



MILWAUKEE
PUBLIC LIBRARY

Paula A. Kiely
Director

July 10, 2014

To: Library Building & Development Committee of the
Milwaukee Public Library Board of Trustees:
Chairperson Michele Bria, Sharon Cook, Ald. Nik Kovac, Sup. Theo Lipscomb,
Dir. Mark Sain *All trustees are welcome to attend.*
MPL: Sam McGovern-Rowen, Taj Schoening

Fm: Paula A. Kiely, Library Director

Re: Library Building & Development Committee Meeting
July 17, 2014 8:00-9:00 a.m.
Central Library Meeting Room 1

MEETING NOTICE AND AGENDA

1. **Milwaukee Civic Partnership Initiative (MCPI) Valuation Report.** The Committee will discuss the draft valuation report from the Superlative Group and the option of participating in Phase 2, which would allow the marketing of library assets.
Attachment A, page 2
2. **Branch Redevelopment Program.** Project Manager Sam McGovern-Rowen will brief the Committee on potential building sites and will provide options on the process for selecting developers and architects.
3. **Central Library Air Handling Unit.** Library administration will seek approval to award a contract for replacement of the Central Library Air Handling Unit #4.
4. **Center Street Roof Replacement.** Library administration will seek approval to award a contract for replacement of the Center Street roof.
5. **Project Updates.** The Committee will review the status of ongoing projects including the East Development and the Tippecanoe Renovation
Attachment B, page 8
6. **Meeting Schedule.** The Committee will discuss a revised meeting schedule.

Persons engaged in lobbying as defined in s. 305-43-4 of the Milwaukee Code of Ordinances are required to register with the City Clerk's Office License Division. More information is available at www.milwaukee.gov/lobby or by calling (414) 286-2238.

Please be advised that members of the Milwaukee Common Council who are also members of this body will be in attendance at this meeting. In addition, Common Council members who are not members of this body may attend this meeting to participate or to gather information. A quorum of the Common Council or any of its standing committees may be present, but no formal Common Council action will be taken at this meeting.

PLEASE NOTE: Upon reasonable notice, efforts will be made to accommodate the needs of individuals with disabilities. Make requests to the Library Director's Office at (414)286-3021, 286-2794 (FAX), 286-3062 (TDD), or Central Library, 814 W. Wisconsin Ave., Milwaukee, WI 53233 Attn: Accommodation Request.

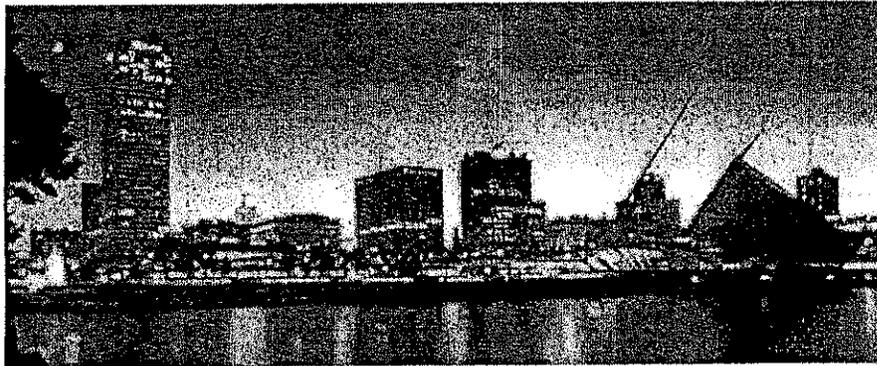
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*EXCERPT
FROM THE FULL REPORT*

City of Milwaukee

Milwaukee Civic Partnership Initiative (MCPI)

Marketing Services



Phase I Asset Inventory & Valuation Report

Presented by:


Superlative

The *Superlative* Group, Inc.

26600 Detroit Road, Suite 250

Cleveland, Ohio 44145

8 Library & Education

8.1 Introduction

This section provides an overview of opportunities in the Library and Education category.

8.2 Milwaukee Public Library

Milwaukee Public Library (MPL), which consists of the central library and twelve branches, is the largest public library system in the state of Wisconsin. Central library is the headquarters of the MPL system and is one of Milwaukee's most notable public structures. MPL provides a wide range of vital services for the citizens of Milwaukee, from youth reading and educational classes to computer literacy and employment services for adults. Table 8.2.1 shows total visitor at Central Library, MPL branches and other locations during 2013.

Table 8.2.1

	2013 Visitors
Central	509,894
Atkinson	94,139
Bay View	150,603
Capitol	126,649
Center Street	139,031
East	116,825
Forest Home	149,666
Martin Luther King	118,273
Mill Road	119,385
Tippecanoe	124,123
Villard Square	147,543
Washington Park	209,676
Zablocki	198,251
YCOS - Outreach	3,994
Drive-Up Traffic Count	33,030
TOTAL	2,241,082

Key Statistics

A selection of other notable statistics is provided below:

- 1,068,477 unique visitors to the MPL website;
- 52,709 MPL database hits;
- 22,813 total circulation of overdrive audiobooks;
- 56,223 total circulation of overdrive E-books;
- 27,831 freegal users (downloadable music service);
- 4,433 Twitter followers; and
- 4,592 Facebook 'Likes'.

Mission, Objectives & Strategies

The mission of Milwaukee Public Library is to provide a gateway to an expanding world of information in order to meet present and future informational needs of all citizens.

Objectives are to:

- Create a city of readers and improve the literacy rate;
- Increased digital inclusion by providing access to technology and electronic resources; and
- Provide resources for young persons seeking employment opportunities

Strategies include:

- Maintain a robust connection to the internet and computer access;
- Offer job seeking preparation and computer training classes;
- Provide information and literacy resources in formats in demand by residents;
- Increase access to library cards for city students;
- Support early literacy initiatives and enhance literacy services to adults and children through out of school learning;
- Continue Sunday hours as a means of supporting orientation towards literacy and learning; and
- Expand support for programs and services through use of volunteers.

Foundation

The MPL Foundation provides essential support through private contributions for books, materials, programs, and library facilities to continue MPL's continued reputation as a first-class library which is responsive to community needs. The foundation was established in 1988 and continues its original vision of generating private-sector support to supplement tax-based funding. The result has been improved collections, expanded programs, enhanced services, and renovated buildings. Over the years, thousands of generous individuals, corporations, and foundations have demonstrated their deep commitment to MPL by donating to the foundation.

If the MCPI is approved, the Superlative Group intends to work closely with MPL Foundation representatives to ensure that any MCPI sponsorship programs are complementary to ongoing fundraising initiatives at MPL.

8.3 Opportunities

This section provides a brief overview of the possible opportunities at MPL.

Sponsorship Opportunities

The following sponsorship opportunities could be developed:

- i. Capital Donations to assist with funding for new branches and renovation of existing facilities;
- ii. Sponsorship of Marketable Programs, including children's reading programs/children's books and teacher in the library programs; and
- iii. Technology partnership, including growing demand for e-books, Sponsorships of the broadband/digital inclusion initiative.

These are discussed in further detail below.

8.4 Capital Donations

East Library Development

The East Library capital project allows the city to develop a valuable property and replace and aging library. Total capital funding of \$3.55 million has been provided for the project, which will replace the current East Library with a new 16,000 square foot library as part of a mixed use project that includes multi-story apartments and a first floor retail space. Groundbreaking occurred on July 30 2013. Construction is expected to be completed in October 2014. During construction, library services are being provided through a temporary location at 2430 North Murray Avenue.

Neighborhood Library Improvements

The 2014 capital budget includes \$1.8 million for several neighborhood library improvements, including:

- \$175,000 to replace the Center Street roof, \$100,000 to construct a public emergency exit at Center Street;
- \$150,000 to replace the carpet at Zablocki;
- \$750,000 for renovation of the Tippecanoe facility;
- \$600,000 in funding to begin two mixed use projects, replacing the current Forest Home and Mill Road facilities.

Central Library Improvements

The capital budget includes \$1.56 million for improvements to Central Library. This includes \$200,000 for ongoing repair of the building's historic mosaic tile and scagliola, \$130,000 for masonry work on the building's exterior, and \$580,000 for replacement of an air handling unit.

The Superlative Group could work with MPL to develop a philanthropic / donation program to assist with funding for developments and capital improvements. The proposed approach is to identify areas of the new / renovated facilities which could be identified as 'named' or sponsored areas, for example the 'Smith Family Atrium' or the 'King Foundation Reading Area'. Possible named areas include technology / computer centers, reading rooms, music studios or arts and crafts areas. The library may offer an agreed list of benefits to target donors in return for major gifts / donations;

- Acknowledgement plaque for display at business or residential location;
- Inclusion in media and press advisories related to the opening of the facility;
- Logo recognition on a MPL website site sponsors page;
- 10 Tickets to private pre-opening event;
- Opportunity to distribute promotional materials at the opening event;
- Signage opportunity at the Grand Opening celebration.

Our initial assessment is that a named area could generate between \$15,000 and \$40,000 of additional income per annum, depending on location, prominence and the agreed list of benefits. If this opportunity is acceptable to MPL, The Superlative Group will work with MPL Foundation Representatives to develop an inventory of opportunities and potential target donors.

8.5 Marketable Programs

MPL provides a wide range of educational and leisure programs for both adult and youth groups.

Adult Programming

The 2013 AMR Richard E. and Lucile Krug Rare Books Room Education Series included the following programs:

- Gerald Geerlings and the Jewelled City; Attendance – 21
- Art Nouveau: a New Style for a New Century; Attendance – 41
- The Voice of Germania: George Brooder's Milwaukee; Attendance – 32
- Rarities Remixed: Some New Old Favorites; Attendance – 42
- Napoleon DESCARPTION de l'EGYPTE; Attendance – 46

Author Visits during 2013 and 2014 (to date) included:

- Elaine Pagels: Vision, Prophecy and Politics in the Book of Revelations; Attendance – 191
- John Gurda, The Making of Milwaukee; Attendance – 100
- ReShonda Tate Billingsley author of A Family Affair; Attendance – 35
- Richard Thieme, UFO's and Government; Attendance – 55
- Sue Monk Kidd; Attendance - 331
- Charles Krauthammer; Attendance - 700

Business and Technology Department's – Medical College of Wisconsin's Science Cafes:

- Breast Cancer; Attendance – 60
- Alzheimer's Research; Attendance – 55
- Biomedicine; Attendance – 30
- Obesity; Attendance - 60

Special Humanities Programming:

- The North Shore Line: America's Fastest Interurban – Attendance - 136
- Schuster's and Gimbels: Milwaukee's Beloved Department Stores – Attendance- 107

Other Popular Adult Programs:

- Hispanic Heritage month programming – Attendance – 140
- Participation in the annual Doors Open Milwaukee in September – Attendance - 721
- Affordable Care Act Enrollment Labs with Milwaukee Health Department – Weekly October through December – Total Attendance-107

Employment and Computer Skills:

- In 2013, there were 582 drop-in job centers that helped 3,539 people with employment searches, working on resumes, completing job applications, or searching the internet for available opportunities.
- Additionally, there were 800 computer courses serving 4,403 class attendees. These classes primarily teach basic computer skills courses, including Introduction to Word, Introduction to Excel, and Email.

Title sponsorship of Author Visits program could generate between \$15,000 and \$20,000 per annum and could be marketed to consumer retail and financial services categories. Title sponsorship of Employment and Computer Skills programs could be marketed to major corporates in the technology sector as part of their Corporate Social Responsibility (CSR) initiatives. The program could generate between \$35,000 and \$40,000 per annum.

Youth Programming

The Super Reader Summer Reading program promotes reading over the summer to maintain or increase reading skills while children are out of school and to develop lifelong habit of reading. In 2013, the program served 22,323 young people.

In 2014, the library will continue extended Super Outreach to 8,700 children up to 12 years at outreach sites, which exclude childcare classrooms and community-based organizations. Outreach educators visit each site three to six times over the summer and actively engage the children in the Super Reader program and literacy activities. The program costs approximately \$140,000, primarily funded through the Milwaukee Public Library Foundation.

Title sponsorship of the Summer Reading program could generate between \$25,000 and \$50,000 per annum and would be marketable to Health Groups and / or retailers such as Target.

8.6 Technology Partnership

Due to the increased technological requirements at libraries, through computers and online resources, technology partnerships can be developed with Public Libraries to provide in kind equipment and / or free Wi-Fi partnerships in return for selected signage and / or online exposure.

MPL receives supplies from a wide range of major technology partners including Dell, HP, Cisco and Microsoft. In-kind trade opportunities could be developed in return for sponsorship of certain areas of Milwaukee Central Library and / or branches. Technology targets should also be considered for employment and computer skills programs as described above.

Table 8.6.1 provides an overview the number of Public Internet Desktops (excluding catalog-only computers throughout the library system).

Table 8.6.1

Library	Public Internet Desktops	Public Laptops
Central	102	28
Atkinson	22	28
Bay View	22	18
Capitol	18	14
Center St.	33	28
East	12	18
Forest Home	22	28
M.L.King	21	28
Mill Road	21	14
Tippecanoe	14	18
Villard Square	15	40
Washington Park	28	30
Zablocki	28	17
Total	358	309

The technology partnership could generate \$35,000 to \$45,000 of additional revenue per annum. The Superlative Group has provided initial value ranges for MPL opportunities and will continue to work with MPL representatives as the MCPI project moves forward.



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Capital Projects - Status Report
July 2014

Completed and Current Projects

Central Library - Cooling Tower

- Construction completed

Central Library – Gray Rotunda Elevators

- Modernization work to be completed spring 2015

Central Library AHU 4

- Bid documents completed in May 2014
- Construction bids to Board July 2014
- Construction to be completed fall 2014

Branch Carpeting Project – Atkinson, Forest Home and Zablocki

- Contract awarded April 2014
- Carpet replacement to be completed fall 2014

Center Street Emergency Exit

- Bid documents completed January 2014
- Construction bids to Board March 2014
- Construction to be completed August 2014

Center Street Roof Replacement

- Bid documents completed June 2014
- Construction bids to Board July 2014
- Construction to be completed fall 2014

East Library

- Exterior Public Artist selected in February
- Condo closing revised to July 2014
- Interior build-out began March 2014
- Interior build-out to be completed fall 2014
- Temporary location closes fall 2014
- East Branch opening fall 2014

Mill Road and Forest Home Development

- Requirements defined May 2014
- Develop Request for Interest by August 2014
- Developer responses due in September 2014
- Developer proposals to Board in November 2014

Tippecanoe Library - Renovation

- Design work completed fall 2014
- Construction bidding December 2014

