

# Dallas Public Library: “Children’s Edition” at NorthPark Center

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Presented to the Quality of Life Committee  
March 26, 2007





# Background

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- Briefed Committee on preliminary arrangements on December 11, 2006
- This co-location provides opportunities to:
  - Raise visibility for the library and other City services
  - Create new users
  - Challenge libraries to focus on those services that compete with retail market, i.e. affects formats and displays
  - Generate high pedestrian traffic
  - Provide gateway into the whole library system



# Background (cont.)

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- Based on this research, Library developed a prototype for how this service might look and operate within the guidelines of currently budgeted resources:
  - Pilot project, one year duration
  - Not intended to be a full-service branch
  - Limited hours
  - Limited staff
  - Rotating collection
  - Targeted programming
  - A sponsoring partner willing to provide financial/in kind project support
  - After one year, assess success before extending term or duplicating service
- NorthPark Center identified as pilot site for “Children’s Edition”



# Partnership Agreement

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- NorthPark will provide:
  - Approximately 3,000 square feet of space
  - Main signage in the shopping center
  - Interior finish-out to include:
    - Interior sign package
    - Lighting
    - Electrical
    - Art
    - Custom furnishings and shelving
- NorthPark has enlisted architectural services to finish out the space

# Main Signage

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# Partnership Agreement (cont.)

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- Library will provide:
  - 3,000-5,000 item circulating collection
  - Rotating staff of at least one Library Associate and one Customer Service Representative
  - Daily children's programming
  - Minimum of 10 laptops for public use
  - Early literacy work stations
  - Equipment



# Contract Highlights

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- Annual Base Rent \$1.00 per year:
  - Metered electricity service
- Operational Hours:
  - Wednesday through Monday (including Sunday) Noon to 5:00 p.m.
  - Extended hours possible if NorthPark raises additional funds
- Radius Restriction:
  - No other new pilot project of this nature within 6 mile radius of NorthPark Center during first year lease
- All contract terms subject to examination and negotiation at end of initial lease



# Underwriting Opportunities

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Pursued by both sides:

- Library:
  - Atmos Energy \$25,000 donation for children's programming
  - Pursuing additional donor participation
- NorthPark Center:
  - Hosted Fashion at the Park Gala
  - Pursuing other marketing strategies



# Community Engagement

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- Volunteer Opportunities
- Children's Art Project



# Marketing

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- Use as venue to sell library merchandise:
  - “Born to Read” Early Literacy Kits
  - Out of City residence cards
- Introduce new children’s library card
- Provide Information on other City Services
- Promote upcoming “Children’s Edition” programs to NorthPark merchants and their customers
- Promote Dallas Public Library after-school and homework resources to parents and area students
- Present children’s programs in NorthPark common areas

# Next steps

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- Construction:
  - 8 to 12 weeks upon execution of the contract with NorthPark Development Company
- Anticipated Opening:
  - Late Spring 2007
- Evaluation of project:
  - Toward lease end (1 year)
- Any additional locations will require additional staff and will be requested in upcoming budget bids.