

Library Expansion Efforts Summary

Prepared as a Presentation

for the

New Glarus Village Board

on

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by

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Presentation Objectives

This presentation will provide an update on the following:

- Surveying the community
- Assessing the site
- How the current library serves the community
- Building proposal: space and cost
- Fundraising: goals, strategies, and timelines
- What is coming for consideration by the Village Board



Appreciation

The Library Board appreciates the time and consideration already given to the library and this project, especially over the last few years.

Village Board input on the land purchase was excellent, and we look forward to working together as the project progresses.

We are working to build a library that responsibly meets the needs of New Glarus well into the future.



Background

Date	Activity
2001-2009	16 locations within village assessed for suitability for new library site
Nov. 2010	Site adjacent to Swiss Center of North America (SCNA) identified as potential site
May 2011	Soil borings and geotechnical survey conducted to assess suitability of property adjacent to SCNA
July 2011	Site adjacent to SCNA purchased for new library site
Oct. 2011	Topographical Survey conducted
Jan. 2012	New Glarus Public Library Program Statement updated
Feb. 2012	Fundraising study presented to Village and Town Boards, Project Manager hired for capital campaign



Surveying the Community:
Disposition of New Glarus
Area Residents



Design of the Capital Campaign Survey

- Survey conducted by The Sweeney Group (Madison, WI) in late 2011
- 45 respondents by questionnaire, phone interview, and focus groups; hundreds approached
- Opportunity for supporters and non-supporters to participate – no attempt to only query “friends” of the library
- Respondents reflected wide range of residents
- Tested \$2,000,000 - \$2,500,000 goal for building, additional \$500,000 for operating endowment



General results of campaign survey

- Virtually everyone wants a new library and is strongly behind the project, even in its current conceptual state.
- There is a clear perception that a strong library is vital to the overall quality of life in the community.
- There is a preference for utilizing partnerships that build on local history and Swiss heritage (SCNA, New Glarus Home, Swiss Village, Chalet of the Golden Fleece), as well integrate with municipal functions (Post Office, School Dist., Town Hall space, other meeting spaces).
- Respondents equate partnerships to organizational efficiency and cost savings.
- Most people feel that 14,000-18,000 sq. ft. is appropriate (Current library space is 2,074 sq. ft.) and trust that the Library Board made a careful analysis, with assistance from the South Central Library System.
- There is a real sense that people want to get moving quickly – it has already taken many years of solid planning, and interest rates and building costs are very low – which gives the project a sense of urgency.



Financial Outcomes of the Study

The study presented to the Village and Town Boards on 2/16 outlined the following:

- Private fundraising goal of \$1.0-1.5M is reasonable
- Adding an operating endowment of \$500,000 is not advised at this time. Rather, it could be added as a planned giving initiative over the long term.
- There has not been a private fundraising initiative in New Glarus in excess of \$1.0 M

Therefore, we have set the private fundraising goal at:

\$1,250,000



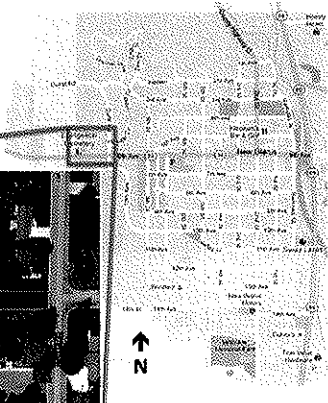
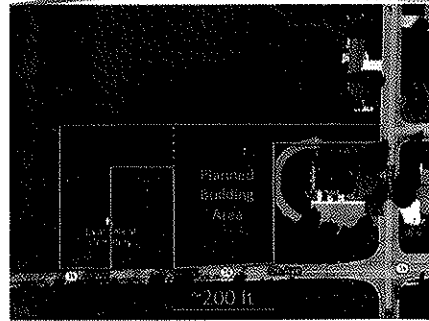
Assessing Suitability of the Site



New Library Site Details

New NGPL facility site

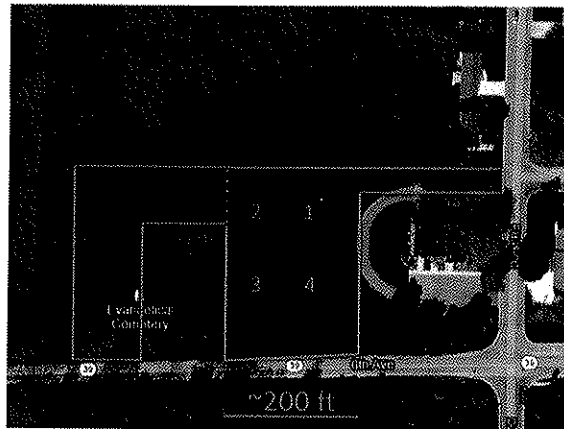
- Lot approximately 2.2 acres
- Western edge of village
- Surrounds Evangelical Cemetery and SCNA
- Shared driveway access with SCNA Off Durst Road



Property lines are approximate
Parcel 214.201



New Library Site Soil Borings

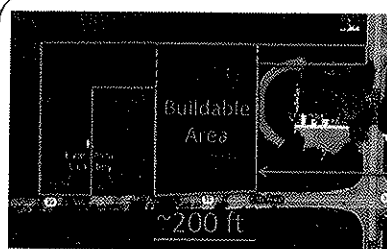


Hole	Depth (ft.)
1	13
2	4.5
3	9.5
4	10.5

Soil borings were done to refusal or "difficult drilling."



Buildable Area



New Library Buildable Area:
 258 ft. SCNA boundary
 201 ft. Along 6th Ave/Hwy 39
Total = Approx. 51,858 sq. ft.
 Proposed building = Approx. 17,000 sq. ft.

Village Hall & Parking Lot:
 210 ft. Along 4th Ave
 142 ft. Along 2nd St
Total = Approx. 29,820 sq. ft.
 ALL of Village Hall = Approx. 14,920 sq. ft.

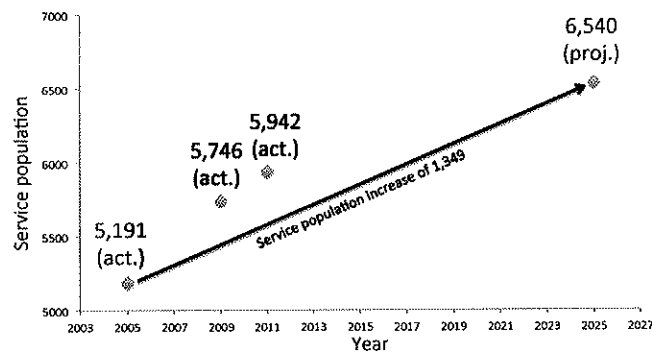


The Current Library: How the New Glarus Public Library Serves the Community



Who is Being Served? Service Population Growth

Study conducted in 2007 to predict service population in 2025.



- Service population is a combination of our Village population, Town population, and (based upon our circulation) estimates of the population from surrounding townships who are not already served by a library.
- Projection was done using Wisconsin Dept. of Admin. population estimates for same area in 2025.



Current Uses of NGPL *NOT JUST BOOKS!*

Current Library is 2,074 sq. ft.

Collections
 Books on CD, Music CDs, Magazines & Newspapers, Children's Toy Kits, Local History & Genealogy Materials (print and digital), Watt Meters, Low-vision Magnification devices, Microfilm with 80+ years of New Glarus Post/Post Messenger, Online Databases, Downloadable Resources

Programs
 Summer reading programs (preschool through teens), Preschool Story Times, Special Performers, Arts & Crafts Workshops, Movie Matinees, Special Interest Programs

Services
 Public Access Computers, Wireless Internet, Public Copier, Only Public Fax in the Village, Outerbary Loan, Research Assistance (authors, students, small businesses, personal research), Outreach to New Glarus Home & Homebound Patrons & daycares, Exam Proctoring



Face-to-face Interactions The Thing That Makes Our Library Shine

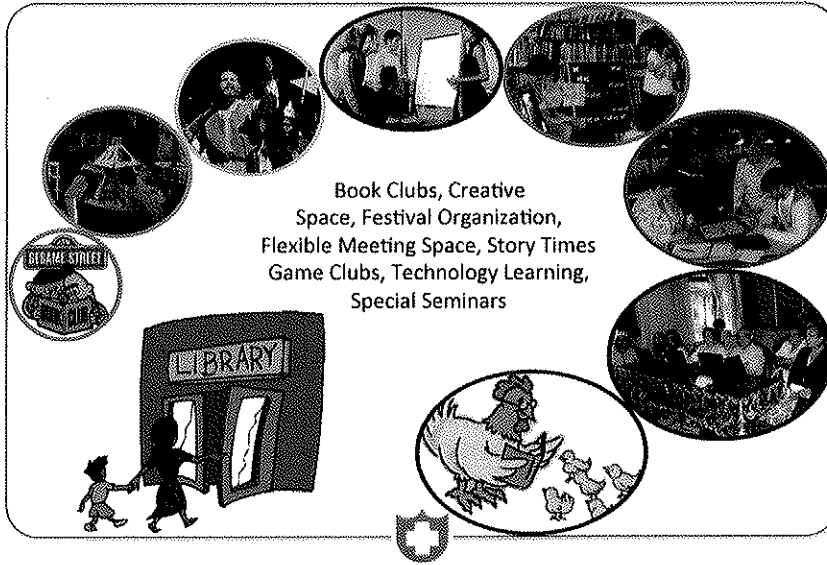


Face-to-face patron interactions		
Computer literacy	Job searching	E-book assistance
Reader advisory	Genealogy assistance	Circulation desk

Library Staff also serve as ambassadors to the community by providing computer access and information about the New Glarus community to visitors from out-of-town.



A Vision of What a New Library Could Be



Building Proposal:

Putting together a facility that
will serve the community for
years to come



Key Features of New Space

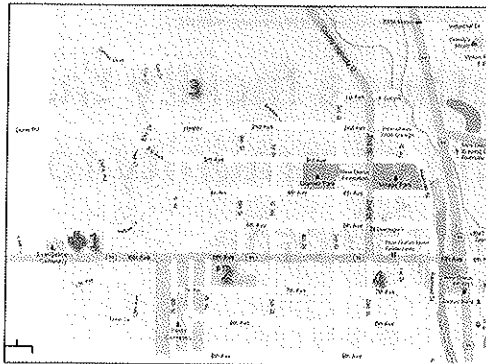
(From Campaign Study Participants)

- An overall cozy and welcoming building consistent with traditional Swiss design
- Special emphasis on a children's area, and using technology for services and programming
- Showcasing photographs and artifacts that reflect our robust local and Swiss heritage
- Inclusion of rotating exhibits from outside the community and displays of revered local craftspeople and authors
- Balance between cost effectiveness and constructing a high quality building with high grade materials that require limited maintenance
- Striving for energy efficiency is preferred; however, LEED certification was not seen as a priority
- A design that allows for future expansion



Cultivating Cultural Partnerships

Incorporation of partnerships that reinforce the Swiss heritage of New Glarus is a priority.



A Library Board delegation has been formed to begin discussions on partnership opportunities.

Important organizations:

1. Swiss Center of North America
2. Swiss Historical Village Museum
3. New Glarus Home
4. Chalet of the Golden Fleece



Cultivating Community Partners

Chamber of Commerce
Festival Guilds and Committees
Girl Scouts & Boy Scouts
Blood Drives
Clinic Health Seminars
Music Recitals, Performances
Village & Town Meeting Space
School District



How Estimates of Size Are Done

Program Statement

- Input from the LB, Library Director and Staff, SCLS consultants, DPI, and members of the Friends of the Library
- A comprehensive assessment of how the library serves the New Glarus area, in terms of collections, programming, services, space guidelines, and facility features
- A vital document for architects and designers to prepare a space that meets the library's functional requirements



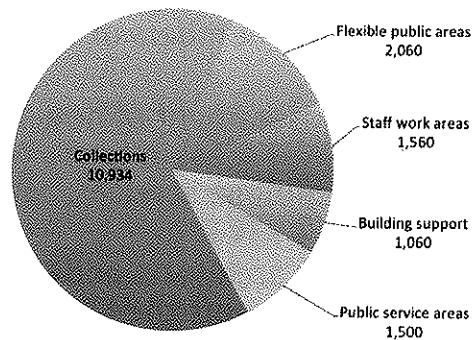
How Big is Big Enough?

Location	2009 Service Population	Sq. Ft.	Building Cost	Cost per Sq. Ft.	Utility cost per sq. ft. (2009-2010)	Village Committee	Notes
Brodhead (2009)	5,766	15,000	\$1.6 million	\$106.67	\$1.13 (No Internet or phone)	\$1 million	Sustainability cut for cost
Cross Plains (2006)	5,443	16,500	\$2.4 million	\$145.45	\$0.90-1.00 (water, sewer, electricity, heating, air conditioning)	\$2 million	Viewed as most comparable to NG
Albany (2006)	3,081	7,000	\$1.3 million	\$185.71	\$1.03 (No Internet or phone)	Almost none	Almost all \$ donated by Albertson family
New Glarus	5,746	2,074 ↓ 17,114					



Proposed Space Summary (From Program Statement)

Breakdown of spaces outlined in Program Statement



17,114 Sq. ft. Total



Architect Solicitation

Date	Action
3/23	Request for proposals sent out to 16 firms
4/5	Proposals due (8 firms responded)
5/12	Firm selection by Library Board
6/11	Concept drawings due by selected firm

While this timeline may seem ambitious, it is consistent with other RFP's for similar projects.

Concept drawings are perceived as critical for full public campaign.



Building Proposal: Estimating Cost



Principles that Guide the Library Board for Building and Operating a New Library

1. The new building should be designed to meet the current and future needs of New Glarus well into the future.
 - Collections
 - Programs
 - Services
2. This process should not put the Village in a precarious financial position from building or future operations.
3. The new library should facilitate partnerships.
4. Building and operating costs should be projected as accurately as possible based on facts and comparable local library projects.



Proposed Library Cost

Location	2000 Census Population	Sq. ft.	Building cost	Cost per sq. ft.	Utility cost per sq. ft. (2006 \$/yr)	Village Contribution	Notes
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New Glarus	5,746	2,074 ↓ 17,114	\$2.5 million	Est. \$135-\$145	Est. \$1.25	↑↑↑ TBD	

We believe the building should be approximately 17,000 sq. ft. and the total building cost should not exceed \$2,500,000

Important Variables:

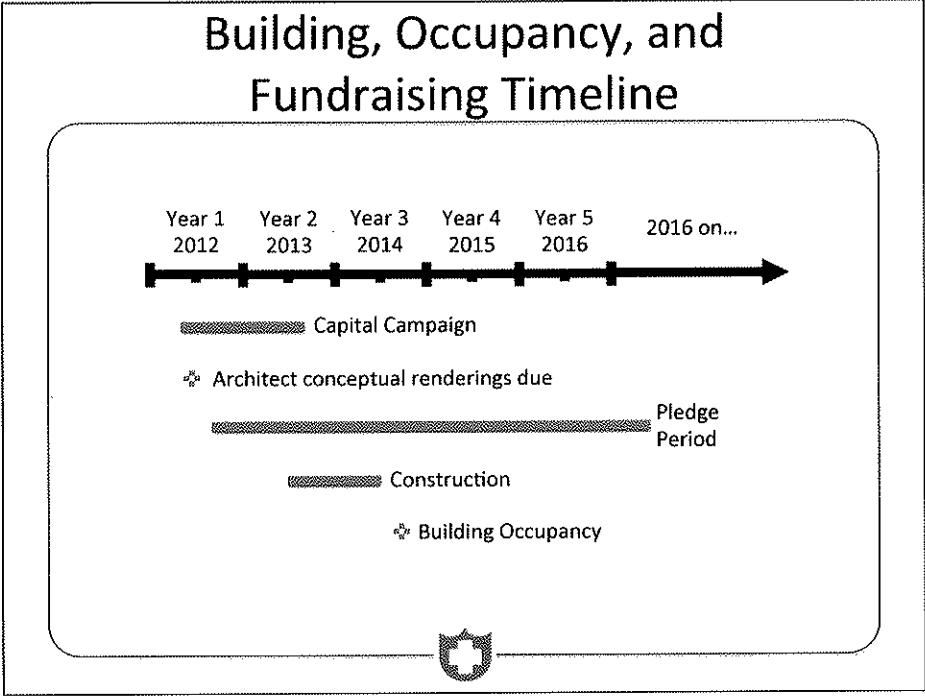

- Building size
- Sustainability features
- Furnishing costs
- Blasting and/or water retention

Cost control:

- Building size
- Sustainability features
- Large contingency
- Sound financial projections



Fundraising: Goals, Strategies, and Timelines



Fundraising Strategy

\$1,250,000

Strategy:

- *A substantial and early commitment by Village seen as key to approaching lead donors quickly.*
- We have retained Jodi Sweeney as fundraising consultant because of history of successful campaigns involving libraries.
- Campaign planning study suggests this is a realistic goal.
- Campaign Planning Committee has been seated.
- Case statement under review by CPC.
- We anticipate approaching lead donors in May.
- We anticipate commencement of public campaign in Aug.



Summary

At this point, we hope to have provided a better understanding of the following:

- How the community feels about a new library
- How the new site will accommodate a new library
- What value the library will have to the community
- What we estimate to be the new library size and cost
- How we can all work together to secure the funding needed to make this project succeed.



Final Notes

1. Thank you for your support and consideration.
 - *Your early support is very important to the overall fundraising timeline and approaching lead donors quickly.*
2. Contact a Library Board member for any questions you may have, or any additional information you would like.
3. In order to approach lead donors in May, please be prepared to discuss the building and operational budget on 5/1, and consider that budget on 5/14 (these are target dates).



What is coming next

In order to accomplish our goal of approaching lead donors in May, we need strong and early commitment from the Village Board. Accordingly, we are working with village staff to produce a building and operational budget that will not adversely affect the Village's financial standing.

Careful budget analysis is crucial. Thus, obtaining a recommendation for approval by village staff is an important step to us. An additional safeguard is forwarding our budget to Ehlers for study.

We anticipate presenting a comprehensive budget proposal at the next Board meeting (5/1). Nic and/or a representative from Ehlers will report on its specific costs, funding sources and impact on the Village's budget to ensure the financial viability of the project.

In order to allow for public input, consideration will follow the budget presentation and discussion by one meeting (anticipated 5/14).



