

September 28, 1989

Transportation & Community Development Committee
Sacramento, California

Honorable Members in Session

SUBJECT: SACRAMENTO PUBLIC LIBRARY FOUNDATION CAPITAL CAMPAIGN

SUMMARY

The Library requests that the Transportation & Community Development Committee recommend approval of the attached resolution authorizing the Sacramento Public Library Foundation to offer the opportunity to major donors, whose contributions exceed a certain level of donation in the Foundations proposed Capital Campaign, the privilege of naming certain areas within the New Central Library.

BACKGROUND

A "Special Collections Room", is planned to occupy the entire second floor of the original Central Library. This room will house the Sacramento Public Library's special material on Sacramento and California history, genealogy materials, examples of fine press publications of California & Sacramento memorabilia, incunabula (printing prior to 1500), early printing from around the world, and a unique collection of materials about printing and typography. The collections of local book collectors will be showcased in the room, as will appropriate exhibits acquired for public viewing from institutions located throughout the country. The Special Collections Room will attract researchers from throughout Northern California as well as local area students and residents.

To house and display these unique materials requires constructing a room with temperature, humidity, and light controls and special security measures. The cost of the construction of the "Special Collections Room" is estimated to be \$1,000,000. This cost, due to the unique nature of the Special Collection, was not included in the cost of the Central Library Expansion Project. The Sacramento Public Library Foundation has committed to the project of constructing, equipping, and maintaining the Special Collections Room. To accomplish this goal the Foundation will launch a Capital Campaign to raise the funds necessary for the successful completion of this project. Any monies raised in excess of construction and administration costs will be used to endow maintenance and additions to the special materials collection. A key element in this fundraising campaign is commitment to major donors, who exceed a certain level of donation, the privilege of naming certain areas of the Central Library. The suggested areas to be named and the recommended level of donation for each area is contained in attachment 1 (additional areas may be identified later). The Foundation has constructed guidelines (attachment 2) for naming the areas referenced in attachment 1. To proceed with the Capital Campaign, the Foundation needs the approval of the City Council to offer to major donors the opportunity to name areas within the Library.

Sacramento Public Library
and Information Service

1010-8th Street
Sacramento, CA 95814-3576
916-440-5926

FINANCIAL IMPACT

This resolution carries no financial responsibility for the City of Sacramento. All costs for conducting the Capital Campaign will be borne by the Sacramento Public Library Foundation.

POLICY CONSIDERATIONS

Consistent with past practice, as exemplified by the Crocker Art Museum.


MBE/WBE EFFORTS

Not applicable to this item.

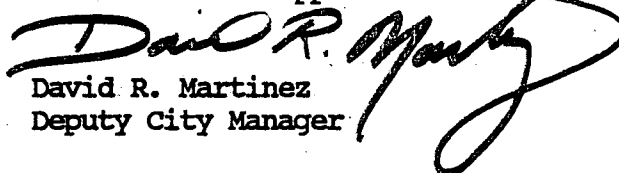
RECOMMENDATION

The Library recommends approval of the attached resolution allowing the Sacramento Public Library Foundation to offer the opportunity to major donors, whose contributions exceed a certain level of donation in the Foundations proposed Capital Campaign, the privilege of naming certain areas within the New Central Library.

Respectfully Submitted,


Richard M. Killian
Library Director

Recommendation Approved:


David R. Martinez
Deputy City Manager

October 10, 1989
All Districts

Attachments

Contact Person to Answer Questions:
Mary Mijares, Community Relations Coordinator
Sacramento Public Library
(916) 440-7328



Sacramento Public Library
Foundation

1010 Eighth Street
Sacramento, CA 95814-3576
916.440.5926

SACRAMENTO PUBLIC LIBRARY FOUNDATION

CAPITAL CAMPAIGN

SUGGESTED NAMING OPPORTUNITIES FOR CENTRAL LIBRARY

<u>NAMING OPPORTUNITY</u>	<u>LEVEL OF DONATION RECOMMENDED</u>
Library Galleria*	\$1,000,000
Sacramento Spec. Col. Room	500,000
Children's Discovery Center	250,000
Popular Reading Materials	100,000
Periodicals - Floor 3	75,000
Business & Technology - Floor 2	75,000
Humanities - Floor 4	75,000
Meeting Room 116 - Public	50,000
Meeting Room 119 - Public	50,000
Public Conference Room 204**	25,000
Public Conference Room 404	25,000
Video Room 304	25,000
ADM Conf Room (Public & Private)***	25,000
Private Conference Room B27	10,000
Private Conference Room 515****	10,000
Donor Wall:	
Founder	10,000
Benefactor	5,000
Patron	1,000

- * Library Galleria name to remain within naming opportunity
- ** Adjacent to Nonprofit Resource Center
- *** Possible gift from Library Foundation
- **** Possible staff gift in honor of recently deceased staff member



**Sacramento Public Library
Foundation**

1010 Eighth Street
Sacramento, CA 95814-3576
916.440.5926

GUIDELINES FOR SACRAMENTO PUBLIC LIBRARY NAMING OPPORTUNITIES

Established by the Sacramento Public Library Foundation Executive Committee and Capital Campaign Steering Committee on September 7, 1989.

The Foundation retains the right to accept or reject names offered during the naming opportunity process. The following criteria have been established.

1. Personal names recommended for consideration may be in memoriam or for living persons. Recommended names should have made a significant contribution to the social, cultural and/or economic fabric of Sacramento.
2. Historic personal names recommended for consideration should have made a significant contribution to the social, cultural and/or economic fabric of Sacramento, Northern California or the U.S.
3. Geographic name places or historic landmarks pertinent to Sacramento and/or Northern California may be recommended for consideration, i.e., Sutter's Landing, River City, City Plaza, etc.
4. Corporate names recommended for consideration should be brief, preferably a single word, i.e., Arco Arena, Busch Gardens, if appropriate.
5. Group or service club names recommended for consideration should be brief, preferably a single word, i.e., Rotary Meeting Room, Friends Conference Room, if appropriate.
6. Appropriate acknowledgement to recognize donors will be displayed in each area.

RMK:mrl
9-11
9/27/89

October 11, 1989

City Council
Sacramento, California

Honorable Members in Session

SUBJECT: SACRAMENTO PUBLIC LIBRARY FOUNDATION CAPITAL CAMPAIGN

SUMMARY

The Library requests approval of the attached resolution authorizing the Sacramento Public Library Foundation to offer the opportunity to major donors, whose contribution exceed a certain level of donation in the Foundations proposed Capital Campaign, the privilege of naming certain areas within the New Central Library.

BACKGROUND

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and Information Service

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Sacramento, CA 95814-3576
916-440-5926

FINANCIAL IMPACT

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POLICY CONSIDERATIONS

Consistent with past practice, as exemplified by the Crocker Art Museum.

MBE/WBE EFFORTS

Not applicable to this item.

RECOMMENDATION

The Library recommends approval of the attached resolution allowing the Sacramento Public Library Foundation to offer the opportunity to major donors, whose contributions exceed a certain level of donation in the Foundations proposed Capital Campaign, the privilege of naming certain areas within the New Central Library.

Respectfully Submitted,

Richard M. Killian
Library Director

Recommendation Approved:

Walter J. Slipe
City Manager

October 17, 1989
All Districts

Attachments

Contact Person to Answer Questions:
Mary Mijares, Community Relations Coordinator
Sacramento Public Library
(916) 440-732



Sacramento Public Library
Foundation

1010 Eighth Street
Sacramento, CA 95814-3576
916.440.5926

SACRAMENTO PUBLIC LIBRARY FOUNDATION

CAPITAL CAMPAIGN

SUGGESTED NAMING OPPORTUNITIES FOR CENTRAL LIBRARY

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Private Conference Room 515***	10,000
Donor Wall:	
Founder	10,000
Benefactor	5,000
Patron	1,000

* Adjacent to Nonprofit Resource Center

** Possible gift from Library Foundation

*** Possible staff gift in honor of Mary Cascio



**Sacramento Public Library
Foundation**

1010 Eighth Street
Sacramento, CA 95814-3576
916.440.5926

GUIDELINES FOR SACRAMENTO PUBLIC LIBRARY NAMING OPPORTUNITIES

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5. Group or service club names recommended for consideration should be brief, preferably a single word, i.e., Rotary Meeting Room, Friends Conference Room, if appropriate.
6. Appropriate acknowledgement to recognize donors will be displayed in each area.

RMK:mr1
9-11
9/27/89

RESOLUTION NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

RESOLUTION AUTHORIZING THE SACRAMENTO PUBLIC LIBRARY FOUNDATION TO OFFER THE OPPORTUNITY TO DONORS TO THE FOUNDATIONS CAPITAL CAMPAIGN THE PRIVILEGE OF NAMING CERTAIN AREAS WITHIN THE NEW CENTRAL LIBRARY

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SACRAMENTO:

That the Sacramento Public Library Foundation is authorized to offer to major donors to the Foundation's Capital Campaign the Privilege of naming certain areas within the New Central Library according to the following guidelines:

1. The Foundation retains the right to accept or reject names offered during the naming opportunity process.
2. Personal names recommended for consideration may be in memoriam or for living persons. Recommended names should have made a significant contribution to the social, cultural, and/or economic fabric of Sacramento.
3. Historic personal names recommended for consideration should have made a significant contribution to the social, cultural, and/or economic fabric of Sacramento, Northern California, or the United States.
4. Geographic name places or historic landmarks pertinent to Sacramento and or Northern California may be recommended for consideration.
5. Corporate names may be recommended for consideration.
6. Group or service club names may be recommended for consideration.
7. Appropriate acknowledgment to recognize donors will be displayed in each area.

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____

MAYOR

ATTEST:

CITY CLERK

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____