

2006 ANNUAL REPORT



**Baxter County**  
**LIBRARY FOUNDATION**  
*Investing in Your Place to Grow*

2006 ANNUAL REPORT

## *Mission Statement*

The Baxter County Library  
is a bridge to expanded  
horizons, opened minds  
and enriched lives.

We provide lifelong  
resources that educate,  
inspire and entertain in a  
welcoming environment.

*Visit our website:*  
[www.baxtercountylibrary.org](http://www.baxtercountylibrary.org)



# Background



The Baxter County Library faced a number of challenges in 2006. In addition to an increasingly urgent need for more space, the recently developed Strategic Plan called for expanded hours of operation, improved programming and services for adults, and the development of a new program for teens. Each of these strategic initiatives have implications for additional funding and staffing. In an effort to meet the needs of a growing Baxter County, the Library looked to volunteer leaders to assist with funding for an expanding library to better serve the citizens of Baxter County.

Three different teams supplied the leadership and vision to ensure that the Baxter County Library continues its mission to provide lifelong resources that educate, inspire, and entertain in a welcoming environment.

## **The Library Board,**

appointed by the County Judge, serves as an administrative board governed by state law. The Library Board sets policies and oversees the administration and budget of the Library. Library operations are funded mainly by a dedicated one mil ad valorem property tax, which has remained at the same rate since 1952.

## **The Library Foundation,**

also known as The Baxter County Public Library Foundation (BCPLF), was formed to support the Library, and is an Arkansas not-for-profit corporation recognized by the IRS as a 501(c)(3) tax deductible charitable foundation. The Library Foundation raises funds which support the programs and activities of the Baxter County Library through special events, fundraising, planned giving, and bequests.

## **The Friends of the Baxter County Library (FOL),**

recruit support of and promote involvement with the Library via monthly meetings featuring educational speakers and organizing volunteers to help with quarterly used book sales, their main fundraiser.

The Baxter County Library Board, Library Foundation, Friends of the Library, and staff are committed to providing cost effective library services, optimizing the use of the Library's one mil for operations. The Library leaders supplement these fixed resources by raising private funds and by maximizing the use of volunteers. This report summarizes the results of their collective efforts toward these goals throughout 2006.

# The Year In Review

## YOUR LIBRARY

### 2006-2007 Library Board



Deborah Knox  
Chair



Dr. Richard Burnett



Dr. John Ahrens



Sally Gilbert



Sonny Sharp

In 2006 the Baxter County Library accomplished eight milestones outlined in the Strategic Plan:

- Continued to enhance the scope of children's programs
- Funded a teen librarian position
- Expanded hours of operation
- Hired an Adult Program/Volunteer Coordinator
- Initiated electronic event notification
- Funded a Community Outreach Coordinator
- Regularly updated community of Library's progress
- Began publishing a quarterly newsletter

This was the best summer on record for children's program attendance. In keeping with this year's theme, "Paws, Claws, Scales and Tales", children, their parents, and grandparents enjoyed the Arkansas Game and Fish Commission aquarium, tigers and smaller felines from Turpentine Creek, and a "magic" show. One hundred-sixty-five books were added to the children's library collection honoring children who completed the summer reading program requirements. The Library received a grant from the Twin Lakes Community Foundation to offer the summer science series at Sammons Youth Center, Gassville, and Norfolk. In addition to the usual reading and science programming, the Ozark Regional Arts Council and the Baxter County Library continued to work together to provide fine arts classes.

For the first time, the Library offered a summer program designed for teens. Led by the new Teen Librarian (a position funded by an AmeriCorps grant), the Teen Library Council helped plan and execute several activities for their peers including an Open Mic Night, summer mini classes, book clubs, field trips, and a monthly community service project. During September the teens prepared a display celebrating intellectual freedom for Banned Book Week. They racked up a substantial number of library volunteer hours during the year to apply toward community service requirements for various school clubs and scholarship applications. Their community outreach efforts included the preparation and delivery of 100 "Love Bags" to the children's ward at Baxter Regional Medical Center, support at a booth at the Baxter County Fair to promote childhood immunizations, and sponsorship of a nine-hour library "lock-in" Read-A-Thon for the benefit of Juvenile Diabetes education and research.



As a direct result of the additional resources provided by the Library through private donations, a record number of Baxter County teens participated in the educational and recreational programs offered by the Library throughout the summer.

SUMMER STATISTICS	2005	2006
Reading Program Participants	327	431
Special Event Attendance (average)	109 children	142 children/82 adults
Arts Programs Totals	662	1017
Science Program Totals	626	846
Library Visits (June/July/August)	40,576	56,531

Expanding the hours of operation to include Sunday afternoons is another way that the Library has enhanced its community outreach opportunities. The new Adult Program Coordinator arranged several events, including a travelogue series featuring local speakers, several art exhibits featuring area artists, and other special activities that were held on Sundays.

Additionally, a notification process was implemented to provide updates to patrons for special events. As a result, many members of the community who were not formerly patrons visited the Library, enjoying quality entertainment and discovering other library benefits and resources available at no cost to Baxter County residents.

GENERAL LIBRARY STATISTICS	2005	2006
Library Visits	134,556	145,725
Total Circulation (Mountain Home)	232,778	237,952
Total Circulation (Gassville)	4,447	3,834
Adult Program Attendance	1,752	3,509
Computer Users	17,567	32,848
Website Visits	12,866	15,996
Online Database Searches	30,224	35,221



Baxter County  
**LIBRARY**  
*Your Place to Grow*

Comparing the library usage data between 2005 and 2006 confirms that the Strategic Plan works; that the Library enhanced its profile and impact within the community. The addition of a part time Community Outreach Coordinator helped the Library better publicize programs, services, and educational opportunities. Part of the outreach initiative included the quarterly publication of a library newsletter and frequent presentations to community organizations. The Library also developed a unique new logo to represent the vision and to emphasize its goal to be *Your Place to Grow*.

Although more and more residents are taking advantage of the services provided by the public library, the circulation has not increased proportionately with overall usage. Because there is no additional shelf space available to accommodate new materials, the Library is forced to continually eliminate older materials to make room for new ones. The Library has tried to make up for the inability to expand its collection by increasing online resources which can be accessed remotely even when the Library is closed. Thanks to a private donation in 2006, the Library added 8 new computers. Individuals of all ages have taken advantage of this expanded public access to computers, increasing the overall usage by almost 87% percent. The online databases; genealogy references, encyclopedias, automotive repair database (including Chilton's manuals) and many others, provide an additional benefit to the community. The Library provides access to these resources which have been selected because they contain reliable, factual information, but may be prohibitively expensive for the individual to purchase; card holders may access them from library computers or their own home computers at no charge.

The implementation of so many new programs in a single year would not have been possible without the dedication and hard work of existing library staff. Even with additional personnel, the many goals accomplished were remarkable. In 2007 the Library will continue to improve and nurture the new programs and services initiated throughout 2006, while planning for a new facility. As in previous years, the Baxter County Library Board remains committed to improving library and information services for the citizens of Baxter County.





# YOUR LIBRARY FOUNDATION

## 2006-2007 Library Foundation



Carol Landrum  
President



Sonny Sharp  
Vice President



Judy Moen  
Secretary



Beth VanderStek  
Treasurer



Deborah Chatman

Throughout 2006 the Library Foundation focused on planning for a new building. The planning process and associated consulting fees were funded with a \$48,000 Planning Grant that was awarded to the Library Foundation by the Donald W. Reynolds Foundation (DWRF) in the fall of 2004.



Julie Wright



Clint Czeschin

In the Needs Assessment conducted in 2005, focus group participants said they wanted a library that was visible, convenient, and accessible. In October, 2005, the Baxter County Library Board used bequested funds to purchase a site meeting those criteria at the corner of Highway 201 and the Sheid-Hopper Bypass. This purchase marked an important milestone and helped position the Foundation to be eligible to apply for a capital grant to fund a new facility to meet the growing needs of Baxter County. It is a requirement of DWRF that organizations submitting a capital grant proposal must possess a suitable site. To reflect the vision and goals of the Library Foundation, the site has been named *Library Hill*.



Katie Risk



Jackie Edmonds

The Library Board, Foundation Trustees, architect, and construction advisor developed a site plan, elevations and concept design in preparation for a new building that would meet the needs of a growing population. Foundation Trustees and Library Board members met with representatives from DWRF in August for a review of their progress and for guidance with next steps in preparation for the DWRF grant submission process.



Roger Pitchford



Steve Johnson



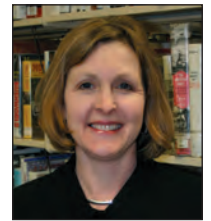
Gwen Khayat



Deborah Knox



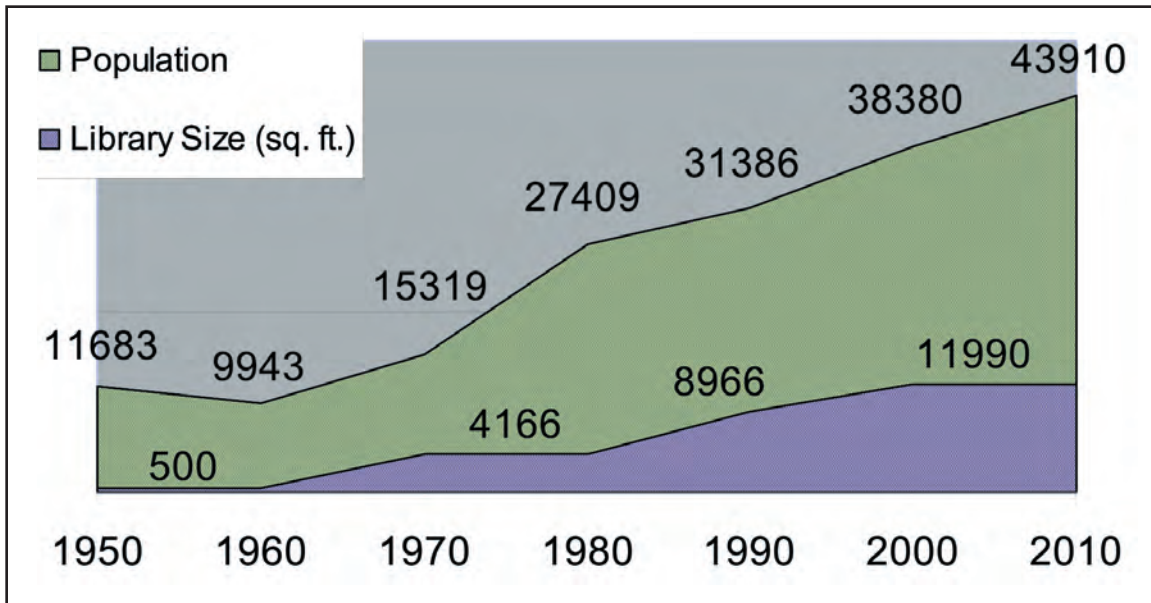
Shonda Litty



Lynn McAlister

The Baxter County Library suffers from a "space deficit"; it has not grown in space to serve its population over the past 10 years. Data compiled over the last decade indicate that in fact, the facility is not keeping pace with the rapidly accelerating growth of Baxter County.

## Growth of Baxter County vs. Growth of the Public Library



In October, 2006, the Foundation learned that the DWRF board of directors had approved an additional planning award to pay architect and construction advisor fees to fine-tune the building design. The additional award will also fund design and consultant fees to assist with operating and program cost projections for the first five years in a new facility.

The Library Board and Foundation Trustees view this as a positive indication of continued interest by DWRF in the Baxter County Library project, and are working as a team to meet the requirements for submitting a capital grant proposal. If this very competitive grant is awarded, DWRF would be the sole funder for the library building, furnishings, and equipment, but requires an endowment for maintenance of the building.





Library Foundation Trustees have always worked behind the scenes to raise funds and generate support for the Baxter County Library through special events, planned giving and bequests, and they continued to do so in 2006. The table below outlines the results of those efforts:

## Foundation Fundraising Efforts

EVENT OR PERSONAL CONTRIBUTION	Date	Revenue
Poker Tournament	February 4, 2006	\$9,225
Virtual Valentine	February 14, 2006	\$3,795
Westphal Bequest	April, 2006	\$45,000
Tennis Tournament	June 24, 2006	\$5,000
Busse Bequest	June, 2006	\$395,000
Anonymous Bequest	August 2006	\$40,000
<b>TOTAL</b>		<b>\$498,020</b>

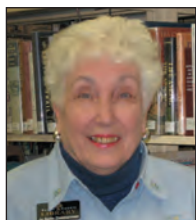
Our volunteers, Deborah Chatman, Clint Czeschin, Jackie Edmonds, Steve Johnson, Gwen Khayat, Deborah Knox, Carol Landrum, Shonda Litty, Lynn McAlister, Judy Moen, Roger Pitchford, Katie Risk, Sonny Sharp, Beth VanderStek and Julie Wright will become increasingly visible in the community as they prepare for a campaign to heighten our community's awareness of the importance of this fundraising opportunity.



The Foundation has a new logo and message that will be the theme for the upcoming efforts to raise the funding required for a new library.

# YOUR FRIENDS

## 2006-2007 Friends of the Library



JoBelle Zimmerman  
President



Phyllis Kelley  
Vice President



Janet Wheeler  
Secretary



Alice Feicht  
Treasurer

Another group of unsung heroes who serve behind the scenes to support the Library in a volunteer capacity is the Friends of the Baxter County Library (FOL). This devoted group works throughout the year to promote literacy and community awareness of the variety of services provided by the Library. They provide educational programs monthly and collect used books that are sold quarterly to raise money for the Library. The FOL book sales have become a community event, and proceeds are used to benefit the Library in many ways including children's services, special programs, staff development, and increased materials.

The Friends of the Baxter County Library raised over \$19,000 in 2006 from quarterly used book sales to fund library activities and special events. With the help of grants from the Arkansas Center for the Arts, the Arkansas Humanities Council, and the Wal-Mart Foundation, the FOL provided several new programs. The table below shows the various ways in which the FOL supplemented operating funds for the Library:

### Contributions from Friends of the Library Fundraising Efforts

PROGRAM OR MATERIALS PROVIDED	Amount of Donations
Desks for the Library	\$2,000
Support for Foundation Coordinator's Salary	\$2,000
Art Mobile	\$1,000
Children's Theatre	\$725
Arts on Tour Traveling Exhibit	\$500
Mountain Home Chamber of Commerce Dues	\$100
BCL Hosting Special Awareness Events	\$1000
Miscellaneous Materials for Computers and Operations	\$2820
<b>TOTAL</b>	<b>\$10,145</b>

In addition to their traditional fundraising and volunteer efforts, the FOL sponsored their first educational field trip in 2006 to help members get better acquainted and to encourage new members to join the group as they learned more about Arkansas history. The event was well attended and helped heighten awareness among community friends with regard to local connections with classic literature.



# YOUR FUTURE

The Baxter County Public Library has a rare opportunity to bring a significant educational, cultural, and economic development asset to Baxter County. As a result of a very thorough, in-depth planning process, the Donald W. Reynolds Foundation has invited the Baxter County Public Library Foundation to submit an application for a Capital Grant in October 2007. Should DWRF decide to award the Capital Grant for the new facility on **Library Hill**, it would fund construction costs, furnishings, and equipment. To be funded a project must demonstrate:

- *An extraordinary potential for a transformational impact on the organization and the community it serves, and*
- *Community support for a new library by funding an endowment to maintain the building.*

The Library Foundation will launch a campaign in 2007 to build an endowment which will demonstrate the required community support and enhance the chance of being awarded this extremely competitive grant. Deborah Knox, Library Board Chair and Foundation Trustee, will lead the campaign to enlist the commitment of friends, family, civic leaders, and citizens to support the growth of this vital community resource through a personal contribution to the Library Foundation.

Momentum is building toward the goal of this campaign. The following list of assets represents a number of gifts that have already demonstrated significant community support for building a new library in Baxter County:

- *1.3 acre gift from the Skeet family representing a value of \$120,000*
- *\$25,000 endowment at Twin Lakes Community Foundation*
- *\$100,000 with the Library Board from bequests preceding the Foundation*
- *\$450,000 from previous bequests to purchase **Library Hill***
- *\$25,800 donations for magazine subscriptions, memorials, honorariums, etc.*
- *\$395,000 from Busse bequest*
- *\$45,000 from Westphal bequest*
- *\$40,000 from anonymous bequest*
- *\$500,000 estimated value of current West Seventh Street building and land owned by the Library as a result of 54 years of community support*



The Library Foundation Trustees, the Library Board and staff, and the Friends of the Library are honored by the invitation to submit a Capital Grant proposal to the Donald W. Reynolds Foundation to fund a new library, and are dedicated to the responsibility of successfully completing the challenge of raising an endowment to qualify for this competitive award.



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