

story builder

WRITING THE FUTURE OF OUR LIBRARY

A Campaign for the L.E. Phillips Memorial Public Library Expansion

FREQUENTLY ASKED QUESTIONS

About the Need

1. What is the Story Builder campaign for the L.E. Phillips Memorial Public Library expansion?

The Story Builder campaign is a \$7M private fundraising drive to pay for Phase I of the L.E. Phillips Memorial Public Library's expansion plan. The Phase I expansion will include a third floor (25,000 sq. ft.) and minor first floor extension to the current building footprint (4,000 sq. ft.). The expansion will provide a major leap toward meeting community library needs. (See question #15 for more information about library expansion phases.) The expansion is being completed in tandem with an \$11.5M renovation and mechanical system upgrade funded by the City of Eau Claire.

2. With so many needs in Eau Claire, why is the library a priority?

The library is downtown's most visited destination with more than 1,200 visitors each day. The facility is more than 40 years old, and a number of its systems are at or nearing the end of their useful life. A 2017 building evaluation by Zimmerman Architectural Studios, Inc. found a leaky roof system, poorly functioning and inefficient HVAC system, challenges with electrical and data, outdated plumbing, unaddressed accessibility concerns, outmoded fire and security systems, uneven pavement, and obstructed sight lines. To address these urgent needs, the City will fund the \$11.5M library renovation and roof replacement in the next two years.

Capturing this opportunity now, while renovations are already planned, will efficiently and cost-effectively expand space, provide better services, and create a community hub for generations to come. See Chapter 1 of the Case Statement for more details.

3. What will be improved after the expansion?

The successful capital campaign will fund the following:

- A third floor and an extension of the current first floor footprint.
- A third floor Community Room with 200 seats.
- A Youth Services programming room with 200 seats.
- A new front entrance atrium which will provide a safe space to meet friends and wait for a ride.

- Green initiatives to reduce carbon footprint and energy use.
- A sound & video recording studio.
- A rooftop terrace with seating, vegetation, and a view of the Eau Claire River.
- An expanded intergenerational hands-on learning lab (aka “makerspace”).
- A “library of things” offering art, tools, craft kits, cooking supplies, learning resources, and more.
- More space for children’s Play and Learn.
- More access to nature and daylight.
- Improved efficiency, service-flow, and customer support.
- Modern restroom facilities.
- More areas to sit, read, and meet, including quiet spaces and spaces for conversations.
- More study rooms for individuals and small groups to work, study, and meet.
- Wider, more accessible aisles, additional display space, and less reliance on hard-to-reach lower and higher shelves.
- Space to enhance outreach and literacy programming.
- Improved acoustics to provide for quiet spaces.

4. Aren’t books going away?

Literacy and reading have been and continue to be a relevant and important part of modern life and community health. Not only are book sales rising, but libraries are increasingly more popular with the millennial generation. The expanded library will be designed with space that can be adjusted as the physical collection changes, so the library can continue its mission regardless of which information formats are most popular.

5. Why do we need a library?

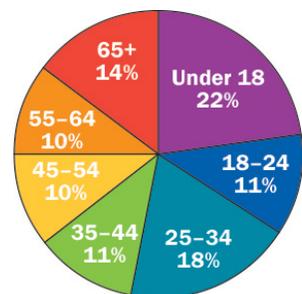
Public libraries are America’s most democratic institution. When fully supported, they represent the best of government at work, connecting all people with the resources and information they need to achieve their dreams and contribute to society in a positive way. Public libraries are like the community’s living room, bringing people of all ages together. They provide options for a variety of learning styles, including one-on-one and large group programs, print and online educational resources, Internet access, and opportunities to connect with local experts. Public libraries make a difference in people’s lives, and make our city more livable and lovable.

6. Who uses the library?

Over 33,500 people per month visit the library for a grand total of 403,498 in-person visits last year—a nearly 10 percent increase in usage over the last 10 years. Today’s library customers are families and individuals of all ages, from all walks of life. In addition to checking out materials, customers attend programs and events; network to solve problems, and share their abilities with one another.

Statistics show larger numbers of younger and older adults using the library.

Younger adults use the library to connect with people and information through new services, while adults retirement age and older are interested in civic engagement, cultural opportunities, lifelong learning, and social interaction. National statistics point to a trend towards increased library usage from all age groups.



Library Cardholders by Age

7. How do people use the library these days?

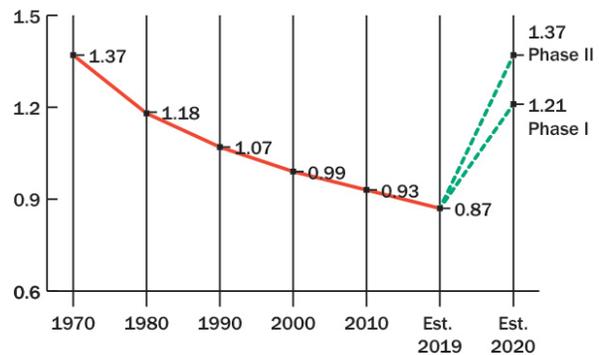
In 2018 the library served 21,206 individual Eau Claire library cardholders. These services included:

- Checking out 856,918 items.
- Providing access to over a million books, magazines, audiobooks, DVDs, music CDs, and other resources to cardholders through the MORE Consortium (which includes 53 libraries).
- Adding over 17,000 new items to meet the wants and needs of library users.
- Offering reliable Internet access computer stations, providing free Wi-Fi, and loaning Wi-Fi hotspots 245 times.
- Providing 51,096 computer sessions for work, entertainment, and research.

8. Why is additional space needed at the library?

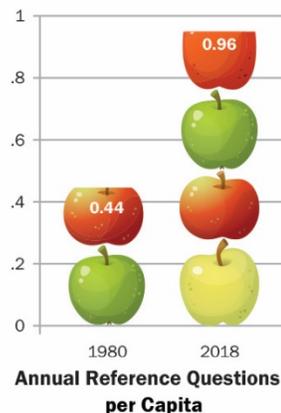
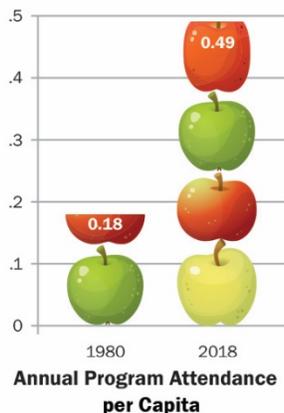
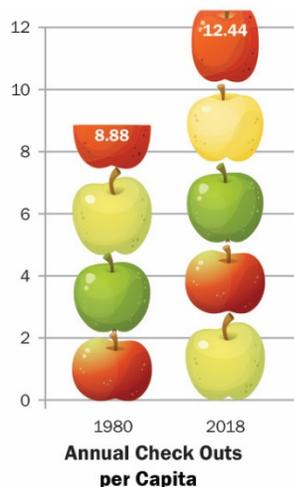
The need for more space is driven by two factors. First and most simply, Eau Claire’s population has grown dramatically. The following graph charts the decline of library space per capita since the current 61,000 sq. ft. facility was built in 1976. Square footage per capita has been calculated using actual and projected Census data.

The last two data points show projected square footage per capita for a 90,000 sq. ft. expanded library (Phase I) and a 102,000 sq. ft. expanded library (Phase II). See question #15 for more information about library expansion phases.



The second factor is that library use per capita has also risen. There are many reasons for this trend including innovative library initiatives to

foster early childhood literacy, continuing hands-on education, a lifestyle shift towards economy and simplicity, rapidly advancing technologies which make maintaining digital literacy difficult, and the cost of buying those same technologies and services which forms a real barrier to access for many. The following charts show an “apples to apples” comparison between per capita library use in 1980 (the first official census after the current building’s completion) and the estimated population for 2018. Usage data is compiled from Annual Reports of the L.E. Phillips Memorial Public Library.



Public libraries in Wisconsin fall under the purview of the Wisconsin Department of Public Instruction (DPI). Just as we count on the DPI's guidelines to tell us when our public school facilities are too small for the needs of our children, DPI Public Library Minimum Standards indicate when our libraries must expand to meet the needs of our communities. At 61,000 sq. ft., the current building is 34,963 sq. ft. smaller than the DPI Minimum Standard. See Chapter 1 of the Case Statement for details.

9. Does the library really need more meeting spaces?

Yes. The Building Feasibility Study and Space Needs Analysis performed in 2017, which included a public survey, revealed a need for additional meeting spaces in the library due to the demand for rooms and the size of the customer base served. Currently, the library has two meeting rooms and two multi-purpose "study" rooms for individuals and small groups. The rooms are free to use and the meeting rooms include free access to audiovisual equipment, a service which is unique in the city of Eau Claire. All four rooms are in constant demand for library programs and community-sponsored events, as well as by individuals and small groups that need quiet spaces to study, work, or meet.

10. What does it mean to be accessible?

The new design of the library will ensure that everyone can get to the library, maneuver within it, access materials, fully participate in activities, and feel welcome.

- Safe pedestrian walkways.
- Wider aisles clear of obstructions.
- Wider doorways, automatic door openers, and accessible door hardware.
- Well-identified wheelchair-accessible parking areas, pathways, and entrances.
- Restrooms that provide caregiver flexibility and all gender access.
- Adequate lighting.
- Private study areas for customers who need to bring personal equipment, require the assistance of a reader, or are distracted by noise and movement.

11. Are we getting more parking?

The library's staff and Board of Trustees know that parking is an important issue for everyone, particularly for customers with disabilities, seniors, and families with young children. No parking will be lost as a result of the building expansion. However, the library doesn't have the authority to create additional parking. The City is currently conducting a downtown parking study to plan for new parking options in the downtown area. The library will continue to advocate for more parking near the library as part of its strategic plan.

12. How is the library adapting services to address poverty and homelessness in Eau Claire?

Inclusion and access are founding principles of public libraries. To put those principles into action, it's important to reduce barriers for everyone, including those facing poverty and experiencing homelessness. Recent initiatives include:

- Eliminating late fees on most items.
- Waiving existing late fees to encourage people to return to the library.
- Encouraging community discussions about the root causes of homelessness: housing evictions, mental health issues, and addiction, as part of the "One Book, One Community" reading program.
- Raising awareness of free local support services through displays and special events.

- Creating a new Community Resources Specialist position: a licensed social worker who helps people find the community resources they need to get housing, address addiction, and more.
- Creating a new Early Literacy Outreach Librarian position to support at-risk children ages birth to eight years old and their families.

13. Will the library’s new materials and spaces duplicate services that are already offered in the community?

An expanded public library isn’t a competitor to local businesses, it’s a collaborator.

- It’s a destination that draws traffic.
- It provides cost-free parallel services to people who can’t afford the market rate.
- It is equally welcoming to everyone, providing truly neutral space to work together as a community.
- It supports authentic diversity of ideas, personal interests, and learning styles, which makes our community more vibrant.

14. How will this expansion affect me if I’m not a regular library customer?

Even if you aren’t a regular library customer, the numbers show that libraries provide an actual monetary value for the communities they serve. Here in Eau Claire, for every \$1 invested in the public library, the community receives a \$4.06 return on investment in the form of goods and professional services purchased by people en route to the library.

Simply stated, libraries have the power to transform. Whether it’s helping an individual learn to read, assisting an entrepreneur to apply for a business loan, or hosting a program on a social justice issue, library resources and services help to lift up the community.

About the Expansion Project

15. What do the terms “Phase I” expansion and “Phase II” expansion mean?

The plan to expand the library in two phases was formulated based on the results of two studies: the community’s library space needs were determined by a 2017 Building Feasibility Study and Space Needs Analysis conducted by Zimmerman Architectural Studios, Inc., and the fundraising potential was determined by a 2018 Campaign Readiness Study conducted by Crescendo Fundraising Professionals, LLC.

The Zimmerman study found that library space must increase from the current 61,000 sq. ft. to 102,000 sq. ft. to accommodate current usage and future growth. An expansion to 102,000 sq. ft. at the same time the renovation is taking place is projected to cost \$8.5M. The Crescendo study determined that a \$7M fundraising goal is attainable through financial support from individuals, corporations, businesses, and foundations.

Library leadership and staff and the leaders of the Story Builder campaign are still hopeful that a total of \$8.5M may be raised now to complete an expansion that will meet future needs. However, the necessity of meeting the demands of today is so great that an expansion plan incorporating two phases has been designed.

The Phase I expansion will include a third floor (25,000 sq. ft.) and minor first floor extension to the current building footprint (4,000 sq. ft.). This falls about 5,500 sq. ft. short of the Wisconsin

Department of Public Instruction's (DPI) Public Library Minimum Standard, but will provide a major leap toward meeting community library needs.

The Phase II expansion would add an additional 12,000 sq. ft., bringing the building up to DPI Minimum Standards. Though it would be less cost-effective, Phase II may be done as a separate expansion in upcoming years.

16. What other opportunities might be possible with the new space?

While the final design will not be complete without more community feedback and the final budget numbers, there are many possibilities with the new design, including the following:

- A curbside hold pick-up window.
- A green roof.
- A refreshment area.
- Outdoor riverview reading terrace.
- Expanded art gallery space.

17. What is included in the 200-seat community room?

The community room will have built-in audiovisual infrastructure, flexible table and seating arrangements, and technology that both staff and community members may use. The room will take advantage of the library's river views, and may be attached to an outdoor terrace space. All the new community rooms and conference rooms will be available for use by the public—at no charge—when not in use by library staff, subject to the library's policies.

18. Will there be a coffee shop?

A refreshment area, possibly a coffee shop, would be an option in a Phase II expansion. (See question #15 for more information about library expansion phases.) Workforce development opportunities and avoiding competition with existing businesses would be taken into consideration.

19. How will safety and security be improved?

We want our library to be a safe and welcoming learning environment that fosters the well-being of all customers and staff. We believe the safest libraries are those that provide a climate of support and respect, and instill a sense of community. Building security, incident response, prevention protocols, and threat assessment are all vital components.

The new building design will:

- Expand the number of interior security cameras.
- Add exterior security cameras.
- Upgrade the fire alarm system and include a sprinkler system.
- Install interior doors with accessible hardware in the entire building.
- Upgrade door locking systems with remote locking capabilities.
- Upgrade restrooms for accessibility and inclusivity.
- Create accessible emergency exits for all public, staff, and volunteer areas.
- Replace the elevator to reduce unscheduled down time.
- Upgrade plumbing, electrical, and HVAC systems.

20. What’s happening with the proposed Library Plaza?

The City’s Capital Improvement Plan (CIP) includes a new plaza—referred to as the Library Plaza—between the City Hall campus and an expanded library campus. Further facts about the project are unavailable as of this document’s printing.

21. Would building a branch library instead of expanding save money?

This is a great question, and the library staff and Board of Trustees have researched that option. Experts in library services explain that while branch facilities in a community this size can make basic services convenient for the neighborhood in which they’re located, they tend to lessen the scope and quality of the overall services the library can provide. This is because the separate facilities must spend money and staff time to duplicate services, maintain systems, and pay overhead costs on multiple buildings. The expansion will allow the library to use tax-payer dollars more efficiently, while offering the highest quality services to the whole community.

22. Will the library be open more hours?

As part of the 2016–2021 Strategic Plan, library staff investigated the need for and cost of extending hours. There’s no change recommended at this time, but the library will continue to reevaluate the community need.

23. Will the library be open during the renovation?

The library will definitely remain open during the renovation. Our location will depend on the construction timeline. The preferred option will be to stay in the library’s current facility, but much will depend on whether it’s more cost-effective to stay in place during construction, or move to a temporary location so that work can be completed more efficiently.

Customer service will continue to be our focus, and every effort will be made to avoid any unnecessary disruption of service.

24. When will this project start and then be completed?

The conceptual phase of the design work, based in large part on community input from the 2017 building study, has begun. The next phase will include opportunities for feedback and suggestions from community members.

A majority of the facility systems renovations cannot wait, so construction is projected to start as early as 2021. There will be more information about the timeline as the project planning process gets underway.

About the Capital Campaign

25. Who is going to pay for this?

A mix of public and private funding sources is critical to fully realize the new library building. In addition to the \$11.5M renovation commitment from the City of Eau Claire, the Story Builder capital campaign effort will secure the remaining \$7M of cash and pledges needed for the Phase I expansion through gifts and grants. All gifts and contributions will be held in an account overseen by the Board of Trustees with the Eau Claire Community Foundation. To learn more about the Story Builder campaign, see the section “How the Campaign Works” below.

26. Shouldn't the City of Eau Claire pay for all of it? What about the County?

The City's \$11.5M commitment to the library renovation is one of the largest facility improvements the City of Eau Claire has undertaken. Due to the infrastructure needs of other municipal facilities, the City isn't able to also provide the funds needed for expansion without surpassing its borrowing capacity. The City Manager has explained that exceeding the \$11.5M would warrant a change in the City's fiscal policy. Campaign leaders will explore potential opportunities from the County. At present, the county assists with operating costs only.

27. How will the City be paying for their portion? How will this affect resident taxes?

To date a \$3M tax levy has been bonded by the City of Eau Claire in 2018/2019, with an additional \$8.5M to be bonded in 2020, for a total commitment of \$11.5M to bring the facility into compliance with safety and accessibility standards. The following table shows the projected renovation and Phase I expansion project budget. See question #15 for information about expansion phases.

Timeline	Revenue	Source	Phase I Expenses	Cost
2018	City of Eau Claire	Tax Levy	Upgrades: technology, facility & furnishings	\$1M
2019	City of Eau Claire	Tax Levy*	Design work Upgrades: technology, facility & furnishings	\$2M
2020	City of Eau Claire	Tax Levy**	Renovation: facility systems upgrades	\$8.5M
2018–2025	Capital Campaign: grants, pledges, donations and gifts	Fundraising	Expansion	\$7M
			Total	\$18.5M

* Cost to owner of a home valued at \$150,000 an additional \$9 per year in property taxes for 20 years.

**Cost the owner of a home valued at \$150,000 - \$30.50 per year in property taxes for 20 years.

Thus, the total tax impact to owner of a home valued at \$150,000 is \$39.50 per year for 20 years

28. Isn't that a lot to expect the community to pay for?

In 2018, the library contracted with Crescendo Fundraising Professionals, LLC to complete a Campaign Readiness Study which concluded that willingness to contribute is high at all levels of giving, especially, though not exclusively, at the grassroots level. The study included 43 personal interviews, 25 focus group participants and over 576 online survey respondents. The data showed that 95 percent of study participants would support the library expansion and renovation because they believe it has merit and urgency, especially updating the failing library mechanical systems and addressing the necessary increased space needs.

29. Will campaign volunteers seek foundation support?

Yes. However, philanthropic research shows the majority of funds given in the U.S.—70 percent—comes from individuals. Campaign leadership is hopeful that about 10 percent of the goal will be secured from foundations. The majority of funds for this project must come from individuals, businesses, and corporations, the very people who are most directly interested in Eau Claire's vitality and well-being.

30. Won't a bigger library cost more to operate?

Actually, no! Anticipated energy efficiencies and reduced maintenance costs will make up most, if not all, of the extra expense associated with a larger building.

31. What is the dollar valuation of the current library facility?

According to the 2017 assessment, the library facility is valued at \$11,453,309.

32. What if the campaign is unable to raise all the money needed?

The results of the library's Campaign Readiness Study were very positive. (The study is available online.) The most cost-effective option is to complete the entire project at once. If the entire goal is not reached during this campaign, the expansion can be completed over a longer period of time.

How the Campaign Works

33. What is the timeline for the fundraising campaign?

The campaign will formally launch early in 2020. The silent solicitation phase will take place from September 2019 through early 2020.

34. Who will be managing the funds raised by the campaign?

The library has partnered with the Eau Claire Community Foundation (ECCF) to manage contributions and pledged funds. If you have questions regarding your pledge or contribution, contact ECCF at 715-552-3801.

35. What is a pledge, and how does payment toward a pledge work?

Pledges are a donor's promise to give a certain amount to a campaign over time. A specific amount will be chosen by a donor to give to the campaign regularly over three or more years. Individuals and businesses may make payments quarterly, semi-annually, or annually at their discretion. Reminders will be sent in June and November. The timing for payments to this campaign is from 2019 to 2023. Donors may find it easier to be more generous when giving a pledge over time. Some major employers may have employee matching programs. Please check with your employer's Human Resources Department.

36. What options can people use to fulfill pledges?

- Donors may give cash, appreciated property (such as stocks), qualified charitable distributions (QCD/IRA's), paid up insurance policies, commodities, land sale or other real estate, may meet payments on pledges. Contact ECCF for details. In some cases, in-kind gifts will be considered. Contact the Library for in-kind contributions.
- An account to transfer tax-deductible stock has been established for the Story Builder campaign. Contact ECCF for stock transfer information.
- When a gift of stock is made to the campaign, the stock will be sold immediately with the funds issued to L.E. Phillips Memorial Public Library.
- Payroll deduction may also be an option if your employer offers it.
- Employees of companies offering matching programs for charitable contributions are encouraged to take advantage of this opportunity. Contact ECCF with your match program instructions.

37. Do most people fulfill their pledges?

Yes. Midwest communities conducting campaigns typically experience pledge fulfillment ranging from 95 to 105 percent. According to the fundraising consultants, one-half of pledges are usually paid into the campaign in the first year; one-third is typically paid in the second year; and one-sixth in the third year.

38. Are contributions tax deductible?

Yes! All gifts are tax-deductible to the fullest extent allowed by law. Pledges and contributions may be made to the Story Builder Campaign and dropped off or mailed to our philanthropic partners at

the Eau Claire Community Foundation, 306 S. Barstow St. Suite 104, Eau Claire, WI 54701 or email info@eccfwi.org.

39. Will a challenge or matching gift be offered to help encourage giving?

Opportunities may exist for donors wishing to provide a challenge grant to the community. More information will be available as campaign planning proceeds.

40. Why should I participate in the fundraising drive?

Investing in the Story Builder campaign shows your commitment to improving community life in Eau Claire for years to come, and will act as a catalyst for continued development of the downtown area. An updated, modern library reflects the high value Eau Claire places on learning and community connectedness.

41. What if someone wants to give an in-kind gift?

In-kind support is important to the project. However, raising cash revenue is the first priority. As planning continues, campaign leadership will work to identify potential in-kind gifts that could provide much needed support for the expansion project. Contact Kim Hennings, Assistant Director, at the library, 715-839-6225.

42. How do I give?

Pledges may be remitted to the Story Builder campaign and dropped off at the L.E. Phillips Memorial Public Library, or sent to the ECCF, 306 S. Barstow St. Suite 104, Eau Claire WI 54701 or by email to info@eccfwi.org. Pledge forms are available online www.ecpubliclibrary.info/storybuilder.

43. How will gifts be recognized?

The campaign will include many levels of giving recognition to honor donors for their gifts to the community. Contact library staff for more information. Anonymous gifts will be honored as directed by the donor.

44. How can I help?

When someone asks you to be involved in the Story Builder campaign, please say, "Yes!" When you are asked to give, please give generously. If you are interested in becoming involved, call Kim Hennings at 715-839-6225. Current campaign information is available at www.ecpubliclibrary.info/storybuilder.

45. How can I stay informed and involved?

Updates relating to the project will be posted to www.ecpubliclibrary.info/storybuilder. Print copies of documents such as the Building Feasibility Study and Space Needs Analysis, and the Story Builder campaign materials will be available at the library.