Agenda - Council - April 27, 2005

Report - Standing Policy Committee on Protection and Community Services - April 11, 2005

Item No. 4 2005 TD Summer Reading Club Agreement
File L-1

STANDING COMMITTEE RECOMMENDATION:

On April 20, 2005, the Executive Policy Committee concurred in the recommendation of the Standing Policy Committee on Protection and Community Services and submits the following to Council:

1. That the Library Services Division of the Community Services Department be authorized to enter into an agreement with the Province of Manitoba, Culture Heritage and Citizenship Department, Public Library Services to participate in the 2005 TD Summer Reading Club, a joint initiative with Library and Archives Canada.

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 - April 11, 2005

DECISION MAKING HISTORY:

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On April 20, 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 April 11, 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: 2005 TD Summer Reading Club Agreement

FOR SUBMISSION TO:	**Standing Policy Committee on Protection and Community Services**
ORIGINAL REPORT SIGNED BY:	Ursula Stelman, Director Community Services Department
REPORT DATE:	**March 29, 2005**

RECOMMENDATION(S):

- That City Council authorize the Library Services Division to enter into an agreement with the Province of Manitoba, Culture, Heritage, and Citizenship Department, Public Library Services ("MB Public Library Services") to participate in the 2005 TD Summer Reading Club, a joint initiative with Library and Archives Canada.

- That the proper officers of the City of Winnipeg be authorized to do all things necessary to implement the foregoing.

REPORT SUMMARY:

Key Issues:

- MB Public Library Services is partnering with Library and Archives Canada and TD Bank in the 2005 TD Summer Reading Club.
- The TD Summer Reading Club helps children under the age of 12 across Canada develop a love for reading by promoting an exciting theme, and providing free high quality material to libraries to support summer reading programs. The program has been adopted by hundreds of public libraries across Canada with excellent results.
- The Library Services Division wishes to join the 2005 TD Summer Reading Club and will be able to redirect approximately $5,000 to other children's programs by participating in this program.
- There is no cost to the Library Services Division to participate in this program.

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 TD Summer Reading Club will enhance the Library Services' summer reading program for children throughout Winnipeg.

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): There is no cost to the Library Services Division to participate in the 2005 TD Summer Reading Club.

REASON FOR THE REPORT:

City Council approval is required to enter into this agreement.

HISTORY:

In late 2004, MB Public Library Services approached the Library Services Division about participating in the 2005 TD Summer Reading Club with other public libraries across the province.

DISCUSSION:

The 2005 TD Summer Reading Club is a joint initiative with Library and Archives Canada and the TD Bank Financial Group. Library and Archive Canada provides a coordinating, consultative, and evaluating role.

Under the program TD Bank Financial Group commits to:

- Offer free high quality and practical material to allow libraries to adapt the initiative to their own communities.
- Use an exciting theme to attract children to their local libraries.
- Promote the fun of reading and incorporate readings as an important part of family vacation.
- Bridge the schooling gap and strengthen the knowledge gained.

The 2005 TD Summer Reading Club aims to help children up to 12 years of age to develop a taste for reading, while encouraging them to retain their schooling and to pick up good reading habits. The Summer Reading Club endeavors to attract more children and adolescents into public libraries. Participants will receive a poster, stickers, and an activity booklet filled with word games, riddles, and a reading log related to this year's theme of outer space.

Libraries that wish to join the 2005 TD Summer Reading Club commit to promoting the TD Summer Reading Club, keep track of the promotional efforts, register participants and record their reading progress. Libraries are also encouraged to organize such activities as riddles, reading and drawing contests, mural creations, author and illustrator events (Appendix A).

The TD Summer Reading Club program has been adopted by hundreds of public libraries across Canada with excellent results.

The Library Services Division wishes to join the 2005 TD Summer Reading Club. The Library has conducted a Summer Reading Program for many years. In 2004, over 4,000 children participated in Winnipeg Public Library's Summer Reading Program. It is estimated that the Library expends approximately $5,000 annually for materials and advertising related to this program.

The Library Services Division will receive free publicity and summer reading materials as part of the 2005 TD Summer Reading Club, and will be able to redirect approximately $5,000 to other children's programs by participating.

FINANCIAL IMPACT STATEMENT:

Financial Impact Statement

Date: March 24, 2005

Project Name:

2005 TD Summer Reading Club Agreement

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:

There is no cost to participate in the 2005 TD Summer Reading Club.

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

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

THIS REPORT SUBMITTED BY:

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

Appendix A

Material Order Form and Agreement with the Library for the year 2005

Your Public Library is cordially invited to participate to the TD Summer Reading Club, A joint initiative with Library and Archives Canada. Kindly complete and sign the Material Order Form and the Letter of Agreement with the Library Regarding the Use of the Material and send it to the attention of your regional coordinator, by fax or mail, **on or before February 16, 2005**.

Bilingual Promotional Kit		**Bilingual Reading Kit**		
A **Invitation/Bookmark**	**B** **Promotional Poster**	C **Posters**	D **Sticker Sheet**	E **Activity Booklet**

Letter of Agreement with the Library Regarding the Use of Material

By signing below, our library agrees:

Library: _____

Region: _____

Province: _____

1. to use the title *TD Summer Reading Club, A joint initiative with Library and Archives Canada*, in promotional material and in public relations (letter, article, leaflets, marketing, web site, media);
2. That the provided free material, including posters, invitations, stickers, and activity booklets, will not be modified, except for the space to write in your address;
3. To promote the initiative within schools and regional family-oriented organizations; and
4. To complete the 2005 Statistics and Evaluation Form on or before September 23, 2005.

Name of signer: _____

Signature: _____

Telephone: _____

Email: _____

Spokesperson (media): _____

Telephone: _____

Email: _____

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Canada