



# City Council Memorandum

City of Arts & Innovation

TO: HONORABLE MAYOR AND CITY COUNCIL      DATE: DECEMBER 13, 2022  
FROM: LIBRARY DEPARTMENT      WARDS: 1  
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

## **ISSUES:**

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

## **RECOMMENDATIONS:**

That the City Council:

1. Approve Donation and Naming Rights Agreement in the amount of \$5,000 with Selina Cox Bremenstuhl for naming rights to the Children's Stack at the Main Library to read as "In Memory of Betsy Cox McQuaid", and
2. Authorize the City Manager, or designee, to execute all necessary documents and approve future addendums to the agreements.

## **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 a Riverside Public Library Foundation (RPLF) 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 City of Riverside Public Library's annual General Fund budget.

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 November 14, 2022, the

Board of Library Trustees received an update on the donation and naming agreement for the Children’s from Selina Cox Bremenstuhl in the amount of \$5,000 (Attachment 1).

**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 (Attachment 2).

**STRATEGIC PLAN ALIGNMENT:**

This item contributes to ***Strategic Priority No. 1 Arts, Culture & Recreation*** and **Goal No. 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 fiscal impact to the City as the Riverside Public Library Foundation is accepting and managing this award.

Prepared by: Erin Christmas, Library Director  
Certified as to  
availability of funds: Edward Enriquez, Chief Financial Officer/City Treasurer  
Approved by: Rafael Guzman, Assistant City Manager  
Approved as to form: Phaedra Norton, City Attorney

Attachments:

1. Board of Library Trustees Minutes November 14, 2022
2. Donation and Naming Rights Agreement among RPLF, City of Riverside and Selena Cox Bremenstuhl