

City of Brisbane

Agenda Report

To: Mayor and City Council

From: Caroline Cheung via Clay Holstine, City Manager

Date: December 8, 2016

Subject: Fundraising Strategy for the New Brisbane Library

Recommendation:

Approve the Fundraising Strategy for the New Brisbane Library.

Background:

At the April 7, 2016 City Council Meeting, \$300,000 was identified as the amount which staff believes likely to be raised by donations to help fund the new Brisbane Library. City staff met with the Friends of the Brisbane Library at their September 20, 2016 meeting to discuss the idea of the Friends of the Brisbane Library (FOBL) being the “face” of the fundraising effort. Subsequently, staff has been in communication with members of FOBL, the Chamber, and County Library staff to fine-tune a strategy for Brisbane’s new Library.

Discussion:

The new Library is anticipated to break ground in 2018. This leaves all of 2017 and possibly some of 2018 for fundraising efforts. It’s thought that given the lofty fundraising goal of \$300,000, fundraising for the new Library will be an on-going event and be treated differently than the efforts that took place with the Community Park Playground and Brisbane Skatepark, which had a hard stop due to donor stars and bricks needing to be ordered and ready for installation at the end of construction.

The Brisbane Business Community has always been very generous when it comes to community fundraising. They understand the value of retrofitting city-owned property and how they, too, benefit from these restored community facilities. Brisbane has a very active Chamber of Commerce and at their November Board meeting, “Live at Mission Blue” Creative Director and Parks and Recreation Commissioner Kevin Fryer was there to introduce to them

the fundraising goal for the new Library and how FOBL will be the face of the fundraising effort. There was a definite interest amongst the Board to be kept apprised of the fundraising campaign as it moved forward.

Naming Rights

One thing that became clear from the fundraising efforts for the Community Park Playground and Skatepark was that most donors love to be able to personalize or “leave their mark” on a project they’re passionate about. To that end, and given that the new Brisbane Library will have a collection of separate rooms/areas, consideration was made to have these rooms/areas be named* after certain donors that were willing to donate over a set threshold. Below are the various rooms/areas that have been identified as potential sites that could be named by way of a plaque, bronze plate, or other means yet to be determined (see Attachment 1):

1. Marketplace & Discovery
2. Quiet Seating
3. Teen Area
4. Historic Archive
5. Children’s Area
6. Courtyard
7. Children’s Garden
8. Community Room
9. Maker Space
10. Outdoor Bench #1 and #2
11. Outdoor Tables #1 - #6
12. Rainwater Cistern

* The City’s newly-adopted Naming Policy and Procedure (adopted 11/3/2016) applies only to parks, recreational facilities or areas newly built or modified after 2015; the new Brisbane Library is excluded from this policy and the Library itself will not undergo any type of naming process.

Consideration has been made that rooms within the new Library might range from between \$20,000 - \$50,000, whereas a donor bench might be more so in line with a \$2,500 - \$5,000 donation. Whether it’s an individual, family or business making the donation, and it is either at or above a certain amount, such as \$20,000, then the donor would be allowed to donate over the course of a number of years, yet to be determined. Having this be an option would likely make their donation more feasible and allow FOBL to make considerable progress towards the fundraising goal.

Employer Matching Programs

Several Bay Area companies participate in Employer Matching Programs or match their employees’ approved gifts/donations as a way to motivate their employees in being engaged in their communities and making them better places to live, work, and play. A couple examples

their communities and making them better places to live, work, and play. “Live at Mission Blue” has had success with Employer Matching Programs from regional companies.

Leveraging Business Advertising

“Live at Mission Blue” kicks off in February, 2017. Kevin Fryer is willing to have the back page of all four programs of this year’s concert series be dedicated to fundraising for the new Brisbane Library, where they each can have a different focus, i.e. “Do you work for an employer that matches grants and donations? If so, please contact them to help leverage your gift of education and raise the funds needed for Brisbane’s new Library!” In addition, the Chamber of Commerce has agreed to begin publicizing the fundraising efforts for the new Brisbane Library in their publication, The Luminary, which reaches all residents and businesses in Brisbane as well as in certain surrounding communities. Advertising can begin as early as the December/January issue, or as soon as the fundraising mechanisms are in place.

Donations from Families and Individuals

Like the Community Park Playground and Skatepark, there will be a dedicated area within the new Brisbane Library for displaying the names of all who contributed towards the Library. This will likely take the form of a donor wall, where there would be areas designated for the various donor levels. Again, given the high fundraising goal, it is thought this donor wall would be one that could be designed in a way that could be easily added to as donations came in, similar to the Volunteer of the Year boulder located outside City Hall where a small plaque bearing the name of the current Volunteer of the Year is added to the next blank space each year. Other donor recognition designs being considered are that of a “tree of life” or that of a butterfly, whose leaves/body could be made up of removable brass plates which would be removed and engraved as donations came in.

Donations Made Online

It is important that there is a way for individuals to give online via their credit or debit card as that was an issue that arose during both the Community Park Playground and Skatepark fundraising efforts. This would also allow those that live outside of Brisbane who learn of the Library’s fundraising campaign to give more easily. According to Kevin Fryer, 50% of tickets for “Live at Mission Blue” are sold online. The Friends of the Brisbane Library (FOBL) is a registered 501(c)3 private non-profit corporation and thus all donations made to FOBL are tax-deductible. Currently, FOBL accepts online donations via their website, www.fobl.info. Language/images can be added to highlight the fundraising efforts for the new Library and make it very clear that donations made online to FOBL will be used for construction of the new Brisbane Library.

Reaching the Community

County Library staff recently acquired a vinyl lettering machine which can be utilized in creating custom banners to hang outside the current Library site. They also have a 3-D printer which

can print “minted” keepsakes that can be given out to the first certain number of donors. The new Library site will also feature a large-scale banner on the chain-link fence showing the community pictorially what will be coming in 2018; it will have a rendering of the new Library as seen from Visitacion. Both sites can include information on how people can donate to the new Library. It is also anticipated that a fundraising thermometer will be located at the new Library site to keep track of fundraising success and motivate donors to give. A similar, electronic fundraising thermometer can be added to FOBL’s website to show their progress. In addition, the City’s advertising channels would be utilized to help promote the Friends’ fundraising campaign. Those channels include: the City’s signboards, website, STAR newsletter, Ch. 27, Weekly Website Updates, and social media (Facebook, Twitter, Instagram, and Nextdoor).

Fundraising Timeline

In summary, a proposed timeline for FOBL’s Fundraising Strategy is below:

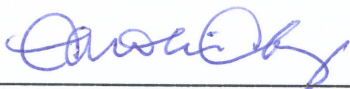
December 8, 2016	Council approves FOBL’s Fundraising Strategy
December 2016	Fundraising mechanisms put into place
Late December/Early January 2017	Begin advertising across all channels
Throughout 2017	Bulk of fundraising efforts, continued promotion
2018	Begin construction of New Library
2019 - ongoing	Donor wall constructed/added to
2018 – ongoing	Collect annual commitments from large donors

Fiscal Impact/Financing Issues:

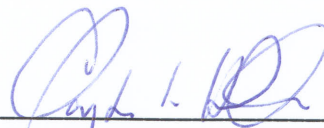
None at this time.

Measure of Success:

That the fundraising goal is met through a collaborative effort of the Friends of the Brisbane Library, the Chamber, County Library System, and the City of Brisbane.



Caroline Cheung, Sr. Management Analyst



Clay Holstine, City Manager

Attachments:

1. Proposed Layout of the New Brisbane Library

