

Marianna Black
Library
**Our
Future
Starts
NOW**
Campaign

Creating A New Library For The 21st Century

**A Case for Support of the New
Marianna Black Library
Swain County, NC**

Swain County's Public Library Needs and Opportunities

Located in Western North Carolina, Swain County encompasses some 541 square miles; however, less than 15% is privately owned.¹ The remainder is primarily federal land, making it tax-exempt and creating an unusually small tax base for the county. There are 14,274 full-time residents,² and the median household income is \$36,094 (\$10,000 less than the NC median.³) Twenty-seven percent of the population lives below the poverty level,⁴ and roughly 60% of Swain County public school students qualify for free or reduced lunch.⁵

In 1929 Swain County resident Marianna Black initiated library services in the county. Working out of two suitcases, she was dedicated to enriching the lives of the citizens. By 1938 space was allocated for a small library in a community building in Bryson City, the county seat. In 1970 a new, 9,291-square-foot facility was opened in its current location and named the Marianna Black Library. Now 45-years-old, the facility can no longer meet the needs of the county's growing population or keep up with changes in information delivery and access.

Today's libraries are vibrant gathering places as well as vital information centers for their communi-

ties. Swain County deserves no less. To achieve this worthwhile goal, however, several areas of need must be addressed. We need separate age-appropriate areas filled with books and magazines that provide an opportunity for peers to socialize. We need a separate computer lab for software

training to improve job-related skills and for life-long learning. We need a multi-purpose room that can be adapted to serve people of all ages. We need small group rooms for quiet study, tutoring, makerspaces, and collaborative projects. We need a conference room for small group meetings. We need accessible building design for physically impaired individuals. We need safe and adequate parking for library users and staff.



Marianna Black Library, Bryson City, NC, opened in 1970

People in our community voice a desire for more than the current library can provide. They specify expanded space for children's programming; quiet spaces for study and reading; a larger space for events, group meetings and other activities; more computers; more books and media, and an up-to-date, comfortable environment. (Results of community input sessions, public surveys and key stakeholders meetings in 2010, led by library consultant Ron Dubberly, Dubberly Associates.⁶)

Swain County's current public library space falls 42% below North Carolina minimum space per capita guidelines, and 54% below the median space size per resident reported to the American Library Association by libraries serving populations of similar size to Swain County. The current library space falls into the lowest 25% of reporting public libraries nationally.⁷ The present state of our 45-year-old library does not allow for development to meet specified guidelines: it can neither support the weight that a second story would add nor can it be enlarged on the current 0.53-acre property.

A larger building will allow the library to improve and increase services. Built to current recommended standards, the new library will be more flexible and adaptable to meet the community's needs. It will offer greater access to new technology and personal enrichment opportunities for people of all ages. The library consultant recommends a new facility of 34,300 square feet as the maximum size projected for use through 2030. This size would meet the needs for public library space, for administrative space, and housing for the headquarters of the Fontana Regional Library system, which, in addition to the Marianna Black Library, serves the five other libraries in Jackson and Macon counties.

Increased services spur increased library use. Since 2006 the Fontana Regional Library system has built two new libraries and renovated two others. These new and renovated facilities have attracted more people for increased services and enhanced programming. Swain County can confidently expect similar results when the new library opens in Bryson City.

Libraries today are doing far more than what they always have done. In addition to loaning books, they gather and organize the world of knowledge, literature, and stories, making it freely available to the communities they serve. Libraries embrace digital sources and the technology required to make them easily accessible. Unlike commercial providers that charge a fee for e-books, music, Internet access, books, newspapers and magazines, publicly supported libraries like the Marianna Black Library offer their services for free as an essential benefit to the entire community.

Because of the rural nature of Swain County, many residents in isolated locations do not have Internet access, and many cannot afford to pay commercial providers for the type of service that is available to them. Swain County residents need and deserve access to high-speed Internet without unnecessary limits on availability because of where they live or work.

2014 Survey of Library Patrons: Usage & Importance of Library Access to the Internet⁸

31%	Use the Internet at the Library for job searches and to submit resumes
31%	Use the Internet at the Library for coursework or homework
42%	Use the Internet at the Library to research health & wellness topics
53%	Use the Internet at the Library to stay in touch with family and friends
74%	Public access to computers & the Internet is important or very important
87%	Library computer resources are important or very important to have available for others in the community

In the adult section of the current library

there are only nine public access computers. In the youth area, there are five public access computers/tablets.

The new library will offer greater access to computers

available for public use and a separate computer lab for group instruction. The lab will be equipped with 16 public computers. There also will be 22 public computers outside the lab: eight in the reference area, two in the media collection area, four in the teen area, and eight computer/tablets in the youth area. This is a 270% increase in the number of computers and accompanying benefits for the people who need them.

The gap between the information haves and have-nots is growing wider each day.

As of July 2015 approximately 40% of Swain County's full- and seasonal residents have library cards. About 3,400 people attend programs at the library each year. In the current facility, it is increasingly difficult to meet the needs of these individuals as well as an additional 3,575 computer guest-users per year.⁹

Modern library facilities are more engaging

and adaptable for individuals and groups. In addition to enhanced reading & study areas, Swain County's new library will offer many other attractive functional spaces. A large multi-purpose room will provide adaptability for a variety of programming: presentations by authors and guest speakers, classes and workshops, movies and other community activities. New conference & smaller group spaces will provide opportunities for work-related projects, meetings, quiet study or tutoring. Additionally, space will be provided for a separate area for library materials, creative play & story time for younger children; and a designated place for teen materials, after-school activities and group work.

Challenges in the current library

- Teens and young children share the same space
- All computers are in common areas; no lab for workshops
- The sole meeting room is also a storage area
- No opportunities for simultaneous programming
- No areas for quiet study or tutoring
- Parking is limited and is not safe
- Accessibility is limited for the physically impaired

Highlights of the new library

- Comfortable reading areas for patrons
- Large children's area for reading and activities
- Separate space for teen materials, activities and group work
- Improved Internet access for public use
- A separate computer lab for both informal use and software instruction to improve job-related skills and for life-long learning
- Conference room for small programs and meetings
- Large, adaptable multi-purpose room for community programs, workshops and movies
- Small rooms for quiet study, tutoring or collaborative projects
- Ample parking and safe, attractive entrances and exits
- Accessible building design and parking for individuals who are physically impaired
- Convenient location with outdoor space for community activities

Additional space is essential to encourage teen use. Because the current library has no teen area, their materials are located in the children’s area. For example, books and magazines for young adults are placed in the beginning readers’ section. In the new library teens will find a separate, designated teen space with age-appropriate materials, including circulating music and video collections. Here, they can socialize with their peers, use computers/tablets reserved for them, and plug in their own digital devices.

The new library property will include outdoor community gathering spaces including an amphitheater for music and other performances, picnic areas, and walking trails with native plant education areas.

Campaign Partners

The new library campaign is a partnership between Swain County government, which owns the land and the building, and the new library’s Capital Campaign Committee. Swain County is responsible for all site-preparation work, construction, landscaping and maintenance. The Capital Campaign Committee is responsible for raising funds for furnishings, fixtures and equipment (FF&E).

In May, 2014 nine acres of land was donated to Swain County for the location of the new library. The property is on a well-traveled, state-maintained road between downtown Bryson City and Swain County High School. The new structure will be a one-story building of 34,300 square feet.



October, 2014 sign unveiling on Fontana Road property. (left, front) Toni and Don Davidson, who donated the land. (left, rear) Jeff Delfield, head librarian; and Karen Wallace, director Fontana Regional Library System. (right) Ben Bushyhead and David Monteith, Swain County commissioners; Chester Bartlett, chairman Marianna Black Library Board; and Philip Carson, Swain County commission chairman.

Preliminary engineering work has been done. The next step is the architectural review of the topographic map to determine the best placement for the building.

Notes

¹ Land ownership - Swain County Economic Development, 2015

² 2014 population estimate - US Dept. of Commerce Census Bureau, July 2014

³ Median household income: US Dept. of Commerce Census Bureau, 2009-2013

⁴ People below poverty level - US Dept. of Commerce Census Bureau, 2009-2013

⁵ Free/reduced lunch: Swain County Schools, 2014-15 Annual Report

⁶ Dubberly Associates, “Swain County Public Library, Service Priorities and Facilities Plan,” August 8, 2011.

⁷ American Library Association, Statistical Report 2002

⁸ Fontana Regional Library Patron Survey, May, 2014

⁹ Marianna Black Library, statistical data, July 2015: 7,166 active users. NOTE: Full-time plus seasonal residents = 14,274 population plus Swain County Economic Development estimate of seasonal residents as a 25% increase in population.

Campaign Funding Objectives

Estimated Project Budget

Item	Projected Cost
Library Construction, all site work and permits.....	\$5,000,000
Architect.....	17,000
Engineering Fees	383,000
Furnishing, Fixtures and Equipment (FF&E)	1,300,000
Contingency.....	500,000
Total Estimated Project Cost	\$7,200,000

Ways To Give

- Pledges and monetary contributions
- Gifts of stock or property / real estate
- Matching gifts
- Planned giving
- Naming opportunities

Designated gifts for library building construction are to be sent to

Community Services of Swain County
PO Box 812
Bryson City, NC 28713

Make check payable to: Swain County Library Capital Fund

Designated gifts to furnish the new library (FF&E) are to be sent to

Marianna Black Library Fund
Attention: Ms. Deb Lawley
33 Fryemont Street
Bryson City, NC 28713

Make check payable to: Fontana Regional Library

Furniture, Fixtures & Equipment Pledge Levels

- Donors who contribute \$1,000 or more will be able to have their names inscribed on a plaque displayed in the new Marianna Black Library.
- Donors will receive an acknowledgement letter for tax purposes and will be listed in the campaign report, unless they ask to remain anonymous.
- The identity of anonymous donors will be protected.

Tuckasegee River	\$100,000 and up
Oconaluftee River	\$50,000-99,000
Little Tennessee River	\$25,000-49,000
Nantahala River	\$10,000-24,999
Deep Creek	\$5,000-9,999
Hazel Creek.....	\$1,000-4,999
Forney Creek.....	\$999 and under

Furniture, Fixtures & Equipment Naming / Honoring / Memorial Opportunities

- Donors may designate their gifts in honor of or in memory of individual(s) or organizations(s).
- Suitable recognition plaques will be placed on or near each naming opportunity.
- The following are available for naming/honoring opportunity requests on a first-come first-served basis. These requests must be approved by the Campaign Committee.

Area	Amount
Main Entrance	\$250,000
Circulation Services Desk	\$200,000
Adult Services Desk.....	\$150,000
Adult Conference/Study Room	\$100,000
Youth Services Program Room.....	\$100,000
Youth Conference/Group Study Room	\$75,000
Computer Laboratory	\$75,000
Multipurpose Room	\$50,000
Historical Area	\$35,000
Conference Room A	\$25,000
Conference Room B	\$25,000
Quiet Study Room.....	\$15,000
Study/Tutoring Room A	\$10,000
Study/Tutoring Room B	\$10,000
Study/Tutoring Room C.....	\$10,000
Study/Tutoring Room D	\$10,000
Study/Tutoring Room E.....	\$10,000
Shelf Ends	\$5,000

Timeline of Mariana Black Library Building Project

February 2010 – Fontana Regional Library applied for the Library Services and Technology Act (LSTA) Planning Grant to conduct a library services needs assessment for Swain County.

July 2010 – Fontana Regional Library received the LSTA Planning Grant, and hired library consultant Ron Dubberly.

October 2010 – January 2011 – Consultant Ron Dubberly gathered input from the community using the following means:

- ten community Input Sessions held at various locations in Swain County;
- public surveys offered to library patrons and readers of the Smoky Mountain Times newspaper
- key stakeholders meetings involving members of the Bryson City Town Board, Chamber of Commerce, the Swain County Board of Education; and a representative of Swain County administration.

September 2011 – The Dubberly Report, “Service Priorities and Facilities Plan for the Swain County Public Library” was presented to the Swain County Commissioners, containing the following recommendations:

- a new 34,300 square-foot facility,
- a land space of approximately 3.2 acres of land,
- a facility as close to downtown Bryson City as possible,
- spacious meeting areas in the library for tutoring, programming, etc.,
- a quality computer lab, and
- an area dedicated to teen services

2011- 2012 - A team assembled to identify the new library location based on Dubberly report recommendations. Fourteen initial properties were considered; four were identified as “ideal locations” with a site located on Fontana Road one-half mile from downtown topping the list.

2012 – present – The campaign committee created to advance the construction of a new Marianna Black Library has performed numerous tasks; these include

- regular meetings to discuss fund raising, stakeholders, publicity, etc.,
- meetings with architects for the new facility, and
- a series of meetings with various county commissioners and the county manager.

May 2014 – Land on Fontana Road to be used for the new library was donated by a supportive couple.

October 2014 – A sign proclaiming “Future Home of Marianna Black Library” sign was unveiled on donated land.

August 2015 – Swain County Commissioners approved a budget amendment to provide for preliminary engineering work at the new library site.

August 2015 – The topographic survey of the new library site was completed.

August 2015 – Swain County secured a grant for site clearing and ongoing maintenance at the future library's home.

March 2016 – Fundraising dinner event held March 16 at Pasqualino's Italian Restaurant .

March 2016 – Fundraising campaign begun to sell vegetable, herb and flower seeds through direct sales and online purchases using Code MBL2016 with Sow True Seed of Asheville.

Ongoing – The campaign for public awareness of the need for a new library to serve the community continues to educate Swain county residents about this imperative project.

Ongoing – Fundraising for both building construction and for furniture, fixtures & equipment is being addressed in various, positive ways.

Frequently Asked Questions

Why do we need a new building for the library?

The current Marianna Black Library facility opened in 1970 when a growing demand for library services made it necessary to have more room for books and magazines. Now, 45 years later, not only are more people using the library, but they want more than books and magazines. In response to increased demands from a growing population, the library's services have expanded far beyond printed materials to include access to all kinds of information, in print and in digital format.

Why not simply renovate the old library?

The Marianna Black Library is now located on a half-acre of land in a 9,291 square-foot building which is already bursting at the seams with its collection. While there are reading rooms for adults and young children, a small community room, and offices, there is no space for teens, no space for tutoring and quiet study, and no space to add meeting rooms for public events and not enough computers for people who want to use them. Updates to modern technology have been stretched to the limit, and the library cannot meet current accessibility standards. Finally, there is not enough parking for patrons who visit the library. It is not possible to address these deficiencies with renovations in the current location.

What will be added inside the new library building?

In addition to its growing collection of printed and recorded materials, the new, larger library will increase access to information that is available online and in digital format. There will be separate, age-appropriate spaces filled with books and magazines and other

materials where adults, teens and children can read and socialize. There will be a dedicated space for a computer lab and software where people can improve their job-related skills and enjoy lifelong learning. There will be a large multi-purpose room that can be adapted for various community gatherings and public meetings. There will be smaller rooms for quiet study, tutoring, and other activities. The new building will be fully accessible for people with physical impairments. Office space will be updated for greater efficiency and productivity. And there will be plenty of safe and convenient parking for patrons and staff.

Will computer and Internet access be increased?

Yes, the new library will offer greater access to computers available for public use and a separate computer lab for group instruction in navigating the Internet and learning software that can help with job skills and quality of life. The expanded lab will be equipped with 16 public computers, networked to one printer and linked to high-speed Internet. There also will be 22 public computers outside the lab – 8 in the reference area, 2 in the media collection, 4 in the teen area, and 8 computer/tablets in the youth area. As usual, patrons will not pay commercial providers' fees or subscription costs for Internet access at the library.

What about the outside?

In addition to a new library building, the land that has been donated includes ample space for attractive landscaping and outdoor community gathering spaces, including an amphitheater for music and other performances, picnic areas and walking trails with native-plant education areas. While this space has not yet been designed, it is expected to enhance the library's position as a vital information center and a vibrant gathering place for the entire community.

What will the new library cost?

First, the land will cost nothing. It was donated in May 2014 by former Bryson City resident, Toni Davidson and her husband, Don, who also gave a generous donation in cash to launch the on-going fund-raising effort.

The new building of approximately 34,300 square feet, as recommended by our library consultant, will cost approximately \$7,200,000. That total includes \$5,400,000 for construction, including architect and engineering fees; plus \$1,300,000 for furnishings, furniture and equipment (FF&E); and \$500,000 as a contingency

Where will the money come from?

Swain County owns the land and will own the new library building. Site preparation, engineering, construction and landscaping costs will be paid for with county funds. The Capital Campaign Committee is raising funds through grants and donations to furnish and equip the new library.

Where will the new building be located?

The new Marianna Black Library building will be conveniently located at 569 Fontana Road near Swain County High School on 8.13 acres of land donated for the new building.

Why should I support the new building?

The community needs - and deserves - a larger, more modern facility, with updated equipment and greater capabilities, to serve residents and visitors alike.

How can I help to support the new library?

You are welcome to contribute to the Marianna Black Library Fund in your own name, or in honor of a loved one. Contributions are tax deductible to the extent permitted by law, and you will receive written acknowledgement for your records. In addition, there will be unique naming opportunities for such spaces as the main entrance, circulation desk, conference rooms, multipurpose rooms, study/tutoring rooms and more. Please tell your friends about these exciting opportunities and ask them to help, too.

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