

City of Brisbane

Agenda Report

To: Mayor and City Council

From: Caroline Cheung via Clay Holstine, City Manager

Date: January 5, 2017

Subject: Fundraising Strategy and Donation Policy for the New Brisbane Library

Recommendation:

Approve the Fundraising Strategy and Donation Policy for the New Brisbane Library.

Background:

At the December 8, 2016 City Council Meeting, concern was raised regarding naming rights in regards to specific rooms/areas within the new Brisbane Library. Subsequent to that meeting, the Fundraising Committee, comprised of members of the Friends of the Brisbane Library (Friends), San Mateo County Libraries (Library) staff, Mayor Liu, and city staff, met to discuss a draft policy that addressed the concerns raised by Councilmembers at the December 8th meeting.

Discussion:

The Library Fundraising Committee spoke in depth about the potentiality of there being the perception of quid pro quo (“something for something” or “this for that” in Latin), should donations be accepted from companies with active land use applications before the City, or from those that currently have significant contracts with the City. Therefore, the attached Donation Policy for the New Brisbane Library was drafted and reviewed by the City Attorney (see Attachment 1). Essentially, developers, landowners, or consultants representing a developer or landowner, who are currently applying for a land permit, would not be able to donate towards the new Brisbane Library, but exceptions would be made if they had a land use permit approved within the last three years (recognition on donor wall), or more than three years ago (possibility to have a room/area named after them). Similarly, businesses or individuals that have current contracts with the City in excess of \$250,000 would not be able to donate towards the new library, but exceptions would be made if their contracts were

between \$100,000 - \$250,000 (recognition on donor wall) or below \$100,000 (possibility to have a room/area named after them). Note: companies with franchises with the City within three years of renewal date would not be able to donate towards the new library. All of these various scenarios are pictorially shown on the Donation Flowchart for the New Brisbane Library (see Attachment 2).

Seeing What Other Libraries Have Done

Recently, San Mateo County Libraries staff shared what the Friends of the Library groups in Millbrae, Belmont, and Portola Valley have done concerning donor recognition and named rooms (see Attachment 3). Friends of the Millbrae Library had a fundraising goal of \$250,000, which they met through individual and business donations (\$159,000) and from a Friends Trust/Bequeath Fund (\$100,000), with opportunities still to have an inscription on the donor wall (\$500+) or on a book spine in the Children’s Area (\$150). They do have their periodical room named after the individual who bequeathed a large amount to the Friends, but that donation was made before the new library was built in 2004. They don’t have a naming policy or any other named rooms. Friends of the Belmont Library had a fundraising goal of \$225,000 and ultimately received \$263,000 from individuals, businesses and community organizations. They have three named rooms, with their naming policy delegated to a Library Steering Committee, which was made up of the City Manager, Library Director, and a community member. Friends of the Portola Valley Library had a fundraising goal of \$150,000, which was raised through individual donations. Significant donors were recognized on the Town Center buildings and library interior spaces. A Town Center Fundraising Committee raised \$20 million for the entire project. See Attachment 4 for more photo examples of donor recognition from the Millbrae and Belmont libraries.

The Friends of the Brisbane Library have a fundraising goal of \$300,000. They hope to meet this goal by way of the Fundraising Strategy laid out at the December 8th meeting (see Attachment 5), with consideration given to the new Donation Policy being recommended for adoption by the Council at the January 5th meeting.

If both the Fundraising Strategy and Donation Policy are approved, then the Fundraising Timeline would be adjusted as follows:

Fundraising Timeline

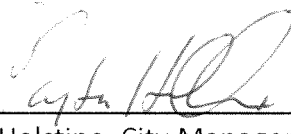
January 5, 2017	Council approves Fundraising Strategy and Donation Policy
January 2017	Fundraising mechanisms put into place
Late Jan/Early Feb 2017	Begin advertising across all channels
Throughout 2017	Bulk of fundraising efforts, continued promotion
2018	Begin construction of New Library
2019 – ongoing	Donor wall constructed/added to
2018 – ongoing	Collect annual commitments from large donors

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. Donation Policy for the New Brisbane Library
2. Donation Flowchart for the New Brisbane Library
3. Library Capital Fundraising Information for Millbrae, Belmont & Portola Valley
4. Photo Examples of Donor Recognition from Millbrae & Belmont Libraries
5. Fundraising Strategy for the New Brisbane Library from December 8, 2016 Council Meeting