

Cleveland Public Library Board Meeting

April 19, 2022

Accomplishments and Next Steps
JarosStrategy & LAND studio



JarosStrategy is assessing the readiness and ability for CPLF to raise private support dollars for system-wide outdoor enhancements for the Facilities Master Plan

LAND studio, with counsel from **Third Space Action Lab (TSAL)**, is working hand-in-hand with CPL Capital Design Team and Branch Managers to:

- Determine what additional (outside of the current scope and budget for each FMP branch) public space enhancements could be achieved with philanthropic funding: focus on MLK, Hough, West Park, Jefferson, Woodland, and Walz
- Develop artistic opportunities to enhance the patron experience and recommended budgets for each branch to determine range of fundraising initiative(s).

Together, we are **developing a fundraising strategy around these first 6 branches while being opportunistic** – potential funders have stepped forward for other branches



Milestones since December 2021:

- Engaged Third Space Action Lab in our work to ensure equitable placemaking
- Collaborated with CPL Capital Design Team and Branch Managers to determine public space enhancements and opportunities at Woodland, Jefferson, and Hough
- Developed draft case messaging hierarchy
- Determined order of magnitude to eventually determine campaign goal
- Identified stakeholder interviews and determined strategy for engagement

CPL Campaign Case Messaging Hierarchy

In 2017, Cleveland residents overwhelmingly passed a tax levy to renew and increase support for Cleveland Public Library (CPL), setting into motion a 10-year (2020-2030) \$110M Facilities Master Plan to transform the Library's 27 branches. This initiative began in the midst of the Library's 150th anniversary, which honored and recognized the Library's past and positioned itself for the future with the formation of the Cleveland Public Library Foundation (CPLF). As the Library's philanthropic partner, CPLF is the catalyst for creating funding programs that support the Library's mission and demonstrating community impact within its 27 branches and neighborhoods.



The Library continues to grow and evolve through its Facilities Master Plan - discovering opportunities to further its vision for Cleveland and its Library – “A City in which opportunity is within reach. A library that empowers its people.” Today, the Library has identified strategic priorities to be reached by 2030, the culmination of the 27-branch capital investment. One of those priorities is “Create Campuses” – to build and maintain **distinctive environments to meet changing service and community needs**. CPL recognizes the importance of the spaces outside the branches in enhancing the patron experience. Through the Facilities Master Plan, CPL will be providing, to all 27 branches, critical services that connect residents to their branches and close gaps in service. This includes free WiFi around each branch, bike racks and bike repair stations, etc.



CPL aspires to further connect the neighborhoods to their branches by creating outdoor environments that extend the Library's reach directly into the communities they serve. This system-wide vision, to be led by the Cleveland Public Library Foundation, will ensure outdoor spaces are as welcoming, inclusive, and beautiful as the libraries themselves. These spaces will be activated through a mix of public art and site amenities that reflect the needs, culture, and spirit of the distinct communities they serve.



CPL is partnering with community-based organizations LAND studio and Third Space Action Lab to build neighborhood support, articulate community themes, engage stakeholders, identify diverse artists and designers, and ensure cultural relevancy within each of these outdoor spaces.



Building off of a track record of maintaining some of the most beloved spaces in Cleveland (the Eastman Reading Garden and the learning garden at the Rice Branch), CPL is well-positioned to own, program, and maintain these outdoor spaces, but needs support from the private and philanthropic sectors to bring this vision for its campuses to life.

ORDER OF MAGNITUDE BUDGET

INPUTS

John Lang Work Sessions

Jean & Kath Branch Overviews

Public Art Program Best Practices

Investment \leftrightarrow Impact Gut Check

INPUTS

John Lang Work Sessions
Jean & Kath Branch Overviews
Public Art Program Best Practices
Investment \leftrightarrow Impact Gut Check

APPROACH

Equitable vs. Equal Allocation
Invest in Neighborhoods
Leverage the Anchors



NEIGHBORHOOD	AMOUNT	# BRANCHES	LOW	HIGH
TIER ONE	\$75,000 - \$125,000	15	\$ 1,125,000	\$ 1,875,000



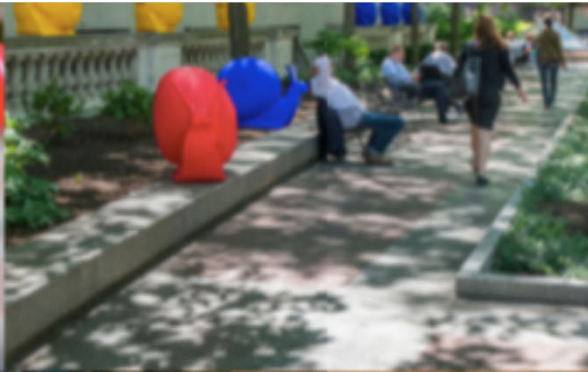
HUB				
TIER TWO	\$150,000- \$300,000	10	\$ 1,500,000	\$ 3,000,000



ANCHOR				
TIER THREE	\$500,000 - \$1,000,000	2	\$ 1,000,000	\$ 2,000,000

Stakeholder Interviews and Fundraising Strategy

- JarosStrategy and LAND studio will be conducting 12-15 interviews with potential funders, including community foundations; family foundations; and individual donors over the next several months.
- We'll be testing the messaging put forth in the case hierarchy and the ability for CPLF to mount a successful system-wide capital campaign for private support over a period-of-time (e.g., 3-5 years), to ensure that the CPL "Commons" in every branch and neighborhood is greatly enhanced by 2030.
- We will determine internal goals to meet cash flow needs for Group 1 projects (Dollar amount TBD); CPL will likely need to put some cash in (can be wrapped into campaign budget) to activate first spaces.



THANK YOU!