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OAKLAND PUBLIC LIBRARY
NAMING OPPORTUNITIES – REQUEST FOR CONSIDERATION

Date: 10/12/09 Location of facility/space 81st Avenue Library- Computer Lab

Current name in use New facility

Proposed name The Koret Computer Lab

Request Submitted By: Oakland Public Library/Carmen Martinez, 125 14th St
(Name/Address)

The proposed name meets the following Library Naming guideline:

- The name of geographic area, district, or neighborhood of Oakland.
- An historical event which occurred in Oakland or California.
- An individual who:
 - has contributed historically to the development of the community surrounding the library in questions.
 - Biography attached
 - has contributed historically to the development of Oakland Public Library.
 - Biography attached
 - is of national historical significance and whose work is deemed valuable and inspirational by the Oakland community.
 - Biography attached
 - has contributed to the long-range betterment of delivery of library services to Oakland or an Oakland neighborhood.
 - Biography attached
- X represents self or who represents family and estate names, and have participated in Library “naming opportunities” fund raising and development.
 - X Biography attached

APPROVED FOR FORWARDING TO THE LIBRARY COMMISSION:

Carmen Martinez
Director of Library Services

Oct. 29, 2009
Date

RECOMMENDATION OF THE LIBRARY COMMISSION: Approve Reject

Commission Chairperson

Date

Oakland Public Library
81st Avenue Library
Donor Recognition and Named Space for Computer Lab

In 2006, the Oakland Public Library initiated a fundraising campaign to raise approximately \$3 million for the 81st Avenue Library (East Oakland Community Library). This new facility is a joint venture between the OPL and the Oakland Unified School District. The library is located on the campus of two new small public elementary schools and will operate as both a school library for the two adjacent schools and as a public library. The private fundraising goal represents approximately 25% of the total project budget of \$14.8 million. Private funds are used primarily for furnishings, fixtures and equipment and books/materials for the opening collection.

The OPL's fundraising program offers a limited number of naming opportunities within the new library. Under this program and in recognition of a major donation for the new library from The Koret Foundation in the amount of \$200,000, the Library Director recommends that the computer lab be named "The Koret Computer Lab."

The Computer Lab: The computer lab is a 1,100 square foot room located on the ground floor of the library. The room is equipped with 30 public access computers. It will be used by classes from ACORN Woodland Elementary and EnCompass Academy during the school day and by the general public during other hours the library is open.

The Funder: The Koret Foundation

The Koret Foundation and the Koret Fund are private philanthropic organizations based in San Francisco, California. In 1938, Mr. Joseph Koret, together with his wife Stephanie, started an apparel firm that became known as Koret of California, one of the major manufacturers of coordinated sportswear in the country. In 1979, the company was sold to Levi Strauss & Co. for \$71 million. Stephanie Koret died in 1978, and her entire estate was left to the foundation. Since grantmaking commenced in 1979, Koret has directed nearly \$350 million toward creating new philanthropic visions for the Bay Area and for Israel.

The Koret Foundation expresses its philosophy and values as follows:

Philosophy and Values:

An entrepreneurial spirit guides Koret in addressing societal challenges and strengthening Bay Area life. Investing in strategic, local solutions, we help to inspire a multiplier effect – encouraging collaborative funding and developing model initiatives.

In the San Francisco Bay Area, Koret adds to the region's vitality by promoting educational opportunity, contributing to a diverse cultural landscape, and bolstering organizations that are innovative in their approaches to meeting community needs.

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With our roots in the Jewish community, we embrace the community of Israel, especially through Koret Israel Economic Development Funds (KIEDF); we believe that economic stability and free market expansion offer the best hope for a prosperous future.

At Koret, we understand our responsibility to make an impact – to honor the legacy of our founders, and to find long-lasting solutions that improve people's lives.

The Koret Foundation awarded a grant of \$200,000 to the Friends of the Oakland Public Library for the 81st Avenue Library capital campaign on June 18, 2008 and requested recognition in accordance with the OPL's fundraising program.