



The *Roots and Wings* Campaign for a new Library in Whitehall
Roots to Remind Us Where We Are From
Wings to Show Us What We Can Become

Frequently Asked Questions

What is the vision for the new Whitehall Area Library; how will the new structure achieve that vision?

A new library is desperately needed for the Whitehall area. It will be a direct boost to the local economy and provide measurable benefits to Trempealeau County's vitality.

The current location has many problems. It does not meet ADA code, there is very little seating for visiting patrons, no way to keep some zones of the library quiet, no public gathering space, no private meeting space, and no storage space.

The new 21st Century library will build connections throughout the community. It will stand as a symbol of community pride throughout the area, foster the development of our youth, and bring people together for learning and enjoyment.

What are the details on the financials for the new Library – the Financial Fast Facts?

- The total cost of the new library is \$3,200,000.
- Due to the generosity of Gale Gabriel and others, \$1,000,000 has been raised.
- The library anticipates the receipt of a \$1,000,000 Community Development Block Grant (CDBG) in 2022 or 2023. The library cannot apply for this grant until it is within one year of being 'shovel ready' so it cannot apply this year.
- A Campaign Committee has launched the *Roots and Wings* capital campaign to raise the additional \$1,200,000 for this project. Gifts of all sizes are deeply appreciated.
- One of the first elements of the campaign is *100 Extraordinary Women*; we are asking 100 women to be extraordinary and pledge \$1000 over 3 years (\$333 per year; \$28 per month). Each will have her name listed in a specific area of the new library. Women can give in their own name or to honor or remember a woman. Men can also give to recognize a woman.
- The library hopes to raise an additional \$850,000 for a much – needed Community Education, Training and Gathering Suite that will offer space for community gatherings. This room could be used by the entire community. Plans have been prepared but this space is not possible without raising funds specifically for it.

What area does the library serve?

The library serves people from the throughout the area – the basic area served by the school district. This includes Whitehall and all neighboring communities.

Are libraries really needed in the age of technology?

Libraries are more vital and necessary than ever! Studies show that public libraries with new or renovated buildings experience an increase in usage. This includes both materials checked-out and program attendance. Particularly in difficult economic times, libraries 'level the playing field' - offering all people equal access to the tools they need to stay informed, educated and connected. Communities throughout Wisconsin are expanding their current libraries or building new ones. Library usage in Wisconsin has increased by 160% over recent years.

How will the new library use technology?

Now more than ever, public libraries are not just buildings with books, but destinations for lifelong learning. They are a place for personal growth and reinvention, a place for help in navigating the information age, a gathering place for civic and cultural engagement, and a trusted place for preserving the culture of a community. While the technology in every library continues to change, we expect to offer the following technology, which is designed to be flexible for the future:

- Downloadable media including e-books, audiobooks, and magazines that a patron can access from their own devices;
- Innovative technology and wireless Internet access throughout the building, along with charging stations that are easily available so patrons can recharge laptops and other electronic devices;
- Mobile computer training equipment for the public to learn about the latest technology and that turns any room into a training center for hands-on assistance and training from professionals;
- Laptops and tablets available for patron check-out to use within the Library;
- Seamless integration between the Library's online catalog, databases and electronic downloads and patrons' electronic devices including tablets and smartphones.

Will the library have public meeting and gathering spaces?

Many people in the Whitehall area indicate a real need for public meeting spaces – both large and small. There are few available spaces, especially that are free of charge. The school district would like to offer more community meeting space, but cannot due to safety and covid-19 concerns.

The new library includes shelving that can be easily moved to provide more floor space for large gatherings and programs for people of all ages. It also offers small study and small tutoring rooms. Once the funding needed for the library has been raised, the Campaign Committee will try to raise an additional \$850,000 to fund a Community Education, Training and Gathering Room. The space would be open during hours when the library is closed, and would have a separate entrance. The space has been designed to accommodate groups of different sizes and ages and will be available on a first-come, first-served basis.

How will the library partner with local business, community organizations and the community?

The library will have opportunities to work with local businesses and organizations by providing adequate space to use if they have a meeting, reception or training needs. Businesses will be able to use it in many ways, such as interviewing candidates by video, which saves time and expense. The library will also work with people and organizations to bring even more speakers, seminars and workshops to our community.

How will donors be recognized?

Every gift to the library is an important step toward making the vision of a new library a reality. Gifts will be recognized in many ways ranging including naming rights for rooms and areas within the library, as detailed on the Recognition Opportunities. All gifts will be recognized in a Donor Recognition Area in a prominent place in the library. While we feel strongly that support at all levels should be publicly acknowledged, anonymity will be strictly respected if requested. All donations are tax deductible to the fullest extent of the law.