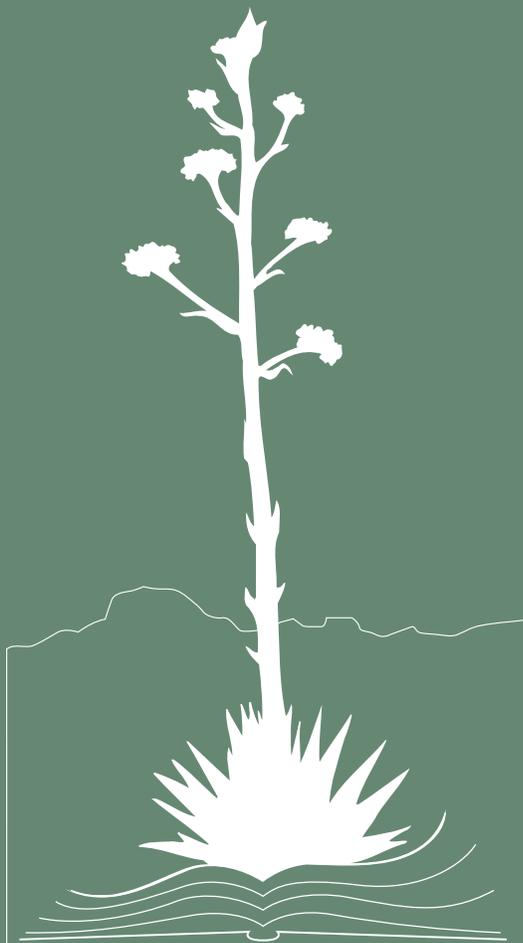


PROMOTING LITERACY:

A Campaign to Provide Lifetime Learning

Preparing
for the new
Alpine Public Library



**ALPINE
PUBLIC
LIBRARY**

*Libraries
are not made;
they grow*

—Augustine Birrell



**ALPINE PUBLIC LIBRARY
Building Campaign**

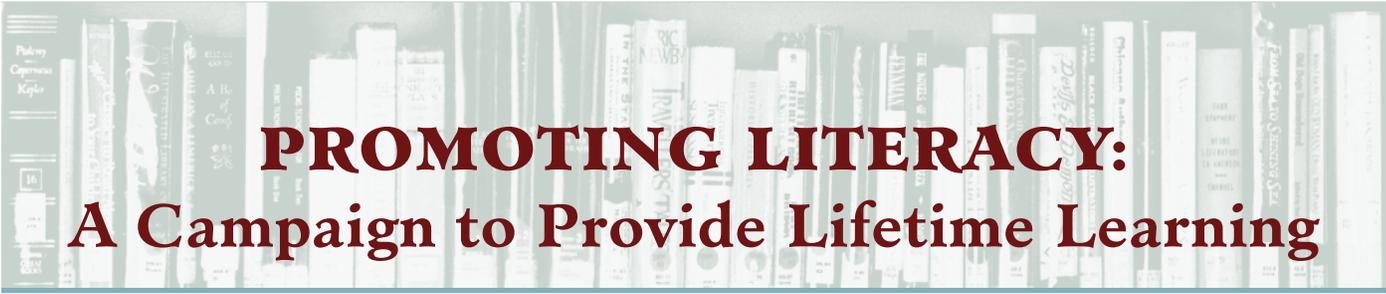
Alpine Public Library

P.O. Box 44

Alpine, TX 79831

www.alpinepubliclibrary.org

*The Alpine Public Library is a 501(c)(3) non-profit organization.
Your donation may be tax deductible under IRS guidelines.*



PROMOTING LITERACY: A Campaign to Provide Lifetime Learning

The case for building a new public library in Alpine, Texas

Our Mission and Vision

The Alpine Public Library connects our diverse community with information resources to promote reading and lifelong learning.

We envision a future in which individuals and families are engaged, lifelong learners.



Our History

Our Location

Alpine, Texas, is located in a wide valley in the foothills of the Davis Mountains in northwest Brewster County, 70 miles from the nearest Interstate Highway and 170 miles from the nearest commercial airport.

It is often spoken of as the “heart of the Big Bend” and is noted for its beauty, tourism, historic buildings, and unequaled climate.

Our Past

In 1947, the El Progreso Club, a women’s study club, organized the first public library for Alpine. The newly formed El Progreso Public Library was located in the corner of a local retail store, and its first books were donated by guests at an afternoon tea hosted by the club.

In spring 1948, the Brewster County sheriff’s garage was donated for the library’s use, and a volunteer stepped up to serve as the first librarian. As the book collection grew and the circula-





The Primary Services of the Alpine Public Library

- A lending collection of 37,000+ books, audiobooks, and videos;
- Participation in interlibrary loan, which extends the local collection to include access to materials from hundreds of other libraries;
- A Homebound Program for patrons who have difficulty getting to the library;
- A volunteer-staffed bookstore (Re-Reads) that sells donated and withdrawn materials to augment the library's operating funds;
- Free public access to the Internet, including a wi-fi network for patrons and visitors with laptops (one of the only points of free public Internet access in Alpine and Marathon and frequently used by visitors to the area);
- Occasional adult classes in computer use and English as a second language;
- Numerous children's programs and activities that are designed to instill a love of reading and lifelong learning in children of all ages.

tion increased, the need for more space became evident. An intensive fund-raising drive was instigated by the El Progreso Club with a goal of \$14,000 to purchase a more spacious facility.

Property on North 7th Street, across from the Brewster County Courthouse, was purchased and dedicated in 1950. During this same time period, the county's leaders felt the need to expand the library to serve the people of Marathon and established a branch library there. In 1970, the Alpine Public Library was further expanded and renovated to its current unique and charming configuration.

From its humble beginnings to the present, the Alpine Public Library has grown through the dedication and commitment of time and money by the citizens of Alpine and surrounding areas. Our citizens rightfully take pride of ownership in our library.

Our Present

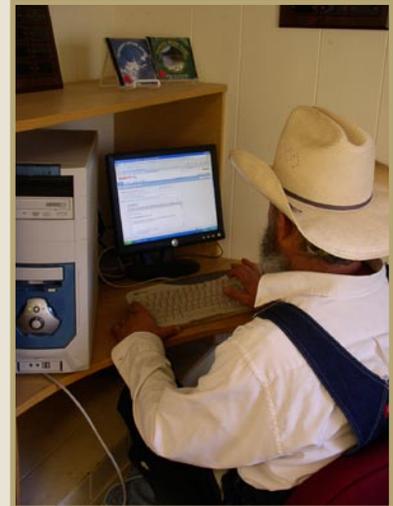
The Alpine Public Library enhances the quality of life of the residents of and visitors to Alpine, Brewster County, and the Big Bend region by providing free access to sources of information, literature, culture, and entertainment. It is important to note that, although the Sul Ross State University library is located in Alpine, its primary purpose is not to serve the general public. It offers no children's programming and no free public-use computers.

There is a common perception that home computers and use of the Internet have made the use of library facilities less important. That has not proven to be so at the Alpine Public Library. Circulation alone has experienced a 23% increase since 1998.

Significant growth and demand for services are placing a strain on the existing facilities. Space is particularly inadequate for children's programming and computer/Internet access. According to the Texas State Library and Archives Commission, our population needs a public library of 10,000 square feet or more. We currently operate in 3,800 square feet.

Alpine Public Library Use (2007)

Library transactions	41,385
Library visits	33,312
Homebound patrons served	127
Computer use	5,110
Attendance at children's programs & activities	1,335
Circulation of juvenile materials	7,000
Volunteer hours	3,078
Ages of individuals using library services	Infant to 90+



Our Support Network

The Alpine Public Library is a 501(c)(3). It is unique in that it is an independent private corporation whereas most libraries are under the auspices of local government. The library is governed by a board of up to 15 directors. The Friends of the Alpine Public Library operate under the library's nonprofit-status umbrella and serve as a volunteer-staffed fund-raising arm. The Friends organization has bylaws specific to its

operation and elects its own officers. The group recruits volunteers and carries out various programs to assist the library and its patrons.

The library has contracts with both the city and the county that provide basic operating funds. Other expenses are covered through grants from private foundations, state and federal funds and services, fund-raising by the Friends of the Library, sales at the Re-Reads bookstore operated by the Friends of the

Library, and donations from individuals and local businesses. The Friends of the Library provide approximately 10% of the operations budget of the library.

The Alpine Independent School District frequently partners with the library in cooperative programs such as story time and book review preparation.

The City of Alpine and the Alpine Independent School District have donated the land for a new library. Brewster County has promised significant construction help and is enthusiastic about working with us.



2000 U.S. Census Data for Brewster County

Population	9,048
% Hispanic	44.0
% Anglo	37.0
% all other	19.0
% for whom English is a second language	43.0
% of adults earning less than \$25,000 per year	46.0
% of population with less than a high school education (U.S. = 19.6)	21.4
% of population with less than a ninth grade education (U.S. = 7.5)	13.4

Need Statement

To me, it seems a dreadful indignity to have a soul controlled by geography.

— George Santayana

Alpine is located in the northernmost part of Brewster County, Texas—an area encompassing 6,193 square miles and that is larger than the states of Delaware and Rhode Island combined. There are 1.4 persons per square mile in Brewster County, compared with 76.5 in the rest of Texas. Residents living in the southern portion of the county—Big Bend National Park, Terlingua, and Lajitas—have to travel over 100 miles of desert highway to access significant library services. Residents of Alpine are 70 miles from the nearest Interstate Highway, two and a half

hours from the nearest commercial airport.

Isolation is a barrier for the citizens of the area, but it is not the only one. Poverty, underemployment, low educational attainment, and language barriers further isolate the community.

These obstacles together create a vicious cycle of poverty and illiteracy. Without English-language skills, the underemployed cannot complete a job application and the underemployed cannot rise to better positions. Without jobs, the family remains in poverty. Without adequate family income, children cannot attend college or, worse, drop out of school to go to work to help support the family. The elderly living on very limited income find themselves isolated from family members who have moved to greener pastures. Those most affected by poverty in Brewster County are the very young and the elderly.



Impact and Outcomes

With a larger facility, the Alpine Public Library will be able to extend services to its primary focus—children and the elderly. At present, limited space and staff determine how many and what type of programs we can offer the elderly and children and teens. Our facility is not ADA-compliant, which limits accessibility to an important part of our population.

For Seniors

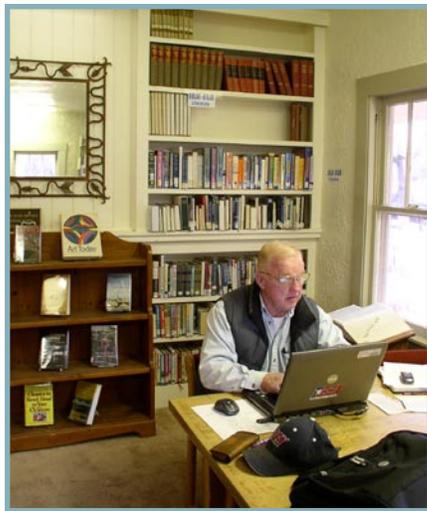
Services to Expand or Offer	Activities
Expansion of Homebound Patrons Program	<ul style="list-style-type: none"> • Expand large-print & audio materials • Advertise to reach more senior groups
Institute formal collaboration with Senior Circle and Sunshine House	<ul style="list-style-type: none"> • Offer computer training • Enlist senior volunteers to work with children's programs • Offer ESL assistance
Utilize seniors' expertise	<ul style="list-style-type: none"> • As teachers • As lawyers • As genealogy researchers • As bookkeepers • As librarians
ADA compliance	<ul style="list-style-type: none"> • Provide handicapped-accessible entrances, parking • Provide handicapped-accessible restrooms • Increase handicapped-accessible shelving and seating



Community Impact of the Alpine Public Library

Even though we're isolated, our children need to be able to compete with children from Midland/Odessa, El Paso, even New York. Our seniors want to be able to take advantage of technology so they can keep track of their grandchildren. An average of 300 tourists drive through Alpine each month (according to the Chamber of Commerce) and need a place to check e-mail or look up a phone number.

Because nearly half of us are poor, the Alpine Public Library is the only place many of us can use a computer or take online classes or get access to entertainment like books and movies.



The following remarks are representative of comments made to library staff and volunteers:

"I was willing to make the 150-mile round trip each Tuesday to Toddler Time at the library because my 18-month-old daughter had no one to play with in our town, and I had no other mothers to talk to."

"When I got a divorce, my kids' new stepmother continued to take them to the library. I think it helped with the transition."

"I don't have a computer at home, but I want to learn how to use e-mail so I can stay in touch with my grandkids."

"I sure wish I could see well enough to read that new Lilian Jackson Braun book."

"We were driving through Alpine on our way south and needed a place to check our e-mail. We were also looking for a place to settle down in."

"I want to become a citizen. How do I do that?"



Current Conditions	Recommended Standard	Proposed Solution
3,800 sq. ft.	10,000 sq. ft. min.	New facility
40 seats	60 seats	At least 60 comfortable seats throughout library
209 sq. ft. of meeting space	700 sq. ft.	Inclusion of large community meeting room with kitchen
396 sq. ft. of work space	600 sq. ft.	Large, efficient work area for staff, with separate office for director
132 sq. ft. for computer workstations	250 sq. ft.	Larger area for public access computers, near reference area

Solutions

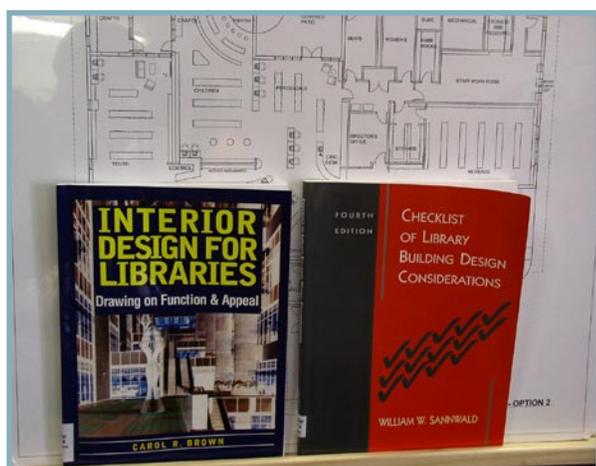
The Alpine Public Library must address the physical space needs of the organization. This will be accomplished through the construction of a new facility designed according to the standards of the Texas State Library and Archives Commission's standards for facilities and the assessment of need.

Services offered at the Alpine Public Library are free or cost only enough to cover the library's expense to provide the service (e.g., sending faxes). Therefore, the board of directors will secure the long-term viability of the organization through a thoughtful and systematic fund-raising system that reaches out to foundations and corporations as well as local, county, and state



government and local businesses and individuals. Brewster County has offered to serve as construction manager and to secure all construction bids for us.

Expansion of services and facilities requires good management and well-trained employees. In the past, the Alpine Public Library has operated with a full-time director and part-time staff and volunteers. To implement and manage the new facility, the director will hire staff, full- or part time, and recruit and manage volunteers based on a needs assessment that will have been conducted by the staff and board. An appropriate compensation package will be developed and annual evaluations conducted. Funding beyond that currently provided by the city and the county will be sought from foundations, individuals, and corporate donors.





In addition to having a well-qualified staff, the Alpine Public Library must maintain an active, well-informed, and engaged Board of Directors. Board assessment will be conducted periodically using tools suggested by the Nonprofit Management Center of Midland, Texas. New members will be carefully recruited, given a thorough orientation, and apprised of their oversight and fund-raising roles. All board members will sign a conflict of interest statement and a board contract.

Effective internal and external communications are crucial to the success of any venture, including libraries. The director will issue a weekly bulletin that will keep staff and board members current on all activities. The president of the Board of Directors will seek input from staff and other board members before setting agendas for monthly board meetings and will assure that committees work efficiently.

The Alpine Public Library will work diligently to create awareness of and support for the library through a media campaign aligned with the annual fund-raising needs of the organization. The staff and board will continually seek to improve service and programming by surveying

users and financial supporters using a tool such as SurveyMonkey and a monthly patron question on the library's blog. As programs are developed to meet the needs of the community, a companion publicity plan will be developed to ensure that those who would most benefit from the programs are aware of them and how they will benefit from them.

Results Achieved and Support Committed

In 2005, the Alpine Public Library board learned that the library's current facility was in irreparable condition as reported in an engineering survey. The search began for a suitable site for a new facility, and a plan was developed for raising the funds necessary to make a new building a reality.

The City of Alpine, Brewster County, the Alpine Independent School District, and the public stepped up with enthusiasm. The following commitments have been made and steps completed:

- Brewster County has purchased the existing Alpine Public Library facility for \$100,000;
- The Alpine Independent School District has donated one quarter of a city block, appraised at \$100,000 in 2004, for the new library site;
- The City of Alpine has donated the adjacent three quarters of a block, appraised at \$200,000 in 2004;
- Brewster County has committed to serve as construction project manager for the new library, provided construction begins by the end of 2008;
- A "Wrecking Party" was held on the site of the proposed new library, and salvage rights to the condemned buildings on the lot were sold for \$16,245;



- The board conducted a countywide campaign to “sell” a square foot of the new library for \$100, netting around \$60,000 (this is an ongoing campaign.);
- Presentations have been made to all local service clubs, all of which have contributed to the project, and plans are being made to present again;
- The local newspaper, the *Alpine Avalanche*, has promised at least 100 column inches of free publicity and ads per year and publishes most press releases and photographs shared with them. The Marfa, Texas, newspaper, the *Big Bend Sentinel*,

also publishes most announcements and press releases sent in. The local radio stations, KVLF/KALP, and the Marfa public radio station, KRTS, provide free radio ads and interviews;

- The engineering company that works for the City of Alpine donated \$1,500;
- Tom Hatch, of Hatch & Ulland Owen Architects, was hired as architect to design the new library and has completed Phase One design (Mr. Hatch has designed several branch libraries in Austin, Texas);
- A local book club held a “Country Fried Steak Throw Down” at \$100/plate, resulting in donations totaling nearly \$12,000; and
- Squares are being sold to a quilted wall hanging for the new library at a price of \$25, \$50, and \$100.

In summary, approximately \$500,000 in cash and land has been raised, and construction assistance estimated at 30% of the total cost of construction has been promised by Brewster County.



Resources and Support Required

As of this date, \$1 million in funding will be needed to complete the first phase of the project, with an additional amount needed for furnishings (budgeting in progress).

The Alpine Public Library has strong, ongoing support from Brewster County and the city of Alpine. Citizens offer more volunteer hours each year. The Friends of the Library provide financial support through personal gifts, income from Re-Reads bookstore, and other fund-raisers. Civic clubs including the Rotary Club and a local book club have made the library a major project of their organizations. All members of the Board of Directors have made a financial contribution to both the library's ongoing operations and the building project.

As part of the fund-raising campaign, funding will be sought from Brewster County and the City of Alpine to hire a full-time librarian and a part-time executive director for the new library.

An exterior wall in the courtyard will be designed for the placement of professionally designed and produced tiles in varying sizes to denote different-sized donations. The tiles will be positioned to form a work of art. Each donor's tile will be engraved or stamped with the donor's corporate logo, ranch brand, or other specified request.

The bumper stickers read "*I own a square foot of the new Alpine Public Library*" and have a phone number and e-mail address as a means of attracting additional donors. The *Alpine Avalanche* is running a large facsimile of the "Square Foot" ad monthly. The commemorative "deeds" say how many square feet of the library the donor has "purchased" at \$100/square foot. Book plates will be printed at the library and will be placed in new materials; text will depend on size of donation and the donor's recognition preference.

Most important, donors will have the satisfaction of knowing that they have contributed to bringing the world a little closer together.

Summary Statement

In today's technologically advanced society, there is no acceptable reason for a community and its citizens to be isolated from the world. With adequate Internet access, children can be educated in the global community; individuals can attain their educational goals and advance their educations without ever being on a college campus; and seniors can become computer literate to aid in communicating with distant family, seeking health-care information, and managing their assets. Isolation may be a geographic fact but it does not have to be a barrier.

Free access to thousands of books, audio-books, videos, children's programs, reference materials, and the Internet can help bridge the poverty gap. The patrons of the Alpine Public Library span eight decades and an even wider expanse of interests. They have come to rely on the library as a resource that can take them from the here and now in Far West Texas to any destination they choose.

The new, larger central Alpine Public Library will reflect the needs of the community. It will be an ADA-compliant family center offering programs and services for all ages, a high-tech center to support a high-tech society, a cultural center offering diverse programs for all citizens, and an information center for a community of lifelong learners.



Donor Recognition Levels—\$1 million total donations January 2008

# Donors	Name	Recognition
1	First Edition Level \$250,000	<ul style="list-style-type: none"> • Name children's/teens room after this donor • Add 25 new books with book plates to collection • Name on largest tile on donor wall • "Deed," bumper sticker, memento
2	Encyclopedia Level \$100,000–\$249,999	<ul style="list-style-type: none"> • Name community room and technology area after these donors • Add 10 new books with book plates to collection for each donor • Names on 2 next-largest tiles on donor wall • "Deed," bumper sticker, memento
4	Best Seller Level \$50,000–\$99,999	<ul style="list-style-type: none"> • Name Southwest/Periodicals room, genealogy section, circulation area, and R-Reads after these donors • Add 5 new books with book plates to collection for each donor • Names on 4 next-largest tiles after Encyclopedia level on donor wall • "Deed," bumper sticker, memento
5	Novel Level \$25,000–\$49,999	<ul style="list-style-type: none"> • Name staff offices and A-V, large-print, reference, and Western fiction areas after these donors • Name large-print area after one donor • Add 4 new books with book plates to collection for each donor • Names on 5 next-largest tiles after Best Seller level on donor wall • "Deed," bumper sticker, memento



Donor Recognition Levels (continued)

# Donors	Name	Recognition
12	Periodicals Level \$10,000–\$24,999	<ul style="list-style-type: none"> • Add 3 new books with book plates to collection for each donor • Names on 12 next-largest tiles after Novel level on donor wall • “Deed,” bumper sticker, memento
15	Poetry Level \$5,000–\$9,999	<ul style="list-style-type: none"> • Add 2 new books with book plates to collection for each donor • Names on 15 next-largest tiles after Periodical level on donor wall • “Deed,” bumper sticker, memento
Many	Storybook Level \$1,000–\$4,999	<ul style="list-style-type: none"> • Add 1 new book with book plate to collection for each donor • Names on next-largest tiles after Poetry level on donor wall • “Deed,” bumper sticker, memento
Many	\$100 - \$999	<ul style="list-style-type: none"> • “Deed,” bumper sticker





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