



City of Arts & Innovation

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: NOVEMBER 16, 2021

FROM: LIBRARY DEPARTMENT WARDS: ALL

**SUBJECT: RIVERSIDE PUBLIC LIBRARY FOUNDATION LITERACY LEGACY NAMING
CAMPAIGN OF MAIN LIBRARY AND FACILITY ROOMS**

ISSUE:

Receive and file information on the Riverside Public Library Foundation Literacy Legacy Naming Campaign for the Main Library and facility rooms.

RECOMMENDATION:

That the City Council receive and file information on the Riverside Public Library Foundation Literacy Legacy Naming Campaign for the Main Library and facility rooms.

BACKGROUND:

On July 8, 2020 the Finance Performance and Budget Committee received a report on the updated policy and procedures for naming of City assets; and recommend the City Council approve the Naming of City Assets Policy.

On June 26, 2021, the Riverside Main Library held its grand opening ceremony which was well attended by the community. Based on information gathered, 1,882 customers came into the Library, 834 books were checked out, and 459 new library cards were issued.

Riverside Public Library Staff proceeded to develop the Literary Legacy sponsorship campaign in partnership with the Riverside Public Library Foundation (RPLF) to assist with program and equipment funding needs. The goal would be to raise over \$10 million in monetary donations. Contributions will be deposited into a 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.

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 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 or rooms located in the Main Library after themselves or their company known as the Literary Legacy Naming Campaign. See attached pledge forms. Areas available for sponsorship 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 early 2022 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).

On September 13, 2021, the Board of Library Trustees unanimously received and filed this report.

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.

Prepared by: Erin Christmas, Library Director

Certified as to

availability of funds: Edward Enriquez, Chief Financial Officer/Treasurer

Approved by: Rafael Guzman, Assistant City Manager

Approved as to form: Phaedra A. Norton, City Attorney

Attachments:

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