

August 10, 2005

TO: John Szerlag, City Manager

FROM: Brian Murphy, Assistant City Manager – Services  
Brian Stoutenburg, Library Director

SUBJECT: Memo from the Friends of the Troy Public Library Book Shop  
Management Committee

Attached is a copy of a letter from the Friends of the Troy Public Library Book Shop Management Committee requesting to locate the Friends Used Book Shop on the main floor of the library on a permanent basis. City staff is forwarding a copy of the request to the Library Advisory Board for review and comment. City staff will report on the Board's remarks and will provide additional information, most likely in September.

**MEMO**  
**FTPL BOOK SHOP**

TO: Brian Stoutenburg(Library Director) and TPL Board of Directors  
CC: John Szerlag (City Manager), Brian Murphy (Assistant City Manager Services), John Lamerato (Assistant City Manager - Finance), Louise Schilling (Mayor), Troy City Council, Tammy Duszynski (FTPL Board of Directors)

FROM: FTPL Book Shop Management Committee

DATE: August 1<sup>st</sup>, 2005

SUBJECT: Friends of the TPL Book Shop Future

In March 2005, due to the HVAC replacement project at the TPL, the Friends Book Shop was temporarily relocated from its space on the lower level to the meeting room on the main level.

In the last five months, Troy Community members have consistently expressed their delight at the Book Shop's upstairs location. Simultaneously, the Book Shop customer traffic and income have increased substantially - 35% each month versus same time last year (see Pg. 2). As of July 31<sup>st</sup> the Book Shop has brought in \$50,000 in income. We estimate to make an unprecedented \$95100,000 in calendar year 2005 if the current trend is allowed to continue.

On May 1<sup>st</sup>, 2005 the Friends organization, together with TPL Management, conducted a "Visioning Session" so that the Troy Community could have an opportunity to give input and ideas regarding of the "Library of the Future" (see Pg. 4). Facilitated by Joe Joseph (Director of GM Knowledge Center and Dean of GMU Engineering College) the session's objective was two fold;

- a) to compile and prioritize a list of specific needs and improvements to be incorporated in the future library expansion and,
- b) to determine the Friends' role in future fund raising activities.

With the Book Shop's move to the main Level, a unique opportunity has presented itself; one with little (if any) risk, yet one that has potential to immediately respond to our community's needs and to offer a high return on the community's investment in its future. Therefore, the current location of the Book Shop needs to be reassessed quickly by Library and City leadership before its scheduled move back to the lower level in September.

The attached information and proposal outlines a forward thinking, fiscally responsible way to;

- respond to the positive feedback received from various Troy Community members
- make the best use of current facilities,
- continue current sales levels at Book Shop, and
- embark on fundraising activities immediately and thus minimize the future cost of library expansion to the taxpayers of Troy.

Success breeds success. By allowing the Book Shop high visibility and linking its tangible, positive image to the fundraising campaign, TPL and the Friends will be able to more easily attract the attention and support of Troy's private as well as business sector and best serve the Community as a whole.

Respectfully,  
FTPL Book Shop Management Committee (Nancy Booth, Judith Hamlin, Kathy Laskowski, and Eve Parsons)

# Friends of the TPL Book Shop

## FACT SHEET

- Book Shop 2004-5 income was **\$81,000**. Projected 2005-6 income is **\$95,000 to \$100,000** (based on current 6 mo. run rates).
- Book Shop's expenses are minimal-less than 1 % of revenues. Shop is **run entirely by volunteers**.
- Book Shop consistently contributes approximately **85%** of FTPL's total income which supports various TPL activities (see Pg. 2).
- New Book Shop management implemented a business plan, operating policies, inventory management process, and proactive volunteer recruiting/training which drove **income up 32% in 24 months** (see pg. 2).
- A **Marketing Plan** is being created which focuses on building stronger links with the Troy business and educational communities, synchronizing PR efforts with TPL activities, implementing proactive donation solicitation plus other initiatives to further grow customer base and to **solidify entire Troy Community's support**.
- FTPL income funds hundreds of quality programs annually that are **FREE** to the entire Troy Community.
- Programs **create jobs** for instructors, musicians, etc., hired for events as well as for those librarians who coordinate and administer the programs.
- Book sales **create tax revenue** at Book Shop and subsequently when resold by dealers (core group of regular, profitable customers).
- Book Shop offers **low cost** reading and educational materials (95% of inventory <\$1.00) to community and its neighbors.
- Book Shop gives select donated materials **directly to TPL book stacks** (ex: DVD's, paperback fiction).
- Book Shop **provides volunteer opportunities for all members of the diverse Troy Community** - including high school students, seniors and mentally challenged adults.
- Book Shop **supports a diverse group of organizations** by giving surplus inventory for free to Troy Senior Center, schools (Detroit, Pontiac & other underprivileged neighbors) convalescent homes, hospice, prisons, etc..
- Book Shop activities are closely aligned with and support TPL's:
  - **Vision** by delivering quality service through funding hundreds of free programs.
  - **Mission** by providing materials for lifelong learning and personal enrichment at a very low cost.
  - **Values** by providing a "welcoming and culturally stimulating setting" at free programs and through volunteer opportunities. (see Pg. 5)
- Book Shop's activities are **aligned with and support the City of Troy's**:
  - **Vision** by focusing on the Troy Community - the customers. Book Shop is aggressive in its efforts to improve service delivery via ongoing initiatives. Book Shop actively supports TPL staff via funding of various professional development programs.
  - **Mission** by providing a public service in a friendly and professional manner.
  - **Value** of lifelong learning and diversity. This is reflected in Book Shop's clientele as well as volunteer ranks; parents, children, students, seniors, educators, business people, mentally challenged adults - all members of the Troy Community. (see Pg. 6)

## Friends of the TPL Book Shop

### CURRENT STATUS

Over the last 5 months (Mar - Jul) or virtually half of 2005, the Book Shop has been temporarily located in the TPL Meeting Room on the main floor. During this time frame:

- Sales averaged nearly \$2,000 per weekend - or **35% more** each month than sales on lower level during same time last year (see Financial Snapshot below). January 1 to July 31 sales total **\$52,568**. July 2005 sales totaled **\$10,159** - an all time record in Book Shop history.
- Book Shop customer traffic increased with many new customers.
- Upstairs location is **more accessible** to handicapped, senior citizens and mothers with young children & strollers.
- **Public awareness** of the Book Shop and entire FTPL organization increased.
- Book Shop attracted an unprecedented 8 **new volunteers** resulting in an all time high of 57 volunteers on board.
- Attendance at various programs held off-site has increased.
- Library attendance has not declined.
- **Community has given frequent, very positive feedback** regarding the temporary location to Book Shop Volunteers as well as Library Staff. **Requests that Book Shop remains upstairs are frequent & ongoing.**
- Community has not voiced any negative comments to Book Shop Volunteers regarding programs being moved to locations other than the Meeting Room.

### FINANCIAL SNAPSHOT

Fiscal Year	2004-5	2003-4	2002-3	24 Month <u>Change</u>
Book Shop Income	\$81,198	75,676	61,547	32%
Total Friends Income	96,269	88,276	85,862	12%
% Book Shop/FTPL	84%	86%	72%	

  

Monthly Book Shop Sales	<u>2005</u>	<u>2004</u>	<u>% Change</u>	
March	\$8,160	6,030	+2,130	+35%
April	9,124	6,778	+2,346	+35%
May	5,822	4,474	+1,348	+30%
June	4,427 <sup>*a</sup>	5,921	-1,494	- 25% <sup>*a</sup>
July	<u>10,159</u>	<u>7,473</u>	<u>+2,686</u>	<u>+36%</u>
Total 5 Months	\$37,692	\$30,676	\$ 7,016	+23%

<sup>\*a</sup> Book Shop closed for 2 weekends in June due to HVAC delay resulting in approximately \$4,000 in lost income. If adjusted for 2-week loss (by doubling June 2 week actual), June '05 sales would be \$8,854 or 50% higher than June '04.

# Friends of the TPL Book Shop

## PROPOSAL

In response to the extremely positive feedback received from various Troy Community members; **Participants at the May Visioning Session, Library Patrons, Book Shop Customers, Library Staff and Friends' Volunteers**, and the substantial growth in sales, the current location of the Friends Book Shop needs to be reassessed quickly. Serious consideration should be given to keeping the Book Shop in the Meeting Room on the main level given the **multifold benefits to the entire Troy Community** and very few, if any, risks.

### **Opportunities -- value added to the Troy Community and TPL:**

- Greater Book Shop visibility which translates into...
  - more customers
  - more donations
  - more volunteers (flexibility for future weeknight & *lor* more business hours) and thus **increased income** and continued support of programs, the TPL and the Troy Community.
- Option to hold programs at TPL, the Community Center and Troy Museum. This would add flexibility to open programs to larger groups on an ongoing basis thus, increase participation in TPL programs and make **better use of existing Troy facilities**.
- Add space by converting lower level Book Shop facility into a mid size meeting room (could be funded by the FTPL). As half of the lower level is already being used for computer classes, this is a **natural extension of the TPL's meeting and training facilities**.
- Use the Book Shop as a vehicle (a tangible, highly visible, successful operation) to attract Troy Community's attention to fund raising efforts for future library expansion as outlined at Visioning Meeting in May.
- Synchronize the timing of Book Shop's grand opening on main floor with Troy Daze and 50th Anniversary celebrations to reinforce fund raising efforts.

### **Risks:**

No significant risks have been identified to date. Some portion (but not all) of the TPL programs would need to be held off site like they already have been during the 5+ months of the HV AC project. This may mean a small increase in the cost of the programs to pay for space at Community Center facility. However, these costs would be included in the total program cost thus, be covered by the FTPL (see Pg. 7)

## CONCLUSION

The above are all compelling - **business based and fiscally sound** -- reasons which serve the Troy Community and are in the Community's best interest. The Book Shop is a proven and consistent performer - even in less than optimal economic times. The **value added contribution to the Troy Community** is quite significant:

- rich program schedule accessible to all for FREE
- low cost materials for students, educators, seniors, & community at large
- volunteer opportunities open to all members of the community
- ability to supporting less privileged neighbors

Locating the Book Shop on the main level of the TPL will expand on the above contributions and reap even greater rewards. It will show the City's Leadership hears its constituency and is quick to respond to needs voiced by the Troy Community.

TROY PUBLIC LIBRARY  
SPACE NEEDS IDEAS

Main floor location for Friends bookstore and gift shop

Drive through service window - returns and pick-up

Quiet study rooms

Group study rooms

Teen services area

Meeting rooms/program rooms/conference rooms

Audio-visual area

International language/culture area

Enlarged lobby

Staff work space

Materials merchandising (browsing) space

Better cafe space

First floor computer training lab

Children's story program area

Enlarged stack space for book collections

Additional parking

## TROY PUBLIC LIBRARY VISION, MISSION, VALUES

**VISION:** The vision of the Troy Library is that the community will view the Library as an exemplary model for the delivery of quality services.

**MISSION:** The mission of the Troy Public Library is to create meaningful opportunities for lifelong learning and personal enrichment that anticipate and excel in meeting the expectations of the Troy community. The Library works through its mission by:

- Focusing on its patrons
- Providing access to information in a variety of formats
- Providing access to ideas, insights, and materials that inspire
- Providing access to resources that encourage curiosity, imagination, and creativity
- Providing a welcoming and culturally stimulating setting in which the community can interact with resources, a knowledgeable staff, and each other

**VALUES:** The Troy Public Library values:

- The delivery of quality-based services
- Finding solutions that lead to patron satisfaction
- A forward thinking staff
- A proactive organizational management environment that promotes partnerships (teams), application of technology, and the customer service model of delivery
- Personal traits of honesty, courtesy, responsiveness, ethical behavior, fairness, personal responsibility, commitment, cooperation, accessibility, excellence, accuracy, and reliability

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CITY HALL - 500 W. BIG BEAVER - TROY, MI 48064 - 248.524.3300 - 8:00am - 4:30pm

### City Manager (248) 524-3330



**John Szerlag**  
(szerlagj@ci.troy.mi.us)  
City Manager

#### Mission Statement

Provide public service to people in a friendly, professional manner so that they appreciate the experience and can expect to be served that way again.

#### Vision Statement

To that end, we strive to be:

- Externally focused on our customers;
- Professional and courteous in our treatment of others;
- Aggressive in our efforts to improve service delivery by using the best means available; and
- Concerned about the professional growth of our co-workers.

#### Value Statement

We value honesty, courtesy, responsiveness, diversity, lifelong learning, ethical behavior, quality, cooperation, accessibility, dedication, loyalty, and excellence.

#### Goals

- Minimize cost and increase efficiency of government.
- Retain and attract investment, while encouraging redevelopment.
- Effectively and professionally communicate internally and externally.
- Creatively maintain and improve public infrastructure.
- Annually improve the strategic plan.
- Protect life and property.

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## Troy Community Center Room Rental Information

Room	Square Feet	Approx. Capacity (Theater)	Surface	Non-Profit Resident Groups	Resident Groups	Non-Resident Groups
Indoor Pool	5000	150		\$236	\$306	\$346
Gym (Full)	13,400	380	Wood	\$90	\$110	\$140
Gym (Half)	6700	190	Wood	\$50	\$60	\$80
Dance Studio A or D	2764	75	Wood	No Charge	\$40	\$50
Dance Studio B or C	1260	36	Rubber	No Charge	\$40	\$50
Activity Room 503	877	49	Carpet	No Charge	\$40	\$50
Activity Room 504	1161	49	Linoleum	No Charge	\$40	\$50
Arts and Crafts Room 401	1143	32	Concrete	No Charge	\$40	\$50
Dining Room 402	2319	128	Carpet	No Charge	\$40	\$50
Conference Room 403/404	195	8	Carpet	No Charge	\$30	\$40
Meeting Room 301/302	1120	66	Carpet	No Charge	\$40	\$50
Meeting Room 303	1910	136	Carpet	No Charge	\$40	\$50
Banquet Room 304	2492	153	Carpet/Lin	No Charge	\$40	\$50
Banquet Room 305	2564	153	Carpet/Lin	No Charge	\$40	\$50
Banquet Room 304 & 305	5056	374	Carpet/Lin	No Charge	\$380 (4 hrs) \$760 (8 hrs)	\$460 (4 hrs) \$920 (8 hrs)

**Rates:** Room rental rates listed above are **per hour**. The banquet room (304 & 305 combined) is only available for a half day (4 hours) or full day (8 hours) rental.

**After Hour Rentals:** A fee of up to \$45 will be added to all room rentals that take place when the Community Center is closed (see Hours of Operation below) and includes set up and tear down time.

**Additional Staff:** Additional staff or custodial support deemed necessary by the Troy Parks and Recreation Department will be charged to the rentee at the current hourly rate of \$15 per hour.

**Audio Visual Equipment:** See price list for equipment available and rental rates.

**Room Capacity:** Capacities listed are approximate and based on a theater style set up.

**Catering:** Emerald Food Service is the exclusive caterer for the Community Center. Arrangements for food and beverage service must be made at least 72 hours in advance by calling 248-689-2494. Food and beverages served at the event must be provided by E.F.S. with the exception of snacks and pre-packaged non-perishable food in rooms 403, 404, 503 and 504. Violations will result in loss of facility use privileges and the group will be charged the rate for food if Emerald Food Service had supplied it.

**Payment:** A \$30 non-refundable and non-transferable deposit is due with the application and will be charged when the reservation is confirmed. Full payment is due at least 5 days before the event. Cancellations must be requested 5 days before the event in order to obtain a refund (excluding deposit) on the room rental.

**Hours of Operation:** M-F 8 am-10 pm, Sat 8 am-4 pm (close at 1 pm in July/Aug), Sun-Closed

### Group Classifications

**Non-Profit Resident Groups** – Any non-profit tax exempt corporations, community/civic organizations, churches, fraternal bodies, educational units, or government organizations that must consist of at least 75% Troy residents and supply a 501 (C) number or tax exempt certificate.

**Resident Groups (Business/Public)** – Any business located within the Troy city limits having a meeting for staff; or public group that consists of 75% Troy residents and does not have a 501 (C) number or tax exempt certificate.

**Non-Resident Groups (Business/Public)** – Any business that is located outside the Troy city limits; or public group that does not consist of 75% Troy residents.