



## STAFF REPORT ACTION REQUIRED

### Toronto Public Library Tote Bags – Award of Contract

**Date:** June 22, 2026  
**To:** Toronto Public Library Board  
**From:** City Librarian and CEO

#### SUMMARY

---

The purpose of this report is to seek Toronto Public Library (TPL) Board approval to award a contract to OasisMade for the supply, storage and delivery of various Toronto Public Library branded tote bags.

The initial contract term is for three years from July 1, 2026, to June 30, 2029, with two one-year optional extensions from July 1, 2029, to June 30, 2031.

The total combined potential value of the commitment is \$1,070,000, excluding Harmonized Sales Tax (HST), inclusive of the base term plus the two one-year optional extensions. The majority of the tote bags delivered through this contract will be sold at TPL branches and are priced on a cost recovery basis. Some of the bags will be made available to customers and the public free of charge as part of various promotional activities.

TPL issued a Request for Proposal in October 2025 for the supply, storage and delivery of Toronto Public Library tote bags. OasisMade was the highest scoring proponent, meeting all the requirements through the evaluation of proposals submitted in response to TPL's Request for Proposal.

TPL provides branded tote bags on a low-cost and promotional basis as a practical way for Library users to easily transport library materials while showing their support for TPL. The bags are in high demand and have become an iconic accessory in the city's landscape, boosting the Library's visibility across the GTA and beyond.

## RECOMMENDATIONS

---

### **The City Librarian recommends that the Toronto Public Library Board:**

1. approves the award of contract to OasisMade for the supply, storage, and delivery of TPL branded tote bags, for a total potential value of \$1,070,000 excluding Harmonized Sales Tax (HST), comprised of:
  - a. Three-year base term from July 1, 2026, to June 30, 2029, for \$642,000; and
  - b. Two one-year optional renewal periods, subject to satisfactory performance and at the sole discretion of the City Librarian, for a total potential additional contract value of \$428,000 comprised of:
    - i) July 1, 2029, to June 30, 2030, for \$214,000
    - ii) July 1, 2030, to June 30, 2031, for \$214,000

## FINANCIAL IMPACT

---

The total potential value of the commitment to OasisMade for the supply, storage, and delivery of TPL branded tote bags is \$1,070,000, excluding HST, as described in Table 1 below.

**Table 1- Commitment Value to OasisMade - (excluding HST)**

<b>Tote Bag Type</b>	<b>Base Term – Jul. 1, 2026, to Jun. 30, 2029</b>	<b>Option Year 1 - Jul. 1, 2029, to Jun. 30, 2030</b>	<b>Option Year 2 – Jul. 1, 2030, to Jun. 30, 2031</b>	<b>Total</b>
TPL Totes	\$432,000	\$144,000	\$144,000	\$720,000
Children’s	\$68,250	\$22,750	\$22,750	\$113,750
Limited Edition	\$141,750	\$47,250	\$47,250	\$236,250
<b>Total</b>	<b>\$642,000</b>	<b>\$214,000</b>	<b>\$214,000</b>	<b>\$1,070,000</b>

The 2026 portion of the initial term of the contract is \$75,000 and is included in the approved 2026 operating budget. Funding for the remaining term of the contract will be included in future years’ budget submissions.

The TPL Tote and the Limited Edition bags are available for sale at TPL branches and are priced on a cost recovery basis. Revenue generated from the sale of these bags has averaged \$140,000 per year over the past two years. A portion of these bags are also made available to customers and the public free of charge as part of various promotional activities. The children’s bags are distributed for free as part of the Kindergarten Outreach program. The cost for a portion of the bags distributed through this program is offset by donations received through the TPL Foundation.

The Director, Finance and Chief Financial Officer has reviewed this financial impact statement and agrees with it.

## **ALIGNMENT WITH STRATEGIC PLAN**

TPL tote bags support the Shared Community Spaces priority by encouraging customers to visit library branches to buy them—boosting awareness of locations and creating opportunities for interaction with staff. The bags also promote the strategic priority of Access and Awareness, creating brand awareness, boosting library pride, and encouraging word of mouth promotion of the bags.

## **EQUITY IMPACT STATEMENT**

TPL tote bags are created and sold with equity and accessibility in mind. By offering the bags at a low, cost-recovery price, the program minimizes financial barriers and ensures the customers have equal access to them. The availability of these bags across branches also promotes equitable access regardless of geographic location.

## **ISSUE BACKGROUND**

TPL introduced the current design of its branded tote bags in 2022, as part of the launch of its new brand and visual identity. These branded tote bags are offered on a low-cost and promotional basis as a practical way for Library users to easily transport Library materials while showing their support for TPL. The bags are in high demand and have become an iconic accessory in the city's landscape, boosting the Library's visibility across the GTA and beyond.

The TPL Tote and Limited Edition bags are available for sale at branches, which keeps the bag cost accessible as it avoids third party vendor handling and shipping costs, and encourages foot traffic into TPL branches. On average, TPL sells approximately 50,000 tote bags per year, at a price point intended to cover TPL's cost.

TPL also creates custom and specialty bags for promotional purposes, to raise the profile of the Library, and to provide incentives for engagement with and use of Library programs and services. Specialty children's bags are distributed for free as part of the Library's Kindergarten Outreach program to encourage engagement with the program and the associated program materials and are supported by donations to the TPL Foundation.

## **COMMENTS**

Since the initial order in 2022, TPL has replenished its stock of TPL totes three times. For several years, TPL has also placed multiple orders for promotional bags. Each of these production runs have involved different vendors and required separate Requests for Quotations for each production run. Establishing a long-term contract with a supplier provides TPL with pricing and operational benefits,

as well as a consistency of product quality and style. TPL also produces additional bags, including limited-edition bags such as Intellectual Freedom tote bags and children's bags for the Kindergarten Outreach program. Limited edition bags are sold to the public while the Kindergarten Outreach bags are provided to participants at no cost.

On October 25, 2025, TPL issued a public Request for Proposals for the supply, storage and delivery of library bags for a period of three-years with two one-year optional periods. The Request for Proposals closed on December 22, 2025, and fifteen compliant proposals were received. The proposals were evaluated in accordance with the criteria set out in the Request for Proposals including, an assessment of samples for quality and specification requirements, experience and qualifications of both the company and the proposed project team, demonstrated ability to meet TPL's deliverables and customer service expectations, and cost. OasisMade achieved the highest score through the Request for Proposals process.

The award to OasisMade is for an initial term of three years, beginning July 1, 2026, with the option to extend for two additional one-year periods at the sole discretion of the City Librarian and subject to satisfactory performance.

The proposed contract will ensure consistent quality, supply and pricing for TPL branded tote bags over the next five years.

## **CONTACT**

Linda Hazzan; Director, Communications, Programming and Customer Engagement;  
Tel: 416-393-7214; Email: [lhazzan@tpl.ca](mailto:lhazzan@tpl.ca)

Marco Cuoco; Director, Finance and Chief Financial Officer; Tel: 416-397-5946;  
Email: [mcuoco@tpl.ca](mailto:mcuoco@tpl.ca)

## SIGNATURE

---

Moe Hosseini-Ara  
City Librarian and CEO