



## **CAMPAIGN READINESS STUDY MINI CASE STATEMENT**

**JULY 2017** *Prepared by Crescendo Fundraising Professionals, LLC*

### **Background**

The library's Board of Trustees commissioned a space needs report in 2013 to analyze the current and future needs of the Somerset Public Library given the region's steady growth, and the fact that the current facility was approaching its 20-year shelf life. The final report recommended that the library board consider two alternatives: 1) construct an addition to the present building or 2) construct a new library building on site with additional room for expansion. Ultimately, the report indicated a library closer to 16,000 square feet would be required to more adequately serve the needs of the greater Somerset area now and into the future. Acting on the results of the space needs analysis, the library board hired an architect to create a preliminary design for a new, larger library.

### **Study**

Working with Crescendo Fundraising Professionals, LLC, the library will explore the feasibility and strategy for an approximately \$2.5M capital campaign to renovate and expand the current library to 12,500 square feet. Crescendo consultants have 20 years of experience assisting municipalities and non-profits in capital campaign management, including advising on more than seven library renovation and expansion campaigns in the tri-state area.

The firm will test the ability and willingness of local businesses, individuals and grant-making organizations to support the proposed campaign. Confidential interviews, focus groups and an on-line survey accessed through the library's website and email marketing will provide the basis for the firm's research. No formal solicitation will take place during these meetings. Results from the study will be utilized to identify the best strategy for moving forward with a successful capital campaign.

### **The Project**

Located only 30 miles east of St. Paul, Somerset attracts a diverse population with the cultural, educational and leisure time expectations of a metropolitan area. Its population has more than doubled in the past 20 years, and there is potential for continued exponential growth with the completion of the new Stillwater bridge. The present library, while fully up-to-date in 1993 when it opened, is now unable to meet the functions required of a larger, more technologically savvy population.

After 24 years in its facility, the library is again bursting at the seams. Space is limited for materials in multiple formats, for computers, for meeting rooms, for teen activities, for storage, and for children's activities. And, the library is only partially compliant with the Americans with Disabilities Act. Renovating and expanding the current library would offer the following for Somerset residents:

- Increased space for programs & events
- Public meeting rooms for 100 persons with access separate from the library
- Provision for new technologies
- An area for local history and genealogy
- Private study nooks
- Open floor plan with onsite storage
- Unrestricted access for the elderly and physically challenged with full ADA compliance

### **Community Impact**

The citizens of Somerset care about and are involved in religious and civic organizations that work to improve the community and its surrounding area. City leaders are also committed to planning for the needs of the Somerset area well into the future. A new modern library would not merely be a repository for books, but a living organism that serves as an information and cultural center for the community. The proposed library renovation and expansion plan provides a building with flexibility to accommodate both the present and future service programs the library can offer to make sure the library remains an integral community service.