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December 3, 2002

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City Council  
Sacramento, CA

Honorable Members in Session:

**SUBJECT: NAMING OPPORTUNITIES FOR BELLE COOLEGGE LIBRARY EXPANSION**

**LOCATION AND COUNCIL DISTRICT:** District 4 – Councilmember Yee

**RECOMMENDATION:** This report is information only.

**CONTACT PERSON:** Anne Marie Gold, Library Director 264-2770

**FOR COUNCIL MEETING OF:** December 17, 2002

**SUMMARY:**

The Sacramento Public Library Foundation, as part of its Capital Campaign, has committed to raise \$1 million towards the cost of the renovation and expansion of the Belle Coolegge Library. In order to facilitate the fundraising opportunity, the authorization to offer naming rights for selected interior spaces in the building for major donors is being given to the Foundation. This authorization is in accordance with the policy adopted by the City Council for naming city facilities, specifically for the special circumstances section. Councilmember Yee is in agreement with this authorization.

**COMMITTEE/COMMISSION ACTION:**

None

**BACKGROUND INFORMATION:**

Planning for the renovation and expansion of the Belle Coolegge Library has been underway for several years. A CIP for the project was established in 2002 and a community needs assessment, as well as the initial architectural planning for the project have been completed. The conceptual plans include an addition of 5,000 square feet to the current 12,000 square feet in the building that will include enlarged space for collections, technology and reader areas, as well as a separate teen area and children's programming area. The estimated cost for the project is \$3.2 million dollars. As part of its Capital Campaign, the Sacramento Public Library Foundation has committed to raise \$1 million towards the cost of the project.

In order to structure the Capital Campaign to attract significant donations, the Foundation has developed a donor recognition plan that includes naming options for selected interior spaces. Attachment "A" provides information on the donor recognition plan, including specific naming opportunities.

Library staff has reviewed the proposed named areas and Councilmember Yee, in whose district the Belle Coolegge Library is located, has worked with the Foundation on the development of the donor recognition plan and is in accordance with the proposed naming opportunities.

**FINANCIAL CONSIDERATIONS:**

The estimated cost for the entire project is \$3.2 million, of which the Foundation has pledged to raise \$1 million. The remaining \$2.2 million will need to be provided by City or other external sources.

**ENVIRONMENTAL CONSIDERATIONS:**

None

**POLICY CONSIDERATIONS:**

The City has a City Naming Policy, adopted by Council in November 2001. Included in the Policy is the following statement:

**Special Circumstances**


- Naming opportunities may include specific, exhibits, significant park features (such as fountains, ball fields, playgrounds, etc.) to encourage private donations and shall be done with approval from the appropriate department, board, Committee or commission and council member in whose district the special feature is located.

The authorization to the Sacramento Public Library Foundation to offer naming rights for selected interior spaces in the Belle Coolegge Library is in accordance with the above policy.


**ESBD EFFORTS**

None

**RECOMMENDATION APPROVED:**

  
ROBERT P. THOMAS  
City Manager

Respectfully submitted,

  
Anne Marie Gold  
Director, Sacramento Public  
Library Authority

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# Belle Coolege Community Library Expansion Project

## Donor Recognition Plan

November 18, 2002

A PROJECT TO BE FUNDED THROUGH THE



SACRAMENTO  
PUBLIC LIBRARY  
FOUNDATION

828 I Street  
Sacramento, CA 95814  
(916) 264-2893  
[www.saclibfoundation.org](http://www.saclibfoundation.org)

# *Invest in a Legacy of Learning*

## *A Capital Campaign for the Sacramento Public Library Foundation*

### **BELLE COOLEGE BRANCH LIBRARY EXPANSION Permanent Recognition Opportunities**

The campaign for the Belle Coolege Library provides a number of Commemorative Giving Opportunities for donors. They are designed to serve as a lasting tribute to an individual person, family member, friend or business. Designation of specific terms is subject, of course, to prior reservation.

#### **FOUNDERS' CLUB**

Those who contribute \$50,000 or more will be invited to become "Founders' Club Members" of the Belle Coolege Library. The number of members will be limited to seven (7). Those making Founders' gifts will be entitled to:

- ♦ Individually engraved plaques commemorating their contribution as "Founders" to be placed within a reserved room or space at the Belle Coolege Library.
- ♦ Inclusion on a specifically engraved plaque centrally located within the Belle Coolege Library.
- ♦ Inclusion on a specifically engraved plaque located within the Tsakopoulos Galleria at the Central Library.

#### **BUILDERS' CLUB**

Those who contribute \$15,000 to \$25,000 will be invited to become "Builders Club Members" of the Belle Coolege Library. The number of members will be limited to fourteen (14). Those making Builders' gifts will be entitled to:

- ♦ Individually engraved plaques commemorating their contribution as "Builders" to be placed within a designated space at the Belle Coolege Library.
- ♦ Inclusion on a specifically engraved plaque centrally located within the Belle Coolege Library.
- ♦ Inclusion on a specifically engraved plaque located within the Tsakopoulos Galleria at the Central Library.

### **PRESIDENTS' CLUB**

Those who contribute \$10,000 to \$14,999 will be invited to become "Presidents' Club Members" of the Belle Cooleage Library. The number of members will be limited to twenty (20). Those making Presidents' Club gifts will be entitled to:

- ♦ Inclusion on a specifically engraved plaque centrally located within the Belle Cooleage Library.
- ♦ Inclusion on a specifically engraved plaque located within the Tsakopoulos Galleria at the Central Library.

### **COOLEAGE CLUB**

Those who contribute \$5,000 to \$9,999 will be invited to become "Cooleage Club Members" of the Belle Cooleage Library. The number of members will be limited to thirty (30). Those making Cooleage Club gifts will be entitled to:

- ♦ Inclusion on a specifically engraved plaque centrally located within the Belle Cooleage Library.
- ♦ Inclusion on a specifically engraved plaque located within the Tsakopoulos Galleria at the Central Library.

## Commemorative Naming Opportunities

OPPORTUNITY	SUGGESTED GIFT	STATUS	RESERVED BY
Children's Library	\$100,000	Available	
Circulation Desk	\$75,000	Available	
Viewing Garden	\$75,000	Available	
Artwork (Art in Public Places)	\$50,000	Available	
Community Living Room	\$50,000	Available	
Media Center	\$50,000	Available	
Information Desk	\$50,000	Available	
Friends of Belle Coolegge Area	\$30,000	Reserved	Friends of BC
Adult Books Section	\$25,000	Available	
Group Study Room	\$25,000	Available	
Language Section	\$25,000	Available	
Reference Section	\$25,000	Available	
Quiet Room	\$25,000	Available	
Young Adult Area	\$25,000	Available	
Audio Visual Section	\$15,000	Available	
Branch Librarian's Office	\$15,000	Available	
Information Kiosk	\$15,000	Available	
New Books Section	\$15,000	Available	
Periodicals Section	\$15,000	Available	
Self Check Out	\$15,000	Available	
Reserved Book Section	\$15,000	Available	
Youth Librarian's Office	\$15,000	Available	
Total of Opportunities	\$750,000		

- ♦ Please bear in mind the amount shown for a particular item in no way reflects the actual cost. Significance and desirability determine the amount

- ♦ All gifts in support of the Belle Cooleedge Library Expansion campaign, regardless of size, will be gratefully received.
- ♦ All gifts will be acknowledged in the Sacramento Public Library Foundation's newsletter unless otherwise specified.
- ♦ All gifts will be individually acknowledged.
- ♦ It is hoped that most gifts will be paid over a three-year period.
- ♦ Gifts of \$25,000 and above may be paid over five years.

### THREE-YEAR PAYMENT PLANS

Total Gift	Down Payment	Per Month	Per Quarter	Semi Annual	Annual
\$50,000	\$5,000	\$1,250	\$3,750	\$7,500	\$15,000
\$25,000	\$2,500	\$625	\$1,875	\$3,750	\$7,500
\$15,000	\$1,500	\$375	\$1,125	\$2,250	\$4,500
\$10,000	\$1,000	\$250	\$750	\$1,500	\$3,000
\$5,000	\$500	\$125	\$375	\$750	\$1,500
\$3,000	\$300	\$75	\$225	\$450	\$1,000
\$1,500	\$150	\$38	\$113	\$225	\$500

