

2012

CARSON CITY

Knowledge + Discovery Center



Legacy Gifts

Carson City
Library Foundation
launches \$21m
capital campaign

**Nevada's
First Ladies**
Voice support for the KDC

**Business
Tools**

21st century tools for
21st century work

LETTER FROM THE LIBRARY DIRECTOR AND THE TRUSTEE CHAIR

The Carson City Library has been a place of lifelong learning for the Capital City for more than 50 years. Currently, our beloved and original Roop Street location serves nearly 1,000 patrons daily.

In 2010, we counted library attendance at 276,316 individuals, with 45,273 reference transactions completed. We also offered the community more than 400 free programs, 229 for children and 48 for young adults.

The library's 2009-2013 Strategic Plan is the codified catalyst for us to sharpen our strengths and guide us to our goal of providing free and equal access to information, technology and resources for our patrons' lifelong learning and entertainment. This Strategic Plan directs us to continue to grow the library as a central gathering place for Carson City through consistent investment in collection development, professional development, creative programs (often made possible through innovative partnerships), and an ambitious plan to bring a new library downtown.

To achieve these goals, the library will continue to depend on our three primary resources — support from the Library Board of Trustees, support from Carson City's Board of Supervisors, and support from the private sector through the Carson City Library Foundation and Friends of the Carson City Library.

Carson City has been greatly impacted by the downturn in the economy, especially as jobs in the public sector have been eliminated. Unemployment remains at historic levels. Last year \$100,000 of seed money was awarded to the Carson City Library as an "innovation grant" from the federal Library Services and Technology Act (LSTA). With that seed money providing rent, materials and staffing, we opened a business branch of the library, the Business Resource Innovation Center (BRIC).

This specialized branch of the public library provides a one-stop shop for business development, licensing and obtaining permits. In this 8,000-square-foot BRIC, resources and programs are seamlessly integrated and delivered to clients, along with regulatory handholding by experts.

Sincerely,



Sandy Foley, Chairwoman, Library Board of Trustees,
Carson City Library

Currently, there is guaranteed funding through 2013, and very likely, support beyond that date. The LSTA support of \$100,000 leveraged another \$250,000 in yearly operating support through the 2009 American Recovery and Reinvestment Act's Broadband grant allocations. Within one short year, BRIC is already recognized as an essential public resource.

The Carson City Knowledge + Discovery Center (KDC) will offer superior telecommunications, computing, software and digital media resources to our public. This, combined with cutting-edge business information services, will provide even deeper support to entrepreneurs and start-up companies.

Strategic partnerships are among the best ways we can add meaningful value to our community and help respond to the pressing needs of its residents. A unique set of partners work toward accomplishing goals, and with that, existing jobs are saved and new jobs are added. Our current KDC partners include: the library, the University of Nevada, Reno's Small Business Development Center, the Northern Nevada Development Authority, and Carson City's business licensing, permitting, engineering and community development departments.

We want to draw investment and people to our area and encourage networking and collaboration to build a digital and creative cluster. Focused partnerships that will take advantage of the KDC's state-of-the-art technology are important elements to support formal education initiatives in the areas of science, technology, engineering, arts and mathematics (STEAM).

The Knowledge + Discovery Center project is one of the most ambitious projects in the history of Carson City. It is destined to become a landmark — the physical, cultural and social heart of the Silver State.

Library administration and community stakeholders are eager to embrace this opportunity to secure private funding for what promises to be a nationally recognized model of private and public collaboration, fusing the needs of business, education and the arts.

This project belongs to every Nevadan. Placed in its capital city, Nevada will be proud of this permanent legacy to knowledge, discovery, innovation and entrepreneurialism.


Sara Jones
Sara Jones, Director
Carson City Library





Namesake: A front view of the lead naming opportunity.

Carson City KDC is produced by the Carson City Library Foundation. Correspondence may be sent to 108 E. Proctor St., Carson City, Nevada 89701 or to info@carsoncitykdc.org. Every effort has been made to avoid errors, misspellings and omissions. If a mistake has been made, please accept our apologies and contact us. No part of this publication may be used without written permission of the Carson City Library Foundation.

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ABOUT THE COVER



A Learning Center: The schematic design by H+K Architects of Reno, Nevada draws inspiration from Carson City's railroad roots. Lead designer and principal Jeff Klippenstein, AIA, says, "The Knowledge + Discovery Center design is hard working and aspirational."

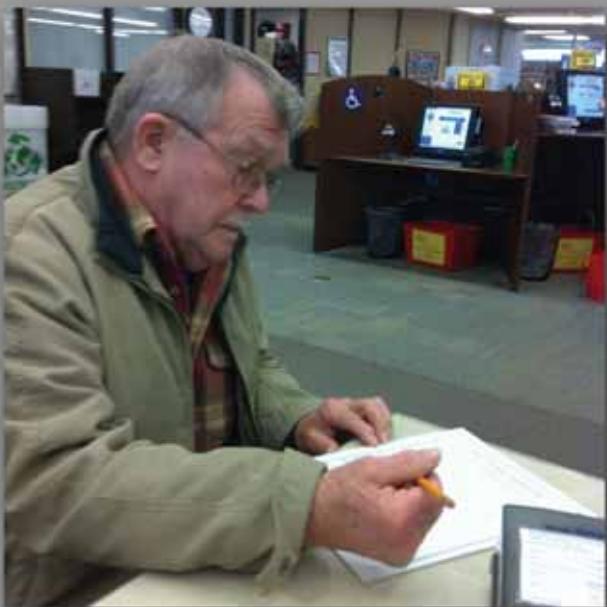


www.carsoncitykdc.org

A legacy of lifelong learning



Nosey: Children's "Love on a Leash" storytime features therapy dogs who dutifully listen to young readers.



A first: At age 75, Lionel Douglass signs up for a new library card.



The first real home: Carson City Library at 900 E. Roop St.

THE NEED TO EXPAND

SINCE 1971 THE PRESENT LIBRARY HAS SERVED the needs of Carson City's residents from a 21,500-square-foot facility at 900 Roop Street, thanks to the generous philanthropy of the Max C. Fleischmann Foundation.

Over the years, library staff has done an admirable job of coping with the rapidly changing needs of users: updating collections, adding shelving, providing space for teens and teen programs, and keeping up with rapid advances in technology including public computing and Wi-Fi access, as well as tools essential to digital media content production.

Furthermore, the Carson City Public Library was the second public library in Nevada to implement radio frequency identification (RFID) of materials. This modern, state-of-the-art automation system has added six service hours a week without additional staff. Use statistics from 2010 are impressive: over 450,000 items were checked out and nearly 300,000 individual visits were counted. The age and size of the facility, however, have continued to limit all aspects of public service and programming.

In March 2009, a comprehensive space-needs assessment was conducted by a professional firm, and the results underscored the urgent need for a new 65,000-square-foot library in Carson City to replace the existing facility. Of special note were the following recommendations:

- Shelving to accommodate a collection of 183,000 books and media items.
- Seating capacity of 300 seats, distributed among the public spaces for children and families, teens and adults.
- Adding 105 public computers, including Internet workstations, online catalogs, word processing computers and a computer lab for online training classes.
- Wi-Fi access and laptop computer plug-in access throughout.
- Meeting rooms with modern audiovisual equipment.
- A children's program room with floor seating that accommodates 40 children and parents.
- An attractive, appropriately-sized book store and café.
- A minimum of 150 parking spaces for library visitors, in line with the City's parking standard for this building type.

Input from community-wide surveys, focus groups and suggestions recognize a new library facility in downtown would become an indispensable part of the fabric of community life. In November 2009, the Mae B. Adams Trust opened the door for turning what was formerly a dream for a new library, into an attainable reality. (See *About the Gift of Land*, page 7.)

WHERE LIFE TAKES PLACE

A CHILD SITTING IN THE STORYTIME CIRCLE. A spirited group discussion. A businessman researching new markets. Journeys of knowledge and discovery happen every day at the public library. Imagine downtown Carson City with a learning and knowledge center. Imagine children and families gathering day and night in one central place to learn, to socialize, to enjoy life, and more.

Nationwide, newer libraries are offering spaces and services that are transforming communities. In comparable cities such as Durango, Colo.; Bozeman, Mont.; and Cheyenne, Wyo., public libraries buzz with constant activity. In fact, new public libraries are seen by many urban planners as true economic catalysts.

Wayne Servile, editor of the Planning Commissioner's Journal says, "When libraries are located downtown there's also a special synergy at work. Libraries generate increased business for local merchants while those shopping or working downtown visit the library as part of their day. Libraries and community? They're really inseparable."

The role of new libraries is wedded to the changing economic landscape, both locally and globally. The shift of the last two decades to a global information economy demands different, non-routine, interactive and analytic skills, and lifetime learning for the 21st century workforce. Libraries offer rich and authentic content, and provide immediate accessibility to the latest knowledge. Library staff foster lifelong learning, as well as help people build and maintain marketable skills. To that end, libraries and the people they serve are becoming more purposeful and intentional in addressing learning needs of the new economy.

Technology and media literacy skills, communications skills, cross-disciplinary thinking skills, health literacy skills, financial and business skills and more, can be acquired in the library setting as part of self-directed lifelong learning. Of course, libraries will never replace institutions of formal learning, but the reality is that people today, youth as well as adults, spend much of their lives learning outside the walls of formal classrooms. In modern libraries, teenagers as well as adults can participate in programs that enhance formal education and better prepare them for the workforce.

Right now, Nevada's capital has the opportunity to join forward-looking communities throughout the nation in building a state-of-the-art public toolbox for every citizen, the Carson City Knowledge + Discovery Center.



Footloose: Storytime at Carson City Library



It takes a meeting: Virtual and in-person meeting in progress.



Hot spot: Downtown Carson City's Arlington Square Ice Rink will be shifted to the KDC Plaza.



Job seekers: Information available at the public library.

DESIGNING A LEARNING ENVIRONMENT

COMMUNITY, LIFESTYLE, CITIZENSHIP, RESPONSIBILITY

THE CARSON CITY KNOWLEDGE + DISCOVERY CENTER is designed as a 65,000-square-foot building that comes close to tripling the space of the current library. This added square footage would provide the most needed element, room ... room for more materials, room for all ages of children, room for computers and other embedded and seamless cutting-edge technology tools, and room to serve the business community with specialized resources and meeting places. The building will be fronted with a dynamic **year-round, interactive plaza** aimed at making the City's historic downtown a destination. Sidewalk treatments, way-finding signage, lighting, landscaping and activity will be a focal point for locals, visitors and businesses alike.

Expanded meeting space for 21st century needs is central to reinvigoration of the Capital City, so the Knowledge + Discovery Center will have ample spaces to accommodate in-person and online meetings as well as distance learning. In addition, the KDC will be open significantly more hours than typical government work schedules, making it accessible to everyone.

A **digital media lab** aims at supporting all learners seeking 21st century careers and opportunities. Patrons will have the tools to become makers and creators of digital content.

Library-based youth programs can play a critical role in job preparation. Integrated into the design of the teen center are spaces and tools for digital projects, **collaborative study rooms** and a homework completion area to meet important learning objectives.

Key to improving services for young children is the creation of a separate **storytelling room** in the children's center. This room will be designed specifically for that activity and will adjoin an exterior children's garden, adding to expanded seasonal programming for children. Additionally, a discovery and **exploratorium** area will encourage family play and inspire individual creativity and wonder.

The **grand lobby** entrance off the plaza will welcome all users with its soaring space, impressive staircase and **virtual aquarium**. Additional warm, inviting areas for public gatherings are woven into the design of the entire building to include ample sites for art exhibits and events. With plenty of nearby parking available, the Library's **180-seat auditorium** will also be easily accessible. The auditorium joins a **roof garden** with spectacular views, making this area a prime place for public events.



Children's storytelling room and garden



Southwest view of rooftop garden, fronting Nevada history room



Ground level retail and 395-space parking garage



Wintertime plaza view and ice skating



Southeast summertime plaza view

SUSTAINABILITY

THE BUILDING'S TECHNOLOGY INFRASTRUCTURE is designed to be flexible and function as an information portal to the universe of knowledge beyond its walls. Furnishings and fixtures will be configurable and sustainable. Heating, cooling, water systems and lighting will follow current resource-saving guidelines.

The design is both green and smart, with an awareness of energy use and long-term sustainability. With the latest service concepts in mind, architects have put a forward-thinking spin on the relationship between form and function. Leadership in Energy and Environmental Design (LEED) Certification guidelines will drive many of the design decisions.

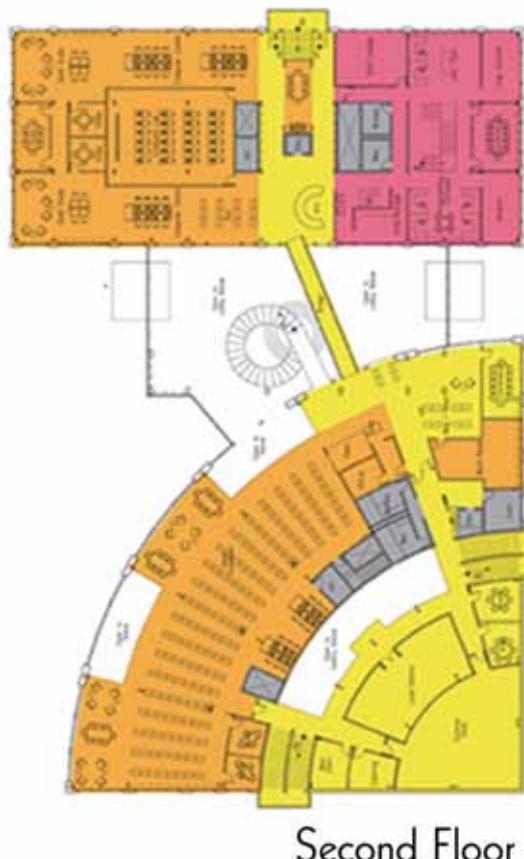
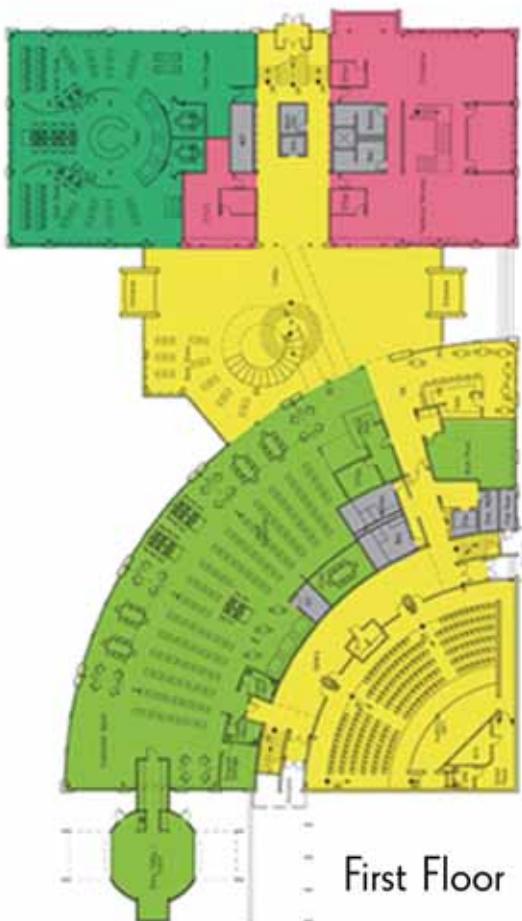
The **plaza** will provide educational and recreation services to the community and will be a convening space designed to foster social interaction and learning. Various arts and cultural programs as well as farmers' markets are planned for the space. The plaza will be alive year-round featuring an **outdoor amphitheater** for concerts and programs in milder months, and a **wintertime ice rink**. **Tivoli lighting** will illuminate evenings and a gather-round fire place will provide delightful ambiance.

SPECIAL LIBRARY FEATURES

- Nevada history room, and one original stone arch from the V&T Railroad Roundhouse
- 180-seat auditorium, with rooftop garden
- 2,000+ square-foot teen center
- 7,035-square-foot children's library
- 105 computer work stations
- Business Resource Innovation Center (BRIC)
- Digital media tools and training
- Collaborative learning, study and meeting rooms
- Expanded database collections
- Science Technology Engineering Mathematics (STEM)-focused enrichment programs
- Digital arts connected to the performing arts
- Games-based learning pods
- 300 seats throughout
- Friends' bookstore
- Library coffee bar

SPECIAL PROJECT FEATURES

- Year-round interactive plaza, featuring summertime children's fountain and wintertime ice skating
- Project sidewalk treatments, way-finding signage, lighting, landscaping
- 395-space parking garage, with 245 additional surface spaces for a total of 640 parking spaces
- 11,000-square-feet of ground-level retail
- Certified LEED construction



DESIGNING A TOOLBOX FOR BUSINESS

ESSENTIAL TO ENTREPRENEURS

THE KNOWLEDGE + DISCOVERY CENTER (KDC) will continue a commitment to the future of Carson City by investing in resources that support and **grow business**. In late 2011, the Carson City Library opened its 8,000-square-foot business branch, the **Business Resource and Innovation Center (BRIC)**. This specialized business branch of the public library marries permitting, licensing and business development into a one-stop shop where business-focused resources and programs are seamlessly integrated. Plus, regulatory handholding helps business succeed. Unlike many fee-based business assistance programs, to access BRIC services, clients need only walk in the door for:

- Professional development programs
- Strategic, data-driven information
- Financing referrals
- Marketing and public relations support
- Mentoring matches
- Turnkey meeting space
- Links to business, education and government

The project represents 21st century thinking regarding urban development.

— Mayor's Council on City Design,
March 10, 2010

In 10,000 square feet within the KDC, the BRIC will be relocated, building on this strong foundation to deliver more: cutting edge market analysis and competitor intelligence gleaned with sophisticated research tools; patent and trademark research services; access to intellectual property through relationships with national and federal laboratories. All these combined factors will facilitate **technology transfer and commercialization of intellectual property**. With BRIC, we can potentially grow the local economy and help attract high paying primary jobs from industries not currently in the region.

PROUD MEMBERSHIPS & AFFILIATIONS:

Association of University Research Parks



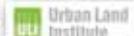
American Library Association



Nevada Library Association



Urban Land Institute

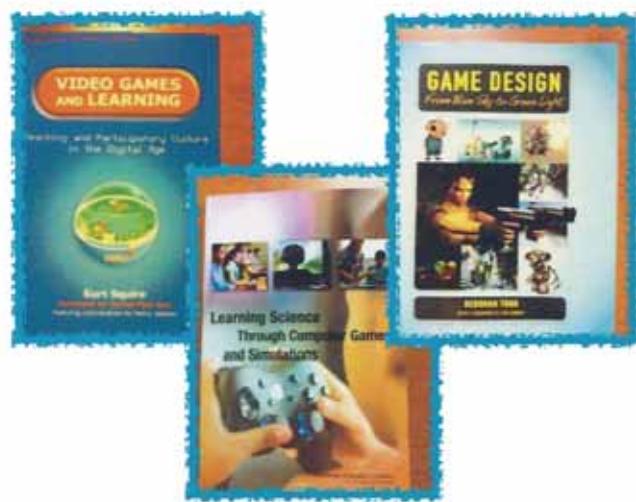


The Knowledge + Discovery Center project is purposefully master-planned to be a high-tech learning community of strategic partners located both within the project area and throughout the community. With stunning mountain views, fiber optic communications, and a full-time team of information professionals the project provides an excellent blend of high technology with quality-of-life features and amenities.

Carson City has tremendous potential and an engaged citizenry, this will take everyone working together.

— William Hudnut, Senior Fellow
Urban Land Institute (ULI) Fall Meeting —
Las Vegas, NV 2007

The multimillion-dollar public investment will allow broad collaboration with formal education partners including the region's K-16 institutions, both public and private, as well as strategic partnerships with business start-ups, mature companies, laboratories and research universities worldwide. Program implementation partners include; the Carson City Library, the Mae B. Adams Trust, the Hop and Mae Adams Foundation, the Northern Nevada Development Authority, the University of Nevada Reno Small Business Development Center and the Capital City Arts Initiative.



Games demonstrate the art of scaffolding and consistent feedback within a system that plays by rules. Gaming communities are communities of knowledge. At the KDC technology driven business opportunity linked with education will develop marketable skills.

ABOUT THE GIFT OF LAND

One of the primary missions of the Mae B. Adams Trust and the Hop and Mae Adams Foundation is to support the youth of Carson City through educational opportunities that can potentially lead to jobs. They are also committed to combating community deterioration and juvenile delinquency in Carson City. Through the creation of a library as a center of learning, business incubation and entrepreneurial training, the Knowledge + Discovery Center project promotes their charitable purposes.

Carson City will become a center for working, living, learning, recreation and civic engagement that will benefit the youth and the entire community.

"Mae wanted these gifts to be used to help the community help itself."

— Steve Neighbors, Trustee, Mae B. Adams Trust

Access to the site is from all four directions including Carson Street (Main Street) and Stewart Street. Both are primary north/south corridors.



The Trust's mission guided its proposal to facilitate the construction of a new library. With this mission in mind, the Trust determined that a new Knowledge + Discovery Center in the heart of downtown would be pivotal to strengthening the skills of teenagers, and could be the anchor of a project aimed to provide an economic boost to the entire community. Three acres of surface parking lots were pledged by the Mae B. Adams Trust and the Hop and Mae Adams Foundation for the Knowledge + Discovery Center, a public plaza and a parking garage.



Hop & Mae Adams Foundation



Mae B. Adams Trust

DR. MILTON CHEN ON LEARNING IMPERATIVES

EDUCATION CONSULTANT AND AUTHOR, MILTON CHEN, PHD, is helping guide the Carson City Library toward more focused partnerships with K-16 students and educators. Over the last year, Dr. Chen has made several visits to Carson City for both formal and informal speaking engagements. He has also participated in many small group and individual meetings with Carson City's education leaders and professionals. Dr. Chen's involvement will be ongoing with the development of the Knowledge + Discovery Center.



Dr. Chen informally visiting with CHS faculty during an early fall BBQ.



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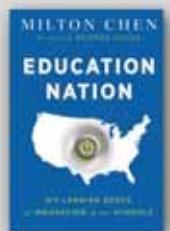


Dr. Chen informally visiting with CHS faculty during an early fall BBQ.

"Imagine an 'Education Nation,' a learning society where the education of children and adults is the highest national priority, on par with a strong economy, high employment, and national security. Where resources from public and private sources fund a 'ladder of learning' for learners of all ages, from pre-K through 'gray.'

Where learners take courses through the formal institutions of high quality schools and universities and also take advantage of informal experiences offered through museums, libraries, churches, youth groups, and parks as well as via the media."

- from the introduction of
Education Nation: Six
Leading Edges of Innovation
in our Schools



Carson High School faculty listen to Education Nation's Dr. Milton Chen at the open of the school year, in preparation for the school's 2011-2012 accreditation review.

LIBRARY BUDGET

THE CARSON CITY LIBRARY has been historically funded at sufficient levels to operate the planned new facility, the Knowledge + Discovery Center, using general fund appropriations of approximately 2.5 to 3 percent of the City budget.

A new facility can be operated with current levels of funding if the following occurs:

- Build an efficient, modern building
- Fully utilize technology including budgeting for maintenance and ongoing technology expenses
- Reallocate and more effectively use human resource funding
- Use enterprise and profit centers wherever possible

These conclusions are reached from a thorough needs assessment and planning process. The library conducted extensive surveys, stakeholder meetings, focus groups, subject expert interviews and has had substantial input from the community.

The Carson City Library has traditionally been supported from general fund revenues since its inception in 1969. For the past decade, 2000-2010, budget support has consistently been between 2.5 to 3 percent of the Carson City general fund budget.

Below are six years of recent library fiscal year (FY) budgets:

FY 2007	\$1,555,079
FY 2008	\$1,704,267
FY 2009	\$1,577,293
FY 2010	\$1,590,255
FY 2011	\$1,446,300
FY 2012	\$1,542,203

The library is included in the cultural and recreational component of the Carson City budget. The total for all these functions has fluctuated between 10 to 11 percent.

In addition to the library budget, the funding for maintenance of the building and grounds is included in the parks and facilities budgets, although one full-time equivalent (FTE) position is currently in the library's budget for some on-site custodial and maintenance work. The City's budget also provides partial support for some components of Information Technology, primarily staff computers. Finance, human resources (HR), legal and administrative support is also covered through internal service departments.

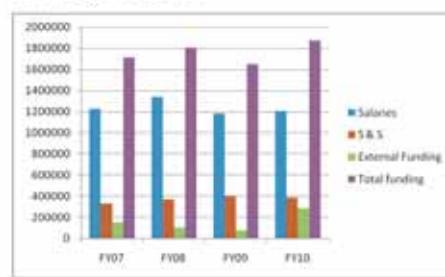
To supplement City general fund support, the library seeks public and private grants, gifts, and donations, and regularly holds fundraisers to help support its programs and services. In general, the budget breakdown is 85 to 90 percent city funding and 10 to 15 percent external support.

For the past three years, there have been substantial efforts to increase exterior funding sources to expand services and fund a new library for the community.

The current Library Director, Sara Jones, has 25 years experience as a professional librarian. She was the Nevada State Library and Archives administrator from 2001-2007, managing a \$9 million budget, 55 FTE's, a 133,000-square-foot facility, and a satellite location in Las Vegas. She holds a master's degree in library science from Syracuse University and is completing her PhD in Library and Information Science. As adjunct faculty at two library schools, the University of North Texas and San José State University, she teaches Public Library Management and Financial Resource Management.

BUDGET/FINANCIAL RESOURCES

This graph from FY 07-10 illustrates human resources consume most of the funding resources:



It's eating the book: Automated Materials Handler



Retail therapy: A day in the Friends Bookstore



Just beat it: Fun time on the story circle

Currently the library has 14 full-time positions and 6 hourly positions. In addition, \$35,000 is in the services and supplies budget in the professional services category to provide the substitute and specialty professional services the library lacks in its current personnel (approximately three FTE's). These workers are temporary and paid through a temporary personnel services agency. This has been a very effective way to manage reduced human resources and still provide quality service levels.

The library is moving toward outsourcing functions that can be accomplished more efficiently from vendors and is implementing a variety of self-service technologies.

PLANNED FACILITY

The space planning consultant for the new facility not only assessed the current library, but also the space needs for a library to serve Carson City and the region for the next 30 years. The new library planned as part of the proposed Knowledge + Discovery Center (KDC) project is described below:

The KDC will serve as a central community gathering place, offering a gateway to knowledge and avenues of discovery including information, research, technology, learning, entertainment and civic engagement. A central mission of the KDC is to reinvigorate a commitment to the future of Carson City by investing in resources that support and grow business in the region while stimulating a sense of pride in this historic capital city that serves all of Nevada.

The planned facility will be 65,000 square feet and will include a digital media lab that supports the computer labs, small meeting rooms, green rooms and the auditorium.

No additional full time staff is needed to run the new library, but realigning the staff from a 20th century library to a state-of-the art 21st century library will be necessary.

New facility staffing needs:

Position Description	New facility	FY 2011 budget
Library Director	1	1
Library Deputy Director	1	1
Adult Services Librarian	1	1
Youth Services Librarian	2	1
Technical/Administrative Services Manager	1	1
Community Relations Coordinator	1	1
Circulation Supervisor	1	1
Technology Manager	1	0
Library Assistants/other	3	6
Hourly positions- clerical, circulation, youth,	6	4
Professional services/contractual		
Technology/Librarian/other	2.0	2.0
Security	1.5	0
Custodial	1.0	1.0
Total amount of FTE	23.5	20

Reducing HR costs can be accomplished with less dependence on full-time positions with retirement and health benefits from 19 in 2007, to 13 in 2013. There will be an increase in part-time positions that provide support from the most skilled levels (professional librarian, security and technology) to rudimentary non-skilled needs (shelving, custodial, shipping).

The current budget amount of 2.5 to 3 percent of the general fund, \$1.5 to 1.8 million, will support the above staffing needs. Some of these changes will need to take place over the next three years through employee attrition, and as we continue to move toward outsourcing and increasing both internal and external dependence on technology.

USE OF SELF-SERVICE TECHNOLOGY TO REDUCE HUMAN RESOURCES

The new library is planned to take full advantage of self service and materials handling using new technology. In 2010, the library implemented radio-frequency identification (RFID) technology. By utilizing this new technology, all aspects of circulation and inventory are far more efficient. The current library is now 100 percent self-serve check out. This self-service model enables library staff to be more available to provide direct service to the public. Implementation of RFID resulted in restoring hours of service in September 2010, despite the loss of two FTEs from City budget cuts. The library implemented Automated Materials Handling in 2011, which is providing further efficiencies.

SECURITY

The new building is planned for security cameras in multiple locations to let one security-trained staffer view all aspects of the library simultaneously. This way, staff members do not have to cover every area of the library with their physical presence, but can cover the areas that require public service. Using technology to solve this problem is not only more effective but will make people safer when they use the facility.



SERVICES AND SUPPLIES BUDGET ADJUSTMENTS

The current services and supplies budget needs line-item adjustments from budgeted amounts in the salary and benefits line items. This can occur over the next three years through employee attrition. This will allow for increase in staffing using professional and temporary services with NO increase in overall budget needs. It also ensures that the technology making us more efficient stays current.

ENERGY COSTS

The current cost of energy will be used as a design principle to ensure the new library is designed for energy efficiency through the LEED process. The current level or cost of support for energy can be adequate for a larger new library, given the efficiency of a new LEED facility.

RECENT DOCUMENTED EXAMPLES OF NEW LIBRARIES BUILT WITH SIMILAR SUSTAINABLE PRACTICES:

- **Durango, Colo. 2008** A 40,000-square-foot library was built for \$12 million. The new library is three times the

size of the previous library. It is ready for growth in population, yet was planned with no additional library service staff. Automated materials handling and RFID were fully implemented to accomplish this. The goal was also to minimize the size and need for service desks.

- **Darien, Conn. 2009** The 54,000-square-foot LEED certified, three-story building is double the size of its predecessor but designed to use same amount of energy and the same staffing levels of the previous library. The "Main Street" entrance area on the ground floor allows patrons to find their holds, return and check out materials on their own, browse new fiction, or just hang out in the café. Green features include geothermal heating and cooling.

- **Dallas, Tx. Lochwood Branch 2010** This library is organized to allow for maximum future flexibility and minimal oversight. From the building entry, library visitors are adjacent to the single service point, which is located to allow efficient use of staff to operate the building and services. The open floor plan enhances staff efficiency.

NEW OPPORTUNITIES

The Digital Media Lab of KDC opens new entrepreneurial opportunities for anyone wanting to do business in our state. Through the operation of this facility, the library hopes to have five to ten high school and/or college students as interns to work primarily in the area of technology.

This would facilitate an expansion of library hours to include staying open into the evenings, as well as adding Sunday hours. These additional positions are not required to operate the library, but would expand and enhance services to benefit the community.

Finally, all opportunities for increasing profit centers will be explored, including an expanded Friends of the Library store, a café, other retail, and full rental recovery on the auditorium and rooftop garden. Our goal is to be thoughtful and creative in exploring solutions and sustainable practices that other libraries across the nation will choose to model and emulate.

NEVADA'S MODEL MOVING FORWARD

Imagine the Knowledge + Discovery Center as a 21st century toolbox, providing access for all ages and all walks of life to learn, gain knowledge, answer questions, discover new ways to communicate, to share and collaborate, and to make Nevada's capital stronger.

Carson City recognizes the facility's importance to its future and will contribute public funding of approximately \$24 million.

The Mae B. Adams Trust and the Hop and Mae Adams Foundation will provide the land, a gift of financial feasibility and location. It remains for all who believe in the vitality of Carson City and indeed the State of Nevada to raise the additional \$21.5 million in private funds necessary to complete the building and plaza.

Onward!



Mills Park in the evening



The Mountain St. home of our First Family



Historic Brewery Arts Center



The pride of the Silver State

By THE NUMBERS

COSTS	
Project	\$45,092,300.00
Land	\$4,500,000.00
	\$49,592,300.00
REVENUE	
Land (donated)	\$4.5 million equity value
City Resources	\$12 million landfill revenue funds
	\$11.3 million redevelopment funds
	\$500 thousand city utilities / public works (one-time)
TOTAL	
	\$28,300.000 million
GAP	
	\$21,292,300 million



PROJECT SUMMARY

- Site Size: approximately 6 acres
- Current Use: primary surface parking
- Location: downtown Carson City, Nevada
- Existing Improvements: parking lot, one commercial building, one restaurant
- Access: via Carson St., Stewart St., Musser St. & Robinson St.
- Utilities: all available to edge of site
- Planned Public Investments:
 - 65,000-square-foot central library with high tech digital media lab
 - 395-space public parking garage
 - public plaza
 - public works infrastructure



Today: nearly 6 acres of underused surface parking in the center heart of downtown

Let's get to work.

Great jobs build great communities.



For more information:

www.carsoncitykdc.org



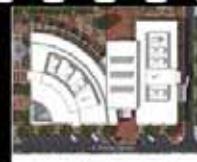
Authentic, charming
Capital city



5 minutes to bike, hike
or run the Eagle Valley



Carson City is 20
minutes to toes in Tahoe



Site footprint &
adjacent parking



Southwest view of
rooftop garden,
fronting Nevada history room



Children's storytelling
room & garden

Welcome to the Capital Campaign for the Carson City Knowledge + Discovery Center. In these pages you will learn about the extraordinary giving opportunities currently available that reflect Nevada's capital city and our aspirations to create a learning community for our citizens, and indeed, representatively, for every Nevadan. Your meaningful investment in this campaign will serve as a valuable way of giving back to the Silver State. As an influential catalyst your gift will spur our citizens, especially our young people, to a higher degree of national and global competitiveness.

Please, if you have any questions or wish to become involved, we encourage you to contact Tammy Westergard, Development Director for the Carson City Library. On behalf of the entire Carson City Library community, and especially the Carson City Library Foundation, we thank you for your loyalty to the state of Nevada and its citizens.

Nevada's First Ladies
Supporting the KDC

Kathy List *Bonnie Bryan* *Sandy Miller* *Dema Guinn* *Dawn Gibbons* *Kathleen Sandoval*



Silver circle endorsement of the
Carson City Knowledge + Discovery Center



Knowledge + Discovery Center building	\$10,000,000
Year-Round plaza	\$4,000,000
Lobby / Atrium	\$2,000,000
180-seat auditorium	\$2,000,000
Exhibit Hall / Gallery	\$1,000,000
Nevada room	\$1,000,000
Outdoor sculpture courtyard	\$1,000,000
Business Resource Innovation Center	\$1,000,000
Children's storytime place	\$500,000
Friends' bookstore	\$500,000
Teen lobby + digital media center	\$500,000
Children's fountain	\$500,000

Greetings from the Carson City Library Foundation. The Knowledge and Discovery Center project is a new heart for Carson City. It constitutes a vibrant renovation of an iconic neighborhood that has hosted rich traditions and historic memories which have spoken for Nevada since our admission to the Union. This special public / private partnership of imagination and ability connects commerce with culture and offers numerous exterior and interior spaces within the project area that will dramatically improve the capital city, its capabilities and to that end inspire greatness for the Silver State.

With high-quality, efficient and sustainable design, the Knowledge + Discovery Center will not only serve Carson City residents, but as the capital city will provide a vital setting for the learning, business and leadership needs of all Nevadans. As an anchor of the community and a gateway to Nevada's Capitol, the Nevada Supreme Court and the Nevada State Legislature, all will thrive in these spaces ... for generations to come.

Yours,

Severin Carlson, Chairman
Carson City Library Foundation

Small space opportunities



Children's Storytime Place

\$500,000

Stories are the candy of the imagination and the Knowledge + Discovery Center's storytime place is its store. The room adjoins an exterior children's garden adding to expanded outdoor programming encouraging family play and inspiring creativity and wonder. All ages welcome.

Friends' Bookstore

\$500,000

It may be a digital world, but our papyrus past will be with us still for a very long time. The Friends of the Carson City Library will continue their used bookstore operations within bona fide storefront space. For bargain hunters, treasure seekers and book lovers the buzz of this space connects commerce with culture.

Teen Lobby + Digital Media Center

\$500,000

HOMAGO....hanging out, messing around, geeking out....this is the way it works in the digital world. Free exploration of new and innovative technology and software focused on digital art, web design, video production, video game creation, music/sound production and much more is the energy of this space. Helping middle and high school students recognize their potential and identify their interests through hands-on, authentic learning experiences is a primary focus of the Knowledge + Discovery Center. Thematic programming includes communications, engineering, business entrepreneurship, science and robotics. Digital boot camp will be offered for big kids (those of us over 25)!

Children's Fountain

\$500,000

An appetite for fun. An appetite for whimsy. An appreciation for water. Nevadans love water and this plaza attraction will not disappoint. Geysers, lighting and music makes this space within the plaza irresistible. The state-of-the art circulation system reuses the precious resource and teaches conservation at the same time. With playful and joyful noise the Knowledge + Discovery Center plaza's children's fountain whets every appetite.

Medium space opportunities



Exhibit Hall / Gallery

\$1,000,000

Contemporary art displayed in the space of the changing gallery meets the soaring space of two story ceilings. As a secondary lobby entrance into the Knowledge + Discovery Center auditorium the Exhibit Hall and Gallery is a part of the Knowledge + Discovery Center's overall after-hours evening venue. The stories of people are told here. That's just the beginning of this special space.

Nevada Room

\$1,000,000

The space of the Nevada Room and gallery will be home to many of the Silver State's countless literary works and treasures. In fact, gracing the room will be a world-class Mark Twain collection already pledged to the Carson City Library. Our voices echo from 17 separate counties, but our hearts are tied together in one home that means Nevada. Your Nevada? It's here.

Outdoor Sculpture Courtyard

\$1,000,000

Under the careful guardianship of renowned artist Benjamin Victor and Benjamin Victor Studios the Carson City Knowledge + Discovery Center's outdoor sculpture courtyard will become, in reality, more of a sanctuary. Gracing entrance to the Knowledge + Discovery Center auditorium the courtyard's first submission will be a sculpture by the artist himself. Mr. Victor will also consult with the Carson City Cultural Commission on all future additions to the courtyard. "A gift from God" is how Benjamin Victor describes his ability to create spectacular works of figurative sculpture.

Business Resource Innovation Center

\$1,000,000

Rather than waiting for help or waiting for change, the Business Resource and Innovation Center within the Knowledge + Discovery Center is creating its own solution to economic health and vitality. The BRIC's research capabilities, programming and contributions will make it desirable for existing area companies and new industry to further their own research and commercial progress. Investment and innovation for any community is a shared responsibility. The BRIC is a trusted place for everyone and reflects the cornerstone of American capitalism: access to life-long learning, opportunity and relevant tools. Nevada's best business days are ahead.

Large space opportunities



Lobby/Atrium

\$2,000,000

The impressive lobby and atrium will extend two stories and announce the strength and performance of the Knowledge + Discovery Center. Spectacular is the only way to describe it. As the initial gathering space, this area is both welcoming and encouraging to all who enter. As a special events venue the space is an elegant backdrop.

180-Seat Auditorium

\$2,000,000

In dutiful service, the Knowledge + Discovery Center auditorium space will be eternally hard working. From members of the business community, the literary community, the arts community, the education community, the government community, and all those in between, this space shows the utmost respect for quality. To create a continuum of experience and opportunity consistent with the University of Nevada, Reno's Knowledge Center, the auditorium's audio and visual tools will be selected, maintained and upgraded in sync with UNR. Tiered seating for 180 and 21st century stage amenities will spotlight every guest speaker and performer impeccably, as well as honor each and every member of the audience drawn to watch and listen. As the after-hours evening enrichment venue, the KDC Auditorium will become a hallowed hall.

Year-round plaza



Year-round plaza

\$4,000,000

The plaza will bring vibrancy downtown. Its energy will be felt by workers, residents and visitors alike. At the center of it all, and just a short walk to most major attractions, programming on the plaza, from live music, to movies, to open air markets, will make it the hottest entertainment venue downtown.

The plaza is also within 5 blocks of Nevada's most historic and architecturally significant neighborhood along the historic Blue Line, which includes Nevada's largest cache of historic homes including the Governor's Mansion. The area is also home to locally-owned retail and restaurant establishments, museums, the Brewery Arts Center to make the neighborhood authentic and memorable.

Carson City Knowledge + Discovery Center



Carson City Knowledge + Discovery Center \$10,000,000

Often called the knowledge "toolbox," the Carson City Knowledge + Discovery Center celebrates a learning society. Adjacent to the State Capitol, the Nevada Supreme Court and the Nevada legislature, the 65,000 sf landmark will be the anchor institution of the project area, around which all activity is centered. Beyond the magical atmosphere and countless dreams, the Knowledge + Discovery Center is a heart of technology, practical training and learning spaces related to the application of every kind of knowledge.

CONTACT US



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For more information online:

Please visit www.carsoncitykdc.com for a more comprehensive look at the project details and news archive.

Please visit www.nevadasworkingcapital.com for detail regarding the project as a model for Nevada's economy moving forward.

Please visit www.carsoncitylibrary.org for library services, programs, current events and general information.



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