

A library outranks  
any other one  
thing a community  
can do to **benefit**  
its people.

ANDREW CARNEGIE

IN FY 2017

SPRINGFIELD CITY LIBRARIES

681,457

 VISITORS

EAST FOREST PARK BRANCH

45,550

 VISITORS  
2ND BUSIEST BRANCH



EAST FOREST  
PARK BRANCH IS

4,100 SF

600<sup>+</sup>

PROGRAMS

9,942

PEOPLE ATTENDED



CIRCULATION

52,391



JUST IMAGINE WHAT  
WE WILL DO WITH

17,000 SF



RENDERING OF THE PROPOSED BRANCH AT 190 SURREY ROAD IN SPRINGFIELD



ARCHITECT: JOHNSON ROBERTS

PROMISE

REALIZED

EAST FOREST PARK BRANCH LIBRARY

**CAPITAL CAMPAIGN**

# Dear Friends,

We feel a great sense of pride as we write this letter. As longtime supporters of the Library, we are thrilled to be a part of a \$2 million capital campaign to make good on a promise made to the residents of East Forest Park.

In the aftermath of the June 1, 2011 tornado, East Forest Park residents prioritized the development of a proper library as part of their devastated neighborhood's recovery. Thanks to the Massachusetts Board of Library Commissioners' \$4.9 million grant and a \$2.6 million commitment from the City of Springfield, only \$2 million remains to fund a new state of the art library in East Forest Park.

Springfield residents, business owners, foundations, and other philanthropic organizations are being asked to support the project. Rising to a challenge is not new to Springfield, nor to the Library. In 1905, Andrew Carnegie donated \$260,000 to build what is now the Central Library plus three branches. A condition of the donation was that residents also contribute. They donated an astounding \$155,000 or, in today's dollars, just over \$4 million. According to the Library's retelling, "Public-spiritedness was so evident in the residents of Springfield that Carnegie twice increased his donations."

Libraries have proven to be a wise investment. Today, the Springfield City Library serves nearly 700,000 people annually. People of all ages, from all backgrounds, come to the Library looking for information and knowledge, culture and community. The Library is ours. All we have to do is ask.

Now it is the Library's turn to ask for our support. It is time, once again, to demonstrate our public-spiritedness through giving. As Carnegie put it, "A library outranks any other one thing a community can do to benefit its people." This is our chance to be as generous as we are able.

Best regards,



Patrick Markey  
Capital Campaign Chair



Stephen Cary  
Library Commission Chair





WELCOME

ALL YOURS  
SPRINGFIELD CITY LIBRARY  
JUST ASK

FREE  
WiFi



Springfield Library Foundation past President and Treasurer Charles V. Ryan with President Patrick Markey.

# Springfield Library Foundation

The Springfield Library Foundation was incorporated in 2005 to manage trusts and endowments on behalf of the library.

Currently, the Foundation manages trusts and endowments totaling more than \$10 million. Many are restricted for the sole purpose of acquiring library materials. Each year, the Foundation's contribution ensures that Springfield City Library receives a State Aid to Public Libraries grant for materials.

The Library Foundation also works to raise funds to support the Library's programs, services, and facilities, encouraging new donors to consider establishing trusts and endowments. The largest endowment to date is the Annie Curran Endowment. Born during the Civil War, Annie was an avid reader

and library patron. When she died in 1952, she left \$1 million for the purpose of building and maintaining a library on State Street in the Mason Square neighborhood. Her endowment continues to provide annual operating support.

The Library Foundation provides steadfast oversight over donors' dollars and assumes fiduciary responsibility for the capital campaign. In addition, all campaign expenses will be paid by the Foundation, allowing all donor dollars to be used for furnishings, technology and other resources for the new branch library.



# East Forest Park

## A COMMITTED NEIGHBORHOOD

One of Springfield's 17 neighborhoods, East Forest Park is self-described as family-friendly, peaceful, walkable, quiet, clean, and community oriented. We would add patient. The neighborhood began requesting a library branch in the 1950s. In 2000, a 4,100 square foot library was opened in a former video store located in a strip mall.

The current East Forest Park location is the system's second busiest branch, despite crowded conditions, lack of high speed Internet, and no meeting space. The closest thing to a community gathering space is neighboring Nathan Bill's Bar & Restaurant which hosts the library's book clubs and concerts.

The new East Forest Park Branch Library will address all of the neighborhood's needs with quadruple the space for book and media collections, technology access, a large community room, dedicated space for teens, accommodations for adult learners, and a spacious children's department. The Library will be located next door to the Mary A. Dryden Veterans Memorial School on Surrey Road and nearby Pope Francis High School. The Library will serve as a boon to students, now and in the future.

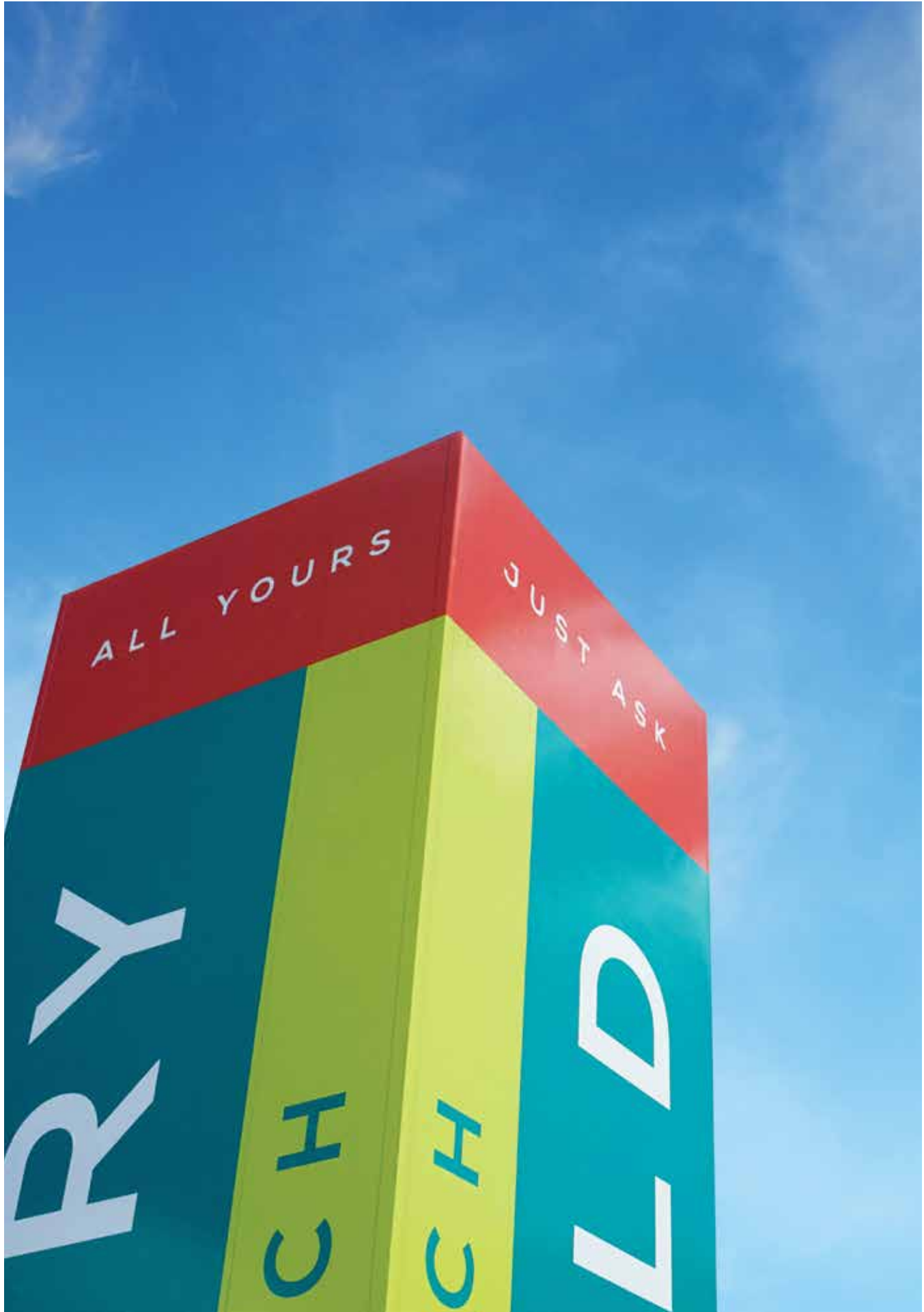
The neighborhood has been fully engaged in planning its new library and is fully committed to helping make this capital campaign an overwhelming success.



To pursue a renewed dedication to a connected and family-friendly community, rejuvenate our natural character, create well designed and efficient homes and support strong neighborhoods that are anchored by schools, parks, and community facilities of the highest quality.

EAST FOREST PARK NEIGHBORHOOD  
VISION STATEMENT

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ALL YOURS

JUST ASK

FREE

CHILD

CHILD

LLD

# Springfield, MA

## A CITY ON THE RISE

The East Forest Park Branch Library project is emblematic of our resurgent City. Through the City's recent support, the Library has been able to increase staff, extend hours of operation, and strengthen our proposal to the Massachusetts Board of Library Commissioners. Our grant submission was one of only nine from a field of 33 to receive first round grant funding. The grant award of \$4.9 million dollars reflects the strength of our case and the City's strong support.

Mayor Domenic J. Sarno has made no secret about his enthusiastic and unwavering support for this project. He understands the role libraries play in economic development. Libraries are capacity builders. We provide access to technology, learning, and skill building. The new East Forest Park Branch Library will serve as an important resource in filling the skills gap that still exists among many adults in Springfield. Ask the region's employers and they'll tell you there is no economic growth without skilled workers.

Libraries are important anchors in nine of Springfield's neighborhoods. A new library designed for the 21st century in East Forest Park will undoubtedly attract new families to the neighborhood. What's more, the age cohort representing the most active users of libraries are Millennials, according to a recent Pew Research study. A strong future for Springfield also depends on attracting and retaining young people. We believe we have an important part to play.

### SPRINGFIELD DEMOGRAPHICS (2015)



153,947

### GLOBAL DIVERSITY

MEDIAN AGE

32.4

POVERTY RATE

30%

MEDIAN HOUSEHOLD INCOME



\$34,728

# Springfield City Library

## AN INSTRUMENT OF CHANGE

Public libraries were always intended to level the playing field. True to its mission, the Springfield City Library advances literacy, education, civic participation and cultural awareness for all City residents.

As stated in a recent New York Times article, "No longer just repositories for books, public libraries have reinvented themselves as one-stop community centers. They aim to offer something for everyone. In so doing, public libraries are reaffirming their role as an essential part of civic life in America by making themselves indispensable to a new generation of patrons."

Springfield City Library adds untold vibrancy and vitality to our City. Activities abound!

The Library is a place where people come to learn and to be engaged. Informed citizens are engaged citizens. The Library hosts candidate forums and holds discussions regarding important topics. It is a gathering place for the exchange of ideas. There is no place that better captures the essence of the democratization of information. Rich or poor, all have equal access.

Libraries can have a powerful impact on the lives of young people, particularly in urban areas. Beyond a safe place that provides teens access to computers or encourages literacy, Springfield City Library pays close attention to the whole person. We offer skill building and community engagement opportunities. We provide dedicated space for teens to find their voices and to develop as leaders. We believe this work is critical for our city's future.

### PROGRAMS (FY17)

**873**

PROGRAMS

**15,244**

ADULTS ATTENDED

**544**

PROGRAMS

**6,274**

TEENS ATTENDED

**3,564**

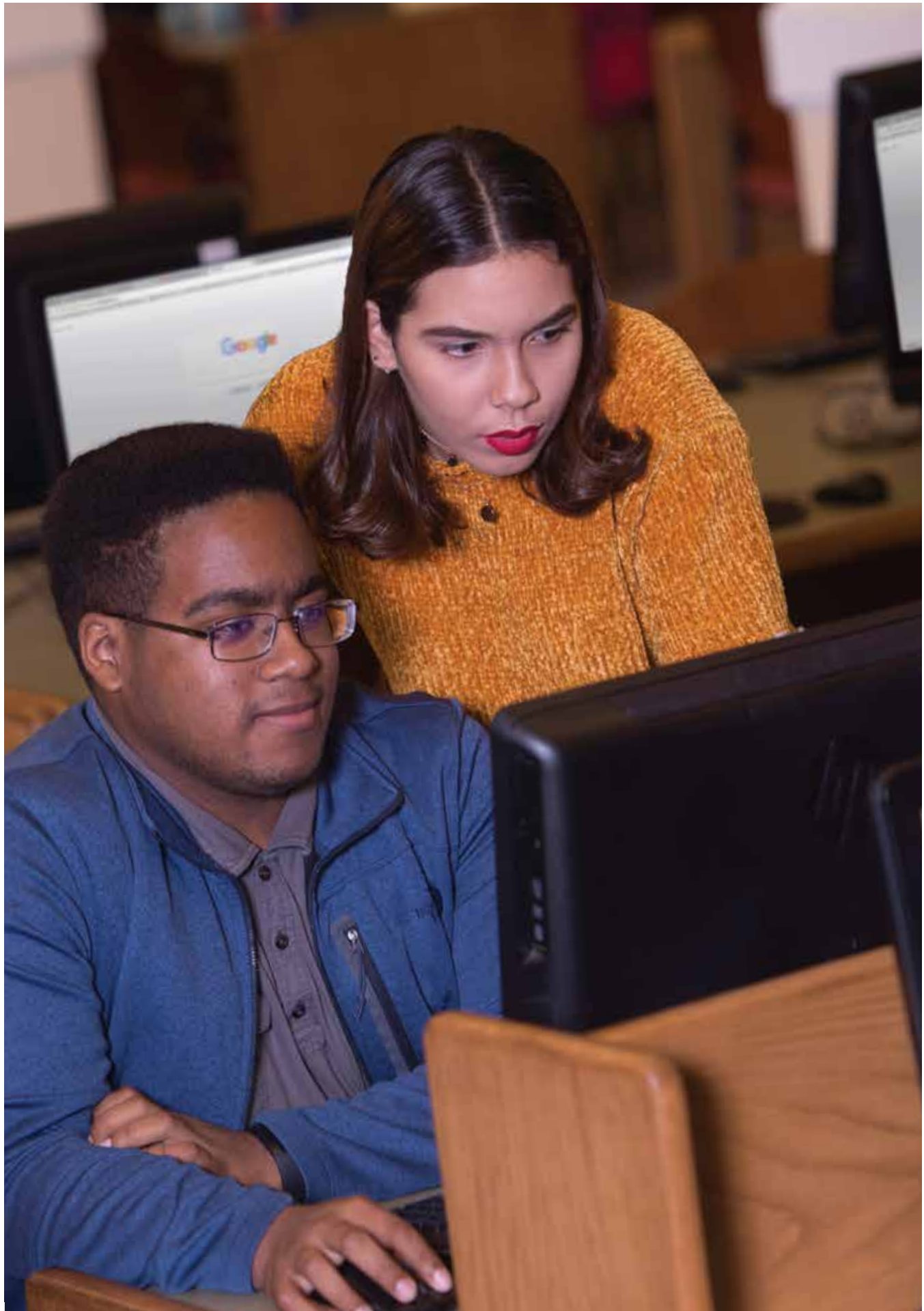
PROGRAMS

**46,229**

CHILDREN ATTENDED







# Technology Hub

## THE DEMOCRATIZATION OF DIGITAL ACCESS

Technology has changed the way we live, work and play. And yet, the current East Forest Park Branch has operated with slow to, at times, no Internet service. The new branch will dramatically increase both Internet speed and access to computers. The number of dedicated computers for patrons will grow almost ten-fold.

We have been asked whether people come to the Library to use computers, and if so, what do they use them for.

According to the Massachusetts Board of Library Commissioners, a Massachusetts resident accesses the Internet at a library every 5.5 seconds.

There are many Springfield families who have no computer or Internet access at home. Children come to the Library to do homework. Adults come to research topics or do job searches. Many resumes are created and printed at the Library. Entrepreneurs also depend on the Library to learn about new markets, attend small business workshops, and research competitors. All of these needs will be met at the new East Forest Park Branch Library, including the video conferencing needs of small businesses and community groups.

### BRANCH NUMBERS



**7,447**  
COMPUTER USERS

**1,170**  
WIFI USERS



### SYSTEM-WIDE



**36 MILLION**  
WEBSITE VISITS

### OLD VS. NEW

**6**

PUBLIC  
COMPUTERS

**56**

PUBLIC  
COMPUTERS





# The Springfield City Library

## THE REST OF THE STORY

The day after the 2011 tornado, all Springfield libraries were open, except for the East Forest Park Branch Library, which was closed due to impassable roads and no power. Over 2,000 people visited our libraries on that day.

Libraries serve as a place of retreat, not just after natural disasters or on unbearably hot summer days. Ask our staff about young people who seek refuge from the allure of the streets inside a library and find themselves pulled into a book.

People who have lost their jobs come to our libraries and receive assistance with resume writing and job searches. Those who don't have a high school diploma access GED prep materials and have a quiet place to study.

The East Forest Park Library Branch Capital Campaign is predicated on a promise made to neighborhood residents. The potential of this campaign is much larger. Springfield has an opportunity to build what will undoubtedly be a model for future libraries. And like all libraries, this branch will serve as a place where people of all ages can realize their promise.

More relevant than ever, the Springfield City Library makes a difference in people's lives. It's all here. All they have to do is ask.



This coordinated effort shows that when state, municipal, and private support comes together, **great things** can happen.

CHARLES V. RYAN, FORMER SPRINGFIELD MAYOR  
AND TREASURER OF THE FOUNDATION BOARD



[springfieldlibrary.org/library/PromiseRealizedCapitalCampaign](https://springfieldlibrary.org/library/PromiseRealizedCapitalCampaign)