

To: Jennifer Collins
From: Barbara Dimick

Subject: Requests for Foundation funds for Madison Public Library

1) The library proposes to hire a strategic planning consulting firm to facilitate a long-term vision for today's changing library services -- especially important now as we create a new Central Library. We are seeking a firm that has experience in providing a multi-layered research approach that defines user behaviors, identifies usage trends and ongoing user needs, and facilitates planning sessions with the management team (board and staff). The consulting project will help us to better understand our customers, and it will result in a plan that positions the library for the future by aligning services, programs and facilities to meet user expectations. We are pursuing references at this time, and plan to approach the Library Board and City for approval early in 2011. Foundation request is for partial support: \$15,000.

2) The library proposes to undertake a re-branding of the Madison Public Library system to coincide with the grand opening of the new Central Library. The timing of a new branding effort to begin in 2011 is critical as it will influence the choices in FF&E, and the signage program as proposed for the Urban Design Commission approval processes. The new branding will also create a new sub-brand for the Foundation and a set of brand standards for the system and the branches (and perhaps the Friends groups.) The library will provide some support in the 2011 budget and requests that the foundation provide additional support to kick-start the re-branding effort. The library will solicit proposals from area firms/designers to help create the new brand package. The proposed budget for 2011 is \$25,000 with a request to the foundation of \$10,000. In 2012 & 2013, the library will budget and request additional support for the implementation of the new brand.

3) The current Central Library will be closed in early fall of 2011 when we move to our temporary quarters. The temporary quarters will necessarily be much smaller than the current Central, and, as a result, we will be discontinuing Sunday hours at Central, and will open another branch on Sundays (in addition to the Sequoia Branch). Which branch that will be has yet to be decided, but it will likely be an east side location, since the Sequoia Branch is meeting the Sunday hours needs on the west side. \$9,300 would support 2011 fall Sunday hours (October through the third week in December) on the east side in 2011.



MADISON PUBLIC LIBRARY FOUNDATION, INC.
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January 19, 2011

Barb Dimick
Director, Madison Public Library
201 West Mifflin Street
Madison, WI 53703

Dear Barb:

On behalf of the Madison Public Library Foundation, I am pleased to let you know that grant awards totaling \$30,000 are awarded to the library for 2011.

Project awards are as follows:

- Strategic Planning consulting firm - \$15,000
- Re-branding of the Madison Public Library system - \$10,000
- Sunday hours for east side branch in fall 2011 - \$5,000.

Please request payment of the grants via email when contracts are signed with appropriate consulting firms and matching funding is secured in the library's operating budget to support these projects.

Report on project progress or completion is **due by October 1, 2011**. A brief letter explaining project progress to date and use of funds is all that is required. This should precede submission for 2012 funding which should be received no later than November 1, 2011 for budgeting purposes.

Thank you, Barb, for your thoughtful submission. The Grants Committee and the board are pleased to see such forward-thinking projects that will strengthen the whole library system.

Warm regards,

A handwritten signature in black ink, appearing to read "Jennifer J. Collins".

Jennifer J. Collins
Executive Director

Cc: Ted Crabb