



**STAFF REPORT
ACTION REQUIRED
with Confidential
Attachment**

Naming and Sponsorship for Musical Instrument Lending Library

Date:	December 14, 2015
To:	Toronto Public Library Board
From:	City Librarian
Reason for Confidential Information:	This report involves the security of the property of the Board – <i>Public Libraries Act</i> , R.S.O. 1990, Chapter P.44, 16.1 (4) (a).

SUMMARY

This report informs the Toronto Public Library Board of the new Musical Instrument Lending Library to be introduced at Toronto Public Library in 2016 and seeks approval for the sponsorship and naming. With Board approval of naming and sponsorship, the Foundation will proceed with final negotiations, including recognition, timelines and agreement.

RECOMMENDATIONS

The City Librarian recommends that the Toronto Public Library Board:

1. adopts the confidential instructions to staff in Attachment 1; and
2. authorizes the release of the name and general terms of the sponsorship arrangement, in a subsequent Board report, once negotiations are complete, appropriate approvals have been received and the public announcement planned for 2016 has been made.

FINANCIAL IMPACT

The proposed sponsorship agreement will provide the necessary funding to deliver the Musical Instrument Lending Library in a cost-neutral manner.

The Director, Finance and Treasurer has reviewed this financial impact statement and is in agreement with it.

ISSUE BACKGROUND

In early 2015, the Toronto Public Library Foundation was approached by Sun Life Financial to explore the innovative idea of establishing a musical instrument lending library in public library systems across Canada. Since then, Toronto Public Library (TPL) has been investigating the feasibility, scope and cost of this project.

Several American public libraries lend musical instruments with programs ranging from lending a few ukuleles to circulating large collections of various instruments. Other Canadian public library systems are investigating options for introducing an instrument lending service. In Kingston, Ontario Joe's Musical Instrument Lending Library is a non-profit organization that operates a very popular library circulating over 500 instruments.

The investigation also determined that an instrument lending program would be an exciting and popular value-added service for TPL customers, requiring careful planning for successful implementation and an appropriate commitment of space, staff, and funding.

COMMENTS

A two-year pilot program is proposed. At TPL, the pilot project will target adults, youth and children. The initial collection will be housed at Parkdale Branch, an easily accessible branch with suitable space, located within one of the City's identified Neighbourhood Improvement Areas. The service will be offered at TPL, Vancouver Public Library and Montreal Public Library. The TPL Foundation is involved as there is a corporate donor and the possibility of a partnership for instrument evaluation, refurbishment, and on-going maintenance and repair. Generally, instruments will be acquired through donation.

A Musical Instrument Lending Library at Toronto Public Library supports TPL's goals of engaging residents in innovation and creativity and supporting lifelong and self-directed learning. The project also complements TPL's Music Library initiative.

A wealth of scientific research demonstrates that music education is a powerful tool for attaining a child's full intellectual, social and creative potential. Studies have shown that music can help with language skills, develop fine motor skills and improve one's overall Intelligence Quotient.

The high cost of purchasing or renting musical instruments can be a barrier to access, however. The ability to borrow instruments from the public library makes them readily available to a wider audience.

Through this sponsorship, the Musical Instrument Lending Library broadens the opportunity for Library customers to have access to music instruments and will also achieve the following:

- provide a learning opportunity for people who might not have access to music classes;

- at the branch level, encouraging use of Library collections and attendance at programs focused on cultural activities, e.g. Artist in the Library;
- serves the needs of music students; recreational musicians; professionals needing short-term use of a specific instrument; and those considering a purchase in the future;
- leverages other resources at the Library.

The proposed naming and sponsorship opportunities meets the criteria for naming and sponsorship as outlined in the Naming and Sponsorship policies. The details of the naming and sponsorship opportunities are provided in Confidential Attachment 1 of this report for consideration by the Library Board.

This material is confidential as it involves the security of the property of the Board.

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SIGNATURE

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ATTACHMENTS

- Attachment 1: Confidential Information
Attachment 2: Confidential Information – Naming and Sponsorship for Musical Instrument Lending Library – TPL Foundation Memo dated November 30, 2015