



*City of Arts & Innovation*

# City Council Memorandum

**TO: HONORABLE MAYOR AND CITY COUNCIL      DATE: APRIL 11, 2023**

**FROM: LIBRARY DEPARTMENT      WARDS: ALL**

**SUBJECT: DONATION AND NAMING RIGHTS AGREEMENT FOR THE ADULT STACK AT THE MAIN LIBRARY FROM KATHY AND GARY CHRISTMAS IN THE AMOUNT OF \$10,000; AND DONATION AND NAMING RIGHTS AGREEMENT FOR THE CHILDREN'S STACK AT THE MAIN LIBRARY IN THE AMOUNT OF \$5,000 FROM DORIS WYONA GILLUM**

## **ISSUES:**

Approve two Donation and Naming Rights Agreements for the Adult Stack at the Main Library from Kathy and Gary Christmas in the amount of \$10,000 and the Children's Stack at the Main Library from Doris Wyona Gillum in the amount of \$5,000.

## **RECOMMENDATIONS:**

That the City Council:

1. Approve the Donation and Naming Rights Agreement in the amount of \$10,000 with Kathy and Gary Christmas for naming rights to the Adult Stack at the Main Library to read as "Kathy and Gary Christmas",
2. Approve the Donation and Naming Rights Agreement in the amount of \$5,000 with Doris Wyona Gillum for naming rights to the Children's Stack at the Main Library to read as "Doris Wyona Gillum", and
3. Authorize the City Manager, or 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.

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 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 two attached donation agreements have come from donors for two spaces called the Adult Stack and Children's Stack both located at the Main Library.

<b><u>Donor</u></b>	<b><u>Amount</u></b>	<b><u>Main Library Facility/Room</u></b>
Kathy and Gary Christmas	\$10,000	Adult Stack
Doris Wyona Gillum	\$ 5,000	Children's Stack

The contribution will be made directly 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 amount of each donation reflects the published asking price listed for the corresponding spaces in the Riverside Public Library Foundation's Literacy Legacy Program Brochure (see Attachment 3).

Agreement terms are for a term of 20 years.

## **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:**

The total fiscal impact of these agreements is donations totaling \$15,000 to the Riverside Public Library Foundation. The \$15,000 in donation revenues will be deposited to and managed by the Foundation.

Prepared by: Jessica Herdina, Assistant Library Director  
Certified as to  
availability of funds: Kristie Thomas, Assistant Chief Financial Officer  
Approved by: Kris Martinez, Assistant City Manager  
Approved as to form: Phaedra A. Norton, City Attorney

### **Attachments:**

1. Donation and Naming Rights Agreement among RPLF, City of Riverside and Kathy and Gary Christmas
2. Donation and Naming Rights Agreement among RPLF, City of Riverside and Doris Wyona Gillum
3. Literacy Legacy Program Brochure