



STAFF REPORT ACTION REQUIRED with Confidential Attachment

Naming Opportunity – Toronto Reference Library Capital Campaign

Date:	October 17, 2011
To:	Toronto Public Library Board
From:	City Librarian
Reason for Confidential Information:	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:

1. adopts the confidential recommendation in Attachment 1;
2. 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
3. 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. This naming opportunity is a new opportunity that has arisen since the 2008 report, and is therefore being brought to the Board for its 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
Linda Mackenzie; Director, Research and Reference; Tel: 416-393-7133; Fax: 416-393-7083; Email: lmackenzie@torontopubliclibrary.ca

SIGNATURE

Jane Pyper
City Librarian

ATTACHMENTS

Attachment 1: Confidential Information