



City of Arts & Innovation

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: SEPTEMBER 6, 2022

FROM: LIBRARY DEPARTMENT WARDS: ALL

SUBJECT: MEMORANDUM OF UNDERSTANDING BETWEEN THE CITY OF RIVERSIDE AND THE RIVERSIDE PUBLIC LIBRARY FOUNDATION PROVIDING DONORS NAMING RIGHTS TO RIVERSIDE PUBLIC LIBRARY SPACES, FACILITIES, BUILDINGS, ETC.

ISSUES:

Approve the Memorandum of Understanding between the City of Riverside and the Riverside Public Library Foundation to implement the Riverside Public Library Foundation's Literacy Legacy Program that gives donors naming rights to Riverside Public Library spaces, facilities, buildings, etc.

RECOMMENDATIONS:

That the City Council:

1. Approve the Memorandum of Understanding between the City of Riverside and the Riverside Public Library Foundation to implement the Riverside Public Library Foundation's Literacy Legacy Program that gives donors naming rights to Riverside Public Library spaces, facilities, buildings, etc.; and
2. Authorize the City Manager, or designee, to execute all necessary documents and approve future addendums to the Memorandum of Understanding.

BACKGROUND:

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.

Riverside Public Library Staff developed a sponsorship campaign in partnership with the Riverside Public Library Foundation 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) restricted endowment 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.

The RPLF raises funds to ensure the excellence of library services for Riverside Residents. RPLF's directors and officers are all volunteers. The Foundation relies on donations and fund-raising events for support. RPLF is a 501(c)(3) tax-exempt status. All donations of money, land, and securities received by the RPLF are tax-deductible.

DISCUSSION:

The attached Memorandum of Understanding and pledge forms is a result of the collaboration between the City of Riverside and Riverside Public Library Foundation which implements the RPLF's Literacy Legacy Program (Program). The purpose of the Program is to raise funds to ensure the continued excellence of public library services for all City of Riverside residents. The Memorandum of Understanding is a five-year term.

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.

Commitments have come from donors for two spaces including the Carnegie Room (\$250,000) and Innovation Center (\$750,000). The generous commitment from donors greatly contributes to the development and sustainability of the Library.

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 immediate fiscal impact with approving the Memorandum of Understanding between the City of Riverside and the Riverside Public Library Foundation. RPLF donates funds to the Riverside Public Library for express purposes, thereby augmenting Library services and programs above and beyond what the City's General Fund is able to support.

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. Memorandum of Understanding
2. Program Brochure and Pledge Forms
3. Board of Library Trustees Minutes September 13, 2021