



**Peterborough
Public Library**

To: Peterborough Public Library Board of Trustees

From: Jennifer Jones, Library CEO

Meeting Date: June 27, 2017

Subject: Report PPL17-023
Foundation Naming Rights Request

Purpose

A report to inform the Library Board of the request from the Library Foundation for a naming opportunity in the renovated main Library.

Recommendations

That the Library Board approve the recommendations outlined in Report PPL17-023 dated June 27, 2017, of the Library CEO, as follows:

- a) That Report PPL17-023 be received for information, and
- b) That the Library Board consider a naming opportunity for the Library Foundation in the main library space at the Aylmer St location.

Budget and Financial Implications

There is no budget or financial implication resulting from the approval of the recommendations of this report.

Background

The Chair of the Library Foundation Board of Directors, Bruce Gravel, will attend the Library Board meeting on June 27, 2017, to make a request of the Library Board for an official naming opportunity in the renovated main branch of the Peterborough Public Library.

A letter has been submitted to the Library Board as a formal request outlining their contribution history and their request for a named space in the renovated library. (see Appendix A)

The letter makes reference to the permanent recognition for the Friends of the Library (FOL) in the naming of the auditorium. All parties have agreed that this space will continue to be named after the FOL in the renovated library space, however it will be subject to a contract under section 4.5 of the City of Peterborough Sponsorship, Naming Rights and Advertising Policy (Appendix B). The details of this contract have yet to be discussed or determined with the FOL.

Any naming agreement with the Foundation would be subject to a similar contract at this time, the details of which would need to be determined.

Submitted by,

Jennifer Jones
Library CEO

Contact Name:
Jennifer Jones
Phone: 705- 745-5382 Ex. 2370
Fax: 705-745-8958
E-mail: jjones@peterborough.ca

Appendix A - Library Foundation Naming Rights request letter

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April 10, 2017

TO: The Board of Directors of the Peterborough Public Library

FROM: The Board of Directors of the PPL Foundation

SUBJECT: Naming Rights in new Library

Greetings,

You are no doubt aware of the work of our PPL Foundation, which has existed since 1995. A federally-registered non-profit charity, our Foundation oversees bequests and donations made to our library. Governed by a volunteer Board of Directors and regulated by the Canada Revenue Agency, our Foundation meets at least quarterly and has annual audited financial statements produced by an independent auditor.

Our Foundation has generously supported the work of our library since its inception. As the funds under our stewardship has grown over the years, the interest from these prudently-invested funds has also grown, allowing us to do more for the library. So far, we have given \$263,134 to the library. This money has paid for many things not covered in the library's regular budgets, such as security gates, auditorium chairs after the devastating flood, the "Useful" access for library computers each year for 4 years, computers for the computer room, and the Donor Wall which provides recognition to donors.

In addition, we will provide \$250,000 to the new library upon completion of its construction. We have also committed to an additional \$25,000 to fund new furniture for the expanded Children's Area. We are launching a fundraising campaign this week to raise this \$25,000 from our community.

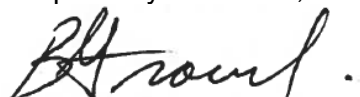
In total, this represents \$538,134 in funding committed to the library so far.

The Friends of the Library has received permanent recognition for their excellent efforts in providing funding to the library, by having the auditorium named after them. This naming right will continue in the new library, and deservedly so.

Similarly, our Foundation requests a naming opportunity in the new library, in recognition of our ongoing financial support. Specifically: on the wall behind the new Circulation Desk, if space allows it. This location will publicize our Foundation, which will greatly assist our ongoing efforts to help the library by raising money through bequests and donations.

I plan to attend your April 25, 2017, meeting to formally present our request and answer any questions you may have.

Respectfully submitted,



Bruce Gravel

Chair

Peterborough Public Library Foundation