



**STAFF REPORT
ACTION REQUIRED
Confidential Attachment**

25a.

**Approval of Sponsorship for the Proposed Museum
Pass Program**

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| Date: | June 11, 2007 |
| To: | Toronto Public Library Board |
| From: | City Librarian and President, Toronto Public Library Foundation |
| 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, 16.1 (4) (a). |

SUMMARY

At the May 14, 2007 Library Board meeting, members were advised that Library staff had been investigating sponsorship opportunities for a proposed museum pass program. The purpose of this report is to update the Board on the progress by staff to obtain appropriate funding for the program since the May meeting.

RECOMMENDATIONS

The City Librarian recommends that the Toronto Public Library Board:

1. adopts the confidential instructions to staff in Attachment 1;
2. authorizes the release of the general terms of the sponsorship arrangement, in a subsequent Board report, once negotiations are complete and appropriate approvals have been received.

FINANCIAL IMPACT

The proposed sponsorship agreement will provide the necessary funding to deliver the Museum Pass Program in a cost neutral manner.

The Director, Finance and Treasurer has reviewed this report and agrees with the financial impact information.

DECISION HISTORY

The Library Board received the *Approval of Sponsorship for the Proposed Museum Pass Program* report at the May 14, 2007 meeting providing information about the proposed Museum Pass Program and the need to obtain a sponsor for the program. The Board approved the recommendations in the May 14, 2007 Board report. Sponsorship discussions have been on-going since the May meeting, and additional information is available now for the Board's consideration.

COMMENTS

The museum pass program goal is to broaden Torontonians' access to the City's cultural life – and in particular, those neighbourhoods and communities where access to arts and culture may be more limited – by providing families the opportunity to visit Toronto's top cultural institutions through a museum pass borrowed from their local branch library.

Such a program also provides the opportunity to strengthen the Library's partnerships with cultural institutions and develop future collaborative programming opportunities. The Library would also be in a position to showcase its collections and programs that support visits to and enjoyment of local museums and art galleries.

Family museum passes would initially be available for borrowing from each of the 24 branches of the Library that serve Toronto's 13 priority neighbourhoods as identified by the City. Attachment 2 outlines the 13 priority neighbourhoods and the associated Library branches. It is planned that the program would be extended to cover all Library branches. A valid Toronto Public Library card would be required to borrow the pass for a one-week period. Families would choose from museums and galleries participating in the program for their visit.

The Toronto Public Library, the Art Gallery of Ontario, the Textile Museum, the Gardiner Museum and the Bata Shoe Museum have all committed to partnering in this initiative. Discussions are also taking place with the Ontario Science Centre and the Royal Ontario Museum. In the future, other cultural institutions would be approached to join the program.

A letter of support for the Museum Pass Program has been received from Mayor David Miller (Attachment 3).

The Library has been tasked with organizing and administering the program, augmenting the offering with related collections and programs, promoting the program, communicating to the public and working with the Toronto Public Library Foundation in seeking sponsorship for the program.

The cultural institutions have the role of providing passes for each of the branches and helping to promote and publicize the program. In many cases, this will complement and extend community outreach programs already in place at the museums and art galleries.

CONTACT

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SIGNATURE

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ATTACHMENTS

- Attachment 1: Confidential Information
- Attachment 2: Priority Neighbourhood Areas and Library Branches
- Attachment 3: Letter of Support from Mayor David Miller