



# City of Sunnyvale

## Agenda Item

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18-1017

Agenda Date: 3/7/2019

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### 2019 COUNCIL STUDY ISSUE

#### **NUMBER**

LCS 19-01

**TITLE** Options and Benefits of Establishing a Library Foundation

#### **BACKGROUND**

**Lead Department:** Library and Community Services

**Support Departments:** Office of the City Manager  
Office of the City Attorney

**Sponsor(s):** Board of Library Trustees

**History:** 1 year ago: N/A  
2 years ago: N/A

#### **SCOPE OF THE STUDY**

##### **What precipitated this study?**

Since 1965, the Friends of the Sunnyvale Public Library, a 501(c)3 non-profit organization, has provided generous donations to support library services through a longstanding relationship with the City. When Council approved construction of a new branch library at Lakewood Park, the Friends recognized a need to focus public attention on library services, facilities and needs and stimulate monetary donations through fundraising, endowments, and bequests. In 2014, the Friends formed a sub-committee to achieve this goal. The sub-committee was conceived as a mechanism by which a library foundation could grow out of and be legally created, and structuring it in this way was consistent with the mission and bylaws of the Friends. However, the sub-committee has thus far been unable to attract the key stakeholders that would be needed to organize an effective fundraising effort. For this reason, the Board of Library Trustees suggested a study by staff to raise awareness of the options and benefits of establishing a library foundation for the City and its residents.

##### **What are the key elements of the study?**

The study issue would describe the benefits of a library foundation, research the different models for establishing a library foundation, and organize a forum of experts to share best practices. The research would include legal structures, state requirements, federal tax-exempt requirements, ongoing recordkeeping requirements, activities that could jeopardize status, effective fundraising strategies, and relationships with stakeholders, including City staff and the City Council. The forum would be open to the public, include speakers from neighboring jurisdictions operating successful foundations, and feature best practice information on topics such as fundraising, community engagement, operational effectiveness, and volunteer recruitment and retention.

**Estimated years to complete study:** 6 months

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**FISCAL IMPACT**

**Cost to Conduct Study**

Level of staff effort required (opportunity cost): Moderate  
Funding Required for Non-Budgeted Costs: \$0

The Study would require moderate staff time from the Department of Library and Community Services to conduct policy research and analysis on the Study. Staff time would also be required from the Office of the City Manager and Office of the City Attorney to review and advise on results of research.

**Cost to Implement Study Results**

Minimal or no cost expected to implement.

**EXPECTED CITY COUNCIL, BOARD OR COMMISSION PARTICIPATION**

Council-Approved Work Plan: No

Council Study Session: Yes

Reviewed by Boards/Commissions: Board of Library Trustees

**STAFF RECOMMENDATION**

Support. This policy issue merits discussion at the 2019 Study Issues Workshop.

Maintaining appropriate library facilities based on changing community needs is Goal CC-7 of the General Plan. In November 2013, Council approved the construction of a new branch library facility, and in September 2018, Council approved the Civic Center Modernization Master Plan which includes a new main library facility. A library foundation could play an important role in supporting these capital projects. The proposed study issue would provide a valuable tool to raise the awareness of the options and benefits of a library foundation for the City and its residents.

Prepared by: Steve Sloan, Administrative Librarian

Reviewed by: Cynthia E. Bojorquez, Director, Library and Community Services

Reviewed by: Teri Silva, Assistant City Manager

Approved by: Kent Steffens, City Manager