




# Kansas City Public Library

**Celebrating 150  
years of discovery**

**2023 &  
2024**



# August 2023 Update

- 150th Board Ad Hoc Committee: Mission & Goals
- 150th Celebration: Purpose & Opportunities
- Overview of Activities
- Timeline
- Key Initiative Updates
- Strategic Partnerships
- Budget
- Community Advisory Committee
- Next Steps and Feedback



## Ad Hoc Committee

**VISION:** We hope to inspire the spirit of **curiosity**, **learning**, and **unity** within our community as we embark on this historic milestone.

**VALUES:** Our work will be defined by our values: **inclusivity**, **innovation**, and **commitment** to the core values that have sustained the library for a century and a half.

**APPROACH:** Through thoughtful **stewardship**, the Library Board of Trustees and the 150th Ad Hoc Committee, will offer **guidance** and **support** to the Library in planning and celebrating this momentous anniversary.

### MEMBERS

- Pete Browne, Committee Chair
- Meeting Frequency: Every other month throughout the 150th year

## MISSION

The purpose of the Ad Hoc Committee is to guide and support the Kansas City Public Library throughout the yearlong 150th anniversary celebration.

Together, we will reflect the library's legacy, guide its future, and ignite curiosity, learning, and unity in our community.

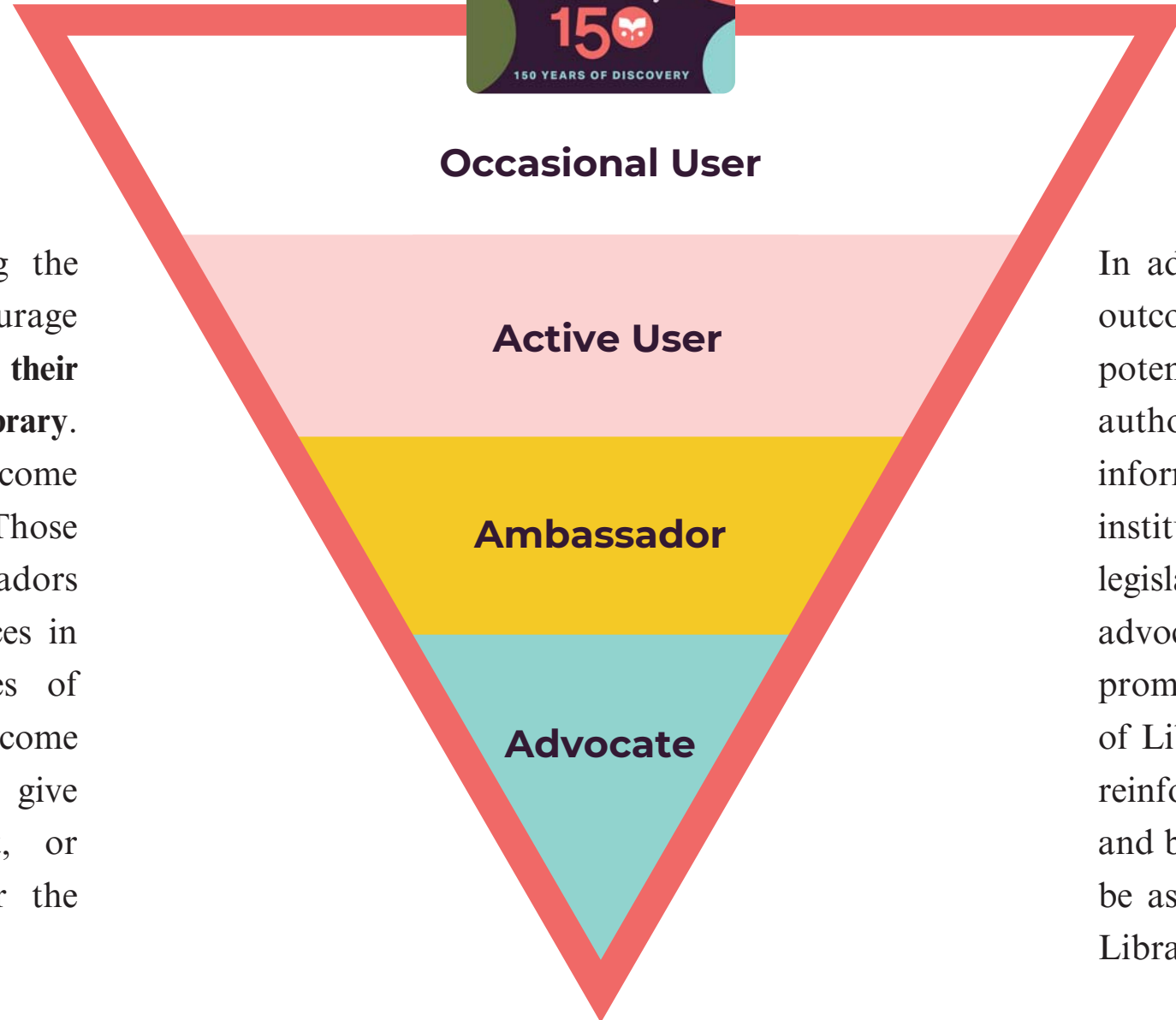


Communities not yet  
aware of Library resources



## PRIORITIZING THE PATRON JOURNEY

Opportunities provided during the 150th celebration will encourage community members to **deepen their relationship with the Library**. Occasional patrons may become active users or "regulars." Those patrons may become ambassadors for the Library and our services in their communities and circles of influence. Ambassadors may become Advocates, donors willing to give their resources (time, talent, or financial donation) to further the mission of the Library.



## WHY CELEBRATE?

In addition to audience development outcomes, these investments have the potential to increase the Library's authority as a leading cultural, public information, and community-serving institution, increase civic and legislative commitment towards advocacy and protected funding, promote excitement and rediscovery of Library services and locations, and reinforce confidence with foundations and businesses who believe in, want to be associated with, and will fund the Library's next century of impact.

# Overview of Activities

## Existing Programs with a 150 "Treatment"

- **Summer Reading & Learning Program** will have a 150th "birthday" theme. We will elevate the events and kick-off parties at each branch with a Branch Birthday Party.
- **Exhibitions** programming will continue to promote visual literacy through a diverse array of contemporary art, artists, and ideas.
- **Strategic and Engaged Marketing & Outreach** takes place across all communities represented in our system, and we will add funds and effort to leverage the most exposure and promotion for the Library during our 150th.

## Events & Initiatives Unique to the 150th

- **December 5th** will be a day of celebration across the Library system with components at every location, a luncheon for civic leaders and key stakeholders, and a large scale community celebration that evening.
- Our **150th Speaker Series** will bring high profile speakers and thought leaders to Kansas City to promote the discussion of the importance of libraries to healthy communities.
- We will host a **Local Youth Author Series** at multiple locations across the system.

TIMELINE - DETAIL



December 2023 January 2024 February 2024 March 2024

Anniversary  
Launch Event:  
Tommi Laitio



Library History  
Video Reveal



150th Speaker  
Series Event



150th Beer and  
Signature  
Cocktail



Local Children's  
Author Events



Charlie Hustle  
Communi-tee  
Launch 10/2023



Streetcar Reveal  
11/2023



TIMELINE - DETAIL



April 2024 May 2024 June 2024 July 2024

150th Speaker Series Event



Betty Rae's Library Ice Cream



Branch Birthday Parties



Local Children's Author Events



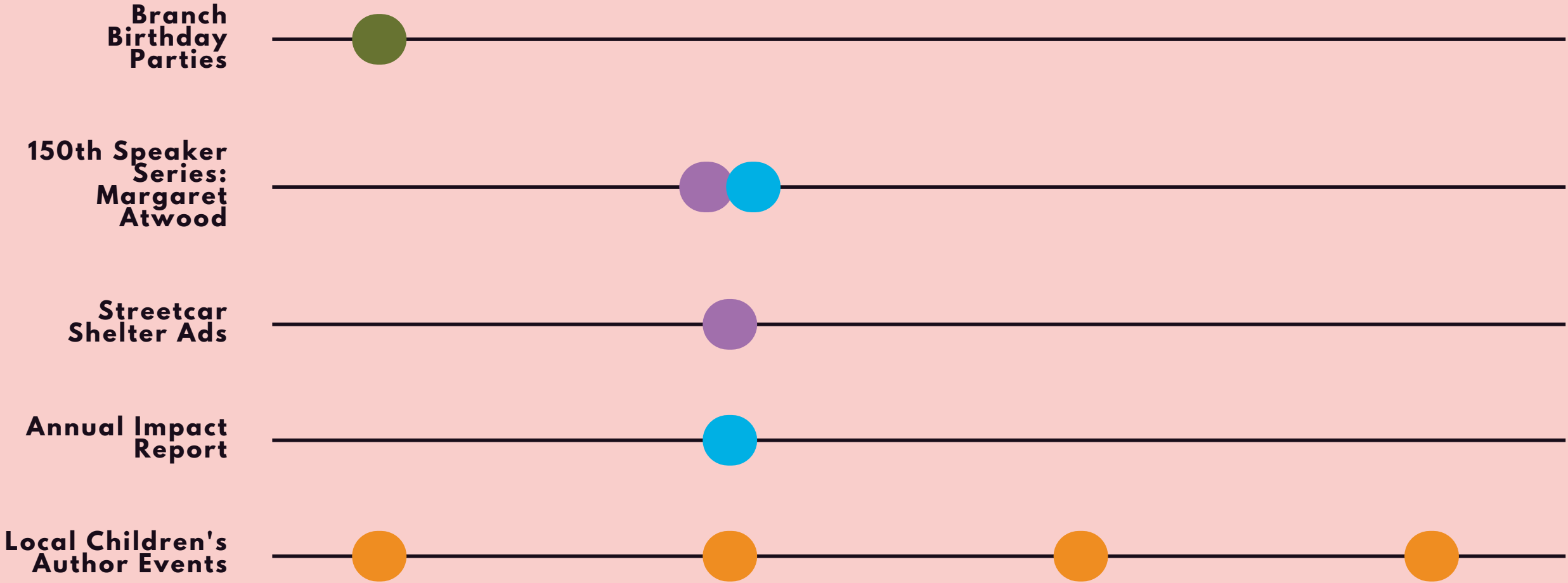
Streetcar Shelter Ads



TIMELINE - DETAIL



August 2024 September 2024 October 2024 November 2024



# 150

## LAUNCH

**Day Long Celebration at all Locations:** We will meet with Branch managers in September to determine what they would like this day to look and feel like in their spaces.

**Luncheon in Helzberg Auditorium, 12:00 p.m.** We will convene city leaders and key stakeholders to hear from Tommi Laitio about the link between libraries and healthy cities.

**Community Celebration at Plaza, 5:00 p.m.** We will invite the entire community to celebrate the Library's longstanding history, debut a 5 minute Library History video, eat, drink, and hear once more from Tommi Laitio.

### BUDGET AT A GLANCE

- \$25,000 Base Budget
- \$35,000 Enhanced Budget
- Existing funds: N/A
- New sponsorships, gifts, & grants

DEC  
5  
2023



## CONVIVIALITY

"A convivial space can also be one of care, play, vulnerability, empathy, and enthusiasm. It is one where we all can feel that we are seen and recognized as a somebody, as a distinct person with our own story. It can be a multi-sensory experience of beauty, music, flavor, laughter, scent, and touch. It's living fully with others."

# 150



## BRANCH BIRTHDAY PARTIES - SUMMER 2024

The 2024 Summer Reading & Learning Program will be Birthday Party themed in celebration of the Library's biggest birthday to date! Every location will engage with their communities to offer neighborhood-distinctive programming aimed at mitigating learning loss and promoting literacy while continuing to celebrate 150 years of discovery in meaningful ways, including partnering with hyper-local businesses and organizations to start the summer with a birthday party.

### BUDGET AT A GLANCE

- \$55,000 Base Budget
- Existing funds: Branch & SRLP Budgets, Individual Branch accounts in Grants/Gifts
- New sponsorships, gifts, & grants





## 150th SPEAKER SERIES

A once in 150 years experience, the series connects Kansas City audiences with speakers making significant contributions to culture and offering vision for a more equitable and inclusive future. Each of these special guests uniquely support the existence of libraries and conviviality. The series is a gift to the people of Kansas City for 150 years of discovery and partnership. Supporters recognize the Library as a trusted cultural leader and demonstrate a commitment to its enduring future at the center of public education and discourse.

### BUDGET AT A GLANCE

- \$100,000 Base Budget
- \$150,000 Enhanced Budget
- Existing funds: Public Affairs & Philanthropy Budgets, Special accounts in Grants/Gifts specifically earmarked for speaker series
- New sponsorships, gifts, & grants

MARCH



**EVE EWING**

*Black futurism, and why we need to cultivate imagination*  
CHICAGO-BASED POET, SCHOLAR, BLACK FUTURIST, WRITER, SOCIOLOGIST & ACTIVIST

2024



**LUVVIE AJAYI JONES**

*Getting comfortable being uncomfortable, and how libraries are essential public spaces*

4X NYT BEST-SELLING AUTHOR & PROFESSIONAL TROUBLEMAKER

DEC 2023

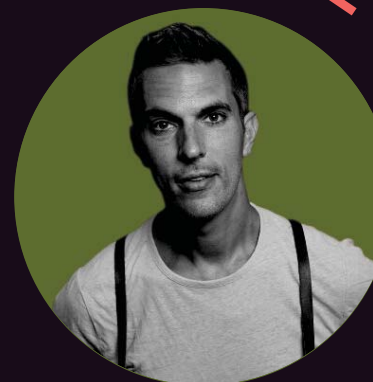


**TOMMI LAITIO**

*Transforming communities by designing public spaces for conviviality*

FINNISH-BORN SCHOLAR, URBANIST, CIVIC LEADER & PUBLIC INNOVATION VISIONARY

JUNE 2024



**ARI SHAPIRO**

*Deep listening, and the power of story to connect people across their differences*

WRITER, CELEBRATED RADIO JOURNALIST & HOST OF NPR'S ALL THINGS CONSIDERED

SEP 2024



**MARGARET ATWOOD**

*A life championing literacy, and what we learn about reality from science fiction futures*

CANADIAN POET, NOVELIST, LITERARY CRITIC & INVENTOR

# 15

## Exhibitions

Collaborative and solo exhibitions in 2024 feature multidisciplinary and multigenerational artists. Works reflect complex histories, personal and social evolutions, and offer new vocabulary and ideas for better, collective futures. Exhibitions reflect back the enduring legacy of the Library and invite communities to engage with fine art narratives.

The Library will continue to expand public access to art and creative literacy practices through ArtReach, established in 2022 bringing new works and related activities into Library branches.

### BUDGET AT A GLANCE

- **\$25,000**
- **Existing funds: Exhibits Budget & Designated special accounts**

### PURSUING FOR SOLO SHOWS 2024



**HAROLD SMITH**

INTERNATIONALLY EXHIBITED & COLLECTED ARTIST EXAMINING THE COMPLEX & COMPETING NARRATIVES BLACK MEN NAVIGATE IN AMERICA



**ANDREA BURGAY**

INTERNATIONALLY RECOGNIZED ARTIST & EDUCATOR INNOVATING WITH COLLAGE FOR SELF DISCOVERY



**CHICO SIERRA**

VISIONARY, MULTIMODAL ARTIST CREATING A NEW VOCABULARY TO EXPLORE LATINO IDENTITY FREE FROM COLONIALISM

### ORIGINAL GROUP SHOW

#### DRAWN TOGETHER: A SURVEY OF CONTEMPORARY DRAWING

- Brings 15 - 20 contemporary artists (local and national) into conversation.
- Anchor for community ArtReach activities and education leading to hyper-local displays alongside the primary show.
- Contribute to regional and national news and/or arts publications.

### ORIGINAL SERIES

#### ART FROM THE ARCHIVES

- Multi-location exhibition featuring a century of Children's Book Week poster art.
- Greetings from Kansas City Redux - never before exhibited works from MVSC postcard collection.
- Significant works from the Woodblock Society.
- Spotlight on the Western Art Collection exhibited with selections from the Dyer Collection of Native American Art and Artifacts.

# 150



## YOUTH & FAMILY ENGAGEMENT

Elevating existing programs for children, teens, and families during our 150th anniversary will help us engage more community members and prioritize the patron journey.

Throughout our anniversary year we will bring local authors and illustrators to every location in the system to inspire a love of reading, writing, illustration, and discovery in children and young adults across the city. Using these events, we'll introduce families to ongoing library programs like StoryTimes, Digital Media Lab activities, Teen Leaders of Today, and more.

### BUDGET AT A GLANCE

- \$45,000 Base Budget
- \$60,000 Enhanced Budget
- Existing funds: YFE Budgets & Designated special accounts
- New sponsorships, gifts, & grants



**ELIZABETH  
BADDELEY**



**DEREK  
BARNES**



**ELIZABETH  
BUNCE**



**LISA CAMPBELL  
ERNST**



**ANGELA  
CERVANTES**



**SAMANTHA  
EDWARDS**



**SHANE  
EVANS**



**LAURA  
HULISKA-BEITH**



**STEPHEN T.  
JOHNSON**



**ADIB  
KHORRAM**



**L.L.  
MCKINNEY**



**DANIEL  
MIYARES**



**CHARLIE  
MYLIE**



**BRAD  
SNEED**



**CHRISTINE  
TAYLOR BUTLER**



## Marketing & Outreach

In FY2024, the Library will add paid advertising, strategic partnerships, the 150th Speaker Series, and branded merchandise to its robust content, events, and exhibition marketing channels. From video production to Streetcar, direct mail, email, and social media to tote bags and commemorative print pieces, we're building an omni-channel marketing strategy that centers patron benefits and community transformation through "150 years of discovery."

### BUDGET AT A GLANCE

- \$50,000 Base
- \$125,000 Enhanced Budget
- Existing funds: Public Affairs and Advertising Budgets, special accounts in Grants/Gifts
- New sponsorships, gifts, & grants

#### ADS & MEDIA

- Direct mail campaigns
- Traditional and new media sponsorships
- Streetcar wrap & shelter ads
- KC Studio Magazine
- KCATA
- Mobile ads

#### BRAND

Apply brand standards widely to Library content, initiatives, and environments. Equip stakeholders to adopt and apply brand standards consistently.

#### VIDEO

- 150th History Video
- 2023 Heartland Book Festival
- Summer Reading Program 2024
- Staff & Patron profiles
- DML collaboration

#### CONTENT

- 150th Magazine
- Patron Newsletter (115K subs)
- Facebook, Instagram, Twitter, YouTube
- Podcast collaboration with KCUR
- Banners & Signs

#### MERCHANDISE

- 150th Passport
- Stickers
- Enamel pin
- Tote Bag
- T-shirt
- Cardigan
- Summer Reading prizes

#### EVENTS

Produce experiences that connect significant authors, scholars, and performers with Kansas City communities.

#### EXHIBITIONS

Produce original art exhibitions that promote creative literacy and offer experiences for audiences to connect with the Library.

#### PUBLIC INITIATIVES

- 150th Speaker Series
- Writers for Readers
- Maya Angelou Book Award
- Summer Reading Program

#### STRATEGIC PARTNERSHIPS

- Streetcar Authority
- Charlie Hustle
- Betty Rae's
- Vine Street Brewing Co.
- J. Rieger

# 150 Kansas City Public Library

## LEVERAGE STRATEGIC PARTNERSHIPS



October 6-7, 2023  
The Heartland Book Festival will be a perfect first opportunity to engage audiences and invite them to the public December 5 event.



Charlie Hustle Communi-tee will launch at the Book Festival, and they will promote heavily in December, around the anniversary.



Summer 2024, Betty Rae's ice cream will produce a Library ice cream. The flavor will be determined by staff votes between three different options, and it will be carried in Betty Rae's locations.



December 5, 2023, Vine Street Brewing, the first black-owned brewery in Missouri, will release a commemorative Library beer at an evening event at Plaza branch.



December 5, 2023, J. Rieger & Co will provide a signature cocktail at an evening event at Plaza branch. They will carry this Library cocktail in their distillery for December and donate a portion of proceeds to the Library.



A Library streetcar, revealed in November 2023, allows us to leverage dollars previously budgeted for Streetcar Stop ads to acquire a Streetcar wrap plus the NB and SB Library Stop Shelters for the entire year, and provides engagement opportunities through streetcar "read-alongs".



## BUDGET

The 150th anniversary budget will come from various sources, including FY24 and FY25 operating budgets for elements and programs that are part of annual planning, but are getting a 150th treatment for 2024 (for example, Summer Reading & Learning Program). The additional initiatives and events of the 150th will come from existing special accounts where appropriate, and new sponsorships, gifts, and grants.

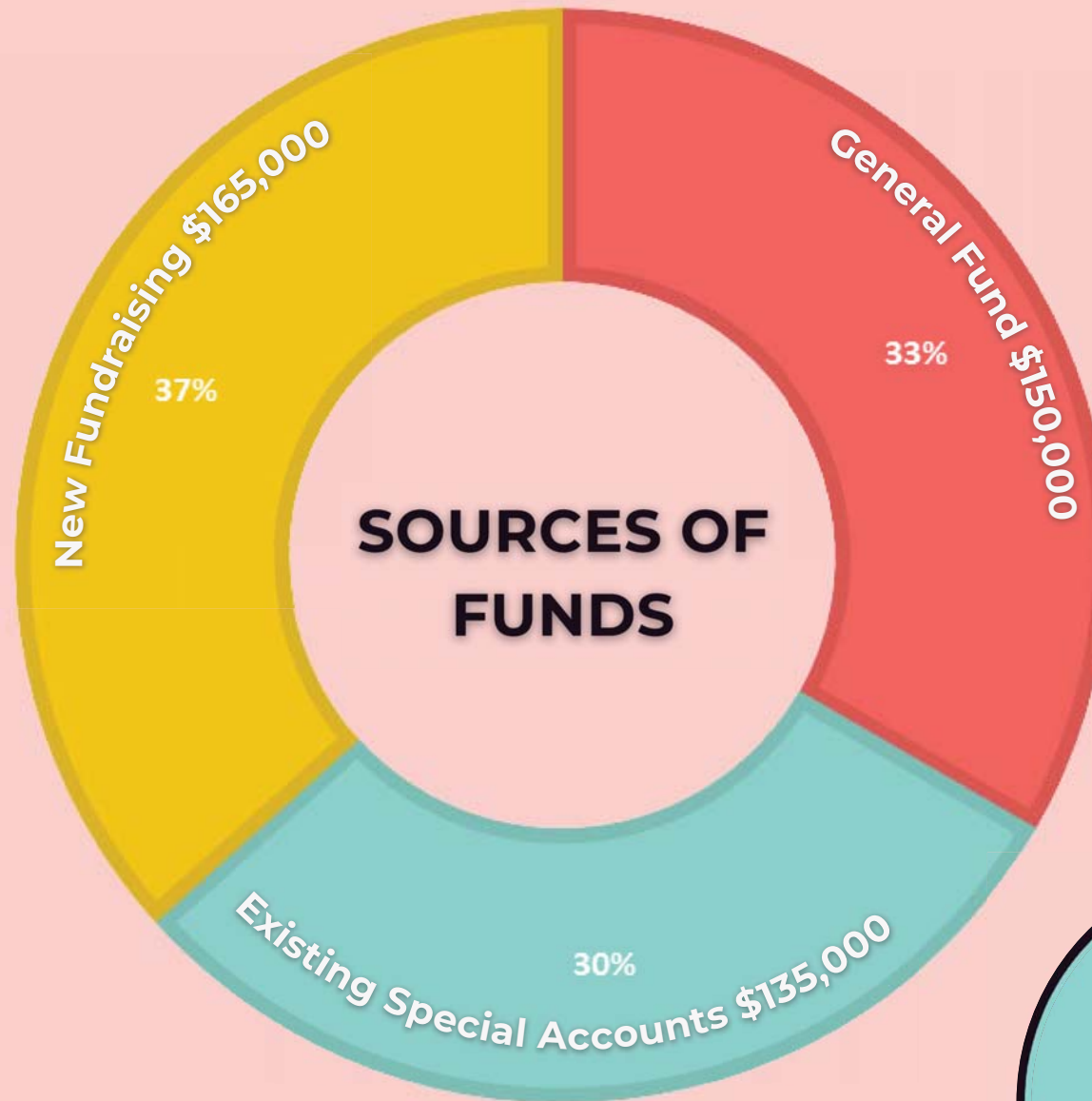
### BUDGET AT A GLANCE

#### Base vs. Enhanced

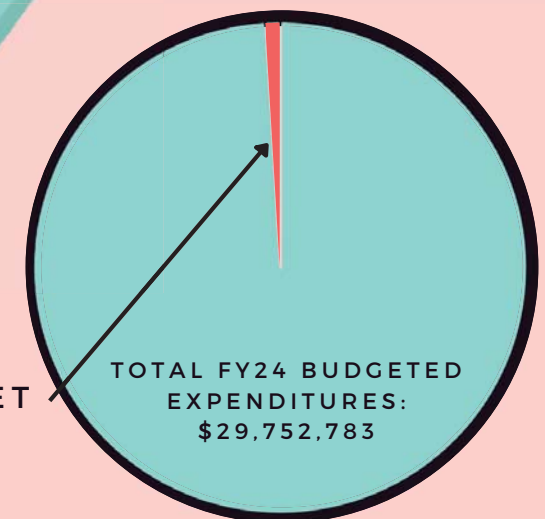
- \$300,000 Base Budget
- \$450,000 Enhanced Budget

#### Sources of Funds

- General Fund FY24: \$125,000
- General Fund FY25: \$25,000
- Existing Special Accounts: \$135,000
- New Fundraising: \$165,000



**\$450,000 ENHANCED BUDGET**  
**1.51% OF FY24 BUDGETED**  
**EXPENDITURES**





## BUDGET BREAKDOWN

**60 Donor/Sponsor Prospects Identified**

### **In-Kind Commitments**

- KC Streetcar
- J. Rieger & Co.
- Charlie Hustle

### **3 Requests Pending**

- Private Foundation - \$60,000
- Private Foundation - \$45,000
- State Agency - \$10,000

**Total Pending: \$115,000**

Income	Base Budget (Dec. 2022)	Enhanced Budget
Operating Budget	\$ 125,000	\$ 150,000
Existing Special Accounts	\$ 95,000	\$ 135,000
New Fundraising	\$ 80,000	\$ 165,000
	<b>\$ 300,000</b>	<b>\$ 450,000</b>
Expenses	Base Budget (Dec. 2022)	Enhanced Budget
150th Birthday Launch	\$ 25,000	\$35,000
Branch Birthday Parties	\$ 55,000	\$ 55,000
150th Speaker Series	\$ 100,000	\$ 150,000
Exhibitions	\$ 25,000	\$ 25,000
Marketing/Outreach/Streetcar	\$ 50,000	\$ 125,000
Youth Engagement	\$ 45,000	\$60,000
	<b>\$ 300,000</b>	<b>\$ 450,000</b>



## December 5th Community Advisory Committee

### WHO

Small group of 5-8 diverse civic leaders and community representatives to assist with planning and promotion for the December 5th anniversary events.

### WHAT

Work alongside Ad Hoc Committee to strategize event format, refine messaging, and engage key community stakeholders.

### WHEN

**August:** Finalize CAC prospect roster.

**September:** Invitations & onboarding, refine roles & responsibilities.

**October - November:** Issue community invitations, finalize Dec. 5th plans.

**December:** Participate in festivities.

City Council  
Proclamation

Streetcar  
Reveal

Branch  
Activities

150th  
Anniversary  
Luncheon

Evening  
Keynote &  
Reception

150th  
Video  
Release

# Questions & Next Steps

- Input on Community Advisory Committee
- Suggestions of community stakeholders to engage
- Opportunities to leverage during the year for partnership



*Thank  
you!*

**Reach out to with any  
questions or input to:**

**Courtney Christensen  
Carrie Coogan  
Crystal Faris  
Margaret Perkins-  
McGuinness**

**Kansas City  
Public Library**