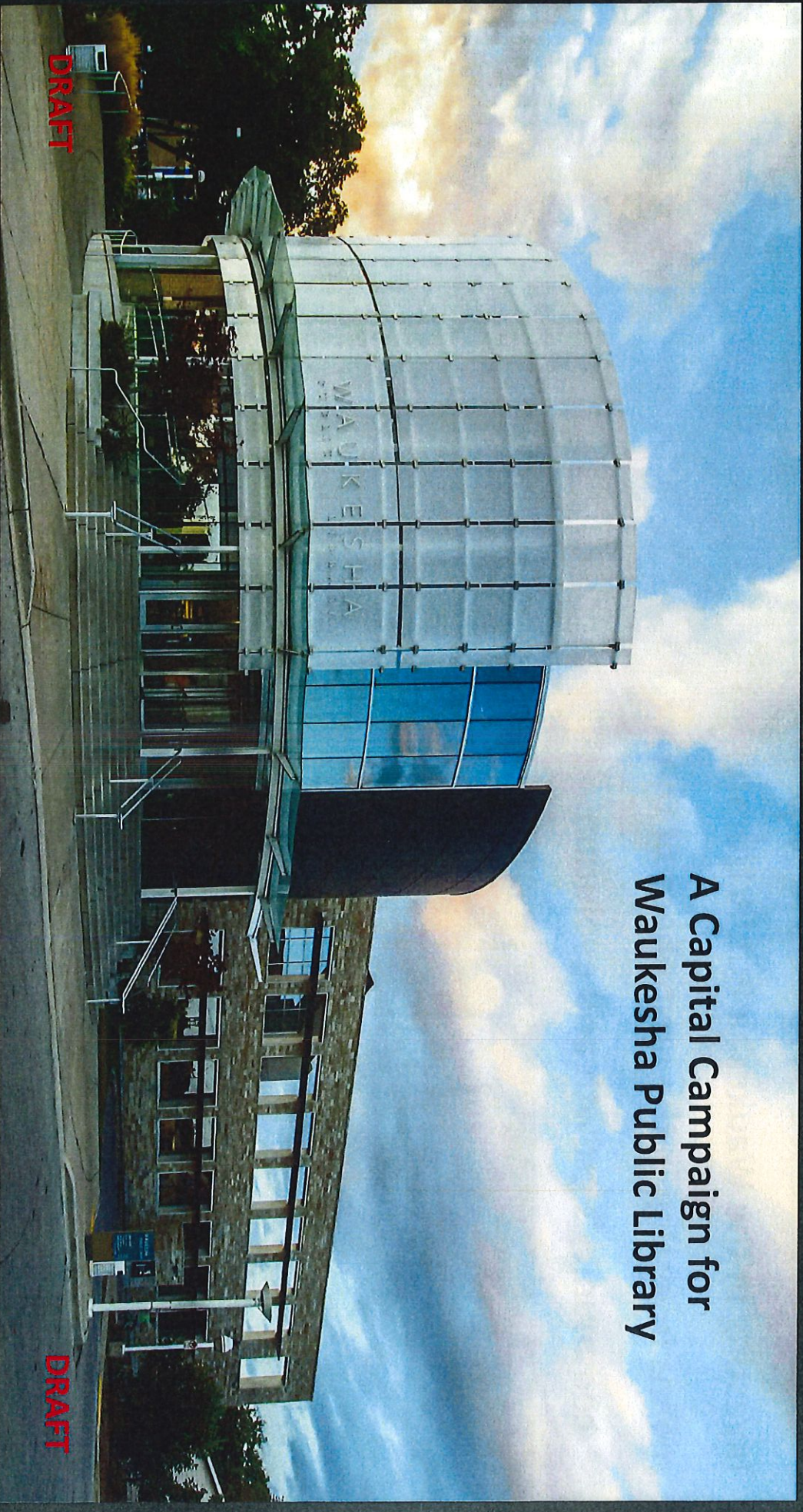


A Capital Campaign for Waukesha Public Library



Investing in the Waukesha Public Library
means investing in the next phase of the
community's growth and evolution.



DRAFT

- OVERVIEW -

Waukesha Public Library embraces a Vision Statement that is both timeless and future-oriented:

“The heart of a thriving city, the library connects and inspires the community to transform lives.”

The Library already claims a long track record doing exactly that. It has anchored downtown Waukesha for generations, and 2021 marks the institution’s 125th year of service.

Its services – and the physical footprint on Wisconsin Avenue – have changed along with the evolving needs of each generation. While the original Carnegie façade remains an integral and beloved part of the institution, five additions and renovations (most recently, in 2005 and 2010) have expanded the space to more than 70,000 sq. ft.

In each case, the capital reinvestment paid high dividends in the form of enhanced services and amenities for Waukesha residents.

Now more than ever, the Library is one of Waukesha’s most beloved and well-used public assets – and is seen by many as the growing City’s de facto community center. The Library is seeking \$1.5 million in private support to renovate the building’s first floor and equip the institution for the next chapter of exemplary service to the community.

DRAFT

Snapshot: Waukesha Public Library

Residents appreciate and support their Library. No less important, they *use* it – regularly and in a variety of ways. Illustrative data points (2019) include:

- ✓ Population served: 91,964
- ✓ Card holders: 43,835 (48% of service population)
- ✓ Total visits: 380,262 (approx. 1,042 per day)
- ✓ Total circulation: 1,038,411 (approx. 2,845 items per day)
- ✓ Reference materials accessed: 59,693 (approx. 164 per day)
- ✓ Public Computer use: 32,208 hours (approx. 88 hours per day on multiple devices)
- ✓ 1,031 programs (about 20 per week)
- ✓ Program attendance tripled in the last 10 years (from 19,494 in '09 to 56,331 in '19)

**4th highest circulation of all
public libraries in Wisconsin!**

Project Background

In 2001-2005, the Library commenced a two-phase renovation and expansion:

PHASE 1: The first phase added a new central entryway, a teen zone, new collection areas, and a partial renovation of meeting rooms.

PHASE 2: Plans for Phase 2 included renovation of the second-story Children's Library (completed in 2012), along with significant improvements to the ground floor that never came to fruition. These unrealized enhancements form the basis of the renovations now underway.

DRAFT

This Campaign

This is an exciting time for the community to reinvest in its library as our community's central place to impact lives and provide opportunities for everyone to learn, explore and grow.

We are committed to completing Phase 2 of this project, which includes:

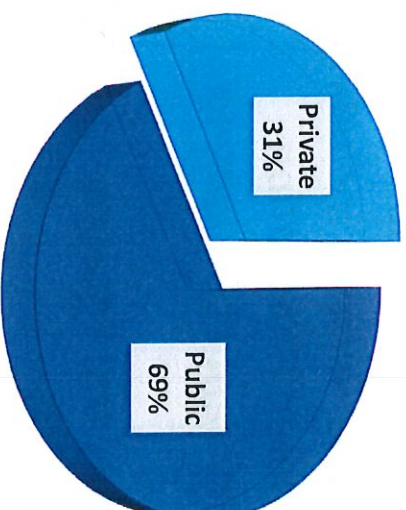
- Demonstration kitchen for all ages
- Innovation Lab equipped with in-demand technologies and crafting tools
- Repair and enhancements to the rotunda entrance space
- Expansion of the 60-capacity meeting room to a 180-seat space
- Four new conference rooms for group meetings of various sizes
- Multi-use and modular public spaces
- Dedicated spaces for community art

DRAFT

A Public/Private Partnership

The City of Waukesha has put forward \$3.3 million towards design, demolition and building costs. The Library must secure an additional \$1.5 million in private dollars to match the full project price tag.

PROJECT REVENUE



Project Revenue

City Funds - \$3,300,000

Private Campaign Donations - \$1,500,000

Total Project Budget - \$4.8 million

DRAFT

A Public/Private Partnership

Project Costs

Construction - \$4,162,000

- ✓ *Overall Renovation of 1st Floor*
- ✓ *Rotunda Entrance Repairs, including Front Panels*
- ✓ *Local History Room Renovation*
- ✓ *Ceilings and Efficient LED Lighting*

Furnishings, Fixtures and Equipment - \$280,000

Design Fees - \$353,000

DRAFT