachment 1 of this report for consideration by the Library Board.

## **CONTACT**

Katherine Palmer; Director, Planning, Policy and E-Service Delivery; Tel: 416-395-5602; Fax: 416-393-7229; Email: [kpalmer@torontopubliclibrary.ca](mailto:kpalmer@torontopubliclibrary.ca)  
Linda Mackenzie; Director, Research and Reference; Tel: 416-393-7133; Fax: 416-393-7083; Email: [lmackenzie@torontopubliclibrary.ca](mailto:lmackenzie@torontopubliclibrary.ca)

## **SIGNATURE**

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Jane Pyper  
City Librarian

## **ATTACHMENTS**

Attachment 1: Confidential Information