



STAFF REPORT INFORMATION ONLY

Music Library Implementation Plan

Date:	December 15, 2014
To:	Toronto Public Library Board
From:	Acting City Librarian

SUMMARY

The purpose of this report is to provide the Toronto Public Library Board with an overview of the implementation plan for the motions the Board adopted in June 2014 to realize a Toronto Music Library through the promotion and enhancement of music services at Toronto Public Library.

On an ongoing basis, staff will continue to ensure that existing specialized music services centred in the Arts Department at the Toronto Reference Library and branch library music services continue to serve diverse needs of their respective communities. Staff will also continue to anticipate future trends and demand for music collections, programs and services and build capacity into future branch renovations.

Staff has developed an implementation plan to respond to the Board's direction for the promotion and enhancement of the Music Library – the broad collections, services, programs and spaces, which together constitute Toronto Public Library's Music Library. A promotion and marketing plan forms the backbone of the implementation strategy and is described in this report. Other initiatives are outlined and timelines provided for implementation through 2015.

A progress report on the implementation plan will be prepared for the Board in September 2015.

FINANCIAL IMPACT

There is no financial impact beyond what has already been approved in the current or future year's budget. Any initiatives requiring Toronto Public Library Foundation funding would only proceed if and when funding has been secured.

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

DECISION HISTORY

At its January 20, 2014 meeting the Board considered a Notice of Motion requesting staff to report back on existing music collections and services at Toronto Public. The Board adopted the following motion:

Requests the City Librarian to report back to the Board on the existing music collections and services at TPL and the feasibility of creating the Toronto Music Library:

This report to include a discussion of:

- a. the feasibility of designating an existing branch or part of a branch the “Toronto Music Library”;*
- b. the feasibility of amalgamating some music collections, including music itself and literature on music, and programming under one roof;*
- c. examples from other jurisdictions, and their applicability to Toronto;*
- d. a statement on the TPL Foundation’s assessment on the potential for fundraising for this idea.*

On June 23, 2014 the Board received the requested report on the Toronto Music Library <http://www.torontopubliclibrary.ca/content/about-theibrary/pdfs/board/meetings/2014/jun23/13.pdf> and adopted the following motions:

That the Toronto Public Library Board:

- 1. continues the music services centered in the Arts Department at the Toronto Reference Library to serve as a centralized reference and research collection of and about music, with related music services and music-related programs;*
- 2. continues branch libraries delivering music collections, services and programs to best meet community needs and interests;*
- 3. requests staff develop and implement a packaging and positioning approach to the promotion and presentation of music services as a Virtual Music Library that would reposition Toronto Reference Library as a centre of music excellence and bring together in print and online a consolidated view of TPL’s music collections, programs and services that will reflect the breadth and depth of the services available to users across the library system;*
- 4. requests staff investigate options for augmenting and enhancing existing music services that could be supported through Toronto Public Library Foundation fundraising and could include, for example:*
 - a. digitizing music collections;*
 - b. options for developing an online local music site that would collect current local music in digital format and promote local musicians, concerts and events;*
 - c. addition of more concert pianos in branches to support community programming;*
 - d. music creation tools in more branches;*

5. *continues to anticipate future trends and demand for music collections, programs and services and build capacity into future branch renovation and construction projects;*
6. *continues to monitor innovative music library services and build on the initial music creation spaces in the Digital Innovation Hubs in order to effectively respond to the changing environment for music creation and use;*
7. *requests staff report back on a proposed implementation plan for recommendations 1 – 6 as soon as possible;*

Staff were also directed to forward a copy of the Music Library report to the City's Music Advisory Committee for their comment and feedback.

ISSUE BACKGROUND

The Board directed staff to develop an implementation plan that would address the specific motions approved by the Board and report back on that implementation plan.

COMMENTS

Staff has developed a multi-faceted implementation plan to realize the Board's objectives related to the Music Library. Work has commenced in 2014 and will be continued throughout 2015. Major components of the implementation plan are described below.

Packaging and Positioning:

One of the key strategies to raise awareness and promote use of the Library's music collections and services will be a broad based marketing and promotion plan. The plan will be implemented in the first quarter of 2015 and will continue through the year.

There are four key marketing objectives related to the rollout of Toronto Public Library's Music Library:

- To create a brand identity that packages and positions the benefits and the value of the Library's music offerings, and differentiates them from other music offerings in the city;
- To raise awareness of the Toronto Public Library Music Library across a broad and diverse audience, including current and new library users, library staff, and key influencers such as media and current and potential partners;
- To increase usage of the Library's music resources, collections, programs and spaces;
- To increase TPL's profile as a provider of access to arts and culture.

Several marketing strategies will be employed to help achieve these objectives; however, three key approaches will be critical:

- The packaging and positioning (branding) of the service so that the Library's many diverse and valuable music-related programs and services are easily communicated, differentiated and understood;

- The creation of a centralized online site where this information can be easily presented and accessed by a broad range of audiences and users;
- The development and cultivation of key partnerships across the city to help the Library connect with relevant audiences and communicate the breadth, depth and value of the Library's music resources.

To reach current library users who may or may not use the Library's music resources, TPL will use its existing customer touch points (website, in-branch, social media) to promote and cross-promote all aspects of the Music Library, and to drive traffic to the Music Library's online presence. These include library online and offline publications, shelf-talkers, web spotlights, as well as other marketing tactics.

To reach non-library users, TPL will reach out through new and existing partner networks, and through traditional and online media to raise general awareness of the Music Library, and again to drive traffic to its online presence.

Measurable outcomes for the marketing program will be identified and tracked, including impressions and fulfilment (from website visits to holds filled; circulation of material; program attendance; reference questions; and others).

Augmenting and Enhancing Existing Music Services through Fundraising

The Foundation has already included some music-related projects in their fundraising priorities. Additional areas were identified in the June report to the Board for investigation and development of fundraising proposals. These will all be addressed in the implementation plan.

1. Digitization:

To expand the digitization program for music, staff will undertake two separate investigations of options and the development of fundraising proposals for the Toronto Public Library Foundation (TPLF) to pursue. The first of these will be the digitization of music scores that are not protected by copyright. The Library has some experience in this area and can proceed with a proposal in the first quarter of 2015. The second initiative related to the digitization of existing audio collections is more complex in terms of copyright and equipment requirements and is therefore scheduled for the second quarter of 2015.

2. Options for developing an online local music site:

Such a site would collect current local music in digital format and promote local musicians, concerts and events. This is one of the more complex investigations and will involve completing an environmental assessment, conducting consultations and a business needs analysis, and the development of a business plan based on the findings of the three previous phases. The business plan is targeted for completion in the third quarter of 2015 with the development of a fundraising proposal in the fourth quarter.

3. Addition of more Concert Pianos in Branches:
Pianos in branches support both music practice service and branch music programs. Staff has completed an inventory of existing branches and will identify needs for additional pianos, the operating impacts for maintaining them and develop a fundraising proposal for Foundation funding. This work is expected to be complete in the second quarter of 2015.
4. Provide Music Creation Tools in More Branches:
In support of this strategy, staff will:
 - Develop proposals and budget estimates for creating sound studios at North York Central Library and the Toronto Reference Library (Quarter 3) and develop fundraising proposals (Quarter 4);
 - Develop requirements and scope of work to soundproof the two music practice rooms at the Toronto Reference Library and develop a fundraising proposal (Quarter 2);
 - Develop equipment needs and costing to expand the music capacity of the three existing Digital Innovation Hubs (Quarter 2) and prepare a fundraising proposal for the Foundations (Quarter 3);
 - Develop a program proposal for a composer in residence and prepare a funding proposal for the Foundation (Quarter 3);
 - Explore the expansion of the Museum and Arts Pass to include music performances (Quarter 1).

Once implemented, these plans will significantly increase public awareness of the range and depth of TPL's music collections and services and should contribute to increased use. With Foundation funding support, music collections, programs, services and spaces can be further enriched to better meet the needs of users and the Toronto music community.

Staff will prepare a progress report on the implementation plan for the Board in September 2015.

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SIGNATURE

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