Report - Standing Policy Committee on Protection and Community Services - May 12, 2003

Item No. 10 Renaming of the Centennial Library
File L (32.1) (Vol. 2)

STANDING COMMITTEE RECOMMENDATION:

On May 12, 2003, the Standing Policy Committee on Protection and Community Services concurred in the administrative recommendation and recommended:

1. That the name of the Centennial Library be changed to the 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.

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DECISION MAKING HISTORY:

STANDING COMMITTEE RECOMMENDATION:

On May 12, 2003, the Standing Policy Committee on Protection and Community Services concurred in the administrative recommendation, and submitted its recommendation to Executive Policy Committee and Council.

REPORT

RE: **Renaming of the Centennial Library**

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

ORIGINAL REPORT SIGNED BY: **Clive Wightman, Acting Director, Community Services Department**

REPORT DATE: **April 4, 2003**

RECOMMENDATION(S):

- That City Council approve changing the name of Centennial Library to the Millennium Library.
- 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 Centennial Library will undergo a major renovation and expansion as part of the Millennium Library Project beginning in the summer of 2003.
- Over the past five years the public has frequently heard the term Millennium Library used to describe the Centennial Library.
- Renaming the Centennial Library will reflect a new era in the delivery of library service and add to the excitement associated with the renovation and expansion of the building.
- There would be some minor costs associated with renaming the facility.
- City Council approval is required to change the name of any civic building.

Implications of the Recommendation(s):

General Implications

X	None
	For the organization overall and/or for other departments
	For the community and/or organizations external to the City of Winnipeg

	Involves a multi-year contract

Comment:

Policy implications

X	No
	Yes

Comment:

Environmental implications

X	No
	Yes

Comment:

Human Resources implications

X	No
	Yes

Comment:

Financial Implications

X	Within approved current and/or capital budget
	Current and/or capital budget adjustment required

Comment:

There would be some minor costs associated with renaming the facility. Estimated capital costs of $10,000 and operating costs of $1,000 are anticipated in 2004 and would be absorbed in existing budgets.

REASON FOR THE REPORT:

City Council approval is required to change the name of all civic buildings.

HISTORY:

In September 1973, Winnipeg City Council gave its approval in principle to a series of recommendations from its Executive Policy Committee on the construction of a new downtown library building. Plans for the Centennial project were made public in May 1974. Along with the park and the parking structure, the new library was envisioned as the major capital project for the City's 100th anniversary in 1974. The building opened in 1977 as the Centennial Library.

In 1997, the Library commissioned RPG Consultants to provide a facilities study of the Centennial Library. Based on this report, the Millennium Library Project was created.

In 2000, the Winnipeg Library Foundation received a commitment for $1 million on the condition that the name of the building either remain the same or only be changed to a non-personal/ non-business name such as the "Millennium Library".

In 2001, the Canada Manitoba Infrastructure Program approved the allocation of $9 million to the Centennial Library - Millennium Library Project, shared equally by the three levels of government. The Winnipeg Library Foundation committed to raise $7 million privately, and an additional $1 million was provided from the Community Services Department, Library Services Division's Technology Reserve Fund, for a total of $17 million.

DISCUSSION:

During the past five years, the fundraising efforts to renovate and expand the Centennial Library have often resulted in the building being referred to as the new Millennium Library. Promotional material has referred to the project as "Winnipeg's Millennium Library". Newspaper articles on the project have called it the Millennium Library, and the general public has heard the term used frequently to describe the project.

The Winnipeg Library Foundation has indicated that a $1 million donation has been given on the condition that the name of the building either remain the same or only be changed to a non-personal/non-business name such as the "Millennium Library".

Changing the name to the Millennium Library would add excitement to the renovation and expansion project. In the same way that the name "Centennial Library" was used to describe a period in Winnipeg's history, so too will the name "Millennium Library" help to describe a new era in library service delivery.

The new name will reflect the changes in service delivery planned for the facility. When the new library reopens after construction is complete, a new name for the facility will add to the public's attraction to this downtown destination.

There will be an environmental impact report prepared for the Millennium Library Project**.** The impact, if any, of changing signage will be addressed in this report. The name change should not have any other environmental impact.

There will be no impact on Human Resources due to changing the name of Centennial Library.

Financial Impact:

Financial Impact Statement

Date: March 21, 2003

Project Name: Renaming of the Centennial Library

First Year of Program 2003

	2003	2004	2005	2006	2007
Capital					
Capital Expenditures Required		$ 10,000	$ -	$ -	$ -
Less: Existing Budgeted Costs		10,000	-	-	-
Additional Capital Budget Required	$ -	$ -	$ -	$ -	$ -
Funding Sources:					
Debt - Internal	$ -	$ -	$ -	$ -	$ -
Debt - External	-	-	-	-	-
Grants (Enter Description Here)	-	-	-	-	-
Reserves, Equity, Surplus		-	-	-	-
Other - Enter Description Here	-	-	-	-	-
Total Funding	$ -	$ -	$ -	$ -	$ -
Total Additional Capital Budget Required	$ -	$ -	$ -	$ -	$ -
Total Additional Debt Required	$ -	$ -	$ -	$ -	$ -
Current Expenditures/Revenues					
Direct Costs	$ -	$ 1,000			
Less: Incremental Revenue/Recovery	$			-	-
Net Cost/(Benefit)		$ 1,000	$ -	$ -	$ -
Less: Existing Budget Amounts	-	1,000			
Net Budget Adjustment Required	$	$ -	$ -	$ -	$ -

Additional Comments: Note, if the Centennial Library is renamed the Millennium Library, this would result in some minimal operating costs of approximately $1,000 in 2004 associated with the purchase of stationery material. There would be some capital costs of approximately $10,000 in 2004 associated with the purchase of new exterior building signage. The Library services Division would be able to accommodate these expenditures from its annual operating budget or as part of the project's capital costs.

C. Wightman, Manager
Finance & Administrative Services

IN PREPARING THIS REPORT THERE WAS CONSULTATION WITH, AND CONCURRENCE BY:

N/A

THIS REPORT SUBMITTED BY:
Department: Community Services
Division: Library Services
Prepared by: Rick Walker, Bruno LeGal, Arthur Cohen
File No.