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Naming Recognition of the Marilyn and Charles Baillie Special Collections Centre

Date:	October 17, 2011
To:	Toronto Public Library Board
From:	City Librarian

CONFIDENTIAL RECOMMENDATIONS

The City Librarian recommends that the Toronto Public Library Board:

1. approves the value of the naming opportunity in association with the Toronto Reference Library's new Special Collections Centre at \$1.5 million and the naming recognition of the Special Collections Centre as the "Marilyn and Charles Baillie Special Collections Centre" for a minimum of ten years following the Centre's completion, and that the naming shall continue until such time as the space is substantively and materially altered. This recognition will apply to all collateral materials, including way-finding signage.

CONFIDENTIAL INFORMATION

Summary

This report recommends that the Toronto Public Library Board name the new Special Collections Centre, to be located on the 5th floor of Toronto Reference Library, after Marilyn and Charles Baillie in recognition of a \$1.5 million gift from the couple in support of the Toronto Public Library Foundation's **re:vitalize** – Toronto Reference Library Campaign.

Financial Impact

The \$1.5 million gift will be applied to the Toronto Public Library Foundation's \$10 million fundraising Campaign in support of the \$34 million Toronto Reference Library revitalization project.

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.

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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.

In the spring of 2011, using the experience of the capital campaign to date, Foundation and Library staff reassessed the value of the naming opportunity for the Special Collections Centre at \$1.5 million from \$2 million.

Issue Background

Toronto Public Library Foundation's re:vitalize Toronto Reference Library Campaign

In 2007, the Toronto Public Library Foundation Board agreed to undertake a \$10 million capital campaign in support of the \$34 million revitalization of the Toronto Reference Library.

Funding for the Toronto Reference Library project is being realized through a capital budget contribution of \$14 million from the City's capital budget (2008 – 2012), a \$10 million investment from the Government of Ontario secured by the Foundation in March 2008, and an Infrastructure Stimulus Fund contribution from the Government of Canada secured in October 2009.

The Foundation's **re:vitalize** – Toronto Reference Library Campaign was launched publically in May 2009 in order to achieve funding for the remaining portion.

Marilyn Baillie and A. Charles Baillie

Alexander Charles Baillie is the former CEO of TD Bank Financial Group, a role he served from 1997 to 2002. Under his leadership, the TD Bank Financial group became the sponsor for the Library's Summer Reading Club, which quickly expanded from a local to a national program. He was recognized for his enlightened interest in the literacy of Canada's children and the TD Bank's support for summer reading programs in public libraries by the Ontario Library Association in 2002. Following his retirement, Mr. Baillie served as the Chancellor of Queen's University from 2002 to 2008. He has also sat on several boards including CN, George Weston Ltd., the Art Gallery of Ontario and The Nature Conservancy of Canada. In September 2007, Mr. Baillie agreed to serve on the Governors' Council for the Toronto Public Library Foundation. Mr. Baillie is also a noted history buff, serving as Chairman of Canada's National History Society, and is well known for the excellence of his own personal collection of Canadiana materials.

Ms. Marilyn Baillie is an award winning children's book author, magazine and book editor, and former editor of Chickadee magazine, a magazine for children 6 – 9 years. The Marilyn Baillie Picture Book Award for Illustration, founded in 2006, is administered in her name by the Canadian Children's Book Centre. In addition to authoring *OWL's Amazing Things Animals Do* series – *Side by Side*, *Wild Talk*, *Time to*

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Eat and Little Wonders – Ms. Baillie’s previous credits include editing and compiling *Science Surprises*, *More Science Surprises*, and writing *Magical Fun*, all from OWL.

Many organizations and institutions have benefited from the generosity of the Baillie’s over the years. They have made gifts to the AGO, Soulpepper Theatre Company, Queen’s University, University of Toronto and the Royal Ontario Museum.

Donor Recognition and the Special Collections Centre

The new Special Collections Centre is a significant component of the Toronto Reference Library’s **re:vitalize** project. Located at the top of the building, on the fifth floor, it will encompass:

- a glass-encased public reading room that can comfortably accommodate 26 researchers at a time;
- a mezzanine that rings the reading room and can display some 6,000 volumes from the collection;
- the Arthur Conan Doyle Room;
- a reception room to welcome visitors to view and discuss items from the collection;
- large display cases to showcase the breadth and depth of the special collections; and
- the entire area designed to ASRAE Class A standard to provide environmental controls to ensure the preservation of the collection for future generations.

In recognition of their \$1.5 million gift in support of **re:vitalize** –Toronto Reference Library Campaign, and through a framework established in concert with Toronto Public Library, the Foundation is proposing the following:

- the gift from Marilyn and Charles Baillie be recognized through the naming of the new 5th Floor Special Collections Centre;
- that appropriate signage for the “Marilyn and Charles Baillie Special Collections Centre” be installed; and
- that Marilyn and Charles Baillie be recognized in the naming of the Special Collections Centre and on all collateral materials associated with the space, including way-finding signage.

Terms of Announcement

The Toronto Public Library Foundation requests that this matter be held in confidence by the Toronto Public Library until such time that a communications plan has been agreed upon by the donors, negotiations are complete, and appropriate approvals have been finalized. It is expected that the gift will be announced by early December 2011.

COMMENTS

Naming Policy

The Library Board’s Naming Policy makes provision for naming opportunities of branches, rooms, programs or collections in recognition of a significant financial gift, and requires Board approval for all naming opportunities.

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The policy outlines the factors to be considered for naming opportunities where a gift is involved:

- whether the gift constitutes a significant portion of the total cost;
- whether the initiative could proceed without the gift;
- the urgency of the need for the initiative;
- the distinction, reputation and integrity of the individual or corporation whose name will be used; and
- the relationship of the individual or corporation to the Library.

The naming of the Special Collections Centre is consistent with the Naming Policy. The Baillie's gift of \$1.5 million is being made towards the renovations at Toronto Reference Library as a whole. As a single gift, this represents a substantial contribution toward the \$34 million revitalization project. In recognition of this gift, the naming of the Special Collections Centre was deemed the most appropriate manner to recognize the significant contribution the Baillie's have made to the **re:vitalize** campaign.

The Naming Policy also states that “when a branch or room is named after an individual, that name will be effective for the useful life of the facility....Should a physical facility be replaced or substantially renovated...the renaming of the facility may be considered.” This provision is reflected in the recommendation.