



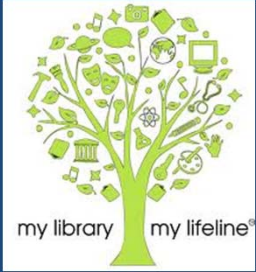
Libraries Add Value to Your Community




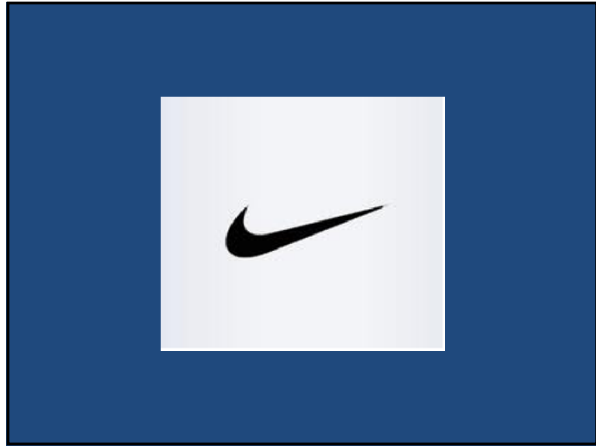
June 21-24, 2011; Vail

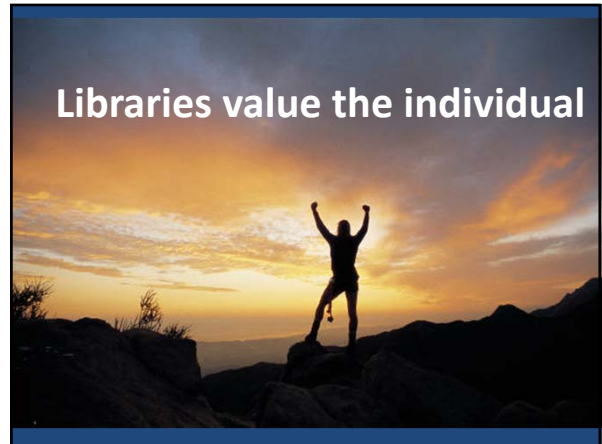
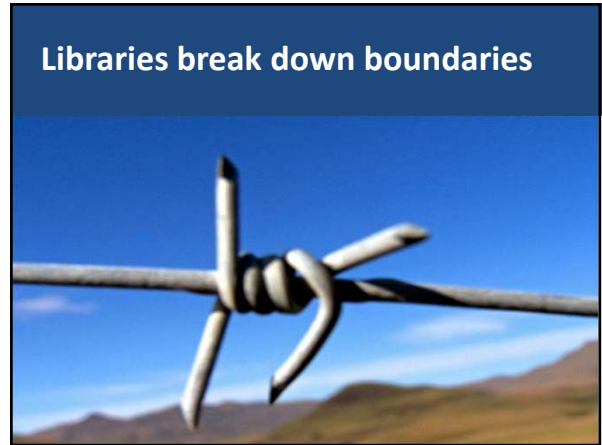


Libraries Add Value to Your Community – Economic Development and the Job Market



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Libraries nourish creativity



Libraries open young minds



Libraries return high dividends



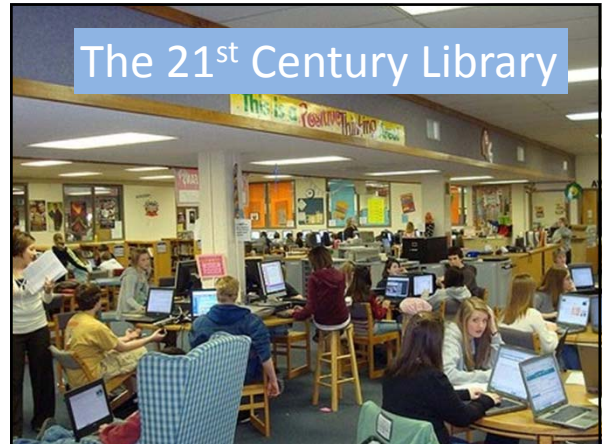
Libraries build communities



Libraries support families



Libraries build skills




Sales Tax Issues
 More vulnerable to economic conditions
 Losses to Internet sales
 Shift to service economy

Core Service Competition
 Police
 Fire
 Public Works


Challenges

Seattle: 5% or \$2.6 million cut will have to close most branch libraries two days a week

Cuyahoga: with 28 branches is facing a 30 percent cut

Pittsburgh: five of 19 branches will close, and a 23 percent cut in hours the remaining branches

Fresno: 80 part-time temporary library employees were recently let go; untold number of the roughly 280 full-time workers will be laid off



Aurora: Closed 4 of 7 branches and cut funding by 50% in 2010.

Denver: Now looking to close 7 to 12 locations.

Arapahoe Library District: up to a 20% reduction in revenue for 2012.

Colorado

What Happened in Aurora

- Founded in 1928
- **\$7 million General Fund**
Primarily sales tax
- Seven locations
- 1.4 million customer visits
- 2.9 million items circulated

Aurora Public Library in 2009

12%-15% annual increase in customer visits & circulation since 2007

2009 City Budget Projections

Year	2010 Proposed	2011 Projected	2012 Projected	2013 Projected	2014 Projected
Surplus / (Deficit)	\$ 420	\$ (8,832,713)	\$ (12,431,864)	\$ (16,446,423)	\$ (17,783,686)

The Library's Cut Proposal

\$3.5 Million or 50%, 40 Layoffs, 4 of 7 locations to close

The Alternative

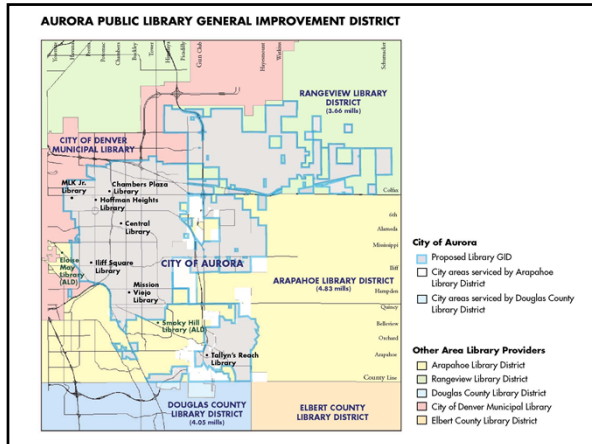
- A taxing authority within the City
- Revenue source is property taxes
- Revenue dedicated for a defined purpose
- City Council is the governing body
- Assets remain part of the city
- Employees remain city employees
- Must be approved by voters in November

The Alternative

GID Mill Levy Comparison

Aurora with all GID funding proposed

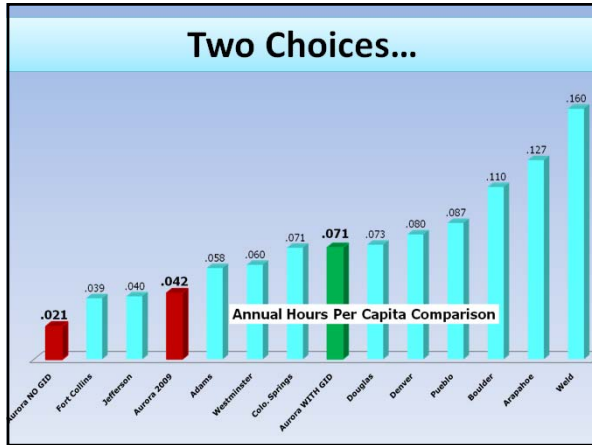
County	GID Mill Levy
Fort Collins	3.00
Jeffco	3.43
Pikes Peak	3.54
Rangewide	3.66
Douglas County	4.05
Aurora	4.29
Arapahoe	4.83
Pueblo	5.25



Two Choices...

	2009 Projected	2010 Proposed	2010 GID
Regular FTE	95	48	128
Total Expenditure	\$7.0M	\$3.6M	\$11.74M
Materials Funding	\$0.8M	\$0.33M	\$2.6M
Public Hours			
Central	62	62	70
Hoffman	38	0	63
MLK	32	32	52
Chambers	16	0	54
Mission Viejo	43	0	63
Iliff Square	32	0	54
Tallyns Reach	32	32	54
Total Hours	255	126	409

* some 2010 revenue held in reserve to build operating fund balance.



What Went Wrong

Anecdotal Assessment

Major Factors:

- Bad economic timing
- Anti tax attitude / Distrust of government
- Short campaign time
- Lack of awareness of the issue and election

Lesser Factors Raised by Citizens:

- Perception that Libraries are outmoded
- As a GID, the library won't get all of the money
- The city has the money
- Unfavorable response to 50% cut or vote yes
- The city really won't, in the end, cut the library that far
- Ballot language confusing
- Floating Mill tied to CPI



Making Library Funding a Priority Helps the Entire City/Town

Libraries fill the gaps made when other agencies and services are cut.



CITY AND OTHER LIBRARIES ARE NEEDING TO MEET INCREASED COMMUNITY DEMANDS WITH DECREASED FUNDING



How are Libraries Funded?



Funding Source: Mostly local sales and property tax

Library Districts: Almost entirely by property tax

City/County Libraries: Mainly sales tax

LIBRARY SERVICE PROVISION

47% served by independent library districts
53% served by city/county library departments

83% served by agencies serving over 50k population
16% served by agencies serving under 50k population

88 agencies serving populations under 50k
18 agencies serving populations over 50k
7 joint public/school or special small library agencies

FUNDING: DISTRICT OR MUNICIPAL

MATERIALS FUNDING:
A good comparable indicator



AVERAGE PER CAPITA MATERIALS FUNDING 2009:
Municipal Libraries: \$5.28
Library Districts: \$8.12
(54% higher)

Solution #1: LIBRARY DISTRICT FORMATION

Step 1: CITY FORMS ON OWN VOLITION BY RESOLUTION OR IN
RESPONSE TO PETITION OR FOLLOWING VOTE



Library District Formation cont'

Step 2: MILL LEVY VOTER APPROVAL NECESSARY IF DESIGNATED LIBRARY MILL LEVY NOT PREVIOUSLY APPROVED



Library District Formation cont'

Step 3: IGA BETWEEN DISTRICT AND CITY GOVERNING EMPLOYEE TRANSITION AND REAL PROPERTY/BUILDINGS



General Improvement District

- Can be formed for Library Purposes
- Mill Levy Separate from City
- City Council sits as Ex Officio Board
- Can Form Advisory Board to Handle Day to Day Operations and Facilitate Statutory Compliance

Library District

Pros:

- Funded by library users/frees up general fund for fire, police, public works.
- Stable Funding Source via Mill Levy vs. Sales Tax = Long Range Planning
- Single Purpose District Directly Accountable to Taxpayers



Library District Pros... con't

- Reduced Workload on City Staff (HR, Legal, Finance, IT, Facilities Management)
- Potential Charge Back Revenue to City (in the event HR, Accounting are contracted for via IGA)
- Easier to Secure Taxpayer Support When They Can Serve on Board and Become Stewards of Taxpayer Funds

Library District Cons

- Potential Tax Increase if No Commensurate Lowering of City/Town Mill Levy
- City Council/Town Board No Longer Controls Library

Solution #2: USING LIBRARIES TO GENTRIFY DOWNTOWN RETAIL AREAS



Brighton Urban Renewal Authority and Rangeview Library District (Anythink)



Streets at Southglenn (Centennial) and Arapahoe Library District



Front Range Village (Fort Collins) and Poudre River Public Library District



Poudre Interactive Children's Exhibit



Rifle City Hall and Rifle Branch Library Joint Use Partnership

Garfield County Public Library District

- County system since 1968
- 6 libraries
- District formed in 2007
- Won with 63% of the vote
- 1 mill of property tax for 20 years
- Quarter cent County sales tax
- Annual budget of \$2.9 million
- New facilities budget of \$26 million

How the Rifle Project began

Civic neighbors


- Parking issues
- 3200 sf library building
- District formed (2007)

Who wants to play?

- City staff support
- Certificates of Participation
- Engaged design team
- Visioning process



Old Rifle Site




PROS

- Comprehensive Plan
- Good location

CONS





- Limited parking
- Limited expansion
- Entry on North
- Steep grade on site

Elements of the planning process



- 25,000 square feet
- \$7 million budget
- Closure of 2nd Street
- Urban design
- Match to existing architecture
- Building placement
- Maximize parking
- Create civic space
- Green technologies

Design process yielded unexpected results

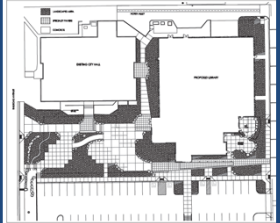
New Rifle Site

Pros

- South facing entry
- Best views
- Maximize parking on site
- Allows for future addition of City Hall
- Maximizes civic plaza space

Cons

- Eliminated parking for nearly a year
- Slowed timing for construction
- Added expense for oversized systems and interior spaces
- More expensive all around



HOW IT WILL WORK...

Build the library now, add City Hall later



Joint Facility Pros

- Better use of *tax dollar*
 - Reduced construction costs
 - Reduced maintenance and operations cost
- New *identity*
- More space for *plaza and parking*
- *One-stop shop* for citizens
- Better for *community gatherings*
- Increased *visual control/ security*
- Easier use of *high tech tools*
- Room for *growth*
- Maximize *Green* elements

Joint Facility Cons

- Slows the design/ construction documentation process
- Extended the library completion date
- Ownership issues
- Coordinating funding sources
- Who pays for what?
- Demands the desire to succeed from all parties

Rifle IGA

- 99 year rolling lease
- Shared parking
- Exterior maintenance
- Civic plaza
- Street improvements
- Ability to add on later
- Cash contribution
- Vacation of 2nd Street
- Interim parking

DOLA

City of Rifle's 2008 Downtown Master Plan envisioned: -- 1.7 million

- Expanding both the Library and City Hall.
- Creating a downtown "square" or civic plaza.
- Revitalizing downtown Rifle.

Library District's Facilities Planning focused on:

- Public demand for services
- Availability of land
- City's interest in developing a collaborative plan

Garfield New Energy Communities Initiative: -- \$105,000
Greening government buildings allowed for the purchase of 53kwh solar

Governor's Energy Office NEED Grant Measurement and Verification Grant -- \$40,000

DOLA parking structure and civic plaza



- 155 spaces
- Large area for events
- Xeriscaped
- Demonstration garden
- Plug-ins
- FEV parking
- Accessible
- Beautiful!

How did it turn out?



Rifle Successes Since DOLA Award

- Named a Sustainable Main Street Community
- DOLA Planning grant awarded
- Grand Opening of Centennial Park
- CacaLoco Compost opens at Energy Innovation Center
- Ute Theater Renovation receives an \$80,000 Gates Family Foundation grant plus a \$65,000 CDPHE award for asbestos abatement.
- \$800,000 US HUD/DOT Community Challenge Planning Grant award to SMSI communities for downtown/pedestrian/transit planning
- New 7-plex movie theater
- Pro-forma started with CMC for joint voc-tech center
- Rifle Health & Wellness Center begins operation in interim facility



One last word...

