



Library!

BOISE PUBLIC LIBRARY

REPORT OF FEASIBILITY STUDY FOR NEW BOISE DOWNTOWN LIBRARY

AUGUST 2017

Dear Friends,

This is an exciting time for the Boise Public Library! Our program attendance and number of active borrowers are increasing, and we are striving to meet the needs of our rapidly-changing community.

Through extensive research and workshops this spring, we have identified program and facility priorities that have resulted in a vision to build a new main library in downtown Boise. It would be a state-of-the-art facility allowing us to expand both our programs and collections. This new campus will also include the City's Arts and History Department, allowing the services, collections and programs of both departments to expand significantly.

This summer, we interviewed community leaders to determine the feasibility of a fundraising campaign in support of a new main library for Boise. The study's results, presented in this report, are optimistic. We hope you find this summary of the study findings, prepared by Donor By Design Group, interesting and informative.

Sincerely,
Kevin Booe, Boise Library Director



STUDY QUESTIONS

During the spring of 2017, Donor By Design Group, LLC, tested the feasibility of the Boise Public Library raising \$14.5 million in contributed support toward building a new main library in downtown Boise.

Bruce Berglund and Michele Goodrich of Donor By Design joined Kevin Booe of the Boise Library and Chandra Ford of the City of Boise in interviewing 37 community leaders in person.

The study sought to answer nine key questions:

1. How do you feel about the Downtown Boise Library?
2. How do you feel about the leadership of the Boise Library?
3. How do you feel about the proposed comprehensive campaign?
4. How would you prioritize the projects?
5. How do you feel about the goal?
6. Where do think the top gifts will come from?
7. Who do you think must be involved in the leadership for the campaign to be successful?
8. Might you (personally) or your company contribute to this effort?
9. How do you feel about launching a major initiative at this time?

THE VISION

“What we really want to build are compelling, challenging and inspiring environments where members feel comfortable to risk and reach.” — *David Lankes*

As we consider the possibility of a new library, we know that:

- The City of Boise is **expected to grow** by 40 percent (or 94,000 people) between 2010 and 2040.
- In comparison to other major cities, Boise has significantly less library resources per resident.
- Downtown Boise is a hub of new development. Mixed use spaces will keep Boise an attractive place to live and work.

People need different services from their library than they did even a few years ago. In the past five years:

- Program attendance has increased by 42%
- Main library attendance has increased nearly 12%
- 62% of Boise residents are active borrowers



Interviews tested the feasibility of raising **\$14.5 million from private philanthropy toward building a new main library in downtown Boise.**

When combined with city funds dedicated to the project, the library would become a community hub for downtown, plus the project would expand the library's collection and program opportunities.

The project would also include:

- Automated storage/retrieval system
- Improved and emerging technologies
- Maker spaces
- Age-specific spaces
- Gathering, performance and meeting spaces
- Adequate parking and access to public transportation



Study Highlights By the Numbers

- 93% were familiar with the library, its programs and services.
- 100% said the library's image is fair, good or very good.
- 78% said the library is on track with this capital development plan.
- 64% believe that a \$14.5 million campaign is attainable over 3-5 years.
- 93% believe there are businesses, individuals or foundations that would give to this project.
- 100% described the area's economy as currently good or very good.
- 86% believe that now is a good time to start a campaign.

Comments We Heard

- Project has special appeal for parents and corporate leaders who want to attract new talent
- Convenient and ample parking must be part of the plan
- Telling the Library's story is key to attaining goal – How is the Library different than other new buildings in the area?
- Youth spaces are key to retaining young families
- Every single person will benefit from this
- Main Library hasn't aged gracefully
- Misunderstood – is the Library still relevant?
- The Library should be an inviting gateway presence to downtown and inspire visitors and citizens as they view it on Capitol Blvd. – “a WOW factor”

FINDINGS & RECOMMENDATIONS

LEADERSHIP

42% of those interviewed would be willing to take a leadership role, sit on a Campaign Leadership Cabinet or make a few key visits for the campaign. **Ongoing board development will be key to the success of the campaign and future of the Library.** Potential donors want to see the names of people they know and trust on the board to help assure them that their donations will be used appropriately. New board prospects can be a wonderful byproduct of a successful capital campaign.

CASE

A strong and urgent case must be developed for the campaign. **Why will this investment make a difference and what will change as a result?** Donors give based on their interests and experiences. Lead with a case that appeals to the individual donor. A positioning campaign must be developed and executed lifting up the important work of the Library beyond books. The Library's story is amazing, and it needs to be told.

PROSPECTS

While only 46% of those interviewed would consider a personal gift to the campaign, at least 67% feel that their company or business would consider a gift. Donor cultivation is needed — speed dating doesn't work in major gift fund development. To cultivate new donors, consider meeting with key donor prospects who weren't able to participate in the study to get their input and engage them in the process. Continue cultivation while ramping up for the campaign. **Donor engagement at this level is strategic. It takes time to secure six and seven-figure commitments.**

PLAN

Make sure construction pricing, project scope and permitting is solid as you begin fundraising for this campaign. Then, **build a campaign infrastructure** that includes staffing, systems and volunteers.

FUNDRAISING POTENTIAL

Based on our interviews and the findings of the study, Donor By Design Group believes the Boise Public Library has the capacity and community support to launch a major comprehensive campaign in the range of \$12- \$15 million through local philanthropy and national foundations over a five-year campaign window.

RECOMMENDATIONS

Based on the results of the capital feasibility study, time and attention must be spent on key action steps to position the Boise Library for a successful fundraising campaign.

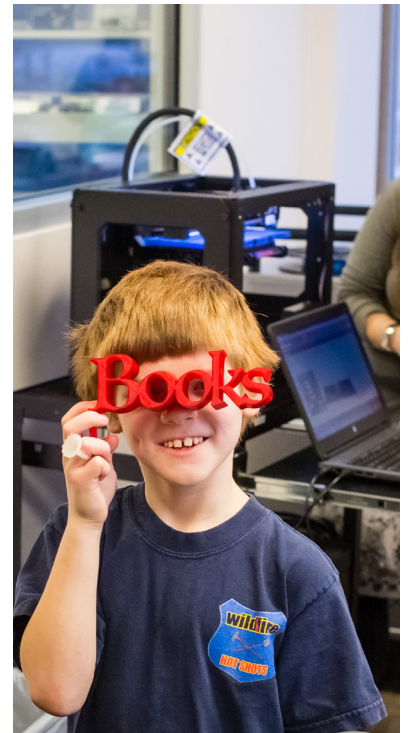
1. Continue to educate the community regarding the value and power of public/private partnerships.
2. Consider a name for the campus that reflects the 21st century mission and vision.
3. Clearly articulate how the library project will benefit other arts and cultural assets to avoid concern about duplication of services.
4. Recruit a strong and connected Campaign Leadership Cabinet that includes both community leaders and current and former board leaders. Consider pairing existing key leaders with emerging leaders as you develop the leadership team.
5. Seek out "next-generation" community leaders to fill board positions.
6. Consider Co-Chairs or Tri-Chairs for the campaign. Take time to engage well-respected community leaders and secure their personal commitment to the project. Consider honorary chairs.
7. Develop specific donor engagement plans for your Top 20/Next 30 prospects for both the county wide case and local efforts.
8. Develop a diverse and attractive list of naming opportunities for all capital projects.
9. Develop a positioning campaign to share the library's amazing story.
10. Finalize the building plans and projected revenues and expenses.

MORE THAN BOOKS

The Boise Public Library has been part of the community for more than 120 years. Boise's first permanent, general-purpose library opened in 1895 thanks to the efforts of the Columbian Club and the support of Andrew Carnegie.

Each day, 4,064 people visit the Boise public library at its five locations: The Main Library and the libraries at Cole and Ustick, Collister, Hillcrest and Bown Crossing. Users check out 6,767 books or other media each day. However, the library offers much more than books. It offers:

- Career assistance
- Wi-Fi and Internet access
- Small business resources
- Free public meeting rooms
- Movies and other media resources
- Summer camps and other educational programs for youth
- Story time for babies and preschoolers
- 3D printing and other technology resources
- Classes to encourage adult enrichment, creativity and social connection
- Book and media services to homebound residents



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