

As all negotiations are complete, appropriate approvals have been finalized and the public announcement has been made in connection with this naming opportunity (see October 17, 2011 Naming Opportunity – Toronto Reference Library Capital Campaign Report – Rec. Nos. 2 and 3), Confidential Attachment 1 is now public in its entirety on November 23, 2011.

Naming Recognition of the Norman G. Hinton Learning Theatre

Date:	October 17, 2011
To:	Toronto Public Library Board
From:	City Librarian

CONFIDENTIAL RECOMMENDATIONS

The City Librarian recommends that the Toronto Public Library Board:

1. approves the naming recognition for the Toronto Reference Library’s new Learning Theatre, as the “Norman G. Hinton Learning Theatre” for a minimum of ten years following the Centre’s completion, and that the naming shall continue until such time as the space is substantively and materially altered. This recognition will apply to all collateral materials, including way-finding signage.

CONFIDENTIAL INFORMATION

Summary

This report recommends that the Toronto Public Library Board name the new Learning Theatre, to be located on the 3rd floor of Toronto Reference Library, after Norman G. Hinton in recognition of a \$1 million bequest received by the Toronto Public Library Foundation from the Estate of Mr. Hinton with \$250,000 directed towards the Toronto Public Library Foundation’s **re:vitalize** – Toronto Reference Library Campaign.

Financial Impact

From the \$1 million bequest from the Estate of Mr. Hinton, \$250,000 will be applied to the Toronto Public Library Foundation’s \$10 million fundraising campaign in support of the \$34 million Toronto Reference Library revitalization project. The balance of the bequest will be allocated by the Foundation as follows: \$350,000 to support Library funding priorities over two or more years; and \$400,000 to an endowment, the income of which may be used to support Library funding priorities.

Decision History

At its September 15, 2008 meeting, the Toronto Public Library Board approved a report from the Naming Committee recommending naming opportunities to be associated with the Toronto Public Library Foundation’s **re:vitalize** – Toronto Reference Library Campaign. These naming opportunities ranged from a threshold gift of \$250,000 to a high of \$3 million. The report also indicated that any additional naming opportunities that arise as a result of donor interest would be brought back to the Board for approval.

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Since 2009, the Toronto Public Library Board has approved two Naming Committee reports related to the **re:vitalize – Toronto Reference Library Campaign**. The first, in 2009, involved a naming gift in association with the Event Space from the Bluma Appel Community Trust. The second, also in 2009, involved a naming gift in association with the TD Gallery.

Issue Background

Toronto Public Library Foundation’s re:vitalize Toronto Reference Library Campaign

In 2007, the Toronto Public Library Foundation Board agreed to undertake a \$10 million capital campaign in support of the \$34 million revitalization of the Toronto Reference Library.

Funding for the Toronto Reference Library project is being realized through a capital budget contribution of \$14 million from the City’s capital budget (2008 – 2012), a \$10 million investment from the Government of Ontario secured by the Foundation in March 2008, and an Infrastructure Stimulus Fund contribution from the Government of Canada secured in October 2009.

The Foundation’s **re:vitalize – Toronto Reference Library Campaign** was launched publically in May 2009 and continues in order to achieve funding for the remaining portion.

Norman G. Hinton

Norman G. Hinton was known as a private and modest man. A donor to Toronto Public Library Foundation for many years, Mr. Hinton was also an avid library user. The son of a businessman who held the Canadian franchise for Rolex, he grew an inheritance of \$170,000 into a multi-million dollar estate. Due to physical disabilities, Mr. Hinton did not earn his income through employment. Instead, Mr. Hinton relied on thrift and investment acumen, spending his adult life developing financial skills and managing his own private investment portfolio. He used Library resources to plan his investment strategies and was a believer in financial literacy for all.

In July 2009, the Toronto Public Library Foundation received notification of his passing and that the Foundation was named as one of the beneficiaries of his estate.

Donor Recognition and the Learning Centre

In recognition of a \$1 million bequest from the Estate of Norman G. Hinton, including \$250,000 to be applied to **re:vitalize – Toronto Reference Library Campaign**, and through a framework established in concert with Toronto Public Library, the Foundation is proposing the following:

- the bequest be recognized through the naming of the new 3rd floor Learning Theatre;
- that appropriate signage for the “Norman G. Hinton” Learning Theatre be installed;
- that “Norman G. Hinton” be recognized in the naming of the Learning Theatre and on all collateral materials associated with the space, including way-finding signage.

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The Learning Centre is one of the new features being added through the Toronto Reference Library revitalization project, and is a new naming opportunity beyond those approved by the Board in September 2008. Located on the 3rd floor, it is a free-standing venue that occupies approximately 900 square feet opposite the main elevator access to the floor. Its tiered seating in seven rows can accommodate up to 80 people. The theatre is equipped with audio-visual infrastructure that will support the display of DVD and other forms of video and audio material. Material is projected onto a wide theatre roof overhang that provides both definition to the space and a degree of privacy for program delivery. An instructor's station with microphone and programming controls enables the instructor to launch all forms of display from a single position at the front of the theatre.

The theatre has been designed as a functional space that will accommodate a variety of uses and users. These include:

- class and group visit orientation and instruction;
- small or impromptu library programs and events – film screenings, poetry readings, etc.

The Learning Theatre will be located on the same floor as the Library's Business, Science and Technology collections – areas of interest to Mr. Hinton – next to a new computer hub to be populated by other self-learners who could be inspired by Mr. Hinton's example. More importantly, the Learning Theatre will be a space for visiting school groups, and other users, to help develop skills they need to be successful in life – and in business.

Terms of Announcement

The Toronto Public Library Foundation requests that this matter be held in confidence by the Toronto Public Library until such time that a communications plan has been agreed upon by the trustees of the estate, negotiations are complete, and appropriate approvals have been finalized. It is expected that the gift will be announced by late November 2011.

Comments

Naming Policy

The Library Board's Naming Policy makes provision for naming opportunities of branches, rooms, programs or collections in recognition of a significant financial gift, and requires Board approval for all naming opportunities.

The policy outlines the factors to be considered for naming opportunities where a gift is involved:

- whether the gift constitutes a significant portion of the total cost;
- whether the initiative could proceed without the gift;
- the urgency of the need for the initiative;
- the distinction, reputation and integrity of the individual or corporation whose name will be used; and

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- the relationship of the individual or corporation to the Library.

Honouring Mr. Hinton's bequest by naming the Learning Theatre after him is consistent with the Naming Policy taking into consideration the size of the gift, the reputation and integrity of the individual and Mr. Hinton's longstanding relationship with the Library. This gift is being made towards the renovations as a whole. As a gift from a single donor, the \$1 million from the Estate of Norman G. Hinton represents a significant contribution. The Learning Theatre, was selected as the most appropriate element of the revitalized library to recognize the contribution of Mr. Hinton to the campaign.

The Naming Policy also states that "when a branch or room is named after an individual, that name will be effective for the useful life of the facility...Should a physical facility be replaced or substantially renovated...the renaming of the facility may be considered." This provision is reflected in the recommendation.