



**STAFF REPORT  
ACTION REQUIRED  
with Confidential Attachment**

## **Naming Opportunity – Toronto Reference Library Space**

<b>Date:</b>	October 29, 2018
<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**

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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**

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**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**

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The proposed naming agreement aligns with the Foundation's fundraising priority of Neighbourhood Renewal as approved by the Toronto Public Library Board on October 24, 2016.

The Director, Finance and Treasurer has reviewed this financial impact statement and agrees with it.

## **DECISION HISTORY**

At its January 20, 2014 meeting, the Toronto Public Library Board approved a Framework for Space Naming Recognition opportunities at the Research and Reference, District, and Neighbourhood libraries. This framework, prepared by the Toronto Public Library Foundation and modeled after its capital campaign provides a consistent approach to evaluating minimum gifting thresholds for individual donor gifts and philanthropic gifts from corporations for recognition in association with the naming of spaces in Toronto Public Library's branch locations. The framework sets minimum naming gift thresholds at Toronto Reference Library at \$250,000.

## **COMMENTS**

The Naming Policy requires Library Board approval for the naming of branches, rooms, programs and collections.

## **CONTACT**

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## **SIGNATURE**

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Vickery Bowles  
City Librarian

## **ATTACHMENTS**

Attachment 1: Confidential Information

*As negotiations are complete, appropriate approvals have been finalized and the public announcement has been made (see October 29, 2018 – Agenda Item No. 19 – Naming Opportunity – Toronto Reference Library Space report – Recs. No. 2 and 3), Confidential Attachment No. 1 is now public in its entirety.*

## **Naming Recognition of Jack Rabinovitch Reading Room**

<b>Date:</b>	October 29, 2018
<b>To:</b>	Toronto Public Library Board
<b>From:</b>	City Librarian

### **CONFIDENTIAL RECOMMENDATIONS**

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#### **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 Reading Room at \$1 million, and the naming recognition of this room as the "Jack Rabinovitch Reading Room" following the completion of the space, 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 Reading Room, to be located on the fourth floor of the Toronto Reference Library, after Jack Rabinovitch in recognition of a total of \$1 million in gifts from donors naming the space in Mr. Rabinovitch's honour.

#### **Financial Impact**

The \$1 million gift will be applied to the creation of the space as well as a programming fund and related programming at the Toronto Reference Library.

#### **Decision History**

At its January 20, 2014 Board meeting, the Toronto Public Library Board approved a Framework for Space Naming Recognition opportunities at the Research and Reference, District, and Neighbourhood libraries. This framework, prepared by the Toronto Public Library Foundation and modeled after its capital campaign provides a consistent approach to evaluating minimum gifting thresholds for individual donor gifts and philanthropic gifts from corporations for recognition in association with the naming of spaces in Toronto Public Library's branch locations. The framework sets minimum naming gift thresholds at Toronto Reference Library at \$250,000.

## **Issue Background**

In the fall of 2017, Jack Rabinovitch's daughters approached the City Librarian with their recently deceased father's extensive personal library of books, including a collection of all Giller Prize nominees and long list. Given Mr. Rabinovitch's impact on Canadian literature, Toronto Public Library was interested in housing his collection in a meaningful way at Toronto Reference Library.

In Mr. Rabinovitch's memory, his daughters and Toronto Public Library, together with generous donors, envisioned the Jack Rabinovitch Reading Room. This special space will be a fitting tribute to his legacy by providing a permanent home for Mr. Rabinovitch's book collection and enabling his passion for literature to live on. To be located at the Toronto Reference Library and totaling approximately 2,300 square feet, the Jack Rabinovitch Reading Room will be a beautiful and inspiring space where everyone is welcome and can be exposed to Canadian literature. It will also be a spot where aspiring writers will work, read, collaborate and create. With this generous donation, Toronto Public Library is taking the opportunity to replace and re-design the existing Writer's Discussion Room and Writer's Lounge, which will host the Writer in Residence as well as aspiring authors.

In early 2018, together with Jack's daughters and friends, the Toronto Public Library Foundation began work towards a \$1 million fundraising campaign in support of this vision.

## **Jack Rabinovitch (June 24, 1930 – August 6, 2017)**

Born, raised and educated in Montreal, Jack Rabinovitch was a graduate of McGill University in 1952 with a B.A. in Honours English.

His early experience was as a cub reporter, speechwriter, food retailer and distribution executive, and subsequently as an independent builder and real estate developer.

Jack Rabinovitch founded The Giller Prize in 1994 to honour the memory of his late wife Doris Giller, an outstanding literary journalist who died of cancer in April 1993. He was assisted by several friends – most notably the late author Mordecai Richler, author Alice Munro, and academic David Staines – in building the Prize's creative template.

In 2005, The Giller Prize teamed up with Scotiabank to create the Scotiabank Giller Prize. It is the first ever co-sponsorship for Canada's richest literary award for fiction. Under the new agreement, the purse doubled growing to \$50,000 with \$40,000 going to the winner, and \$2,500 being given to each of the four finalists. In 2008, the purse increased again, providing the winning author with \$50,000 and each finalist with \$5,000.

The Scotiabank Giller Prize is dedicated to celebrating the best in Canadian fiction each year, and to enhancing marketing efforts in bringing these books to the attention of all Canadians. Jack was honoured with several awards for his contributions to Canada's literary and civic landscape, including The Order of Ontario in 1997 and The Order of Canada in 2000.

Jack Rabinovitch is survived by his three daughters, Noni, Daphna and Elana, and his three grandchildren, Jacob, Saffi and Luca.

## **Donor Recognition and the Reading Room**

The new Reading Room will be a newly designed and constructed space located on the fourth floor of the Toronto Reference Library and will encompass:

- the Writer’s Suite, a space that will provide a co-working environment for up-and-coming writers to focus on their work alongside the Writer in Residence;
- a programming space;
- Mr. Rabinovitch’s personal book collection and memorabilia; and
- a donor wall to recognize the contributions of donors ranging from \$1,000 to \$100,000.

In recognition of the \$1 million in combined contributions, and through a framework established in concert with Toronto Public Library, the Foundation is proposing the following:

- the gifts be recognized through the naming of the new fourth floor Reading Room;
- that appropriate signage for the “Jack Rabinovitch Reading Room” be installed; and
- that Jack Rabinovitch be recognized in the naming of the Reading Room 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 space and donors will be announced by November 19, 2018.

## **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.

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 Reading Room is consistent with the Naming Policy. The \$1 million is being made towards the creation of the Reading Room as well as associated programming at the Toronto Reference Library.

*As negotiations are complete, appropriate approvals have been finalized and the public announcement has been made (see October 29, 2018 – Agenda Item No. 19 – Naming Opportunity – Toronto Reference Library Space report – Recs. No. 2 and 3), Confidential Attachment No. 1 is now public in its entirety.*

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.