

## **1. Prescott Valley Public Library Cultural Events Series Project Summary**

The goal of this project is to foster lifelong learning, raise cultural awareness, by providing more diverse programming at the Prescott Valley Public Library. These programs will highlight the diversity inherent in our town, county, and state, as well as educate and inform the community of various international customs and traditions. By establishing community partnerships, the library will be able to provide quality programs that are both entertaining and educational, while anchoring the library as the heart of the town's cultural identity.

## **2. Project Description:**

- a. *What will you do, and how will you do it? Give specific information about the types of activities, number of programs, or resources you'll make available.*

We intend to host a series of culturally diverse programs, performances, films, and lectures in the Auditorium and Crystal Rooms at the Prescott Valley Public Library. We have secured commitments and/or quotes from numerous local and in-state organizations, including a Taiko drumming group, a belly dancing troop, and a representative from the Lost Boys of Sudan community in Phoenix.

We intend to hold events for this series twice a month for 10 months, with one live performance/presentation a month and a film presentation to supplement the live events.

- b. *What role will each of the institutional partners play? Include a letter of support from each institutional partner.*

Our primary partner for this series is the Osher Lifelong Learning Institute (OLLI) which is based at Yavapai College in Prescott. They are eager to extend their services to Prescott Valley, and although they are generally a members-only subscription based educational program, they have agreed to facilitate seminars and presentations at the library that will be open to the public. OLLI has the benefit of being a well-established educator in the area, with facilitators of diverse backgrounds who can lead discussions and presentations on a broad range of subjects.

Our secondary partner for this series is Channel 9, the local broadcast television channel for the Town of Prescott Valley. They have agreed to film and broadcast some of our events.

- c. *How will the general public participate or use this product? Who will participate, and how many will directly participate in the first year? How will you publicize this activity or product?*

This series will be open to the general public, but will primarily be targeted to the adult and senior population. The library Auditorium is able to seat 282 attendees, and is an ideal space to show films and lectures/ performances because it includes stadium seating, a stage, 3 projector screens, and has hearing- assistance technology for the hearing impaired. The Crystal Room has a capacity of 121, flexible seating arrangements and a kitchen.

We intend to advertise this series through a variety of social networks, the local media and radio stations, as well as Channel 9.

### **3. Justification:**

- a. *What community need or opportunity does your project address? How do you know this is a need? Why is this project the best approach?*

The project will raise awareness of cultural diversity. The Town of Prescott Valley has an estimated current population of 42,699, which is an increase of 10% since the 2010 census. The median age is 41. Males make up 48.3 % and females 51.7 % of the population. The population is 80% White and 17 % Hispanic or Latino. More than 89% have their high school diploma, 13.7% have a Bachelor's degree, and 9% have a graduate or professional degree. The median income is \$40, 681. Between 2000 -2013, the Prescott Valley population increased 55%.<sup>1</sup>

By offering diverse programs, we intend to introduce our community to other cultures and customs. In preparing for this application, we conducted a survey of attendees at recent library events and club meetings held in the library to establish if there was interest. The responses helped determine the topics we will cover (i.e. there is a lot of interest in local history related to the Yavapai Prescott Indian Tribe, as well as an Armchair Travel Series).

- b. *What audiences are you targeting with this project and why?*

We expect this series to primarily draw adults and seniors in the community; however, some of the events will be marketed towards families as well. PVPL has well-established and popular programming for kids and teens already in place, but adult programming is not currently funded and events have not been particularly well-attended in the past. We hope that the spectrum of topics and interests covered in this series will attract new library users, and establish the library within the community as cultural center, and not just a "box of books."

- c. *How does this project relate to your library's mission or other plans (such as a technology plan)? What steps has your library taken to prepare for this project? If successful, will you continue this project once the grant period has ended? If so, how will you sustain it?*

The Mission of Prescott Valley Public Library is "to make available a broad range of library materials, to provide up-to-date and accurate information, and to offer services and programs desired by the community of Prescott Valley." In fulfilling this mission, the library strives to act as the most convenient point of access for the needed materials and information, and increase awareness among community members and organizations of library resources and services.

Most of the resources required for this to be a successful ongoing program are already in place – the spaces are ideal, existing staff have a diverse cultural history and experiences that they are eager to share with the community, and the partnership with OLLI should prove beneficial for everyone. It is our hope that the program's success will justify an adult programming budget in the future that can cover the public performance license and fees/stipends for presenters.

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<sup>1</sup> Statistical information found:

[http://factfinder.census.gov/faces/nav/jsf/pages/community\\_facts.xhtml](http://factfinder.census.gov/faces/nav/jsf/pages/community_facts.xhtml)  
[https://en.wikipedia.org/wiki/Prescott\\_Valley,\\_Arizona](https://en.wikipedia.org/wiki/Prescott_Valley,_Arizona)  
<http://www.citydemographics.us/PVEDF/>

#### 4. Outcomes /Activities/Evaluation:

- a. *What specific change do you intend to achieve with this project? Briefly explain why you have selected this outcome, tying it to the justification provided.*

We want to raise awareness of the library as a center for cultural development in our community, which will increase knowledge, and possibly change attitudes as the community adapts to an increased minority population.

- b. *List at least one product or activity that will help you meet the outcome. All products and activities that are a part of your project should be linked to an outcome.*

An example of one of our programs is a presentation by the Primavera Folklorico Dance Company. From a recent article in ASU's *Downtown Devil*: "Through dance, we can open minds by giving information," said Maria Leon, director and choreographer of Primavera. "(People of different cultures) need to see how much more we have in common than we don't have in common." We believe hosting programs like this will provide education and raise awareness in exciting and entertaining ways.

- c. *Describe what tool(s) or method(s) you will use to evaluate each product or activity listed. Examples include pre- and post-assessments, surveys, benchmarks, and observations.*

We intend to use post-event surveys to gain feedback from the attendees. We will also track attendance numbers and new user registrations to see if there is an increase in door counts and registered library users as a result of this programming series.

#### 5. Project Personnel:

- a. *Provide a list of the names of project personnel, the organization they represent and their title, and a description of their duties for this project.*

Michele Hjorting – Library Assistant, grant writer, and project coordinator

Megan Hammond – Librarian, grant writer, and project coordinator

Barbara Mace – Chair of the Governing Council, Osher Lifelong Learning Institute

Mark Stone – Channel 9, Town of Prescott Valley

- b. *Identify the project director, and explain why he or she is appropriate for this project.*

**Michele Hjorting** and **Megan Hammond** are the project co-directors. Michele is a LIS student with an interest in promoting cultural diversity to the community and has worked in Public Libraries for 18 years. Megan is an Adult Services Librarian, has international experience working with diverse populations and has worked 15 years in libraries.

**Barbara Mace** is the Chair of the Governing Council for the Osher Life Long Learning Institute (OLLI). The mission of OLLI is The Osher Lifelong Learning Institute (OLLI) is a peer-directed organization within Yavapai College that meets members' lifelong learning and social interaction needs. The Institute recognizes the unique life experiences of its Central Yavapai County Area participants by self-selecting involvement and collaborative leadership.

**Mark Stone** has worked for the town's Channel 17 as a video production specialist for twelve years. He is currently responsible for managing the production of video projects from concept to

completion including producing, writing, recording and editing, as well as assisting town departments in creating high quality informational programs. He also spent twelve years at KPHO-TV/CBS 5 as a news/commercial photographer and studio production

## **6. Timeline/Schedule of Activities:**

### *a. Schedule activities*

- **June - September 2015:** Coordinate programs/speakers/presenters and book rooms. Purchase equipment and materials.
- **October - March 2016:** Go live with programs, 2 per month, with ongoing evaluation process (attendance, surveys, etc.).
- **April-May 2016:** Compile results and evaluate sustainability and future of the program.
- **June-Aug 2016:** Final outcomes and report.

### *b. Programming Ideas – all events to take place in the PVPL Auditorium or Crystal Room:*

- Taiko
- Instruments of Japan
- Tribal belly dancers and discussion
- Armchair travel series
- Lost boys of Sudan presentation
- History of Yavapai Prescott Indian Tribe & their Food
- Korean History
- Primavera Folklorico Dance Company
- Holiday Plants and cultural history
- Okinawa Presentation
- International Rescue Speakers Bureau from Phoenix

## **7. Budget Justification:**

### *Budget Narrative:*

Although the Prescott Valley Public Library does not currently have a budget for adult programming, we do have access to a wealth of in-house and local resources. We have valued the local match/in kind contributions at \$11, 520.

We are asking for \$9339.12 in LSTA funds to supplement presenter fees, a performance license fee, equipment to darken the library Auditorium, and advertising costs.

### *Salary/Wages/Benefits (In kind/local match):*

Dedicated librarian and assistant will spend approximately five hours a week @\$18.50/hr (average of the two salaries) = \$7200.

Three staff members will do 1 hour presentations (with 4 hours preparation time) @\$33/hour (average of three salaries, one of which is our assistant director) = \$500.

The Friends of the Library will provide food and refreshments at 16 events at \$20/event = \$320.

The Town of Prescott Valley will provide assistance from the Facilities department, valued at approx.. \$200.

OLLI will provide four 1 hour events each, valued at \$500/hour (which is the average cost of the presenters we are going to pay) = \$2000.00

*Services/Vendor (to be funded by LSTA):*

6 presenters paid an average @ \$500/hour = \$3000.

*Travel to Grant workshop and acceptance events:*

To Phoenix-Mileage and lunch-.44 a mile + \$16 max for lunch 89.78 miles from library to Carnegie Library. Total=\$179.56 X 2 trips =\$359.12

*Supplies and Materials:*

Marketing materials (paper & toner) provided in kind at approx. \$300 and we are asking for LSTA funds to match this amount.

Quote from Movie Licensing USA for 14,201 active patrons for a public performance site license = \$860.

*Promotional Costs:*

Quote from online printer for 500 book marks @\$50/bundle for 7 major events.

*Library Collection Materials:*

16 DVDs at approximately \$24.00 (incl. tax) + \$5 processing each = \$470.

*Equipment:*

Quote from Protint to darken auditorium window (sole source vendor) = \$1500.

*Services:*

Advertising Electronic billboard displays x 6 @\$100 plus other promotional costs = \$1000.

In kind TV advertising (via partnership with Channel 9) valued at approx. \$1000.

**8. Budget Form**

<b>Budget Category</b>	<b>Description</b>	<b>LSTA Funds</b>	<b>Local Match</b>
Salaries/Wages/Benefits	Megan/Michele		\$7,200.00
	Librarian presenters		\$500.00
	Friends of Library supplied Food (16 presentations)		\$320.00
	Town Maintenance		\$200.00
	Partners - 4 events		\$2,000.00
Services/Vendor Fees	Presenters	\$4200.00	\$0.00
Travel	Grant acceptance	\$359.12	\$0.00
Supplies/Materials	Marketing material/paper, toner	\$300.00	\$300.00
	Movie license	\$860.00	
	Bookmarks	\$650.00	
Library Collection Material	DVDs	\$470.00	
Equipment	Window Tint and installation	\$1,500.00	\$0.00
Services	Advertising	\$1,000.00	x
	TV ads (in kind)		\$1,000.00
<b>TOTAL</b>		<b>\$9339.12</b>	<b>\$11,520.00</b>