



City of Arts & Innovation

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: FEBRUARY 25, 2025

FROM: LIBRARY DEPARTMENT WARDS: ALL

SUBJECT: DONATION AND NAMING RIGHTS AGREEMENTS WITH THE RIVERSIDE PUBLIC LIBRARY FOUNDATION, BEST BEST & KRIEGER LLP FOR THE CHILDREN'S STACK IN THE AMOUNT OF \$5,000, ALAN L. CRAFTS FOR STUDY ROOM B AT THE MAIN LIBRARY IN THE AMOUNT OF \$50,000, RIVERSIDE EAST ROTARY FOR THE CHILDREN'S STACK IN THE AMOUNT OF \$5,000, AND S. SUE JOHNSON FOR THE ADULT STACK AT THE MAIN LIBRARY IN THE AMOUNT OF \$10,000

ISSUES:

Approve three Donation and Naming Rights Agreements for the Children's Stack at the Main Library from Best Best & Krieger LLP in the amount of \$5,000, Study Room B at the Main Library from Alan L. Crafts in the amount of \$50,000, the Children's Stack at the Main Library from Riverside East Rotary in the amount of \$5,000, and S. Sue Johnson for the Adult Stack at the Main Library in the amount of \$10,000.

RECOMMENDATIONS:

That the City Council:

1. Approve the Donation and Naming Rights Agreement in the amount of \$5,000 with Best Best & Krieger LLP for naming rights to the Children's Stack at the Main Library to read as "Best Best & Krieger (Children's Stack)",
2. Approve the Donation and Naming Rights Agreement in the amount of \$50,000 with Alan L. Crafts at the Main Library to read as "The Susan Tieg Study Room",
3. Approve the Donation and Naming Rights Agreement in the amount of \$5,000 with Riverside East Rotary for naming rights to the Children's Stack at the Main Library to read "Riverside East Rotary (Children's Stack)",
4. Approve the Donation and Naming Rights Agreement in the amount of \$10,000 with S. Sue Johnson for naming rights to the Adult Stack at the Main Library to read "S. Sue and William R. Johnson (Adult Stack)", and
5. Authorize the City Manager, or his designee, to execute all necessary documents and approve future addendums to the agreements.

BACKGROUND:

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

On September 6, 2022, the City Council authorized Riverside Public Library Staff to develop a sponsorship campaign through a 5-year Memorandum of Understanding with the Riverside Public Library Foundation, a 501(c)(3) organization, 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 Riverside Public Library Foundation's goal is to raise over \$10 million in monetary donations in 5 years. Contributions will be deposited into a Riverside Public Library Foundation (Foundation) 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 Foundation. Funds are intended to augment the City of Riverside Public Library's annual General Fund budget.

The Foundation and Library staff partnered and 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.

DISCUSSION:

The (4) four attached donation agreements have come from donors for (2) two spaces called the Children's Stack, (1) one space called Study Room B and (1) one space called the Adult Stack of which all are located at the Main Library. There are (19) nineteen Children's Stack available for naming, (1) one Study Room B available for naming and (12) twelve Adult Stack available for naming.

<u>Donor</u>	<u>Amount</u>	<u>Main Library Facility/Room</u>
Best Best & Krieger	\$5,000	Children's Stack
Alan L. Crafts	\$50,000	Study Room B
Riverside East Rotary	\$5,000	Children's Stack
S. Sue Johnson	\$10,000	Adult Stack

The contribution will be made directly to the Riverside Public Library Foundation, a 501(c)(3) organization, 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 amount of the donation reflects the published asking price listed for the corresponding space in the Riverside Public Library Foundation's Literacy Legacy Program Brochure (see Attachment 2).

The term of the donation and naming agreement is for 20 years.

STRATEGIC PLAN ALIGNMENT:

This 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.**

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

1. **Community Trust** - This item aligns with Community Trust by minimizing the expenditure of City funds through community partnership and involving the community.
2. **Equity** - This item aligns with Equity by facilitating equitable distribution of services to every member of the community through programs funded by donations, gift and trust funds.
3. **Fiscal Responsibility** - This item aligns with Fiscal Responsibility as the community would benefit with no financial implications to the City other than in-kind contributions of staff time.
4. **Innovation** - This item aligns with Innovation by continuing partnerships with the Friends of the Library and Riverside Public Library Foundation to secure funding for programming needs for the community.
5. **Sustainability & Resiliency** - This item aligns with Sustainability & Resiliency by providing fund development opportunity.

FISCAL IMPACT:

There is no direct fiscal impact to the City related to this report. Total donations in the amount of \$70,000 will be paid to the Riverside Public Library Foundation for naming rights, as detailed in the table below. The \$70,000 in donation revenues will be deposited and managed by the Riverside Public Library Foundation, a 501(c)(3) organization. The Riverside Public Library Foundation transfers funds, net of an administrative fee, to the City on a periodic basis to supplement and expand library programs and services.

Donor	Main Library Facility/Room	Amount
Best Best & Krieger	Children's Stack	\$5,000
Alan L. Crafts	Study Room B	\$50,000
Riverside East Rotary	Children's Stack	\$5,000
S. Sue Johnson	Adult Stack	\$10,000
Total		\$70,000

Prepared by: Erin Christmas, Library Director
 Certified as to availability of funds: Kristie Thomas, Finance Director/Assistant Chief Financial Officer
 Approved by: Kris Martinez, Assistant City Manager
 Approved as to form: Jack Liu, Interim City Attorney

Attachments:

1. Donation and Naming Rights Agreement – Best Best & Krieger

2. Donation and Naming Rights Agreement – Alan L. Craft
3. Donation and Naming Rights Agreement – Riverside East Rotary
4. Donation and Naming Rights Agreement – S. Sue Johnson
5. Brochure