



CITY OF LONG BEACH

C-14

LONG BEACH PUBLIC LIBRARY AND INFORMATION CENTER

101 PACIFIC AVENUE • LONG BEACH, CALIFORNIA 90822 • (562) 570-7500 • FAX (562) 570-7408
[http:// www.lbpl.org](http://www.lbpl.org)

January 23, 2007

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager to establish a program to recognize major donors to the "Family Learning Center and Literacy Endowment Program" for the new Mark Twain Neighborhood Library.

DISCUSSION

The Long Beach Public Library Foundation (LBPL Foundation) is committed to raising funds to create a special endowment program for the new Mark Twain Neighborhood Library in order to support the Family Learning Center and other literacy programs in the community. The new 16,000 square foot library will be the first 21st century library in Long Beach and the first public building in the City to be LEED (Leadership in Energy Efficient Design) certified. The new library presents a unique opportunity to raise significant funds through donations if combined with a special donor recognition program. There are approximately ten spaces in the new building which offer opportunities to commemorate donors for donations ranging from \$25,000 - \$250,000. Each donor would be recognized with a handsome wall plaque in the space he or she has funded. The plaques would be purchased with a small portion of the donation. Donations would be made to the "LBPL Foundation: Mark Twain Family Learning Center and Literacy Endowment Program." Smaller donations will also be encouraged with these donors recognized by name on a unique "virtual" donor wall in the lobby area. Homework assistance and literacy programs would be funded from the interest earned on the endowment.

The LBPL Foundation is a non-profit 501(c)3 organization founded in 1996. Its mission is to "raise funds to provide supplemental programs that assist the Long Beach Public Library to promote literacy and meet the educational and informational needs of our culturally diverse community." The LBPL Foundation has raised more than four million dollars since its inception. For this new program the LBPL Foundation will be reaching out to individual donors, corporations and foundations.

This letter was reviewed by Deputy City Attorney Lisa P. Malmsten on January 11, 2007 and Budget Management Officer David Wodynski on January 12, 2007.

HONORABLE MAYOR AND CITY COUNCIL

January 23, 2007

Page 2

TIMING CONSIDERATIONS

City Council approval is requested at the January 23, 2007 meeting so that fundraising efforts by the Long Beach Public Library Foundation can proceed.

FISCAL IMPACT

There will be no fiscal impact associated with the requested action. All donations received by the Long Beach Public Library Foundation will be deposited into the General Fund (SR120) and the Library Services Department (LS). There is no impact to the General Fund.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



ELEANORE SCHMIDT
DIRECTOR OF LIBRARY SERVICES

ES:bt
MT endowment donor recog

APPROVED:



GERALD R. MILLER
CITY MANAGER