

To: The Cape Elizabeth Town Council
Re: Thomas Memorial Library Building Committee Recommendation Regarding the Capital Campaign Naming Plan

In November 2013 the Cape Elizabeth Town Council approved the recommendation of the Library Planning Committee to move ahead with building plans for the renovation of the Thomas Memorial Library. A key part of this proposal was the intention to raise \$500,000 in private donations to fund furniture, fixtures and equipment to outfit the newly renovated library facility.

A subcommittee of the Library Building Committee, the TML Foundation, and TML Trustees was formed and tasked with the responsibility to research and recommend ways in which this sum could be raised. This subcommittee has made its recommendation to the LBC, which has approved it and is now forwarding it to the Town Council for approval. The Subcommittee's recommendation is the product of a great deal of interaction and input from members of the Capital Campaign Committee, the Trustees, the Foundation, Library staff, and the Architects. With the goal in mind of using naming opportunities to help raise the \$500,000, the subcommittee has:

1. Concluded that offering permanent, visible, recognition for gifts of \$1,000 or more serves this objective.
2. Concluded that offering naming opportunities for specific locations in the library for gifts of \$5,000 or more provides sufficient additional incentives for larger gifts.
3. Identified specific locations within the library that can accommodate a donor's name with an appropriately designed plaque (23) or engraving (32). Engraving only applies to the risers of the entry staircase.

The Subcommittee's approach to determining the level of donations associated with specific named locations was informed by research at other libraries and a framework that gives consideration to the inter-relationship of four factors:

1. Visibility and prominence of the location;
2. Size of the location;
3. The "specialness" of the location, either a special function or special architectural feature;
4. The expense of furnishing and outfitting the specific location (e.g. cost of equipment/technology for the media labs).

The dollar amounts assigned to each named location have been developed independent of the overall goal for the campaign. Thus, the sum of the identified donor levels for each location exceeds the \$500,000 goal. This will leave potential named locations unsubscribed during the capital campaign phase, allowing the Foundation to raise additional funds through named donations in the future.

It is important to note, that while a targeted campaign will be undertaken to attract large gifts to satisfy the bulk of the campaign goal, members of the Capital Campaign Committee believe it is extremely important also to attract smaller gifts from a broad cross-section of the community. Of the \$500,000 Capital Campaign goal, \$50,000 is envisioned to come from a broad community-wide appeal. Broad public support for the planned renovation is important not only to the success of the referendum and the Capital Campaign, but also to the future of the Thomas Memorial Library. The Capital Campaign is an opportunity to engage the entire community in preparing the Thomas Memorial Library for the next 100 years. As such, the Capital Campaign will solicit and gratefully accept gifts of all sizes, and, once the referendum is approved, will undertake a broad appeal to the community.

The table below reflects the LBC's request to the Town Council for approval. It includes

