Minute No. 692
Report - Standing Policy Committee on Protection and Community Services - September 12, 2005

Item No. 4 Millennium Library Project - Facility Naming Opportunities
File L(32.1)

COUNCIL DECISION:

Council concurred in the recommendation of the Standing Policy Committee on Protection and Community Services and adopted the following:

1. That the naming opportunities for the new Millennium Library as set out in Appendix 1 to the report dated August 30, 2005, from the Acting Director of Community Services, be approved.

2. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

Report - Standing Policy Committee on Protection and Community Services - September 12, 2005

DECISION MAKING HISTORY:

Moved by Councillor Steeves,

That the recommendation of the Standing Policy Committee on Protection and Community Services be adopted by consent.

Carried

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On September 21, 2005, the Executive Policy Committee concurred in the recommendation of the Standing Policy Committee on Protection and Community Services and submitted the matter to Council.

STANDING COMMITTEE RECOMMENDATION:

On September 12, 2005, the Standing Policy Committee on Protection and Community Services concurred in the administrative recommendation and submitted the matter to the Executive Policy Committee and Council.

ADMINISTRATIVE REPORT

RE: APPROVAL OF NAMING OPPORTUNITIES AT THE MILLENNIUM LIBRARY

FOR SUBMISSION TO: Standing Policy Committee on Protection and Community Services

ORIGINAL REPORT SIGNED BY: Michael Bereziak, Acting Director Community Services Department

REPORT DATE: **August 30, 2005**

RECOMMENDATION(S):

1. That City Council approve the attached list (Appendix 1) of naming opportunities for the new Millennium Library.
2. That the proper officers of the City of Winnipeg be authorized to do all things necessary to implement the intent of the foregoing.

REPORT SUMMARY:

Key Issues:

- The Millennium Library Project is a private-public partnership established to achieve the goal of improving library service for the citizens of Winnipeg.
- The private sector, through the Winnipeg Library Foundation, has made a significant financial contribution of almost $7 million towards the cost of the Millennium Library Project.
- Several large donations have been made by private sector individuals and/or companies.
- In recognition of these significant financial contributions, the Winnipeg Library Foundation would like to name several rooms, areas, counters and other items after these private sector individuals and/or companies (See Appendix 1).
- The Millennium Library will open to the public in the fall of 2005.

Implications of the Recommendation(s):

General implications:

- **None**
- **For the organization overall &/or for other departments**

x For the community and/or organizations external to the City
☐ Involves a multi-year contract
Comment(s): The attached list of naming opportunities would result in private sector individuals and/or companies having their name attached to rooms, areas, counters or other items in the new Millennium Library, as well as on a donor wall within the library.

Policy implications:
x No
☐ Yes Comment(s):

Environmental implications:
x No
☐ Yes Comment(s):

Human Resources implications:
x No
☐ Yes Comment(s):

Financial implications:
x Within approved current and/or capital budget
☐ Current and/or capital budget adjustment required
Comment(s): The Community Services Department, Library Services Division will purchase appropriate signage to recognize the names of individuals and/or companies through the Commitment Reserve Fund that was allocated and approved for signage as part of the Millennium Library Project.

REASON FOR THE REPORT:

City Council approval is required for all facility naming opportunities.

HISTORY:

In 1997, the Winnipeg Library Foundation was created as the fundraising arm of the Winnipeg Public Library Board to raise funds in support of capital projects for the Winnipeg Public Library system.

In July 2001, Council approved the Millennium Library Project and Term Sheet that outlined the terms and conditions of the partnership between the City of Winnipeg and the Winnipeg Library Foundation. This document identified the naming opportunity procedures for the project.

Since 2001, the Winnipeg Library Foundation has been actively soliciting funds from private sector individuals and/or companies for the Millennium Library Project.

The Millennium Library is scheduled to open in the fall of 2005**.**

DISCUSSION:

In July 2001, City Council approved the Millennium Library Project and Term Sheet that outlined the terms and conditions between the City of Winnipeg and the Winnipeg Library Foundation.

The Term Sheet indicated that the naming rights for the library building itself, or designated areas within the facility, would be considered in consultation with the appropriate city staff, and would be determined by the Millennium Library Project Steering Committee and subject to the approval of City Council.

Included in the Term Sheet was a preliminary list of donor recognition opportunities. They were:

- Theatre/Auditorium – Carol Shields
- Art Gallery Exhibit Space – M. Blankstein
- Children's Services Counter – Wawanesa
- School-Aged Children's Area – B. Natch
- Pre-School Children's Area – TD Bank
- Young Adult Technology Centre – Royal Bank

Since 2001, the Winnipeg Library Foundation has been actively fundraising from private sector individuals and/or companies for the Millennium Library Project.

Some specific rooms, areas, counters and other items have been identified by the Winnipeg Library Foundation as potential donor opportunities (Appendix 1).

The Community Services Department, Library Services Division is requesting that the attached list of naming opportunities be approved as a way of providing long-term recognition to those donors who have made a significant contribution to the Millennium Library Project. Approval of this report would result in private sector individuals and/or companies having their name attached to rooms, areas, counters or other items in the new Millennium Library, as well as on a donor wall within the library.

Council approval is needed to proceed with the development of appropriate signage for the rooms, areas, counters and other items in the new Millennium Library with a goal of having such signage in place for the opening of the library.

FINANCIAL IMPACT STATEMENT:

The Community Services Department, Library Services Division, will purchase appropriate signage to recognize the names of individuals and/or companies through the Commitment Reserve Fund that was allocated and approved for signage as part of the Millennium Library Project. The Commitment Reserve Fund currently contains $100,000 for "Millennium Library Signage" [department id 628303]. The cost of the proposed signage is yet to be determined; however it will be within the previously approved commitment reserve fund.

Financial Impact Statement **Date:** August 30, 2005

Approval of Naming Opportunities at the Millennium Library **First Year of Program** 2005

	2005	2006	2007	2008	2009
Capital					
Capital Expenditures Required	$ -	$ -	$ -	$ -	$ -
Less: Existing Budgeted Costs	-	-	-	-	-
Additional Capital Budget Required	$ -	$ -	$ -	$ -	$ -
Funding Sources:					
Debt - Internal	$ -	$ -	$ -	$ -	$ -
External	-	-	-	-	-
Grants (Identify)	-	-	-	-	-
Reserves, Equity, Surplus, Other	-	-	-	-	-
Total Funding	$ -	$ -	$ -	$ -	$ -
Total Additional Capital Budget Required	$ -				
Total Additional Debt Required	$ -				
Current Expenditures/Revenues					
Direct Costs	$ -	$ -	$ -	$ -	$ -
Less: Incremental Revenue/Recovery	-	-	-	-	-
Net Cost/(Benefit)	$ -	$ -	$ -	$ -	$ -
Less: Existing Budget Amounts	-	-	-	-	-
Net Budget Adjustment Required	$ -	$ -	$ -	$ -	$ -

Additional Comments:
The Community Services Department, Library Services Division, will purchase appropriate signage to recognize the names of individuals and/or companies through the Commitment Reserve Fund that was allocated and approved for signage as part of the Millennium Library Project. The Commitment Reserve Fund currently contains $100,000 for "Millennium Library Signage" [department id 628303].

"Original signed by"
Cindy Fernandes, B. Comm (Hon), CMA
Acting Manager of Finance & Administrative Services

THIS REPORT SUBMITTED BY:

Community Services Department
Prepared by: Rick Walker, Arthur Cohen
File No.

APPENDIX 1

ADMINISTRATIVE REPORT: Approval of Naming Opportunities at the Millennium Library

Donor Recognition Opportunities

Reading Terrace	Richardson Family
Carol Shields Auditorium	Anonymous
Reader Services	Asper Foundation
Business Directory Centre	Great West Life Assurance Co.
Art Gallery and Exhibit Space	Morley & Marjorie Blankstein
Meeting Room "A"	Abe & Barbara Anhang
Meeting Room "B"	Dee & Harold Buchwald
Aboriginal Reading in the Round Area	Moffat Family Fund
Children's Services Counter	Wawanesa Mutual Insurance Co.
Children's Program Room	Mona Gray
Adult Science Area	Monsanto
School-Age Children's Area	Brian Natch
Pre-School Children's Area	TD Canada Trust Financial Group
Young Adult Homework Area	Shirley Gray
Young Adult Technology Area	Royal Bank Financial Group
Special Services Counter	Gail Asper
Aboriginal Services Collection Area	Paula Mitchell
Reading Nook	Todd & Marianne Pennell
Computer Work Stations (2)	Piston Ring