

Dallas Public Library: “Children’s Edition” at NorthPark Center

Presented to the Quality of Life Committee
March 26, 2007





Background

- Briefed Committee on preliminary arrangements on December 11, 2006
- This co-location provides opportunities to:
 - Raise visibility for the library and other City services
 - Create new users
 - Challenge libraries to focus on those services that compete with retail market, i.e. affects formats and displays
 - Generate high pedestrian traffic
 - Provide gateway into the whole library system



Background (cont.)

- Based on this research, Library developed a prototype for how this service might look and operate within the guidelines of currently budgeted resources:
 - Pilot project, one year duration
 - Not intended to be a full-service branch
 - Limited hours
 - Limited staff
 - Rotating collection
 - Targeted programming
 - A sponsoring partner willing to provide financial/in kind project support
 - After one year, assess success before extending term or duplicating service
- NorthPark Center identified as pilot site for “Children’s Edition”



Partnership Agreement

- NorthPark will provide:
 - Approximately 3,000 square feet of space
 - Main signage in the shopping center
 - Interior finish-out to include:
 - Interior sign package
 - Lighting
 - Electrical
 - Art
 - Custom furnishings and shelving
- NorthPark has enlisted architectural services to finish out the space

Main Signage





Partnership Agreement (cont.)

- Library will provide:
 - 3,000-5,000 item circulating collection
 - Rotating staff of at least one Library Associate and one Customer Service Representative
 - Daily children's programming
 - Minimum of 10 laptops for public use
 - Early literacy work stations
 - Equipment



Contract Highlights

- Annual Base Rent \$1.00 per year:
 - Metered electricity service
- Operational Hours:
 - Wednesday through Monday (including Sunday) Noon to 5:00 p.m.
 - Extended hours possible if NorthPark raises additional funds
- Radius Restriction:
 - No other new pilot project of this nature within 6 mile radius of NorthPark Center during first year lease
- All contract terms subject to examination and negotiation at end of initial lease



Underwriting Opportunities

Pursued by both sides:

- Library:
 - Atmos Energy \$25,000 donation for children's programming
 - Pursuing additional donor participation
- NorthPark Center:
 - Hosted Fashion at the Park Gala
 - Pursuing other marketing strategies



Community Engagement

- Volunteer Opportunities
- Children's Art Project



Marketing

- Use as venue to sell library merchandise:
 - “Born to Read” Early Literacy Kits
 - Out of City residence cards
- Introduce new children’s library card
- Provide Information on other City Services
- Promote upcoming “Children’s Edition” programs to NorthPark merchants and their customers
- Promote Dallas Public Library after-school and homework resources to parents and area students
- Present children’s programs in NorthPark common areas

Next steps

- Construction:
 - 8 to 12 weeks upon execution of the contract with NorthPark Development Company
- Anticipated Opening:
 - Late Spring 2007
- Evaluation of project:
 - Toward lease end (1 year)
- Any additional locations will require additional staff and will be requested in upcoming budget bids.