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LIBRARY UP!

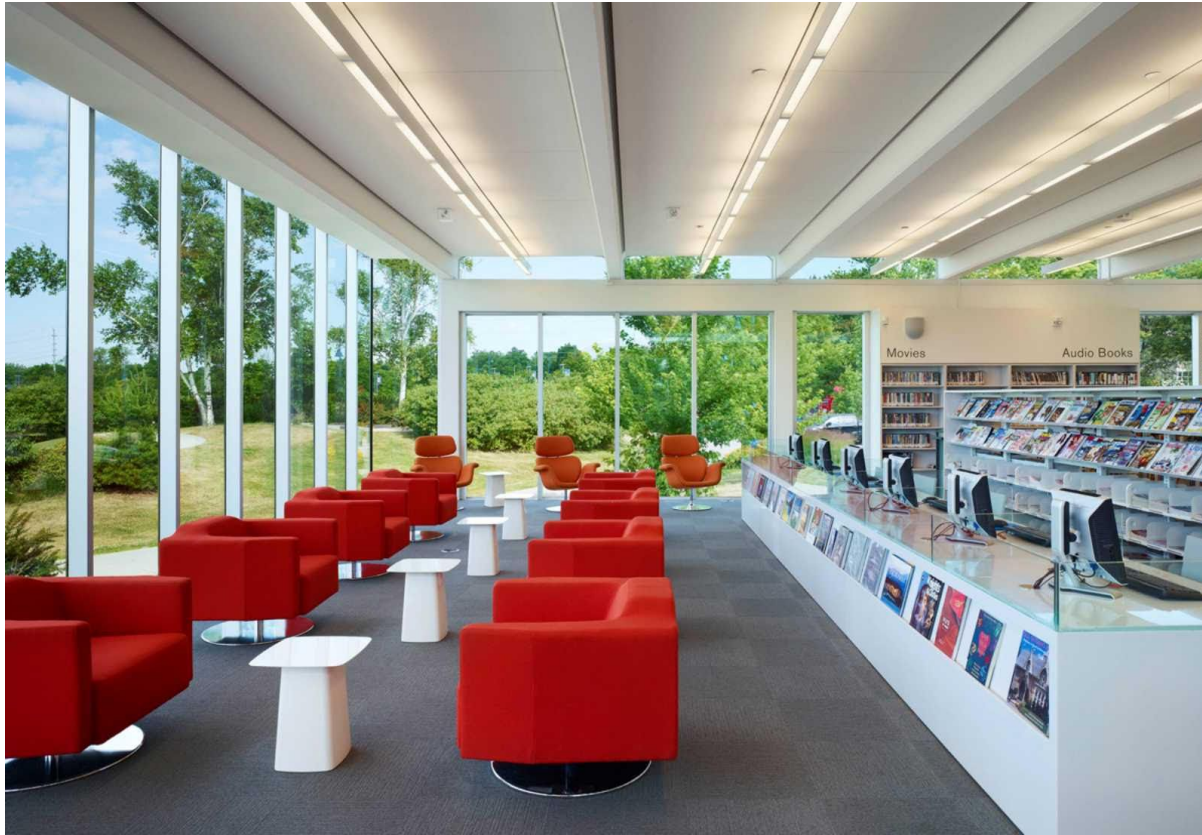


What is Library Up?



Truckee has outgrown its library!

Library Up! will inspire the Town of Truckee to take action



by showing the overwhelming
community support for a
new, modern library.

Why does Truckee need a new, modern library?

Current library:

- Limited parking
- Few computers
- Poor location
- Lack of work spaces
- No community meeting space



Why does Truckee need a new, modern library?



Modern library:

- State of the art media center
- Computer banks
- Quiet reading room
- Fast Wifi and outlet access
- Access to digital resources
- Children's area with kid-specific technology and play area
- Free community meeting rooms
- Cafe

LIBRARY UP! PROJECT GOAL

- **Raise community awareness**
- **Generate public support**
- **Get the Town of Truckee on board**

LIBRARY UP!



Target Group:
Truckee
Residents

How would a modern library benefit Truckee?



- Provides access to technology for all
- Space for community meetings
- Personal work spaces
- Cultural enrichment programs
- Teen and children space

LIBRARY UP!



SURVEY RESULTS

Survey Implementation

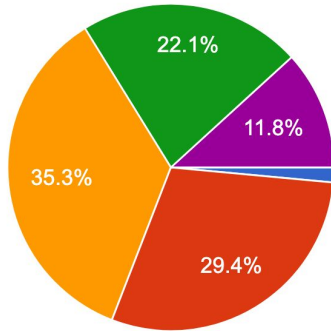
- 7-question Google Form survey
- Distributed through email, listservs, and social media
- 136 responses



Survey Results

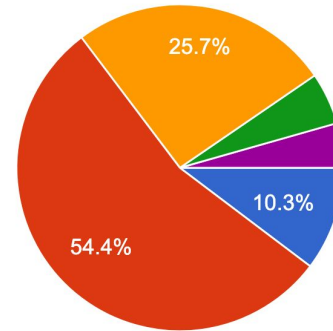
On average, how often do you visit the library?

136 responses



If Truckee had a modern library, how often would you visit?

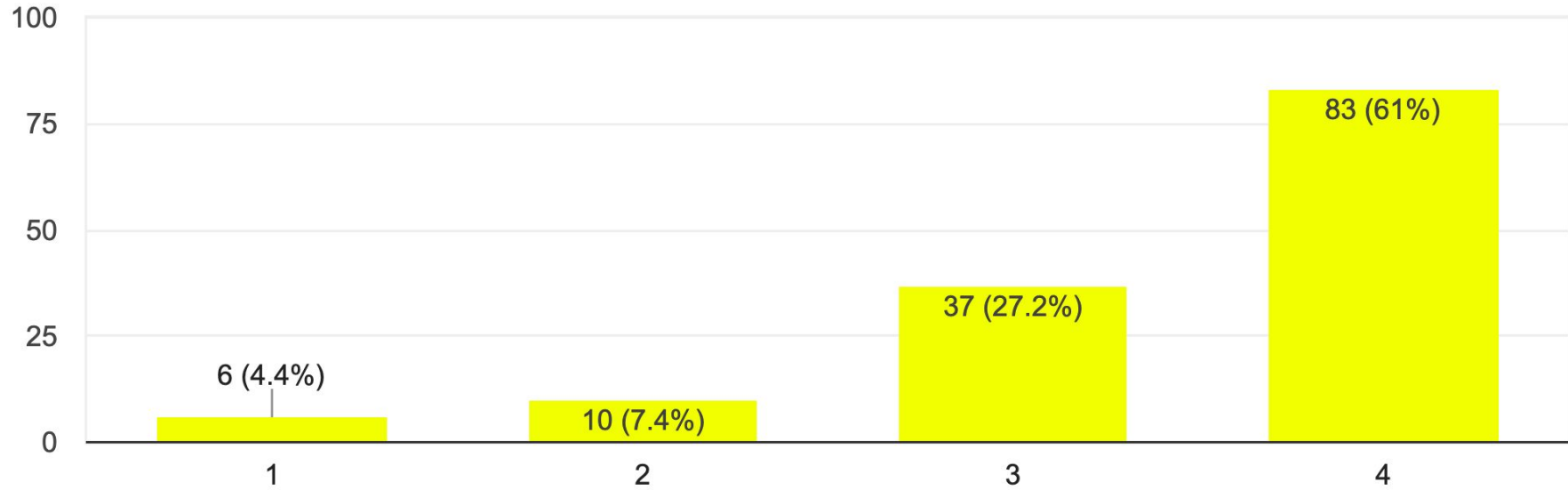
136 responses



- Daily
- Weekly
- Monthly
- Less than once a month
- Never

How important is it to you that Truckee has a modern library?

136 responses



Truckee Speaks...

“With such dedicated staff, our library could be a rich and valuable source for community enrichment, but with our small, old building and limited collection, it cannot live up to its potential. I STRONGLY SUPPORT a new library building.”

“We need a modern large library to reflect the values of our community. We voted in the new library tax. Let's see some of it get spent in Truckee instead of down the hill.”

“The library does Fantastic for the space they have, but the small building limits EVERYTHING. The programs are always full and with 4 kids I sometimes do not go because of it.”

“Stanley Idaho, population of 1,000 has a modern library, Truckee should too!”

Marketing

- Create Library Up! branded stickers, t-shirts and bags
- Host kick-off event
- Table at community events
- Buddy classrooms at each school



Marketing	\$3,500
Logo design	\$1,500
Flyers	\$1,000
Advertising on local media	\$1,000
Events	\$4,500
Food	\$500
Permit fees	\$1,000
Float construction	\$1,000
Equipment rental	\$2,000
Collateral	\$11,000
Stickers	\$1,000
T-shirts and hats	\$10,000

Budget

LIBRARY UP!



CONCLUSIONS

- Our town has grown but our library has not.
- Truckee needs and wants a new, modern library.
- Let's Library Up, Truckee!

CONTACT US

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To dos

- 10 minutes plus 5 minutes of Q&A
- Each person must present
- Presentation must contain a contact page and overview of your project. Remember that there will be people in the audience who are not familiar with your projects.
- Bring 10-20 pieces of your marketing materials for the audience (if possible)
- If your presentation is created on a Mac, contact Karen@TahoeTruckeeLeadership.com/530-448-4143 BEFORE graduation so we can test the presentation on our projector.
- Email presentation to Karen@TahoeTruckeeLeadership.com before graduation, or bring it on a flash drive.