

Cool Cities Growth Initiative

Initiative Name	Peter White Public Library Renovation/Expansion Project				
Description of Initiative	This \$9.0 million project was developed to renovate and expand the historic Peter White Public Library in Marquette, Michigan. The project renovated the original 1904 library building and added 48,000 sq. ft. of state-of-the-art space that includes public meeting space, computer lab, expanded seating and collections space, adaptive technology center and provides space for the City of Marquette Arts and Culture Center.				
Action Type		Build New	X	Expanding Existing	Attract From Elsewhere
Timing	Project planning began in 1993. A \$4.5 million bond issue was approved by City of Marquette voters in 1996. Construction started in 1998 and the renovated and expanded building was reopened in October 2000.				
Champions	<p>Gerald R. Peterson, City Manager; (906) 228-0435 manager@mqtcity.org Donna Kohut, City Finance Director; (906) 228-0417 George Pelkola, Lynne Hammerstron; Norman Gruber, City Clerk; J. Michael Coyne; Judy Watson-Olson of the W.K. Kellogg Foundation; Robert Bordeau; City of Marquette taxpayers, City of Marquette Administrative staff and City Commission, National Endowment for the Humanities, The Kresge Foundation, Cleveland Cliffs, Frazier Fund, Inc., Huron Mountain Club, Violet V. Johnson, L.G. Kaufman Endowment Fund, W.K. Kellogg Foundation, Phyllis M. Reynolds Family, the Phyllis and Max Reynolds Foundation, Shiras Institute, Marquette Board of Light and Power, Marquette General Health System, Marquette Rotary West, SEMCO.</p>				
Resources	\$4.5 million bond issue over 20 years approve by City of Marquette voters. \$4.5 million raised in a capital campaign—the largest capital campaign conducted locally.				
Performance Measures	The \$9.0 million project was completed on time and on budget. The \$4.5 million bond issue was successfully passed in 1996. The \$4.5 million capital campaign was successfully concluded. The Building renovation/expansion project was completed as designed.				

Model or Case Study References	
Alternative Strategies	Prior to renovation/expansion of the Peter White Public Library the Board of Trustees and PWPL Building Committee assessed other options. The groups looked at other facilities that could be used as a library, looked at joint projects with other agencies and looked at building on an undeveloped site. Renovation and expansion of the existing 1904 landmark building was the option most supported by the community.
Synergy with Other Initiatives	<p>This project has developed a great deal of synergy between the Library, Arts and Culture Center and the community. The renovation/expansion project created space for the City of Marquette Arts and Culture Center. Previously, the MACC did not have a permanent home or programming space. Many in the community see the PWPL/MACC as the cultural center in the Marquette community. The project also developed public meeting space for local organizations, agencies and civic clubs. Joint programming between the library and many organizations has taken place. Many organizations meet regularly at the PWPL and provide educational, cultural and recreational programming. Groups that used the facilities include Lake Superior Theatre, Moosewood Nature Center, Sierra Club, Audubon Society, Northern Center for Life Long Learning, Lake Superior Community Partnership, Alger-Marquette Community Action Board, American Red Cross, Superiorland Soccer Association, Noquemonon Trail Network, Project WEAVE, Marquette Alger Youth Foundation, North Country Greens, Yellow Dog Watershed, Investment Clubs, Book Discussion Clubs, Speak UP, Marquette County Quilter's Association, Marquette Sea Kayakers, Marquette Area Public Schools, Marquette Alger Regional Educational Services, Marquette Beautification Committee, UP Publishers and Authors Association, League of Women Voters, Northern Michigan University, USS Superior and RSVP Peer Prevention Players.</p> <p>In 2003, outside groups used the PWPL facilities 539 times. Marquette Arts and Culture Center presented 153 programs in PWPL facilities. PWPL presented over 200 programs with 7813 people in attendance.</p>
Marketability or Buy-in Potential	The Marquette Community supported this project with \$9.0 million. The first \$4.5 million was the result of a successful bond issue, while the second \$4.5 million was raised through a community-based capital campaign. The capital campaign was strengthened by two challenge grants—one from the National Endowment for the Humanities (\$300,000) and the other from The Kresge Foundation (\$200,000).
Risk Factors	<p>The City Commission took a risk by supporting the project and placing a bond issue on the ballot. They also accepted the risk that the capital campaign would fall short of its goal, and the City would be responsible for additional funding.</p> <p>The Board of Trustees and Building Committee took a risk in extensively renovating and expanding a building that was almost 100 years old. In fact, one construction accident did cause extensive damage to the 1904 building.</p>
Supporting Documentation	Media coverage of the Library renovation/expansion project. Anecdotal evidence.
Success Factors	<p>Library usage has continued to increase since the facility opened in October 2000. Attendance has increased 79% and library materials circulation has increased by 36%. Public Access computer usage has increased by 76%.</p> <p>The Library has been able to develop new and expand existing programs as a result of expanded programming space for children and adults.</p> <p>The Marquette Arts and Culture Center has a permanent facility and has developed a variety of new programs.</p>

Tactic and Action Plan	The Board of Trustees of the Peter White Public Library, PWPL Building Committee and Capital Campaign Steering Committee worked closely with the City of Marquette administration and City Commission to develop the project. Several timetables were developed to chart the progress of each aspect of the project.
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