

2012 ANNUAL REPORT

2013 LIBRARY LEADERSHIP



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From left: Alicia Williams, Secretary; Laurie Tashiro; Jean Yale; Elaine Barnett; Linda Davidson; Barry Blanchard, President; Joe Taylor, Vice President.

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	DAVE DETWILER, PROJECT MANAGER



HOURS AND LOCATIONS

CENTRAL LIBRARY - (970) 243-4442
 443 N. 6TH STREET, GRAND JUNCTION
 AS OF LATE SPRING 2013
 • Monday – Thursday 9 a.m. – 8 p.m.
 • Friday 9 a.m. – 6 p.m.
 • Saturday 9 a.m. – 5 p.m.
 • Sunday 1 p.m. – 5 p.m. (Sept. – May)

CLIFTON BRANCH - (970) 434-6936
 590 32 ROAD, 6F, CLIFTON
 • Monday 9 a.m. – 6 p.m.
 • Tuesday 9 a.m. – 8 p.m.
 • Wednesday – Friday 9 a.m. – 6 p.m.
 • Saturday 9 a.m. – 4 p.m.

COLLBRAN BRANCH - (970) 487-3545
 111 MAIN STREET, COLLBRAN
 • Tuesday & Thursday 10 a.m. – Noon, 1 p.m. – 6 p.m.
 • Friday 10 a.m. – Noon, 1 p.m. – 6 p.m.
 • Saturday 9 a.m. – 1 p.m.

DE BEQUE BRANCH - (970) 283-8625
 730 MINTER AVENUE, DE BEQUE
 • Wednesday – Thursday 3 p.m. – 7 p.m.
 • Friday 10 a.m. – 5 p.m.
 • Saturday 10 a.m. – 3 p.m.

FRUITA BRANCH - (970) 858-7703
 324 NORTH COULSON STREET, FRUITA
 • Monday 10 a.m. – 8 p.m.
 • Tuesday – Thursday 9 a.m. – 7 p.m.
 • Friday 9 a.m. – 6 p.m.
 • Saturday 9 a.m. – 4 p.m.

GATEWAY BRANCH - (970) 931-2428
 42700 HIGHWAY 141, GATEWAY
 • Tuesday 4 p.m. – 6:30 p.m.
 • Thursday noon – 6 p.m.

ORCHARD MESA BRANCH - (970) 243-0181
 230 LYNWOOD STREET, ORCHARD MESA
 • Monday – Wednesday 9 a.m. – 6 p.m.
 • Thursday 11 a.m. – 8 p.m.
 • Friday 9 a.m. – 6 p.m.
 • Saturday 9 a.m. – 4 p.m.

PALISADE BRANCH - (970) 464-7557
 119 WEST 3RD STREET, PALISADE
 • Tuesday – Wednesday 9 a.m. – 6 p.m.
 • Thursday 11 a.m. – 8 p.m.
 • Friday 9 a.m. – 6 p.m.
 • Saturday 9 a.m. – 4 p.m.



ARCHITECTURAL DRAWING OF THE NEW CENTRAL LIBRARY



Mesa County LIBRARIES

Dream it. Discover it. Do it.

INSIDE

- Central Library Project
- Fundraising update
- 2012 year in review
- Wireless use up 115%
- Financial highlights

LETTER FROM THE DIRECTOR

Exciting transformations are taking place at Mesa County Libraries. In 2012, we moved the Central Library to a temporary home at First and Gunnison as we broke ground on the long-anticipated Central Library Expansion and Improvement Project. The Mesa County Public Library Foundation also launched a capital campaign to raise money in support of the project.

As times change, so does the role of the library. And yet, our library brand remains indelible: When people think of us, they think of books, helpful staff, and technology. To these aspects of what we offer, we pledge unwavering commitment, now and in the future.

After the completion of a recent survey and a series of focus groups, we find that now, more than ever, our community recognizes the value of the library as a foundation of our society. We are synthesizing the results of our research to better inform decisions as we develop our three-year plan. In the coming months, the Library Board of Trustees will set new strategic goals for services.

Patrons tell us our librarians are trusted helpers, and across Mesa County, our enthusiastic staff has improved the lives of our residents. We connect people to information and culture. We hear stories every day from Mesa County residents who found work, learned a language, introduced a child to the world of reading, or discovered something new and exciting by using resources within the library.

We live in a world of constant change. Our patrons expect multiple formats such as print, audio, ebooks, and film. It is our challenge to focus our efforts and our budget to serve these competing demands. Our offerings are transforming from static to active resources; not only do we continue to provide popular fiction and informational books, but we also link patrons to downloadable ebooks, data, and online magazines. The stormy debate between libraries and publishers over whether our library patrons can access hundreds of thousands of ebooks will continue into the foreseeable future.

In the following pages, you will find photos and updates about our Central Library Expansion and Improvement Project. We plan to move back into our home at Fifth and Grand in late spring 2013. The rededication of the library will be a celebration of our community and of the wonderful library we all can enjoy for many years to come. Inside this report, you will also find highlights of our year, as well as a report of key statistics and a summary of our 2012 budget.

Thank you for taking the time to review our progress.

Eve Tallman, Library Director

COLORADO LT. GOV. JOE GARCIA VISITS THE CENTRAL LIBRARY



2012 REVENUE AND EXPENSES

REVENUE SOURCES

OWNERSHIP TAXES - \$790,930
GIFTS, GRANTS, OTHER - \$180,720
PROPERTY TAXES - \$5,980,003

TOTAL REVENUE
\$6,951,653



EXPENDITURES

LIBRARY MATERIALS - \$534,698
CAPITAL PROJECTS - \$1,972,087
ADMIN & SUPPORT - \$456,762
TECHNOLOGY - \$346,452
FACILITIES - \$329,795
PERSONNEL - \$3,305,937

TOTAL EXPENDITURES
\$6,945,731



BASEBALLS SIGNED BY THE GJ ROCKIES.

YEAR IN REVIEW

- The Fruita and Palisade branches celebrated their first anniversaries in their new homes in 2012. The Fruita Branch's location in the Fruita Community Center attracted more than 104,000 visits, and Palisade's downtown storefront drew more than 35,000 visits during the year.

- Colorado Lt. Gov. Joe Garcia visited the Central Library in February 2012 to promote early-childhood literacy. Mesa County Libraries Youth Services is working with other providers to ensure the best possible service to young readers.

- New library partnerships with the John McConnell Math and Science Center, the Museum of Western Colorado, Colorado State Parks, and the City of Grand Junction Parks and Recreation Department made more exciting programs available to the public across Mesa County.

- Enid Bell, founding board member of the Mesa County Public Library Foundation, retired from the board in 2012. She served 20 years, during which she helped with the first-ever capital campaign. She continues to serve on the Palisade Auxiliary.

- A new design for the Mesa County Libraries website debuted in 2012, improving the ease of finding and using library materials. An entertaining and informative blog keeps readers up-to-date on books, movies, and library news.

- Amor Towles, author of "Rules of Civility," received a warm reception during his February 2012 visit for One Book, One Mesa County. A 1930s-era fashion show held as part of book-related programming attracted more than 100 fans.

- In its fourth year, Culture Fest, an annual celebration of Mesa County's cultural diversity, drew hundreds of enthusiastic visitors to the Central Library's temporary location.

- Staff promoted the library in a wide variety of venues in 2012, including the Farmers Market, the Peach Festival, Truck or Treat, and the Chamber's Business Showcase. The library's float won first place in the Palisade Parade of Lights.

- Mesa County Libraries formed a promotional partnership with the Grand Junction Rockies. Autographed baseballs by team members were Summer Reading Program prizes.

- Participation in the 2012 Summer Reading Program totaled 5,308, including 3,229 kids, 979 teens, and 1,100 adults.

- The Literacy Center provided services to 509 individuals in 2012, a 10 percent increase over 2011. Sixty-nine tutors volunteered 4,156 hours, and the Literacy Center offered 44 classes in reading, writing, English, and U.S. citizenship.

- The De Beque Branch was closed for two days due to the Pine Ridge Fire, which burned thousands of acres near De Beque. After the branch reopened, usage increased when the De Beque School, where the library is located, served as base camp for firefighters.

CENTRAL LIBRARY ON COURSE FOR 2013 REDEDICATION

In 2012, Mesa County Libraries began the most extensive improvement project on the Central Library building since the library moved there almost 40 years ago.

The Central Library Expansion and Improvement Project will enhance the best aspects of the library while providing more of the features that patrons want. When the project is completed in late spring 2013, the Central Library will be 9,000 square feet larger (approximately 45,000 square feet), and it will contain more quiet spaces to read and study. In addition, more natural light will illuminate the building's interior, and key features will be relocated for greater convenience to patrons.

Library administration and support services will be consolidated from three buildings into one, significantly improving the library's operating efficiency.

The entire project is estimated to cost \$7.1 million.

Funds to cover much of the cost will come from the library district's capital reserve and anticipated budget savings in 2012 and 2013. Additional funds will come from a \$1.25 million capital campaign by the Mesa County Public Library Foundation, which includes various grants and a significant contribution from Friends of the Mesa County Libraries. The library will complete the project with no debt and without increasing taxes.

Mesa County Libraries are working with Barker Rinker Seacat Architecture, a Colorado-based firm with extensive experience designing libraries, and Grand Junction-based Shaw Construction, the project's general contractor, to complete the Central Library. Eighty-nine percent of subcontractors are based in and around Mesa County.

Mesa County Libraries look forward to inviting the community to celebrate the Central Library's grand reopening in late spring 2013!



Elements of the project include:

- A new, street-level community room providing more capacity for library events
- Fenced outdoor patio areas for the community room and the children's area
- Convenient access to the building from parking lots on the east and west sides
- Addition of several small-group meeting/study rooms
- Expanded teen center
- Redesigned checkout area to provide better access to holds and book returns
- A Novel Idea bookstore, operated by the Friends of the Mesa County Libraries, will occupy a prominent, street-level location inside the west entrance
- Maximum flexibility inside the building so that it can continue to offer residents the best possible library service well into the future



CHECKOUTS REMAIN STRONG IN 2012

The Central Library's temporary move to make way for construction caused an overall decline in checkouts and renewals in 2012, but the year's total remained one of the largest in Mesa County Libraries history.

Checkouts and renewals in 2012 totaled 1.36 million, down 2.4 percent from 2011's record level but still exceeding 2010 and previous years. Meanwhile, library visits were down 8.8 percent to 726,940.

However, those numbers alone don't tell the whole story. When the Central Library closed for one and one-half weeks in August during the move to a temporary location six blocks away, many patrons discovered neighborhood branch libraries as places to find, pick up, and use library resources. Circulation (checkouts and renewals) and/or visitation increased in 2012 at almost every library location.

In addition, total checkouts at all Mesa County Libraries locations during October set a record for that month, with 112,195 items checked out or renewed. The strong performance late in the year shows that despite the Central Library's move, residents continued using the library at a brisk pace.

The number of library cardholders in Mesa County increased by 1.2 percent in 2012, reaching 74,204. That number represents approximately half of the county's population.

Use of wireless Internet connections through the library experienced tremendous growth of 115 percent in 2012. Mesa County Libraries now provide wireless connectivity at all eight locations. As people rely more on mobile devices, the library is providing more wireless service to help people connect easily to the online world.

2012 STATISTICS

	2010	2011	2012
CHECKOUTS	1,270,853	1,392,070	1,358,864
VISITS	720,885	797,093	726,940
LIBRARY CARDHOLDERS	69,434	73,353	74,204
WIRELESS USE	15,380	25,031	54,018

LIBRARY FOUNDATION NEARS FUNDRAISING GOAL

The Mesa County Public Library Foundation is making steady progress toward fulfilling a \$1.25 million commitment to the Central Library Expansion and Improvement Project.

The public portion of the capital campaign launched in October 2012 with a press conference and media campaign to raise awareness of the project. A direct mail appeal was sent to many households in the Grand Junction area, generating significant financial support and attracting hundreds of first-time library donors.

Major gifts have ranged from \$5,000 to \$200,000. As of February 2013, more than \$1 million toward the goal had been raised, and efforts were under way to raise the approximately \$200,000 needed to complete the Foundation's commitment to the project.

Mesa County Libraries express their deep appreciation to the Foundation and all donors for their generous support. Their assistance enables us to provide the community with not only a top-quality Central Library, but with a first-rate branch library system that serves all of Mesa County.



CONTRIBUTE TO THE CENTRAL LIBRARY PROJECT

Contributions can be made in two ways:

- Online at www.mesacountylibraries.org (Online donations require a valid Visa, Mastercard, or Discover card) - or -
- By check, payable to the Mesa County Public Library Foundation and mailed to the Foundation at P.O. Box 3668, Grand Junction, CO 81502.

To find out about an Enterprise Zone tax credit, call 683-2438.