



*City of Arts & Innovation*

# Board of Library Trustees

---

**TO: BOARD OF LIBRARY TRUSTEES** **DATE: NOVEMBER 14, 2022**

**FROM: RIVERSIDE PUBLIC LIBRARY** **WARDS: ALL**

**SUBJECT: DONATION AND NAMING RIGHTS AGREEMENT FOR THE CHILDREN'S STACK AT THE MAIN LIBRARY: \$5,000 SELINA COX BREMENSTUHL DONATION AND NAMING RIGHTS AGREEMENT**

## **ISSUE:**

Receive an update on the Donation and Naming Rights Agreement for the Children's Stack at the Main Library from Selina Cox Bremenstuhl in the amount of \$5,000.

## **RECOMMENDATION:**

That the Board of Library Trustees receive an update on the Donation and Naming Rights Agreement for the Children's Stack at the Main Library from Selina Cox Bremenstuhl in the amount of \$5,000, upon City Council approval.

## **BACKGROUND:**

Riverside Public Library Staff developed a sponsorship campaign in partnership with the Riverside Public Library Foundation, a 501(c)(3), to support the future development and sustainability of Riverside Public Library's state of the art libraries and to advance the collective vision of expanding spaces for imagination, discover, and connections by provided books, digital resources, technology, adult and family literacy programs, classes/programs for all ages.

The goal is to raise over \$10 million in monetary donations in 5-years. Contributions will be deposited into the Riverside Public Library Foundation (RPLF) restricted fund for ongoing technology, materials, online resources, and special project needs for all Riverside Public Library locations. All proceeds will be collected and monitored by the RPLF. Funds are intended to augment the Library's annual General Fund budget.

On September 13, 2021, the Board of Library Trustees received and filed the update they received on the Riverside Public Library Foundation's Literacy Legacy campaign.

On November 16, 2021, the City Council received and ordered filed information on the Riverside Public Library Foundation Literacy Legacy Naming Campaign for the Main Library and facility rooms.

RPLF and Library staff outlined an opportunity for the public to donate funds for the ability to name specific areas after themselves or their company. Naming rights of areas include Innovation Centers, Riverside Public Library spaces, facilities, buildings, etc.

On September 6, 2022, the City Council approved and authorized the Memorandum of Understanding between the City of Riverside and the Riverside Public Library to implement the Riverside Public Library Foundation's Literacy Legacy Program that gives donors naming rights to Riverside Public Library spaces, facilities, buildings, etc.

### **DISCUSSION:**

The attached agreement and donation have come from a donor for one space called the Children's Stack.

<b><u>Donor</u></b>	<b><u>Amount</u></b>	<b><u>Main Library Facility/Room</u></b>
Selina Cox Bremenstuhl	\$5,000	Children's Stack

Selina Cox Bremenstuhl committed to donating and supporting the RPLF and Riverside Public Library through a \$5,000 donation in exchange for naming of the formal Children's Stack as "In Memory of Betsy Cox McQuaid". The contribution will be made to the Riverside Public Library Foundation to support the future development and sustainability of the Riverside Public Library's state of the art libraries through provided books, digital resources, technology, adult and family literacy programs, classes/programs for all ages, innovation centers and spaces for gathering.

The term of the agreement is 20 years.

### **STRATEGIC PLAN ALIGNMENT:**

The item contributes to **Strategic Priority No. 1 Arts, Culture & Recreation** and **Goal 1.1 - Strengthen Riverside's portfolio of arts, culture, recreation, senior and lifelong learning programs and amenities through expanded community partnerships, shared use opportunities and fund development.**

This item aligns with each of the five Cross-Cutting Threads as follows:

1. **Community Trust** - Involvement between the Board of Library Trustees, the Riverside Public Library Foundation, and the library promote community trust.
2. **Equity** – This item aligns with equity by having the potential to facilitate equitable distribution of services to every member of the community through the role of the Riverside Public Library Foundation.
3. **Fiscal Responsibility** – Through City Charter Section 808 (f), the Board of Library Trustees shall have the power and duty to accept money, personal property or real estate donated to the City for library purposes, subject to the approval of the City Council.
4. **Innovation** - This item aligns with Innovation through the establishment of current and future partnership with donors.

5. **Sustainability & Resiliency** – Naming rights assists the Library with Sustainability & Resiliency by potentially providing fund development opportunity through the fundraising efforts led by the Riverside Public Library Foundation.

**FISCAL IMPACT:**

There is no fiscal impact with this update.

Prepared by: Erin Christmas, Library Director  
Approved by: Rafael Guzman, Assistant City Manager

Attachment:

1. Board of Library Trustees Minutes 9-13-21
2. City Council Minutes 11-16-21
3. City Council Minutes 9-6-22
4. Donation and Naming Rights Agreement among RPLF, City of Riverside and Selina Cox Bremenstuhl