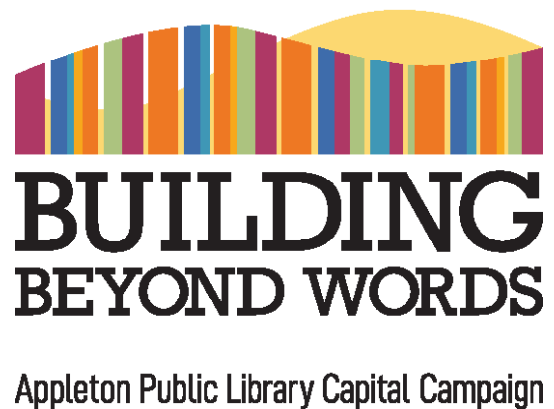




The strength of our library.
The power of our community.





Where potential is transformed into reality



Strong libraries build strong communities by supporting a community's complex needs. By offering free access to a wealth of resources, Appleton Public Library improves, enriches, and transforms lives. It is where residents of all ages nurture their passions, master new skills, connect with each other and find refuge.

Appleton Public Library is a much loved and much used resource. To answer the growing demand for innovative programming and services, the City of Appleton is transforming the current building into a modern and sustainable 21st century library. Friends of Appleton Public Library is launching the *Building Beyond Words* Capital Campaign with a \$12 million dollar goal to leverage private funding with the City's investment to make this vision a reality.

this project

will create an enduring and inclusive civic building by leveraging the City's investment of public funding with additional private philanthropic support. The current plan is a culmination of many years of careful planning and community input and will answer the growing demand for innovative programming and learning opportunities for the region.



Appleton Public Library is the starting point for our future

**COMMUNITY
CENTER &
DOWNTOWN
ANCHOR**

Located in the center of downtown Appleton, Appleton Public Library is the heartbeat of our community, where everyone is welcomed and celebrated. A beautiful, light-filled building will be a cultural and educational beacon and a destination for residents and visitors.

**TECHNOLOGY
& INNOVATION
HUB**

Appleton Public Library will address the digital divide by providing new and emerging technologies for STEM/STEAM skill development, multimedia creation, music production, audio recording, graphic design, and more.

**CENTER FOR
LIFELONG
LEARNING**

From early childhood to inquiring senior citizens, the library provides educational and hands-on resources to encourage literacy, exploration, creativity and knowledge. At the library, everyone can continually seek, learn, explore and create throughout their lifetimes.

**ECONOMIC
ENGINE**

The economy is ever changing and evolving. The Appleton Public Library provides opportunities for job searching, skills development, small business incubation and support for entrepreneurs to fuel the economic future of our community and our people.

A HISTORY OF APPLETON PUBLIC LIBRARY

Appleton is a unique community. We are generous, visionary and driven, continually moving forward and upward. Appleton Public Library's history is reflective of its citizens investing in literacy, learning, empowerment and progress.

1887

Elizabeth Jones starts Appleton's first reading room over Pardee's Store

1897

City of Appleton organizes the community's first public library

1981

The City opens a new 70,000 SF library at 225 N. Oneida St.

1995

The second floor is expanded

2008

Planning studies recommend need for a new or remodeled library





Appleton Public Library is an essential resource in times of crisis

During times of crisis, communities rely on their libraries as an essential resource. For example, through the COVID-19 pandemic our library quickly adapted to provide curbside pickup of materials and online programming. When the Great Recession hit in 2009, Appleton Public Library experienced record visits and checkouts. The library door count topped over 3,300 visits on a summer day during that period.

These recent events illustrate how Appleton Public library is the key to community resilience. It offered connection and diversion during the darkest days of lockdown. And it provided valuable tools and resources to help our community get back on its feet after a severe economic downturn. Appleton Public Library is there for our community when it needs it most.



why now?

The library has been an important part of our educational, social and economic infrastructure for 125 years, continually adjusting and growing to meet the needs of our community. It is time to upgrade and expand our building to meet our current and future needs.

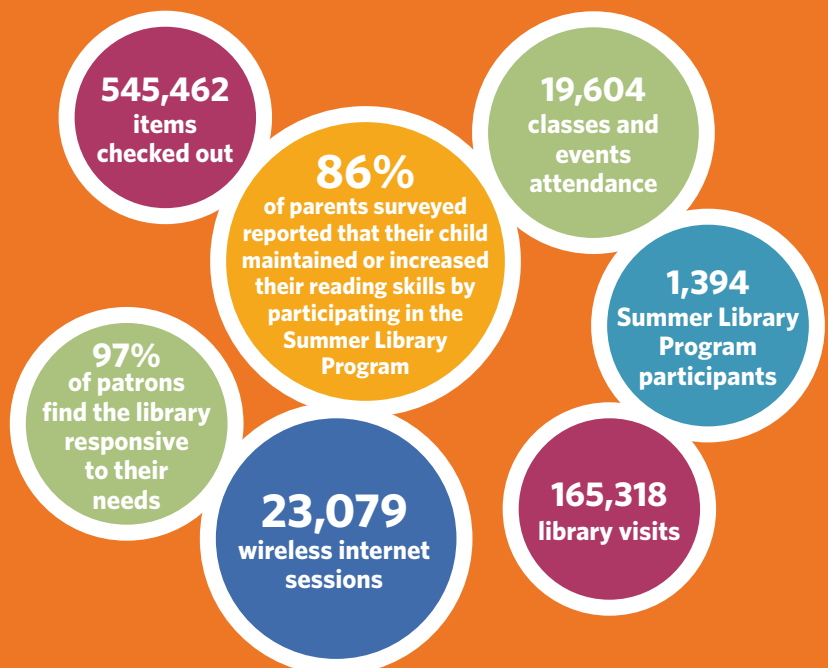
THE EXISTING BUILDING IS DEFICIENT IN THE FOLLOWING WAYS:

- It is outdated and unable to meet the functions required of a larger, more technologically savvy population.
- It doesn't support inviting, flexible and supportive learning environments for children and teens.
- Meeting space is inadequate and insufficient for the growing demand.
- Technology infrastructure no longer supports digital learning and skills development.
- HVAC system, lighting and noise-mitigation systems are inadequate and its back-office operations are inefficient.

The current library building simply does not permit the library staff to serve the Appleton community to its full potential.

In the 40+ years since the current building opened in 1981, Appleton has increased in size from 58,000 to 76,000 in 2020. Population growth for the City is expected to increase by 9.4% by 2040. We need to address the present inadequacies of the building and also plan for future growth.

APPLETON PUBLIC LIBRARY CONTINUES TO SERVE THE COMMUNITY IN INNOVATIVE WAYS FROM A TEMPORARY LOCATION. LIBRARY USAGE IN 2022:





An updated inspiring library:

Reflects our city's identity

Jump starts downtown redevelopment

Elevates early childhood development

Provides opportunities for lifelong learning

Bridges the digital divide

Develops a productive workforce

Provides spaces for creative expression

Connects us as a community



why libraries matter

What we learn and what we create
at the library ripples out into our
community, making it better,
healthier and more cohesive.

Appleton Public Library reflects
and amplifies our community.



LIBRARIES CHANGE LIVES

They advance and inspire people. Libraries touch everyone in sometimes simple but always powerful ways:

- Children learn through play and develop literacy skills
- Teens find a safe place to express themselves
- Parents support one another
- Seniors connect with other generations and pursue new passions
- Business owners network and share information
- Civic leaders meet to solve problems
- Job seekers create resumes and search for employment
- All of us come together to enjoy music, art or cultural presentations

LIBRARIES ARE COMMUNITY CENTERS

Now more than ever, we need a place that nurtures a sense of belonging. Appleton Public Library builds consensus among differences by facilitating the exchange of ideas and recognition of all voices. It is a place where community building connections happen all the time.





Appleton Public Library as a community catalyst

The vision for the College Avenue North neighborhood redevelopment plan includes Appleton Public Library as an anchor. This library development project becomes the nucleus to redefine this neighborhood. By investing in the library at its current location, the City puts a stake in the ground, with a new vision for this area as a cultural, economic and residential center.

The plan to re-use the current building is the most responsible and sustainable way to utilize our community resources and keep the library in the heart of the city. This plan sets an example of good stewardship and responsible development.

The City of Appleton has engaged the award-winning architectural firm Skidmore, Owings & Merrill (SOM)

to design the library renovation. SOM is recognized as a leader in library design; highly skilled in building re-use, equity and inclusion, sustainability, technology, operational efficiency, and other key factors necessary for a successful public library project.

The library design provides 90,150 square feet of beautiful, transformational space – adding 4,150 square feet filled with natural light and sustainable systems and materials.





“The new library is an investment in our community’s future. It will create a welcoming space where all of us come together, to interactively and collaboratively experience intellectual, emotional and social growth. It is where we nurture and grow future-ready citizens who build economically and culturally thriving communities of the 21st century and beyond.”

— B. SRIDHAR, Friends Board member and library patron

notable spaces

THE COMMONS

- Functions as town square
- Staircase connects to upper level
- Welcoming entrance, open and light-filled

COMMUNITY MEETING ROOM

- For public meetings, film series, concerts, lectures, etc.
- Can host up to 315 people and after-hours access
- 3,100 sq. ft. multi-use space can be divided into 1-3 rooms
- Soaring windows bring in nature and extend the library outward

LEARNING STAIRS

- Ideal spot for school field trips, impromptu meetings and scheduled performances
- Serves as physical transition space to the children's department where everything is designed to inspire wonder and curiosity
- Light-filled and prominent space to engage patrons entering building

FLEXBOX

- Demonstration and hands-on learning space
- Access to new kinds of technology typically not available for free
- Fosters new ideas, hobbies and passions – and offers opportunities to share them

CO-WORKING SPACE

- Hub for employment and business development, entrepreneurship
- Support small businesses, entrepreneurs and start-ups
- Host networking events and computer support

THE BLUFF

- Placed strategically under the main skylight in the Children's Area, this light-filled space will invite families to spend extended time at the library
- Features a climbing hill that invites exploration and play for children of all ages
- Host a variety of activities throughout the day

THE COMMONS



FLEXBOX



COMMUNITY MEETING ROOM



CO-WORKING SPACE



LEARNING STAIRS



THE BLUFF





A public-private partnership to leverage the community's resources

Appleton has a history of launching successful public-private partnerships to provide valuable resources for our community. This project presents the next opportunity for historic investment in the community's future.

The cost for this building project is currently estimated at \$40.4 million. The City of Appleton has committed \$26.4 million for project costs spread across three years, with an additional \$2 million from the Federal American Rescue Plan Act.

The *Building Beyond Words* Campaign goal is to provide \$12 million to ensure this library has the needed features and enhancements to serve and advance the community.



"This process is to be commended for its inclusiveness of community input, and city and library staff expertise, while partnering with a world class architectural firm. The result is a library building that will be the focal point of downtown Appleton and a destination that embraces lifelong learning and welcomes people of all ages." — **NANCY SCHEUERMAN, Library Board of Trustees President**

the budget

FUNDING AVAILABLE

City of Appleton	\$26,400,000
ARPA Funding	\$2,000,000
Private Donations	\$12,000,000
TOTAL FUNDING:	\$40,400,000

PROJECT COSTS

Construction Costs	\$32,756,546
Professional Fees	\$3,817,289
Furniture, Fixtures, Equipment	\$2,500,000
Temporary Library Buildout	\$552,000
Client Appointed Consultants	\$406,665
Utilities & Administrative Costs	\$367,500
TOTAL COSTS:	\$40,400,000

These budget numbers are conceptual (pre-bid) and may change due to market fluctuations, supply chain delays and rising transportation costs.





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Join the *Building Beyond Words* Campaign

APL's vision statement resonates with this campaign: Where potential is transformed into reality. *Building Beyond Words* presents our community with a once-in-a-lifetime opportunity to reimage Appleton Public Library, making it an impressive centerpiece for our downtown neighborhood, a beacon of hope and inspiration for our community and a gathering space to learn, create and share knowledge.

This library – our library – is the place where we grow together, where we lift each other up, foster the empowering gift of reading, embrace new digital literacies, activate what we learn and share it with others.

Appleton Public Library moves our community forward and upward. Imagine how far we can go . . .

All donations to the *Building Beyond Words* Campaign are fully tax deductible. You can pledge your gift and fulfill it over a period of up to five years. The campaign can accept cash as well as appreciated stocks, securities, bonds or other personal assets. Many of these kinds of gifts hold specific capital gains tax advantages and deductibility.

Join us to support the *Building Beyond Words* Campaign. Because being and learning together at the library makes us stronger.



"We embarked on this ambitious project at what might have seemed an inopportune time — at the height of a global pandemic amid great uncertainty about many aspects of life and society. We have done so boldly and confidently because we know that such moments are exactly the time when strong, vibrant, effective libraries are most needed by their communities. We are aiming not just for adequacy, but for excellence in what the Appleton Public Library can do for our community."

— JAKE WOODFORD, Mayor, City of Appleton

For more information contact:



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