

# **A New Library for Kentville**

## **BUSINESS PLAN**

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The Friends of the Kentville Public Library Society**

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## EXECUTIVE SUMMARY

Kentville is the largest town in the Annapolis Valley and is a financial, medical and legal centre, with both a thriving community college and a busy regional hospital. In fact, our town has been given the distinction of being the No. 1 place to live in the Valley and in Nova Scotia (*Towns of Nova Scotia, Rankings and Profiles*, Richard Rogers, 2006). What we lack, however, is a library that is large enough to satisfy our population's needs and that is an attractive and structurally sound building. Such a first-rate public library will compliment this positive assessment of our town and will be a great benefit to the town of Kentville and surrounding communities. With the cooperation and guidance of both the Town of Kentville and the Annapolis Valley Regional Library, The Friends of the Kentville Public Library Society propose to build such a building.

This Business plan addresses the current library condition and readership, clearly lays out the immediate need, and presents a detailed project description. Organizational information on The Friends, a financial outline and supporting documents complete the plan. While every effort has been taken to be comprehensive, it is to be expected that adjustments will be made as the project progresses.

### **There is a Need:**

Contrary to what some people think, library usage is not shrinking with the ever-increasing Internet age. In fact, libraries are expanding into other media, while still providing books and material for reading and reference.

Visits per capita increased by 27%: 3.33 (1991) to 4.24 (2002)

Circulation increased by 41%: 677 million (1990) to 956 million (2002)

Reference Transactions per capita increased by 14%: 0.97 (1991) to 1.11 (2002)

*(Long Overdue, p. 16)*

And our library is no exception; its need is expanding far beyond our present building. The existing library space is smaller than the minimum basic requirements set by the "Standards for Nova Scotia Regional Libraries." Furthermore, the old building (renovated in 1987 from a car garage), with its serious structural and potential environmental problems, is not conducive to renovation. In its present state, it cannot meet the needs of the Kentville population now or in the future. In short, Kentville needs a new library.

### **There is a Plan:**

It is The Friends' goal to raise money and oversee the building of a new library, in Kentville's town core. Partnering with the Town Council an appropriate site will be chosen. Our goal is to explore the concept of building a LEED Certified building (as encouraged by the Canada Green Building Council), which will be a landmark building both in form and function. By using the LEED design and construction principles this library will have minimum upkeep and low utility costs. The impact on the environment and on the occupants will be a positive one. The landscaping around the library will be an inviting green space with large trees: a place where people will enjoy the atmosphere.

The library and its exterior landscape will be a destination place for many from the town and the surrounding communities.

Our goal is to raise 1.5 million dollars. We will plan the library building, hire an architect, and execute the building process. The Friends will meet regularly, refining their methods and seeing the project through to completion – from publicity and fundraising to construction and finished landscaping.

**There is Public Will:**

The Friends of the Kentville Public Library Society is an enthusiastic, progressive, committed community group, which has recently formed and registered as a non-profit society for the express purpose of building a new, full-service library in Kentville. As a diverse cross-section of the community, we bring a wide variety of strengths and abilities to the project, not the least of which is a determination to see it through to completion. As the momentum for this project grows we find growing support for the new library.

Upon completion of the new library, The Friends will take great pride in turning complete ownership and maintenance of the building over to the Town of Kentville as previously agreed upon. The Annapolis Valley Regional Library will continue to provide staffing and library services to the facility. We believe that this landmark library will give rise to increased civic pride and enhance the growing recreational and leisure opportunities in our town, thus making this community a better place to live and work. We see this collaboration as a win-win proposal for all involved.

# ENVIRONMENT

## LOCATION

The Kentville Public Library is currently located in downtown Kentville, county seat of Kings County. Kentville, one of the largest towns in Nova Scotia, is a financial, medical and legal centre, with a community college and a regional hospital. In his recently published book, *Towns of Nova Scotia, Rankings and Profiles* (Four East Pub. 2006), Richard Rogers rated Kentville as the No. 1 town in Nova Scotia. He cited "highest per capita ratio of professionals in Canada, and one of the highest levels of family income," as the main contributing factors, along with the third highest university educated population. In keeping with the progress and vision of our town, this is the perfect time to upgrade our public library and keep pace with our standing as business, education and professional leaders.

Presently, the library is housed in a building located in the town, on Cornwallis Street, in a building once shared with the Police Department. The Police have recently moved to a new facility, leaving one side vacant. One of the reasons for the move was that the building was deemed unsuitable for the Police to use (see Needs Study below). While the Town of Kentville is uncertain about what to do with the old building at this time, they agree that it is not suitable for the library.

## READERSHIP

The library serves the Town of Kentville itself, as well as many surrounding communities in Kings County, from Waterville to Greenwich and Halls Harbour to South Alton. (The Bookmobile serves some areas, but people from all these areas regularly come to the Kentville Public Library.)

Kentville's population was 5,610 in the Stats Canada 2001 census. Based on this census, Nova Scotia Canada's "Community Counts" website lists Kentville's population as 8,992 (The populated place names of Aldershot, Chipmans Corner, and Gibson Woods are included in this number, see Appendix 1.) Several thousand more could be added to this number from the fast growing neighbouring communities of Coldbrook (1300), North Kentville (3212) and New Minas (4300) alone. Presently the total number of current registered users at the library is 4065 (August 2006).

The library is a busy place used by a wide spectrum of our community: All ages, from the tiniest tots to seniors, all socioeconomic levels, all levels of education, , as well as immigrants and tourists, make regular use of the library. For business people, job seekers, parents and students, the library has something for everyone.

## FUTURE LOCATION AND USE

Land for the new Library will be provided by the Town of Kentville. We submit these major considerations: 1. that it be located in the core of Kentville, 2. that it have adequate

parking and accessibility for all, and 3. that there be good landscape features providing a view from the many windows, and a park-like setting with green spaces.

Suggested locations have included a riverside location and the CP rail lands, as they are reclaimed Brownfields, which might qualify for added grants or government support and are conveniently located near the future Seniors' Apartments, public transportation, and the downtown core. We are open to any site, which meets our major considerations.

Large display areas and community meeting rooms will invite partnerships with local artists, museums, and other groups. Consideration is being given to include a café or to encourage similar local business development nearby. The goal is to create an inviting hub around our showpiece library, all placed in a tranquil setting.

## NEEDS STUDY

Since 1987, the present building has housed both the public library and the local police department. In 2005, the Kentville Police Department moved to larger and more modern facilities. (Previously the building was a Volkswagen Dealership and Garage, built on the site of a dry cleaning establishment.) At this time, the basement is closed off and not accessible due to concerns about contamination and mold. Many of the same reasons given, which led the Police to move from the building, are the same reasons we give here for moving the library, that is, size and condition of the building.

Presently, the Kentville Public Library is housed in a space smaller than the minimum basic requirements set by the *Standards for Nova Scotia Regional Libraries 2001* (Standards) and has serious structural and potential environmental defects. In its present state, it cannot meet the needs of the Kentville population now or in the future. This Needs Study examines these shortfalls and looks at why a new library will draw a much larger percentage of library users into town, leading to greater economic benefits for Kentville. As well, it shows how a bright new facility will be a tremendous boon to Kentville, with the result of showcasing the town as a superior place—a place that serves its residents well and continues to attract newcomers.

### PRESENT BUILDING SHORTFALLS

Present building problems are:

- **Roof leaks** during heavy rainstorms necessitating the use of pots. Water sitting inside the roof and ceiling structures will lead to bad air quality and mold.
- **Windows leak** on the north side, with water getting into the wall structure. This will eventually lead to rotting of the building structure, again a potential for bad air quality and mold.
- Only four small windows open, allowing for **very little ventilation**, especially in the cold weather season when these windows must be closed. No other

ventilation is available.

- **Electrical system** needs upgrading. **Fuses blow**, when extra space heaters are required. This leads us to believe that the present **heating system is inadequate**.
- Single unit, **front entrance door** chills front half of library each time the door is opened.
- **Washrooms** need frequent repair and more individual stalls are needed.
- **Present flooring** is an old, worn carpet, not conducive for young children crawling about to access their books. Another flooring problem is starting to develop, with pockets of concrete crumbling into soft potholes under the carpet, causing a potential safety hazard.
- **Basement** is closed off with no access. Basement flooded in the March Flood of 2002.

### **BUILDING SIZE: PRESENT AND RECOMMENDED**

The Friends of the Kentville Library Society (The Friends), under the guidance of the Annapolis Valley Regional Library (AVRL) staff, and in compliance with the Standards, estimate that a library of 6000 sq. ft. will best serve the needs of Kentville and its surrounding area. This figure is based on population, usage, and assessment of the region's other library locations.

Our present library, at 2175 sq. ft., is less than the minimum public library standard of 3000 sq. ft., for a basic library, in our population range. (5,000 - 8,000 sq. ft. are the standard for the middle and high quality library.) As a result, the present library struggles to meet the standard requirements in facilities and resources for adults, teens, and children. As a point of comparison with other regional libraries, our **linear shelving** units are one-half to two-thirds that of Windsor's new library (4000 sq. ft. in 2004), which serves a smaller population.

Specific areas needing to be addressed: (Recommendations from AVRL staff meeting August 18, 2006).

- **The Adult Section:** Present space is 400 sq. ft. Recommended space is 700 sq. ft. Needs a cheerful reading corner.
- **Teen/Young Adult Section:** Present space is minimal. Recommended space 300 sq. ft. Needs attractive lounge chairs and vibrant work areas to encourage our teen population to be part of the library culture.
- **Children's Area:** Present space is 240 sq. ft. Recommended space is 750 sq. ft. Area will incorporate work space, story-time space, a discovery centre, bins for picture books, new shelving, and attractive clean flooring.
- **Leisure/ Reading Area:** Present space is 64 sq. ft. Recommended space is 500 sq. ft. Will house magazines, periodicals, newspapers and reading area.
- **Media Area:** Present space: no designated area presently available for DVDs, CDs, and audiotapes – a rapidly expanding media.

- **Computer/Internet Stations:** Presently five stations are scattered throughout the library. Recommended: Current usage statistics indicate 12 public access stations are required in 500 sq. ft. One area is desirable both for greater access and control.
- **Enclosed Entry Way:** Present space, none. Recommended space 60 sq. ft.
- **Reception Area:** Present space is 20 sq. ft. Recommended space is 260 sq. ft., to allow the public comfortable entry and easy access to the circulation desk.
- **Circulation desk, Office and Staff Area:** Present combined area is inadequate and cramped. Recommended space: circulation desk 300 sq. ft., staff office 255 sq. ft., and staff washroom 42 sq. ft.
- **General Storage:** Recommended space 80 sq. ft.
- **Book Drop:** Present system inadequate in size and is outdoors, leading to the possibility of damaged or stolen books. Recommended requirement is 42 sq. ft. of indoor space, with better security.
- **Public Washrooms:** Presently two, opening directly into library. Recommended size is 42.5 sq. ft. each with accessibility from both the library and the Meeting/ Activity room.
- **Meeting/Activity Area:** Present space, none. A large room 800 sq. ft. (with an adjustable partition to allow one large function or two smaller ones) will serve community groups such as book clubs, visiting school groups, small business groups, community clubs, and/or adult literacy groups.
- **Storage Room,** off the activity/ meeting room requires 80 sq. ft. to store chairs, tables and program supplies.
- **Parking:** Present number: 12 parking spaces. Required: 40, with four handicap specific.
- All areas within the library will be barrier free and wheelchair accessible.
- Above indoor recommended areas total 4,754 sq. ft. This total does not include hallways or electrical, plumbing and heating rooms, which will bring the total to 6000 sq. ft.

## NEW LIBRARY: A BENEFIT FOR KENTVILLE

Contrary to what some people think, library usage is not shrinking with the ever-increasing electronic tools and Internet usage. In fact, according to the 2006 report *Long Overdue*, libraries are expanding in the 21<sup>st</sup> century, electronic, web-based era, while maintaining traditional aspects of providing books and material for reading and reference. "Most of the public (8 out of 10) says that in any given day they have access to a computer at their workplace, school or home. Yet 1/3 of those surveyed also say they have used the library for Internet access." (*Long Overdue* p. 28) In addition, libraries are responding to many more needs; that of our teens and children, providing them with a quiet and safe and productive haven; of pre-school children, introducing them into the delightful world of reading, so very important to their future; of people with literacy

problems, offering activities and encouragement; and of people looking for interesting activities in public spaces as an alternative to shopping and commercial entertainment. When asked if libraries will be needed in the future, with the advancements in computers and the Internet, 90% of respondents said they will still be needed. (*Long Overdue*, p. 74).

### **Benefits for our town:**

A new library will have a **favourable economic impact** on the Town of Kentville and surrounding areas:

- New libraries **bring in more area residents**, increasing viability of downtown areas, thus increasing use of all other services such as retail, dining, legal, financial, cultural and sporting activities. It has been noted in both Windsor and Middleton that with their new libraries, user numbers increased considerably – 61% in Windsor (new in 2004) and 33.5% and 14.3% in Middleton, with its new library in 1993 and renovations in 2003.
- Kings County is experiencing the beginnings of a labour shortage that will affect all of Nova Scotia. Quality of life is an important consideration for **enticing qualified professionals to move here**. A new library will enhance the appeal of our area and therefore work towards easing this situation.
- By making Kentville an even more attractive place to live, our new library will **enhance property values**, resulting in a positive impact on tax revenues.
- The new library will offer even greater **support** to local businesses (especially small businesses), to professionals and to local investors – as well as trades people and the self-employed – by providing books, periodicals, newspapers, trade publications, inter-library loans, resources for the corporate community, meeting and program rooms, and access to the Internet.
- The new library will be better able to support community groups and agencies, from Cubs and Brownies to art groups and service clubs by offering **meeting rooms**, equipment and help with publicity and programming. The greater the use of these facilities by the community, the greater the public's **return of investment** in them.
- With the new facilities, opportunities abound for showcasing local artists and craftspeople. What better way to **attract and interest citizens and tourists** than to offer exciting displays of crafts, artwork, or museum items combined with books, periodicals and DVDs on the same subject matter.

A new library will have **favourable social benefits** for the Town of Kentville and surrounding areas:

- Kentville, as a successful regional centre, continues to grow in size and stature. Medical, educational, leisure and sports facilities, and libraries are all part of the **good-quality-of-life factor** that affects people's decision regarding whether they move to a particular community. A quality library will invite people to our town—a library that is central, easy to access, functional and attractive inside and out tells the story that Kentville is alive, exciting and thriving in the 21<sup>st</sup> century.

- Libraries are an important focus of social interaction and sense of community. They encourage residents with common interests, or in similar stages of life to gather. They are a family destination, where all generations can enjoy time together. The 2006 survey and report, *Long Overdue*, agrees: "The public thinks that libraries are critical to the communities' health." Ninety-two percent feel that public libraries are essential for maintaining a productive community (p. 21). An up-to-date library will increase our citizens' sense of community and **community satisfaction**.
- With a more spacious and brighter facility, students of all ages will be more attracted to the new library, thus **enhancing their educational and social opportunities**. Again, *Long Overdue* reports: "Eight in 10 say that even with all that's available on public TV and the Internet, all children need access to a good, safe and appealing library. The vast majority do not discount the importance of computers and Internet access in libraries. But they overwhelmingly reject the notion that traditional libraries are not needed in the new information age." (p. 23).
- In our society, which puts greater demands on knowledge, skills, ability to use computers and continual job upgrading, a new library in Kentville will be a **focal point to assist its citizenry** in these endeavours.

## CONCLUSION

This Needs Study shows that the present location of the Kentville Public Library is inadequate in both size and condition, and that building a new library will meet the needs of our town for many years to come. Building a high quality library will bring added value to our town, which has been recognized as an excellent place to live. A new public library is a win-win proposal for a forward-thinking community like Kentville.

## PROJECT DESCRIPTION

The goal of The Friends, with the interest and support from the Kentville Town Council, AVRIL and the public, is to build a new 6000 sq. ft. library facility in the town core.

## OBJECTIVES

In order to reach this goal The Friends have the following objectives:

- Create **Mission Statement**. *Accomplished*
- Write **Bylaws**. *Accomplished*
- Obtain **Incorporation** as a Non-Profit Society. *Accomplished*
- Develop and write a **Business Plan**. *Accomplished*
- Obtain **Charitable Status**. *In Process*
- **Fundraise \$1.5 million** over a three-year period.

- Partner with Kentville Town Council to **secure a site**.
- Build a library that will be a **landmark building** both in form and function. We are exploring the possibility of constructing a LEED Certified building. LEED Certified buildings are energy efficient and have high sustainability, resulting in minimum upkeep and low utility costs. Using these design and construction principles the impact of the building on the environment and on the occupants will be a positive one. (See Canada Green Building Council website, [www.cagbc.org](http://www.cagbc.org))
- Develop a landscape that will offer a visually inviting **green space**.
- Hand the **new library over to the town** of Kentville to maintain and to the AVRL to supply materials, staff and service.

## METHODS

The Friends are meeting regularly to plan and refine the methods used to reach the objectives listed above. The methods used will include:

- **Acquire the Building Site:** In consultation with the Kentville Town Council select and secure an appropriate site.
- **Make Presentations:** The Friends are making various presentations, including our Business Plan, to the Kentville and surrounding community town councils, Kings County Council, Service Clubs, Chambers of Commerce, and other interested groups.
- **Conduct an ongoing Public Relations Campaign:** The Public Relations Committee of The Friends is continually promoting the activities through posters, bulletin boards, local school newsletters, a blog, the media (i.e. Kentville website, AVRL website, newspaper articles, Magic 97 coverage of events), special events (i.e. 'Interest Gathering' Public Meeting, Jan 24, 2006, and 'Slogan Party' October 26, 2006), and a 'timeline' of events displayed in the present library.
- **Apply for Government and Grant Monies:** The Fundraising Committee of The Friends will research and apply for federal, provincial and local government monies and apply for foundation grants.
- **Conduct an ongoing Fundraising Campaign:** The Fundraising Committee of The Friends will approach local businesses and large corporations for donations, solicit public donations (i.e. membership dues in The Friends, general donations, and donations 'in memory of').
- **Host Fundraising Events:** Throughout the campaign, events will be planned to highlight the project and its progress and to appeal for further funds (i.e. book sales, a formal ball, art auction etc.).
- **Plan the Library Building:** The Building Committee of The Friends, with guidance from AVRL, will research and develop design elements that will be incorporated into the final plans.
- **Hire an Architect:** In consultation with the Town of Kentville and AVRL, hire an architect who will design the library building.

- **Execute the Building Process:** The Building Committee of The Friends will oversee tendering and hiring of a contractor/supervisor who will be responsible for the building process.

## **STAFFING AND ADMINISTRATION**

This project will be administered by The Friends' executive and its committees. The Friends will **share the consultative process** with the Kentville Town Council and AVRL.

## **EVALUATION**

Evaluation of the process will be **ongoing**. A system of checks and balances is implicit in the organization of The Friends and its close connection to the Town and AVRL. Public scrutiny is ever-present through regular open meetings. The final evaluation will be the Town's acceptance of the building.

## **SUSTAINABILITY**

When the new Kentville library building is complete The Friends will take great pride in turning complete ownership and maintenance of the building over to the Town as previously agreed upon. AVRL will continue to provide staffing and library services to the facility. The public, with their need for information and resources, will **sustain and enrich the vitality** of this new library.

# **ORGANIZATIONAL INFORMATION**

## **HISTORY**

For many years the Kentville Library has been fortunate to have a Friends of the Library group (called the 'Library Sub-Committee,' of the Parks and Recreation Advisory Committee). They enjoyed excellent cooperation from the Parks and Recreation Committee and raised money over the years to purchase 30 items for the library, through occasional book sales. As many as fifteen years ago, this group began discussing plans to expand or build a new library. On February 24, 2005 two proposed draft drawings for an expansion were presented to the members of the committee to consider. All twelve members voted not to pursue either draft drawing, because the considerable expense required for each would not solve the problem of inadequate space, nor would the operation standards set forth by the Provincial Guidelines be met. The Library Sub-Committee recommended "that the monies allocated to renovate the old Kentville Police Services (building) would be better spent invested in a new building...for the Kentville Library." (See Appendix 2.)

Realizing that more volunteers would be needed, the Librarian spread the word and collected names of interested members of the community. In December 2005, the group met again and decided to form a non-profit society and begin work with the goal of

building a new library. A Mission Statement was created, which states: **“We are an enthusiastic, progressive, community group determined to build a new full service library in Kentville, for all Kings County residents to enjoy. This will be accomplished through partnership and fundraising.”**

We presented our ideas to the Town Council and received a letter from Mayor Corkum signaling their enthusiastic support. (See Appendix 3.) AVRIL offered to continue staffing and providing resources for the new library. They also offer supportive resources in the form of tech support, planning and materials for fundraising sales.

Bylaws have been drawn up and we have registered as a non-profit society. We are currently in the process of applying for Charitable Status.

## **GOVERNING STRUCTURE**

Membership of The Friends is made up of a cross section of men and women from the community, each bringing their own special contributions to the group. We are governed by six elected Directors and four elected Executive members. In addition, committees carry out many functions of the group.

### **Directors**

- Frances Schagen: Business Owner and consultant
- Ginny Evans: Office Administrator, Library Info and Tech. Diploma
- Roger Harris: Retired Professional Engineer
- Mary Anne Sulis: Retired Community College Instructor (Communications)
- Ian Cox: Bookkeeper/Office Mangr./On Parks and Rec. Committee

### **Executive**

- Chair: Frances Schagen
- Co-Chair: Ginny Evans
- Treasurer: Jennifer Pope-Waterbury: Care Coordinator, Dept. of Health
- Secretary: MaryAnne Sulis

### **Committees**

- Charitable Status Committee
- Business Plan Committee
- PR Committee
- Fundraising Committee
- Building Committee (in future)

Every attempt is being made to partner with community groups. For example, we are enlisting the help of students at Nova Scotia Community College (Kingstec Campus) for some of our PR and website work. The Kentville Parks and Recreation Department lends support. Bob Morrison, a lawyer from TMC Law, has offered his volunteer services. The KCLA (Kings County Learning Association) and Kings County Museum are interested in being involved. In addition, volunteers are drawn from the public and from members of The Friends.

## **MEMBERS**

Membership in The Friends is open to any persons, corporations or organizations, which support the purposes of The Friends, upon payment of dues.

# **FINANCIAL**

(Working Outline)

## **Projected Expenses**

Total of 1.5 million

- Publicity
- Fundraising expenses
- Insurance (D&O and CG)
- Planner or Architect
- Building
- Landscaping

## **Projected Funding**

Governments:

- Federal government
- Provincial government
- Town of Kentville
- Kings County
- Neighboring communities

Grants and Foundations

Businesses and Organizations

Public Donations

Fundraising Events

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