Library Limited Edition

Presented by
Dallas Public Library
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Background

- Library Master Plan calls for “alternative outlet site considerations” – co-locations and mall locations
- **Co-locations** provide opportunities to:
  - Share resources
  - Extend service hours
  - Share staff and security
  - Broaden user base
Background (cont.)

- Since 2005, the Library has opened two new co-locations with DISD and continues to seek partnerships with other city services as appropriate.
Another co-location opportunity is mall co-location which 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.)

Staff has:
- Researched the mall library concept
- Found several library systems have used mall locations with success:
  - King County (Washington)
  - Birmingham, Alabama
  - Toronto
Guidelines

- Based on this research, Library developed a prototype/guidelines for how this service might look and operate

**Guidelines**

- Pilot project, one year duration
- Not intended to be a full-service branch
- Limited hours
- Limited staff
- Rotating collection
- Targeted programming
- Use currently budgeted city resources
- A sponsoring partner willing to provide financial/in kind project support
- After one year, assess success before extending term or duplicating service
Identified Partnership

- NorthPark Center identified as possible pilot site for a prototype based on:
  - NorthPark is the busiest mall within the city
  - Located in center of city with accessibility to many highways, public transportation
  - The “busyness” of this location would provide best environment to test the prototype.
Identified Partnerships (cont.)

- NorthPark's Trade Area Profile:
  - Average Age - 32 years old
  - Family centered
  - Primary trade area encompasses 20 zip codes within a 10 mile radius and accounts for almost 60% of sales at NPC.
  - Secondary trade area encompasses 14 additional zip codes within a 12-14 mile radius and generates 11% of the total sales
  - Based on demographics, library targeted children ages birth-8th grade
Identified Partnership (cont.)

- NorthPark Center’s Total Trade Area
Identified Partnerships (cont.)

- Presented proposal letter to Ms. Nancy A. Nasher, President and CEO of NorthPark Development Company outlining the following conditions:
  - NorthPark would provide free space and finish-out
  - Library would provide staff and collection of children’s and parenting materials
- NorthPark indicated interest and several meetings have been held with NorthPark
Conditions of Partnership

- NorthPark has enlisted architectural services to finish out the space
- NorthPark will provide at no cost 3,040 square feet of space to include:
  - Signage
  - Lighting
  - Electrical
  - Art
Conditions of Partnership (cont.)

- Library will provide:
  - 3,000-5,000 item rotating collection
  - Rotating staff of at least one Library Associate and one Customer Service Representative
  - Daily children’s programming by Dallas Public Library Children’s Librarians (rotating)
  - 3 public computers
  - Furniture, fixtures, and equipment
Next steps

- Library Department and NorthPark will approach our library shelving and furniture vendors with opportunity to showcase their products and be corporate sponsors of this pilot project.
Next Steps (cont.)

- The pilot project will operate for one year to gauge success.
- Any additional locations will require additional staff and will be requested in upcoming budget bids.