



Realizing *the* Promise

*A Campaign of the Friends of the
Santa Cruz Public Libraries*

Branciforte Branch Library

A Center of Community

One of 10 branches of the Santa Cruz Public Libraries system, the Branciforte Library has served its historic and diverse community since 1967. As its community has evolved and its demographics have shifted over the years, the library has increasingly served as center of community activities ranging from meetings to programs for adults, teens, and children. Today, users of all ages and backgrounds value the library for its innovative services, access to technology and programs to support inquiry, and impressive collection of books, digital media, and other resources shared across the county library system.

Meeting the Needs of Today and Tomorrow

Despite more than a half-century of growing and changing use, the library has not had any major upgrades. As a result, it is no longer able to meet the community's most important needs. Library users have called for a more welcoming, accessible, and well-equipped space with more capacity for meetings and other activities. As a result, a comprehensive remodeling is now planned to bring the library up to current standards and meet community expectations. Although largely underwritten by public funds, a critical funding gap remains to be bridged to fully realize local priorities for this well-used and much-loved branch. Achieving the full promise of the Branciforte Library will depend on additional philanthropic support from friends who share their community's vision for tomorrow.

A Transformation Responding to and Enhancing Community

The transformed library, slated for reopening in 2022, will have significantly-increased accessibility and upgrades to plumbing, electrical, lighting, HVAC, and security systems. Other improvements will include added community program space, the development of a permanent teen space, and safety upgrades to the entrance. While its footprint will not be expanded, a better-equipped and configured interior will provide increased flexibility and adaptability, enabling the library to welcome and host more community uses and activities. This will include spaces reshaped and rebuilt to meet the specialized requirements of children, teens, and adults. The overall design will feature a brighter, more inviting interior with access to a new outdoor reading garden and patio.

A revamped furniture layout will improve circulation and define a central reading area. Updated lighting and refreshed interiors will highlight the distinctive, existing wooden beams and expand upon the character of the existing structure with a more cogent and cohesive design that will embrace and sustain community.



Attaining the Margin of Excellence

Measure S—the county bond measure passed in 2016 to fund essential library repairs and upgrades, support increased use, and bring branches up to 21st century standards—will underwrite the primary costs of remodeling. But it will not fully cover certain important features and amenities. These additional elements represent the margin of excellence in library capabilities, resources, and character required to fully meet community aspirations.

In response to this challenge, the Friends of the Santa Cruz Public Libraries has begun an ambitious, targeted fundraising campaign to bridge the gap between Measure S and the changing needs of Branciforte. The goal is to raise \$320,000 to achieve the margin of excellence users envision, ensuring that when the branch reopens in late 2022, it will embody the full promise of a library that builds and nourishes community.

The campaign will help fund:

- An enhanced children's room with learning resources to nurture lifelong discovery and learning
- A maker space for users of all ages to share ideas, knowledge, and equipment and to innovate
- Homework study spaces to meet the unique preferences of teens
- A community room to add flexibility for increased community-building activities and uses
- Enhanced furniture and lighting throughout for a more comfortable, satisfying user experience

Branciforte

- Upgraded technology to offer increased digital access and support the quest of users seeking to bridge the digital divide, find employment, and connect with vital services
- Special collections, interior art, and display spaces to enrich and expand user experience
- A new outdoor children’s patio and reading garden, increasing the options for meeting, studying, relaxing, and contemplating

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 investment will help ensure that the remodeled Branciforte Library will reflect the aspirations 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

Janis O’Driscoll, Board President; 831-427-7716; president@fscpl.org

Bruce Cotter, Executive Director; 603-337-5656; bruce@fscpl.org

Friends of the Santa Cruz Public Libraries

P.O. Box 8472 • Santa Cruz, California 95061 • 831-427-7716 • fscpl.org • page 3