



Realizing *the Promise*

A Campaign of the Friends of the
Santa Cruz Public Libraries

Branciforte & Garfield Park Libraries

A Legacy of Community Building in Santa Cruz

Even before the city was officially established in 1876, Santa Cruz residents were already organizing to provide free library services to meet the growing community's intellectual and social needs. At first, a small free library was created, moving among several temporary locations. But by the early twentieth century, the city had succeeded in attracting four free-standing Carnegie-funded libraries, with the pledge of local support.

Over the past century, these early libraries have seen numerous changes in use, location, or physical structure, but have consistently played a vital role in the life of the community they serve. The original downtown library (1904) was replaced in 1965 by the current structure, and the original Seabright library building (1915) became the Museum of Natural History in 1959. The Branciforte branch, originally built in 1921 on a small Eastside lot, was moved to a nearby location and new building in 1967. The Garfield Park branch on the westside, built in 1915, is the only one of these original Carnegie libraries still in its original location and use, with a partial remodel and expansion in 2002.



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Meeting Civic Aspirations for Tomorrow

After more than a half-century of use at Branciforte, and almost a century at Garfield Park, neither branch is able to fully meet community needs. Users have called for more welcoming, accessible, and well-equipped spaces with more capacity for meetings and other community-building activities. As a result, sweeping remodeling and renovation projects are now underway at both branches to bring them up to current standards and better meet civic aspirations. Although largely underwritten by public funds, a critical funding gap remains to be bridged to fully meet local expectations. Achieving the full promise of these libraries will depend on additional philanthropic support from friends who share a vision for tomorrow in which our libraries play an expanded role in fostering and sustaining community.



New Centers for Community and Connection

The remodeled Branciforte Library will feature increased accessibility and much-needed upgrades to plumbing, electrical, HVAC, and security systems. Interior spaces will be reshaped to improve circulation and better meet the specialized requirements of children, teens, and adults. Updated lighting and refreshed interiors will highlight the distinctive, existing wooden beams and expand upon the character of the existing structure, while the overall design will offer a brighter, more inviting interior with access to a new outdoor reading garden and patio. The branch size will remain the same, but a better-equipped and configured interior will provide greatly increased flexibility and adaptability, enabling it to welcome more community uses and activities.

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The Garfield Park Library renovation will bring new life to this beloved facility. The redesign will maintain the library's classic charm, while spaces such as the existing reading room will be revamped to offer a warmer, more contemporary environment. Reworked book stacks will open up and add new flexibility to existing spaces, and better use of windows will improve lighting. The existing fireplace will be preserved and updated to create a central seating area focus. And dated interior and exterior surfaces will be revitalized and refreshed with materials and colors harmonizing past and present. And its footprint will not be expanded, the library's ability to host more varied learning, exploring, and connecting will be significantly increased.



The Margin of Excellence

Measure S, the county bond measure passed in 2016 to fund critical library repairs and upgrades and to bring all branches up to 21st century standards, will underwrite the most important aspects of these sweeping remodeling and renovation efforts. But it will not fully cover certain essential amenities and resources. These additional elements represent the margin of excellence in library capabilities, resources, and character that the Santa Cruz community seeks.

Recognizing this challenge, the Friends of the Santa Cruz Public Libraries has begun an ambitious fundraising campaign to bridge the gap between Measure S and the vision of vibrant new centers of life and learning for the city. The goal is to raise \$530,000 to achieve the margin of excellence at both branches and ensure that when they reopen in 2022, they will embody the full promise of libraries that build and nourish community and civic character.

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This campaign aims to fund the following:

Branciforte—\$320,000 for an enhanced children's room and learning resources, enhanced furniture and lighting, upgraded technology, homework study spaces for teens, a community room, reading area for adults, special collections, interior art and display spaces, and a new outdoor children's patio and reading garden

Garfield Park—\$210,000 for an enhanced children's room and learning resources, enhanced furniture and lighting, upgraded technology, special collections, and interior art and display spaces

Realizing the Promise with Your Support

The Friends of the Santa Cruz Public Libraries invites those who share its passion for and commitment to the future of our libraries to support this campaign. Your support will help ensure that the rebuilt Aptos Library will reflect the characteristics and meet the most important needs of its community now and into the future.

For more information about how your gift can help realize the full promise of this library, and to learn about gift recognition opportunities, please contact:

The Friends of the Santa Cruz Public Libraries

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