

**LSTA 2016 Application**

**Organization Information**

Library Name	Prescott Valley Public Library
Library Address	7401 E Civic Center
City	Prescott Valley
State	AZ
Zip Code	86314
Website Address	pplib.net
DUNS Number	122982911

**Project Contacts**

**Project Administrator**

Prefix

Ms

First Name

Casey

Last Name

Van Haren

E-mail

cvanharen@pvaz.net

Phone

928-759-3061

Fax

**Legal Administrator (if different from Project Administrator)**

Prefix

<None>

First Name

Last Name

E-mail

Phone

Fax

## Request Information

### Project Category

Choose One Category

Community

### Needs Assessment

What community need or opportunity does your project address?

Public libraries have long been recognized as playing a key role in supporting communities by tailoring services to enhance the success of local entrepreneurs. Library business centers help anchor us as a community space where free quality programs and resources are available to spark innovation while simultaneously reducing financial barriers which minimizes risk.

Business start-up opportunities operate from a sound base in Prescott Valley. Economic growth continues, however, the need for a central location offering adequate space to gather for meetings, training, and networking opportunities with sufficiently robust technology and information resources is sorely lacking. This project meets this need.

How do you know this is a need?

Based on recent community input, there is a need for a small business/entrepreneurial hub for the community to acquire new business skills, explore new technology, and to promote new businesses. According to data at Pew Internet (2015), library users want libraries to create services to promote and help catapult local businesses and entrepreneurs into financial success. Community members who fall into the lower income brackets may not have access to financial resources and others who may not have the business education and resources to start a business, are the people we hope to attract. According to the Town of Prescott Valley, last FY we had a total of 449 new businesses. The projected growth of new businesses applying for licenses over the next five years is 15%. As we have large box store businesses, the growth of small businesses and the need for successful growth of these businesses is essential to the Town's economic development.

Our community is projected to grow by 3.8% annually in population over in the next five years. We are no longer a retirement destination but a community where young families and professionals are moving as the job market continues to grow.

What audiences are you targeting with this project and why?

The library is targeting business entrepreneurs, veterans, persons with limited finances, individuals interested in developing home-based businesses, and those who need skills to

start a new business. These groups are poised to seek the tools, training, and technology to launch a new business venture but they often lack reasonable access to the resources needed to put their ideas into motion.

Arizona's veteran population in 2014 lists an average of 527,400 out of 6.6 million, or 11 percent of the Arizona population. Locally here in Yavapai County, AZ, the 2014 veteran population is estimated at 28,279, out of a total population of 215,133 or 7 percent ("Veteran Population Maps", 2014). A 2011 Small Business Administration analysis of military, entrepreneurship, and self-employment "supported the hypothesis that military personnel are more prone to start their own business..." (Hoppenfield, Wyckoff, Henson, & Mayote, 2013, p. 296), but may not have the tools or resources to do so.

How does this project relate to your library's mission or other plans (such as a technology plan)?

The vision and mission of the Prescott Valley Public Library is to deliver exceptional library services to meet the diverse needs of our community and to provide excellent service that provides lifelong learning in partnership with our community. We recently wrote a five-year plan that includes investing in a small business/entrepreneurial hub.

### **Project Outcomes**

What specific change do you intend to achieve with this project?

Expected project outcomes for this space are fostering local economic growth, increasing the number of new businesses, developing business networking and mentoring relationships, and having participants implement new skills that foster financial success. The business community and new start-ups will gain ready access to our new space for working collaboratively on business projects while engaging in state-of-the-art information technologies. The library will provide 18 business related workshops throughout the grant cycle, support a business expo, provide business resources, and offer a one-on-one mentoring program.

The library will be recognized as a key component of the economic engine of the community, driving innovation and entrepreneurship among small businesses including home-based businesses. This will be measured by the number of business-focused meetings held in this space, growth in the number of attendees using the space, and utilization of business resources which support business start-ups. Additionally, the number of queries by employment seekers will grow as the business community establishes its connection to the library so that increasing numbers of interviews and training sessions will take place in this space. Attendees will garner new skill sets and have access to tools that could result in life changing conditions.

Briefly explain why you have selected this outcome, tying it to the Needs Assessment

provided.

Many people want to start businesses or improve their current financial condition, but have limited access to resources. This project will improve each participant's ability to use and apply business resources and to connect to business mentors that provide counseling, training, technical and financial skill development. Also, comprehensive business assessments will significantly strengthen the local economy. The results not only affect the individual, but help increase tax revenues.

Why is this project the best approach?

In 2015 the Small Business Development Center's economic impact helped to create 68 new jobs, and start 23 new businesses in Yavapai County. Overall for the state of Arizona, the SBDC provided business related counseling to 2,759 clients and trained 3,482 clients with job skills. This project is designed to give the community convenient and free access to business and entrepreneurial classes and workshops through the SBDC and NAU with licensed and experienced instructors. As Sonya Durney, from Portland Public Library says, "Our mission is to support the community, so if local businesses prosper, the community prospers and the library does well. It is a very symbiotic relationship." Also according to the authors, Mavromataki, Skinner, Walker, Seymour and Hardy (2012), "...public libraries can markedly increase the impact of local government efforts, by providing startups with the informational edge usually enjoyed by large corporations." The partnership with SBDC and NAU provides small businesses and startups that needed edge, in essence, highlighting the library as the great equalizer of services.

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?

Throughout the year of the grant project, it is plausible that the library could see 90-180 registered community members for business related classes and 20-30 one-on-one mentoring sessions. Classes and workshops would be promoted on the SBDC website for registration, and the library would also promote all classes and workshops through press releases, PSA's for radio, listings on local newspaper event calendars, posters, flyers displayed in the library, library newsletter, social media and the library's web site. Classes and workshops will require registration.

## **Project Activities**

What steps has your library taken to prepare for this project?

Currently, I have researched other libraries, Phoenix's Burton Bar Public Library, The Hive and Scottsdale Public Library's Eureka! Loft and discussed the successes and hurdles that each library had to overcome. Claudia Leon, former business librarian at the Hive, spoke specifically of procuring successful partnerships and those who specifically have business expertise. The library will also be re-purposing an underutilized library space into a collaborative workspace. This space will serve as the new hub for entrepreneurs and small

businesses, who can seek assistance to further their business ventures. The library has purchased tables and chairs to prepare the community for the coming of this space.

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.

The library will provide workshops for small businesses and those wanting to start a small business. Workshops and classes are 3 hours in length, offering two classes a month. The following is list of possible classes to be offered:

- Financing and Crowdfunding
- Marketing Your Business
- Social Media for Your Business
- ABC's of Starting Your Business
- Creating Partnerships and LLC's
- Branding
- Website Development
- Writing a Business Plan
- Entrepreneurial Mindset
- Elements of Successful Interviewing
- Resume Writing
- Searching for Jobs Online
- Starting a Home-based Business
- Tax and Accounting Issues for Start-ups
- Government Regulations Local to the National Level

The library will have a small business expo at the end of the year to highlight the progress made with the Peak Experience Business Hub and to promote new businesses.

The Library will set up a graduation program for all workshop attendees who complete 10 months worth of workshops and they can participate in the business expo. These activities are linked to outcomes that support local economic development, networking and access to state-of-the-art information and technology.

The library will create a business collection to be part of the Peak Experience Business Hub. Business related periodicals such as Entrepreneur, Forbes, Inc., Wired, and Small Business Opportunities, will be purchased, which will help individuals acquire new business skills, explore new technology and to promote their businesses.

We will also create a tri-fold brochure with business related information, highlighting databases such as RefUSA and Universal Classes.

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.

The following is a course description offered by the SBDC:

Website Development-

Design- Get your Website up and running in three classes!

Websites can be costly, but there are do-it-yourself options available that business owners can utilize to create a professional looking website. These website design classes will teach participants how to create and publish their own website for their business.

With SBDC as our partner we will have the ability to give workshop participants the ease of signing up online and the choices on what workshops to take. Also, with NAU's

partnership, Dr. Subach and Scott Lewis will assist in mentoring and speaking to participants about drive and business strategy. These partnerships are extremely invaluable in supporting and accomplishing all scheduled activities and outcomes.

### **Project Evaluation**

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. Methods used to evaluate the project will be surveys and direct feedback, hours of usage of the room, number of attendees at workshops, number of mentor appointments and new businesses created. Also, we will do follow up interviews on those who created businesses and ask additional questions to use in the evaluation process.

### **Project Personnel**

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.

Casey Van Haren, Library Manager, Oversees project

Michele Hjorting, Adult Services Programming Librarian, Oversees project

Casey Danner, IT Manager, Oversees installation of hardware and troubleshooting

Steven Weber, IT Support Specialist

Dr. James Subach, Faculty at Northern Arizona University-Yavapai, will be teaching workshops on entrepreneurial topics

Scott Lewis, Faculty at Northern Arizona University-Yavapai, will be teaching workshops on entrepreneurial topics.

Al Carlow, Business Analyst with Small Business Development Center of Arizona (SBDC), will be overseeing workshops and instructors.

Identify the project director, and explain why he or she is appropriate for this project

Casey Van Haren is the Library Manager over Access Services (circulation and cataloging). She was the project manager of the Digital Media Lab grant at Prescott Valley Public Library, and also project manager of RFID installation at Glendale Public Library. Casey has over 30 years in library customer service and training library staff. She is currently attending San Jose State University and will graduate in December 2016 with a master's of library and information science. She will oversee the planning, and coordinating workshops with SBDC.

Michele Hjorting is the Adult Services Programming Librarian. Michele has 17 years library experience and was the project coordinator of the Cultural Series grant at the Prescott Valley Public Library. Michele will assist in overseeing, planning, and coordinating workshops and setup of the Peak Experience Business Hub.

If special skills or expertise are necessary for a participant, briefly list his or her qualifications.

Provide a brief resume for any consultant for whom you are requesting LSTA funds.

### **Partners**

If you are partnering with other organizations for this project, describe each partner's role. Enter N/A if not applicable.

Yavapai Small Business Development Center -SBDC Consultant Al Carlow currently works with numerous clients in multiple industries, in virtually every business cycle to help launch, grow and sustain businesses. He assists in preparing business plans, financial models, setting up LLC's, obtaining funding, buying & selling business, business valuations, growth strategies, and evolving business models. Mr. Carlow has a BS in Business and Marketing and a MBA in Finance and Business Economics. The SBDC has access to the best qualified instructors to teach classes and/or consult with clients.

\*We have a verbal agreement with NAU-Yavapai and a letter of support will follow.\*  
Dr. Jim Subach has spent 30 years as a business and technology consultant in his own company. He was on an Industry Advisory Board for ASU and later joined ASU as a Professor of Practice in Engineering Technology. Subsequently, he moved to the Prescott area and is now a faculty member at NAU leading the Entrepreneurship program at the Prescott Valley campus.

Scott Lewis has ten years experience of teaching business courses at the university and high school level. In addition to this, he has spent approximately ten years of auditing and consulting for fortune 100 companies, including; Toyota Motor Sales, USA, Transamerica Life Companies and Coopers and Lybrand, LLC. Mr. Lewis has a BS in Accounting and a MBA in International Management and Japanese. He currently is a partner in an InfoTech startup.

Include a letter of support from each institutional partner.

[SBDC Partner Support Letter.PDF](#)

### **Timeline/Schedule of Activities**

What are the major steps you'll take to reach the outcomes you've listed?

Partnering with Yavapai SBDC and NAU-Yavapai to provide workshops and mentoring opportunities ensures our outcomes will be met. The SBDC will provide 18 workshops and instructors free of charge for our community. NAU-Yavapai will support the SBDC by providing mentoring and business lectures. The library will advertise programs on social media, the local colleges, the library's website, the newspaper and other media outlets, to ensure success. We will also coordinate with the SBDC and NAU-Yavapai to advertise our programs.

Provide a timeline that includes planning, implementation and evaluation, and indicates when funds will be spent. Remember, funds are not available before May 20, 2016, and must be spent by August 4, 2017.

May 2016-Grant announcement-meet with partners to discuss curriculum and scheduling of workshops and instructors.

July 2016-Grant funds released-order business collection, periodicals, portable and movable panel, smart screen, 3D printer and other equipment.

August 2016-Promote Peak Experience on library's Facebook page, website, live radio spots, library newsletter and town's newsletter, which encompasses over 19,000 residents and the Prescott Valley Tribune and Prescott Daily Courier. We will also market the Peak through the Prescott Valley Chamber of Commerce and have a grand opening, bringing together local new businesses for support.

September 2016-September 5th will be the Peak Experience Business Hub grand opening and our first workshop will be offered. Sign up will be limited to 20 participants to ensure the ability of instructors to answer questions effectively and offer further mentoring. A total of 18 workshops and classes will be offered for free. Mentoring appointments will be convenient for the community as the SBDC has an office located next door from the library at NAU-Yavapai.

April 2016-The last of the workshops will conclude. Participants will have evaluated workshops and mentoring sessions via surveys and we will be able to improve future workshops and add additional classes based on feedback.

May 2016-the library will hold a graduation and small business expo at the library of all participants.

Provide specifics about each public program activity, including the date and location. Enter N/A if not applicable.

N/A

### **Sustainability**

If successful, will you continue this project once the grant period has ended? If so, how will you sustain it?

The grant project managers will also interview those who started a small business because of their participation in the class and what were the contributing factors. These interviews will be crucial to future sustainability. Marketing through the local chamber of commerce will be implemented to reach new businesses and start-ups in the area.

If the project is successful we will request to continue to be a satellite site for classes and workshops through the SBDC. We will also put into our capital budget, funds to further enhance the Peak Experience space for ongoing utilization. We will expand the newly designated professional position of Emerging Technologies Librarian to include training sessions related to business development.

## Summary Project Information

Project Title

The Peak Experience Business Hub at the Prescott Valley Public Library

Briefly summarize the project, by completing the following: The goal of this project is \_\_\_\_\_; Funds will be used to \_\_\_\_\_; Community members will benefit because \_\_\_\_\_.

The goal of this project is to create a space where new business start-ups can be developed. Aspects of planning, marketing, financing, and staffing will be explored. New skills will be developed. The economic growth of the area will be enhanced and strengthened along with the career potential of individuals using the site. Funds will be used to purchase equipment, hire instructors, and enhance the functionality of the space for meetings and training sessions. Community members will benefit by getting new businesses off the ground, learning new skills to advance their careers, gaining hands-on experience with marketing their businesses, and broadening their understanding of what it takes to manage risk to maximize the possibility of financial successful.

Select a Primary Project Intent. Please Check one.

Improve users' ability to use and apply business resources (Economic Employment Development)

Amount of grant funds you are requesting:

29544.00

For your library, is this project New or Continuing?

New

## Budget Information

### Project Budget

Provide a detailed explanation and justification of the proposed LSTA expenditures. Quotes, estimates, mileage, and other methods of calculating budget items should be detailed.

We are requesting \$1251.43 for supplies and materials. This total includes: a mobile whiteboard , including dry erase markers, a Wi-Fi printer including toner and paper for printing business marketing plans and resumes. A mobile lecture podium for \$103 will be a great addition so speakers and presenters can rest notes or mobile presentation devices. A 3-D printer, \$1013, will be used by participants wanting to mockup prototypes for their business, plus filament, \$635. As we have already purchased 20 chairs and 8 tables for the space, an additional 10 nesting mesh chairs will be purchased for \$1850. To divide off the area, making this a stand alone community space, a sliding room divider will be purchased for \$1494. We also request \$500 to purchase business related materials including business periodicals and \$500 for promotional branding of the Peak Experience

which will include bookmarks with business related resources and classes schedule for the grant cycle.

Services requested are for instructor and workshop fees of \$4500 for the Small Business Development Center. A quote from Blinds Brothers, for blackout curtains for the re-purposed space, is \$8555. Currently, the room has nothing over the windows and will make presentations difficult to see on Sharp Interactive Touchboard LCD/LED for presenters and community participants. The LCD/LED plus pressure pen, which is \$9,111.

Total in kind contributions are \$10,951.00.

Library manager and librarian will spend four hours a week, @ \$21/hr (average of the two salaries) for 10 months = 3,360

Town IT will provide approximately 6 hours for installation and setup of equipment @ \$43/hr=\$258.

The Town of Prescott Valley will provide assistance from Facilities department , valued at approximately \$500.

NAU-Yavapai will provide four 1 hour to 2 hour workshops, valued at \$400=\$2400

Friends of the Library and Library Foundation purchased chairs and tables for the space totaling \$3753.00

### **Project Budget Form**

- **Complete the budget form below for the project described in this application.**
- **In-kind services or funds are not required, but are encouraged.**

\$ Salary/Benefits Requested

\$ Local Match

7018.00

Salary, Wage and Benefits Description

Library Manager, Librarian, Library, Town IT and Facilities, NAU, Friends Group

Total Salary Wages and Tips

7018

\$ Consultant Fees Requested

\$ Local Match

Consultant Fees Description

Total Consultant

0

\$Travel Requested

32.00

\$ Local Match

180.00

Travel Description

We will take library car, which will allow us to not include mileage and gas, just lunch.

Total Travel

212

\$ Supplies/Materials Requested

7536.00

\$ Local Match

3753.00

Supplies Description

Printer, supplies, 3-d printer, library materials, chairs, lectern, room divider, whiteboard, promotion and branding

Total Supplies and Materials

11289

\$ Equipment Requested

A single item valued at \$5,000 or more

17476.00

\$ Local Match

Equipment Description

Estimate for black blinds from Blinds Brothers Sharp PN-L703APKG2 Interactive LCD/LED

Total Equipment

17476

\$ Services Requested

4500.00

\$ Local Match

Services Description

1 instructor - 25/hr for 8 hours for 10 months@400 per month

Total Services

4500

\$ Indirect Costs Requested

\$ Local Match

Indirect Total

0

\$ Total Grant Budget

Click on calculator icon to total the amounts

29544

\$ Total Local Match

Click on calculator icon to total the amounts

10951

Total Budget

Click on calculator icon to total the amounts

40495

## Beneficiaries

### Beneficiaries

Age Group

Population Served (Optional)  
Economically Disadvantaged

Ethnicity (Optional)

## Certification

**To complete your application  
please fill out the certification form, print it, sign it and mail to:  
Grants Consultant  
Arizona State Library, Archives & Public Records  
1700 W. Washington St., Suite 200  
Phoenix, AZ 85007**

[Click here to open the certification form](#)