



## **DISCUSSION:**

The goal of the Literary Legacy campaign is to raise up to \$10 million to provide funds to the Riverside Public Library public technology replacement, increased materials budget for best sellers and online resources, and other special projects for all Riverside Public Library locations. Funds are intended to augment the Library annual General Fund budget.

As one way to raise these funds, 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. See attached pledge forms. Areas to name include the entire building, specific rooms and areas of the Library and book stacks. Additionally, for a lower amount, donors can add their name to a donor wall to be established on a wall near the front entrance of the Library.

This campaign will officially launch in late Fall/early Winter 2021 with a Gala fundraiser, date to be announced.

RPLF has received verbal commitments from donors for at least two spaces including the Carnegie Room (\$250,000) and Innovation Center (\$750,000).

## **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.

This 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 Board of Library Trustees and members of the community to encourage or enhance communication.
2. **Equity** – Funds raised will be used to fund public technology replacement, increased materials budget for best sellers and online resources, and other special projects for all Riverside Public Library locations ensuring free and open access to all community members.
3. **Fiscal Responsibility** – Foundation funds raised will be maintained in an endowment account to be used for technological, materials, online resource, and other special project needs of the community without further burdening the General Fund.
4. **Innovation** – Riverside Public Library is partnering with the Riverside Public Library Foundation in an innovative funding approach to ensure community needs are met in a timely fashion.
5. **Sustainability & Resiliency** – Funds raised will provide fund development opportunity to ensure that moving forward the Library is able to maintain the technological, materials, online resources, and other special project needs of the community without further burdening the General Fund.

**FISCAL IMPACT:**

There is no fiscal impact associated with this report. At the time donations are accepted by the City Council, fiscal impacts will be included in the reports.

Prepared by: Erin Christmas, Library Director  
Certified as to  
availability of funds: Edward Enriquez, Chief Financial Officer/Treasurer  
Approved by: Kris Martinez, Interim Assistant City Manager

Attachments:

1. Literacy Legacy Program Brochure
2. Donor Wall Pledge Form
3. Naming Pledge Form